The original documents are located in Box 219, folder "Pullman-Kellogg (1)" of the U.S. - China Business Council Records at the Gerald R. Ford Presidential Library.

September 27, 1973

Mr. James A. Petrie
Senior Vice President
for Far East Operations
M. W. Kellogg Company
1300 Three Greenway Plaza East
Houston, Texas 77046

Dear Mr. Petrie:

I want to congratulate you and your company on your great success in doing business with the People's Republic of China. In view of what will be a continuing interest between your company and China, I thought you would be interested in reviewing the enclosed information about the National Council for United States-China Trade. We would, of course, be very pleased to welcome your firm, particularly as a National Council member.

With kind regards.

Sincerely,

Christopher H. Phillips
President

CHP/icg

Enclosure

Nelson G. Ford

THE M.W. KELLOGG COMPANY

Pullman Incorporated

1300 THREE GREENWAY PLAZA EAST
HOUSTON, TEXAS 77046

October 10, 1973

Mr. Nicholas H. Ludlow
P. O. Box 2804
Washington, DC 20036

Dear Nick:

Thanks very much for sending the copy of the speech and information on the National Council For US-China Trade. Could it be possible for us to get a couple of additional copies of both the pamphlet and the speech?

We are putting you on our mailing list to receive all news releases relating to our China activities. You will also be receiving some news items on other foreign activities due to the way our lists are structured.

Incidentally, could you tell us where the speech was delivered? Lots of luck in your new slot. Best personal regards.

Cordially,

Ray

Ray Waters
Manager, Public Relations

RW:eb

November 21, 1973

Mr. Arthur L. Dowling
Vice President
The MM W. Kellogg Company
1300 Three Greenway Plaza East
Houston, Texas 77046

Dear Mr. Dowling:

Thank you for your letter of November 19, 1973.

As you have requested, we are enclosing herewith a copy of Ambassador Phillips' speech which was given before the International Management and Development Institute on September 26 in New York City.

We are also enclsoing some up-dated material on the National Council which we thought would be of interest.

Sincerely,

Barbara O'Hara

BEO/ll

Enclosures

THE M.W. KELLOGG COMPANY

A Division of Pullman Incorporated
1300 THREE GREENWAY PLAZA EAST
HOUSTON, TEXAS 77046

ARTHUR L. DOWLING
VICE PRESIDENT
ADVERTISING-PUBLIC RELATIONS

November 19, 1973

The National Council for U.S.-China Trade
1100 Seventeenth Street, N.W. #513
Washington, D.C. 20036

Gentlemen:

I would appreciate receiving a copy of the remarks made by The Honorable Christopher H. Phillips, President of The National Council for U.S.-China Trade, before the International Management and Development Institute, in New York City on September 26.

Thank you.

Sincerely,

A. L. Dowling

ALD/es

February 21, 1974

Mr. Edward M. Hallinan
Vice President
Government Relations
The M.W. Kellogg Company
1616 H Street, N.W.
Washington, D.C. 20006

Dear Mr. Hallinan:

I am very pleased to inform you that the application of The M.W. Kellogg Company for membership has been approved, pending the receipt of a completed membership application form for our records. A form for this purpose, to be returned to us, is enclosed for your use.

It is with great pleasure that we welcome your company to membership in the National Council, and we look forward to your participation in our efforts to build mutually beneficial trade relations with the People's Republic of China.

We have received and hereby acknowledge receipt of your check in the amount of $2,500.00 for 1974 annual dues.

I am enclosing some recent material on the National Council's activities to date. As you will notice, the Executive Committee of the Board of Directors recently returned from China after having its first formal talks with the China Council for the Promotion of International Trade. A full report of this mission is enclosed for your perusal.

We look forward to working closely with you, and to responding to questions and suggestions you may have from time to time.

Sincerely,

Christopher H. Phillip

lm

Yes, my corporation wishes to become member of the National Council: our check enclosed. $2,500.00

We would like to set up an appointment with Christopher Phillips, President of the Council. Please call me to arrange a convenient time. _____

Please send more information about the National Council. _____

No, we are not interested in joining the Council at this time. _____

COMPANY EXECUTIVE James A. Petrie, Senior Vice President -See reverse side for address.
E. M. Hallinan, Vice President, Government Relations " " " "

COMPANY NAME AND ADDRESS The M. W. Kellogg Company
1300 Three Greenway Plaza East
Houston, Texas 77046

Telephone (713) 626-5600

Mr. James A. Petrie
M. W. Kellogg Company
711 Third Avenue
New York, New York 10017

Telephone: (212) 697-5200

Mr. E. M. Hallinan
M. W. Kellogg Company
1616 H Street, N. W.
Washington, D. C. 20006

Telephone: (202) 393-4373

THE M.W. KELLOGG COMPANY

A Division of Pullman Incorporated

1616 H STREET, N. W.
WASHINGTON, D. C. 20006

EDWARD M. HALLINAN
VICE PRESIDENT
GOVERNMENT RELATIONS

February 19, 1974

The National Council For United
States-China Trade
1100 Seventeenth Street, N.W.
Washington, D.C. 20036

Gentlemen:

Our company wishes to apply for membership in the National Council For United States-China Trade, and I am enclosing our check in the amount of $2,500 to cover the annual dues.

We would appreciate your arranging to direct correspondence to Mr. J.A. Petrie in our New York office, and to me here in Washington. Our addresses are shown on the enclosed enrollment card.

Very truly yours,

Edward M. Hallinan

Edward M. Hallinan

EMH:ckw
enclosure

cc: J.A. Petrie

for your information

February, 1974, Issue No. 101

HH MWKellogg.

Happy Birthday

KC & HR

See Page 3

Pullman Doubles Net Earnings In Record Year of 1973

"A strong fourth quarter helped us set (an) earnings record and ring up a revenue total over the billion dollar mark for the first time in our 106-year history."

The words are those of Samuel B. Casey, Jr., president of Pullman Incorporated. They were part of an announcement to the press released in January, reporting a record 1973 net income of more than $36½ million, or $5.06 per share on revenues of more than $1 billion—$1,012,635,000.

The year's net income from company's world-wide operations was more than double 1972 earnings of $17,828,000, or $2.48 per share, on revenues of $763,061,000. *(1972 per share earnings are adjusted to reflect a 3-for-2 stock split on December 10, 1973.)*

In citing the strong final quarter performance, Mr. Casey pointed out that the company earned $12,376,000, or $1.71 per share on consolidated revenues of $903,756,000. These figures compare with 1972 fourth quarter net income of $5,921,000, or 82 cents a share, on revenues of $216,056,000.

The final three months of 1973 marked the 11th successive quarter in which Pullman posted an earnings increase from the like year-earlier period.

In the fourth quarter of 1973, Pullman sold 15 percent its equity in Trailor, S.A., French subsidiary, on the Paris Bourse. Net proceeds from the sale were $7,048,000 and resulted in a before tax gain of $5,508,000. Pullman continues to hold 68 per cent interest in Trailor.

The carrying value of the company's investment in Unimation Inc. and related companies was reduced by $1,701,000.

The net result of these two unusual items was to increase net income $2,082,000 or 29 cents per share in the fourth quarter.

Mr. Casey noted that all of Pullman's major divisions made sizeable contributions to the company's record-setting 1973 performance.

"And we're off to a good 1974 start," he said, "with a consolidated backlog of $1,575,490,000, more than double our year-ago backlog of $767,955,000."

Computer Identics To Join Pullman

Samuel B. Casey, Jr., president of Pullman Incorporated, announced earlier this month that a tentative agreement in principle had been reached for acquisition by Pullman of Computer Identics Corporation, a privately-owned Boston-based company, in an exchange of stock.

Computer Identics is a producer of "turnkey" computer integrated control identification systems used by railroads, marine container shipping companies and industrial companies. It designs and manufactures optical scanning equipment for identification systems, and related computer programs and processing equipment.

ACI Systems Corporation, a wholly-owned Computer Identics subsidiary, based in Chicago, markets, installs and services such systems in the transportation industry.

In announcing the agreement, Mr. Casey said that "Computer Identics will make an excellent addition to the Pullman family of companies. Its products, services and technology complement those of Pullman and add to our capabilities of serving traditional customers as well as new markets."

Farmland's Ammonia Plant

NEARS COMPLETION: Kellogg's work on a 1,000-ton-a-day ammonia plant at Farmland Industries' Enid, Oklahoma, site is slated for mid-year completion. Key MWK personnel on the project include: Nelson W. Lewis, project manager; Raymond L. Stilson, assistant project manager; Thomas H. Crooks, project engineering manager; William J. Wiggins, resident construction manager; Donald C. Vaughn, home office construction manager; and N. Theodore Villa, project procurement manager. Process manager is Nicholas Walen.

CONTINGENT AT KELLOGG: Arthur L. Dowling, (left), vice president of advertising and public relations; Walter M. Buryn, (third from left), senior project manager and manager of projects for the CNTIC ammonia plants; James A. Petrie, (center), senior vice president of Far East operations; and Wilbur E. Bratton, (third from right), commercial administrator, pose with PRC delegation in front of M.W. Kellogg building.

Chinese Technical/Commercial Mission Returns to PRC After Long U.S. Tour

"We, as individuals, are participants in a very important and historical event which may be remembered far longer than the eight ammonia plants. We are proud to be part of this historic event that is the beginning of a new era of friendship between the United States and the People's Republic of China. It is indeed a great honor to be the sponsors and hosts for the first commercial/technical mission to come to the United States from the People's Republic of China. We recognize the great responsibility we have in carrying out our agreements with you, as they are evidence of the basic agreements reached between the leaders of our two great nations . . .

"I give you . . . my assurance that The M.W. Kellogg Company will carry out its responsibilities utilizing its full resources (and with) the closest possible cooperation and understanding between your staff and ours. I am confident that we will have this cooperation, and that we will work together in friendship and in mutual understanding."

The words were those of Clark P. Lattin, Jr., president of M.W. Kellogg. They were spoken at a reception held at the Hotel Warwick to formally welcome a ten-man technical and commercial delegation from the People's Republic of China's National Technical Import Corporation (CNTIC) as they began a nearly two-month tour of plants and facilities throughout the United States.

The purpose of the tour, as enunciated by the Chinese, was "to promote the mutual understanding and to strengthen the cooperation" between CNTIC and Kellogg in the execution of contracts for eight 1000-metric-ton-a-day fertilizer ammonia plants to be constructed in China. The contract awards, valued in excess of $200 million, represent the largest dollar volume ever placed by PRC with a U.S. firm in the industrial sector.

Lengthy Tour

The Chinese contingent, headed by Mr. Feng, chief of the delegation, arrived in the United States late in November, and spent several days in Washington, D.C. before arriving in Houston the evening of November 28.

From that time, until their return to China in mid-January, the pace rarely slackened. A week of intensive conferences at the Kellogg building began the following morning, with discussions of Kellogg's capabilities in the areas of research, engineering, scheduling, procurement, project engineering, project management, construction, and support services held daily, starting at 8:00 a.m. and continuing through the entire working day, with only luncheon breaks. An overview of Kellogg's general activities and capabilities, a probing of its methods of operating, and its use of the computer in the myriad activities surrounding major projects, were included in the discussions.

These meetings were followed by a sequence of plant visits which continued through the Christmas and New Year holidays, coupled with visits to Kellogg's Northeast Operations Center, and a return, by part of the delegation, to Houston early in January for further intensive briefings.

Interspersed between the business and technical sessions were evenings and weekends devoted to sightseeing. The delegation attended football games in Houston and Kansas City, attended the ballet, visited national monuments, and were exposed to American cuisine from all corners of the country.

The ports of Houston and New York also were visited by the group, during which visits they learned of the port capabilities. Both will play important roles in shipment of the major equipment for the ammonia plants, since the bulk of equipment and materials will be purchased in the United States.

Besides Mr. Feng, the CNTIC delegation consisted of Shin-Hwa Liu, deputy leader of the delegation and manager of the first department of CNTIC; Chin-Han Chen, chief chemical engineer; Pai-Yuan Chang, deputy chief engineer; Pai-Yuan King, mechanical engineer and power specialist; Li-Fan Wei, mechanical engineer and compressor specialist; Chi-Chang Wang, mechanical engineer and instrumentation specialist; Chang-Ching Wang, instrument engineer; Ying-Lin Wu, commercial and technical manager; and Kai-Ti Wang, interpreter.

(continued on page 8)

IN CONFERENCE: CNTIC delegation, in conference room, ready for another day of briefings and conferences.

In Procurement

Promotions, Organization Changes Highlight Increased Workload

Consistent with the company's increased workload and projected future growth, the procurement department has promoted 11 key people and has acquired a new project chief inspector.

Richard T. Arnott, N. Theodore Villa, and Paul Williams have been promoted to the position of senior project procurement manager, where they will be responsible for the management of procurement activities for large complexes and for the guidance of project procurement managers.

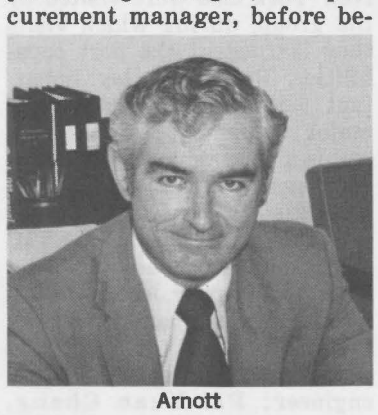
Two new project procurement managers have been named: Paul Bianchi and John M. McNamara; and Roger A. Pierce and William T. Smith have been promoted to senior purchasing agents.

Newly-promoted procurement supervisors include: Ginger Buckaloo, procurement services; Maureen Dudley, vendor data expediting and distribution; A. P. "Pat" Gough, procurement contract administration; and Ada Meyers, procurement records control.

The new project chief inspector is Anthony F. Klebieko, replacing Joseph F. Delahanty, who has been named a project engineer.

Richard T. Arnott

Dick Arnott joined Kellogg in 1954 as a cost analyst. He moved through the positions of cost control supervisor; head of procurement's administration and cost control; purchasing manager; and procurement manager, before becoming a senior project procurement manager.

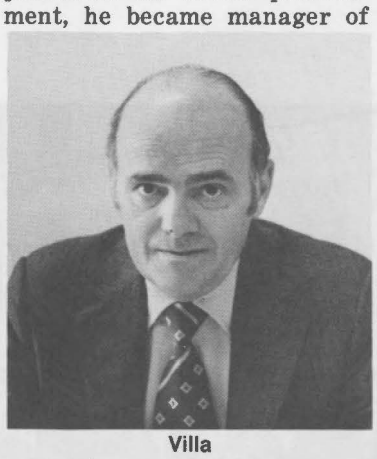


Arnott

Dick received a bachelor of arts degree and a master's degree in business administration from Adelphi University.

N. Theodore Villa

Ted Villa joined Kellogg in 1941 as a mechanical engineer and became a piping design group leader before transferring to the procurement department. In MWK procurement, he became manager of



Villa

inspection, expediting, and traffic and, most recently, procurement manager and assistant director of procurement. He served as director of procurement with Kellogg International from 1962 to 1968.

Ted holds a bachelor of science degree in mechanical engineering from Rutgers University.

Paul Williams

Paul Williams, with the company since 1951, began as

Williams

a buyer with MWK, and moved through posts as purchasing agent supervisor, manager of expediting, inspection and traffic, and manager of purchasing. In 1967, he transferred to KIC, where he became director of procurement, a post he held until 1972, when he returned to the U.S. to become a procurement manager.

Paul studied industrial procurement at City College of New York and business administration at Fordham University.

Paul Bianchi

Paul Bianchi brings 21 years of international purchasing and sales experience to his assignment as project procurement manager.

Paul joined Kellogg in 1968 as a purchasing agent. He holds an accounting degree from the Technical Institute of Rome and an economics degree from the University of Rome. He also received a bachelor's degree in business administration from Manhattan College.

John M. McNamara

John McNamara joined Kellogg in 1959 as an expediter. He then moved through positions as an assistant purchasing agent, purchasing agent and senior purchasing agent, to his present assignment as a project procurement manager.

John received a bachelor of arts degree from the University of Pennsylvania.

Bianchi

McNamara

Roger A. Pierce

Roger Pierce joined Kellogg in 1967 as an assistant purchasing agent, bringing six years of experience as an engineer and buyer with a major petrochemical research and refining company. He holds a bachelor's degree in mechanical engineering from Purdue University.

William T. Smith

From office boy to senior purchasing agent—quite an impressive career—and Bill Smith has shown how it can be done. Bill was with Kellogg only six months as an office boy when he entered the Army in 1942, but with his return three years later, he began the rise that brought him through the posts of assistant purchasing agent and purchasing

Pierce

Smith

agent to his present position as senior purchasing agent for subcontracts.

New Supervisors

The four new supervisory positions in procurement have been filled from within the department.

Ginger Buckaloo

Ginger Buckaloo, supervisor of procurement services, joined Kellogg in 1971 as supervisor of procurement's records control. In her new assignment, she is responsible for the direction and supervision of the department's steno-clerical staff.

Before coming to Kellogg, Ginger had 11 years of office experience in such roles as office manager and coordinator of personnel, insurance and payroll. Her last post before joining the company was accounts payable supervisor with National Convenience Stores in Houston, owners of Stop N Go Markets.

Maureen Dudley

Maureen Dudley, supervisor of vendor data expediting and distribution, joined Kellogg as a statistical typist in 1970, bringing 14 years of general office experience to the job.

A. P. "Pat" Gough

As supervisor of procurement contract administration, Pat Gough is responsible for the development, training and direction of the procurement contract administration staff. He came to Kellogg as a procurement trainee in 1971 and holds a bachelor's degree in business administration from Texas Christian University.

Ada Meyers

Ada Meyers, as supervisor of procurement records control, is responsible for all computer input functions as well as purchase order verification and the maintenance of the procurement department central files concerning vendor and commodity-related subjects.

Ada joined Kellogg last year and is attending the University of Houston at night, where she is studying mathematics.

New Chief Inspector

Anthony F. Klebieko has transferred from vessels to procurement as a project chief inspector, replacing Joseph F. Delahanty who has joined project engineering as a project engineer.

Anthony F. Klebieko

Tony Klebieko brings 27 years of experience in mechanical engineering, quality assurance, design and drafting to his new job—19 with Kellogg. Tony studied mechanical engineering at Fairleigh Dickinson University and designing at Stevens Institute of Technology.

Klebieko

Delahanty

Joseph F. Delahanty

Joe Delahanty, who joined Kellogg in 1965 as a pressure vessel engineer, brings experience as an equipment engineer, resident engineer, procurement inspector, and project chief inspector to his new task as project engineer.

Joe holds a bachelor of science degree in mechanical engineering from Stevens Institute of Technology and is a registered professional engineer in the states of New Jersey and Texas. He is a member of the American Society of Mechanical Engineers.

Procurement Inspection Manual Completed

A comprehensive procedures manual setting forth a unified inspection philosophy for major plant equipment and critical bulk materials has been completed and is now being distributed to Kellogg's Western Hemisphere procurement inspectors.

Through the new inspection program, Kellogg seeks to place greater emphasis—and reliance—on the vendor's quality assurance practices while giving greater judgement responsibility, credibility and stature to the Kellogg inspector.

Compiled during ten months of semi-isolation by Joe Delahanty, former project c[illegible] inspector—now a project engineer—the new 400-page manual is the first of its kind in the industry and is expected to reduce Kellogg's inspection costs by up to 40 percent.

The manual is designed to serve both as a procedures guide and a reference manual for the Kellogg field inspector. The inspector is encouraged to exercise his own judgement of mill, vendor and fabricator quality assurance documentation and to accept or challenge it on the basis of his own knowledge of the particular persons or shop in question.

A new inspection summary sheet serves as a checklist for the inspector and—when properly signed—as documentation of quality assurance. Full traceability of all QA checks can be achieved . . . from the mill through completion of fabrication . . . using the inspection summary sheet as a starting point.

The new manual, to be continuously updated as new data is generated, will require less witnessing of QA examinations and testing by the Kellogg inspector when they are properly conducted by the vendor.

FYI

Published monthly for Kellogg employees. Please address all correspondence to: Advertising and Public Relations Department, The M. W. Kellogg Company, A Division of Pullman Incorporated, 1300 Three Greenway Plaza East, Houston, Texas 77046.

An Equal Opportunity Employer.

PROCUREMENT SUPERS: LEFT: Newly-promoted procurement supervisors include (left to right): Ginger Buckaloo and Ada Meyers; CENTER: Maureen Dudley; and RIGHT: Pat Gough.

Kellogg Continental Marks First Birthday

Kellogg Continental was formed in Amsterdam in January 1973, with M.W. Kellogg acquiring majority interest, and Verenigde Machinefabrieken, N.V., of the Netherlands, maintaining a minority interest.

In recognition of the first year of operations of Kellogg Continental, the boards of management of M.W. Kellogg and Verenigde Machinefabrieken (VMF) held a reception at the Amstel Hotel in Amsterdam, January 19, which was attended by key executives of the oil and chemical industries, as well as the financial community.

Clark P. Lattin, Jr., president of M.W. Kellogg, and F.O.J. Sickinghe, chairman of the board of management of VMF, were hosts and speakers at the commemorative celebration. Senior executives of Kellogg International Corporation, Kellogg Continental, and VMF represented their respective companies.

Lord Trevelyan, former United Kingdom ambassador to the Soviet Union, spoke before the assembled guests on "The Role of Diplomacy." Mr. C. Cobb, first secretary of the American Embassy in the Netherlands, also attended.

Industry guests included senior executives from Shell, Dutch State Mines, Esso, British Petroleum, Mobil, Imperial Chemical Industries, Algemene Bank Nederland, Hoogovens, Verenigde Kunstmest Fabrieken (VKF), AKZO (a joint venture of AKU and the Royal Dutch Salt Industry), and others.

KIC Contingent

Kellogg International Corporation was represented by Joseph W. Jewell, president; R. H. "Dolph" Tauskey, executive vice president (now vice president of MWK and general manager of MWK's Northeast Operations Center in Hackensack); Carmine D'Ambrosio, vice president of project management; Alfred N. Holmberg, vice president of sales; Thomas J. Ryan, vice president of finance and administration; H. W. "Sandy" Dean, vice president of United Kingdom operations; and Frank X. Marshik, commercial vice president.

Kellogg Continental

The Kellogg Continental delegation, headed by Henrick J. Dokter, managing director, included Hugo K. K. W. van Oordt, director of business development; Ab Steenbergen, director of contract management; Geoffrey E. Blaker, director of commercial operations; Thomas E. Roberts, director of operations; Luc L. Hoenson, attorney; W. M. "Mike" Ventham, manager of process department; Fred G. Kippersluis, manager of sales development; and Wouter M. Haaften and Frans O. Meyer, sales representatives.

VMF

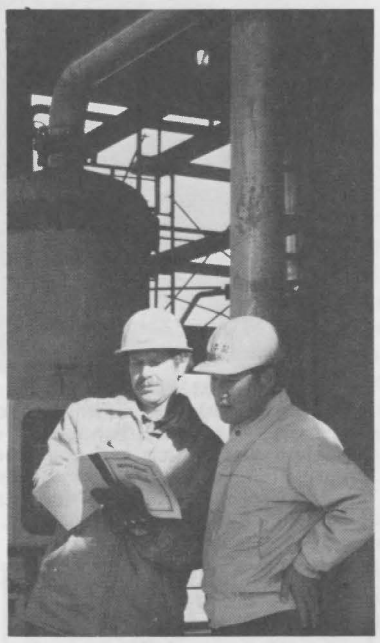
The Verenigde Machinefabrieken N.V. organization had a strong representation under the leadership of its board chairman, F. O. J. Sickinghe, including Ab Meyer, deputy chairman of the board of management and executive director; Cees H. deRidder, managing director, Jan Schroder, director of large projects, and J. A. Bergsma, controller of the construction and engineering division; Henk C. van Geer, corporate secretary to the board of management; A. H. Kloosterman, advisor to the board; G. Neuhausler, managing director of Werkspoor Water; Bart Goedhuis, research coordinator, and J. C. Peereboom, U.K. representative, both of VMF.

Also, H. W. L. Frowein, chairman of the board of directors of VMF; P. M. van Dormaal, vice chairman; Dr. Henk Hoog, member of the VMF board of directors; and Drs. S. C. Bakkenist, member of the VMF board of directors and of the AKZO board of management, and former president of VNO.

The reception marked completion of a very good first year of operation. Among the accomplishments of the new company was the receipt of contracts from the People's Republic of China for eight 1620-ton-a-day urea plants, which, when completed, will be the largest in the world. The plants will employ the so-called "stripping" urea process of Stamicarbon, a subsidiary of Dutch State Mines.

The Amsterdam company also is supplying engineering for a urea ammonium nitrate solutions facility to be installed at the Catoosa, Oklahoma petrochemical complex of Agrico Chemical Company. Kellogg Continental is working closely with M.W. Kellogg's northeast operations center on the project, which also includes a 1000-ton-a-day ammonia facility. MWK is managing contractor.

—KC in Korea—

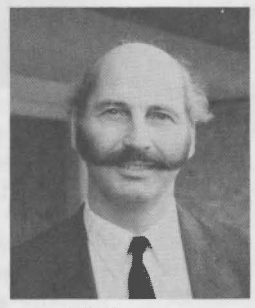


SEOUL SEARCHING: Kellogg Continental's Albert Zijlstra, resident engineer at the 700-metric-ton-a-day urea plant recently completed for Chungju Fertilizer Corporation of Seoul, discusses a point with a client representative.

Ilsley, Twelvetrees Move to KC, Sedivy Promoted at KIC

Two new managers have been appointed at Kellogg Continental in Amsterdam—John M. Ilsley, as manager of project management, and Walter S. "Twiggs" Twelvetrees, as manager of construction—and Richard V. Sedivy has been named general facilities section engineer at Kellogg International Corporation in London. John Ilsley and Twiggs Twelvetrees both move to their new positions from KIC.

Ilsley



Twelvetrees

Sedivy

John M. Ilsley

John Ilsley has been with Kellogg International for eight years, beginning as a senior engineer with piping analytical. After a field assignment in Bavaria, he became a project engineering manager, division engineer of systems engineering, and a project manager, the post he held prior to his move to Kellogg Continental.

John holds a doctor's degree from the University of Sheffield, where he specialized in two-phase reaction kinetics, and a bachelor of technical science degree, with honors, in fuel technology and chemical engineering, also from the University of Sheffield. He is a member of the Institution of Chemical Engineers, the Institute of Fuel, and the working party of the fluid dynamics committee of the Engineering Science Data Unit.

Prior to joining Kellogg, John worked with the National Coal Board in Cheltenham. From 1959 to 1962, he was a research assistant at the University of Sheffield.

Walter S. Twelvetrees

Twiggs Twelvetrees joined Kellogg International in 1953 as a field engineer on a refinery job in Baghdad, Iraq. He since has filled assignments as a senior field engineer, design engineer, chief engineer, and divisional engineer for construction's estimating, cost control, and technical services.

Prior to his move to Kellogg Continental as manager of construction, Twiggs was KIC's manager of construction technical services, which comprises estimating, cost control, and tool and equipment administration for construction.

Twiggs is a chartered engineer and is a member of the Institute of Structural Engineers.

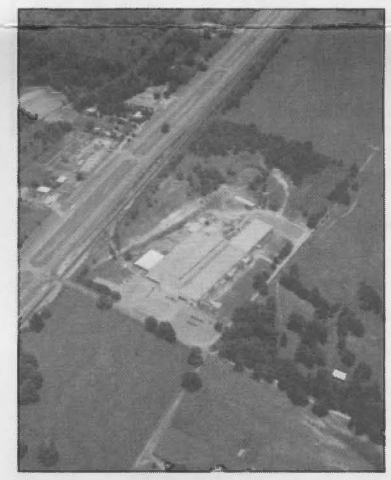
Richard V. Sedivy

Richard Sedivy has been with KIC general facilities for ten years. The new general facilities section engineer has a process engineering diploma and electrical engineering diploma from the Technical University of Prague. He also has a higher national certificate with endorsements in chemical engineering from West Ham Polytechnic.

Richard came to the United Kingdom from Czechoslovakia in 1958.

Heat Research Also Hits One-Year Mark

While Kellogg Continental was celebrating its first birthday in Amsterdam, Heat Research Corporation, in which Kellogg purchased a majority interest in the autumn of 1972, quietly, but busily, marked its first full year in its offices in the Union Carbide building.



HEAT FOR LONGVIEW: One highlight of fast-paced growth of Heat Research Corporation during 1973 was establishment of a Longview, Texas, fabricating facility.

Heat Research's Houston complement had reached nearly 75 professionals by year-end, and the company's backlog was well in excess of that optimistically anticipated at the start of 1973. Indeed, the company has grown so that its Houston offices are being expanded and moved into the Eastern Airlines building in Greenway Plaza.

It's New York offices, too, saw fast-paced growth—such that they too were moved—from 711 Third Avenue in New York City to larger quarters at 845 Third Avenue.

The year was marked by increased activity in the areas of heat transfer and pollution control—the primary activities of Heat Research. The company currently is working on a number of furnace contracts, including the provision of dual-fired furnaces and the conversion of existing furnaces in the petroleum and petrochemical industry to enable them to burn varying grades of oil instead of natural gas.

To meet this increased activity, the company purchased a major fabricating facility in Longview, Texas, a facility now being expanded to enable both inside and outside fabrication. It employs nearly 200 persons.

Key Cadre

Peter von Wiesenthal, who retains a minority interest in Heat Research Corporation, is president of the company. Denis A. Menegaz, executive vice president, oversees the Houston office; Robert G. Buchholz, senior vice president, oversees New York.

Lavedan to Heat Research Stephenson to Personnel

Barbara Lavedan has transferred to Heat Research Corporation's Houston office, as manager of personnel and office services, and Edna Stephenson has been named a personnel representative, replacing Barbara in Kellogg's personnel department.

Barbara Lavedan

Barbara joined M. W. Kellogg in 1970 as supervisor of personnel records. Prior to her Kellogg job, she worked in her home state of Pennsylvania as personnel manager, an administrative assistant with personnel administration responsibilities, and at various secretarial posts.

Laveden

Stephenson

Edna Stephenson

Edna brings 13 years experience to her new job as personnel representative. She moves to her new post from her position as an executive secretary for vice president Arthur L. Dowling, of advertising and public relations. With personnel, Edna will be responsible for all clerical and secretarial recruitment. Prior to joining Kellogg in 1970, she had worked as an office manager, senior secretary, and secretary.

In Project Engineering

Name Senior PEMs, PEMs

Seven men have moved up in project engineering—three to senior project engineering manager posts and four to the position of project engineering manager.

The new senior PEMs are William F. Chappell, Walter Leitner, and Roy E. Powelson. The new PEMs are Anthony M. Calabrese, Thomas H. Crooks, Dominick J. Mascolo, and John B. Slack.

Senior PEMs

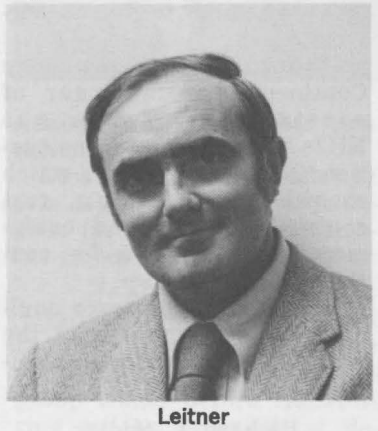
Bill Chappell joined Kellogg in 1951 as a cost engineer, rising through posts of chief field engineer, piping engineer, project engineer, and project engineering manager. Prior to working for Kellogg, Bill spent three years as a

Chappell

general engineer with a large oil company. He received a bachelor of science degree in mechanical engineering from the University of Washington.

Walt Leitner joined Kellogg 21 years ago as a furnace design engineer and moved through assignments as senior furnace design engineer, operating engineer, technical service field engineer, process engineer, process engineering manager, project engineer, and project engineering manager.

Walt received a bachelor of science degree in electrical engineering from Robert College in Turkey, and master of



Leitner

science degrees in electrical engineering and mechanical engineering from Purdue University.

Roy Powelson began with Kellogg in 1942 as a design control engineer, and moved through assignments of increasing responsibility in design, project management, and project engineering, where he was a project engineering manager prior to his latest promotion.

Roy received a bachelor's degree in chemical engineering from Polytechnic Institute of Brooklyn while he

Powelson

worked for Kellogg. He is a registered professional engineer in the state of Texas.

New PEMs

Tony Calabrese has been transferred to project engineering as a project engineering manager, bringing 22 years of experience, 15 with Kellogg, to the job. Prior to his latest assignment, he was manager of instrument engineering. Tony has a bachelor of chemical engineering degree from City College of New York, and both a bachelor's degree in electrical engineering and a master's degree in chemical engineering from Polytechnic Institue of Brooklyn. He is a registered professional ~~engineer in the states~~ of New York and Texas and

Calabrese

Crooks

is a member of the Instrument Society of America.

Tom Crooks joined MWK in 1969 as a project engineer, bringing 13 years of experience in engineering posts with major petroleum and engineering and construction companies. Tom is a graduate of the U.S. Merchant Marine Academy.

Dom Mascolo and John Slack both joined Kellogg directly out of college: Dom in 1957 as a design engineer, and John in 1959 as an equipment engineer.

Dom, a registered professional engineer in the state of New York, has a bachelor of science degree in civil engineering from Columbia University. He is a member of the

Mascolo

Slack

American Society of Civil Engineers.

John received a bachelor of science degree in chemical engineering from Cornell University. A registered professional engineer in the states of New York and Texas, he is a member of the American Society of Mechanical Engineers and the American Institute of Chemical Engineers.

MEET THE MEMBERS: The Western Hemisphere technical steering committee consists of (clockwise from left front): Gordon R. Edwards, vice president of sales; James R. Lambrix, director of process engineering; Warren C. Schreiner, manager of chemical engineering development; committee advisor John B. Dwyer, vice president of research and engineering; Denis A. Menegaz, executive vice president of Heat Research Corporation; Clarence W. Crady, manager of patent and licensing; and committee chairman Matthew J. Wall, vice president of research and development. Not pictured are committee members Leonard C. Axelrod, vice president of engineering, and A. B. "Bud" Cassidy, commercial vice president for power piping and chimney sales.

Alaska Pipeline—Out in the Cold

Job seekers on the trans-Alaska pipeline have been cautioned NOT to come to Alaska in search of work. According to Alyeska Pipeline Service Company, prime contractor on the pipeline, those wishing to work on the project should be certain before going to Alaska that a job is waiting on them.

Alyeska adds that the unemployment rate in Alaska is the highest in the nation, the winters are the longest and most severe, and an Alaskan law gives job preference to Alaskans.

Murray to Manage

TO PROJECT SYSTEMS: A. Edson Murray has been named manager of instrument engineering, replacing Anthony M. Calabrese, who has been transferred to the project engineering department as a project engineering manager. Edson joined Kellogg in 1967, bringing eight years of experience as a development, design and instrument engineer with major petroleum and chemical companies. With Kellogg, he rose from instrument to senior instrument engineer and then became a project engineer before moving to his newest assignment. Edson received a bachelor of science degree in mechanical engineering from Mississippi State College and a master of science degree in electrical engineering from Mississippi State University, where he served as an instructor for two years. He is a registered professional engineer in Texas and Louisiana and is a senior member of the Instrument Society of America.

Technical Steering Committees Formed at MWK and KIC

There are committees hard at work in Houston and in London trying to penetrate what the future holds for the Kellogg group of companies in their needed response to the problems of energy, fuels, and the finding of substitutes for hydrocarbons.

These technical steering committees, formed as an outgrowth of a decision made by the company's executive committee last June, serve to advise management on Kellogg's future technological course. The outcome of their studies and deliberations will form the basis for the company's short- and long-range strategic planning.

Specific recommendations will cover activities with respect to coal, shale oil and tar sands, as well as activities relating to new uses for gas oils and residual oils, as the world readjusts the use of its natural resources to optimize their use in the economical production of electrical energy; fuel for homes, transportation and industry; and in the production of building blocks for the petrochemical and allied industries. This optimization provides opportunities for Kellogg to apply both old and new technologies, the latter which may be developed by Kellogg or acquired from others.

The Functions

The functions of the committees are even broader than their attention to the energy problems. In making the decision to establish such committees, the executive committee charged them with the responsibilities to:

- *collect and appraise company-wide ideas for technical developments;*
- *collect and appraise company-wide opinions and data regarding saleability and markets for technology;*
- *analyze the time, cost, risk and profit projection for in-house development;*
- *analyze competitive technology available;*
- *decide whether to develop or acquire rights to technology; and, very importantly,*
- *set priorities.*

In response to the recommendations of the technical steering committees, management will set its policies regarding budgets and schedules for the efforts to be supported, and establish policies concerning the marketing of new technology.

The Committees

The Western Hemisphere technical steering committee has as its chairman Matthew J. Wall, vice president of research and development. Its other members are Leonard C. Axelrod, vice president of engineering; A. B. "Bud" Cassidy, commercial vice president for power piping and chimney operations; Clarence W. Crady, manager of patent and licensing; Gordon R. Edwards, vice president of sales; James R. Lambrix, director of process engineering; Denis A. Menegaz, executive vice president of Heat Research Corporation; and Warren C. Schreiner, manager of chemical engineering development.

Because the energy problem weighs so heavily in Kellogg's ten-year strategic plan, meetings of the technical steering committee also are attended, as required, by John S. Burr, vice president with responsibility for strategic and business planning, diversification and acquisitions; John B. Dwyer, vice president of research and engineering; and K. D. "Dex" Miller, director of planning.

The Eastern Hemisphere committee is chaired by Carmine D'Ambrosio, KIC's vice president of project management. James L. James, director of process engineering is secretary. Geoffrey E. Blaker, director of commercial operations, and Hugo K. K. W. van Oordt, director of business development, both of Kellogg Continental, are on the committee, as is Peter R. Martin, KIC's director of engineering.

Bowes to Head Pipe Fabrication As Pitcher Returns to Houston

John E. Bowes has been named plant manager of the Williamsport pipe fabrication facility, replacing H. C. "Pitch" Pitcher, who returns to Houston after two years at power piping headquarters. Pitch resumes his former position as construction manager and assumes additional responsibilities as product manager of construction-only activities.

John E. Bowes

John Bowes, who studied mechanical engineering at Clarkson College of Technology, joined M. W. Kellogg in 1948, and served on various power piping field erection projects for 12 years before transferring to the Williamsport headquarters of power piping and chimney operations in 1960, with an initial assignment of developing the engineering manufacturing details for the manufacture of power piping assemblies.

John was named manager of field erection in 1964, the post

Bowes

Pitcher

he held prior to his promotion to plant manager. During that period, he worked closely with the National Contractors Association. He is a member of the labor committee of the Pipe Fabrication Institute.

H. C. Pitcher

Pitch Pitcher, who joined Kellogg in 1935 as a field engineer, became an engineering and construction foreman in 1942, and a construction superintendent later that same year.

In 1947, he became a resident construction manager, a post he held until 1957, when he became home office construction manager for foreign projects. He continued as a home office construction manager until his move to Williamsport in 1972.

His return to Houston reflects "the increased workload in Western Hemisphere engineering and construction," said construction's vice president, Paul M. Weberling. It reflects, too, increased activity in the area of construction-only work.

Gene Curcio Named Commercial V.P.

Eugene B. Curcio has been named a commercial vice president of M. W. Kellogg, retaining his western regional sales responsibilities for power piping operations and remaining, as well, general manager of the Paramount, California power piping fabrication facility.

The new commercial vice president joined M. W. Kellogg in 1963, and opened the company's western regional sales office for power piping and chimney operations in San Francisco the following year. Upon purchase of the California shop in 1969, Gene moved to Paramount, a Los Angeles suburb, remaining western regional sales manager, and assuming the additional responsibility of general manager of the fabrication plant. The San Francisco office remained open, with Sheldon Griffin as western sales representative.

At the time of the purchase of the California facility, the plant had 12 men. Its size since

Curcio

has more than trebled; its personnel now exceed 100. The facility is capable not only of fabrication, but of engineering, estimating and procurement as well. Its quality assurance and documentation program is such that it quickly qualified for the "N" stamp, indicating it meets the stringent requirements of the American Society of Mechanical Engineers set forth for nuclear piping and vessel work.

Currently, the facility is working on the fabrication of pipe for two 1100-megawatt nuclear-fueled power stations for Pacific Gas & Electric Company at Diablo Canyon, California, one of which is due to begin operations in 1975; the other, in 1976. Kellogg also is erecting the piping. John Ryan is resident construction manager.

Gene, who holds a general engineering contractor's license in the state of California, is a member of the Pacific Coast Electric Association. He brought 15 years of piping experience to his Kellogg job in 1963. He had been general plant manager for the Pacific division piping plant of Midwest Crane Company in Los Angeles.

He completed his mechanical engineering studies at Los Angeles Technical College, and has taken advanced engineering courses at the University of California in Los Angeles.

Kimbel, Quinn Upped, Klein Heads New Group

John F. Kimbel has been named a senior project manager, Richard J. Quinn has been promoted to the position of project manager and William W. Klein has been appointed head of the newly-created project expediting section.

John F. Kimbel

Jack Kimbel joined Kellogg in 1965 as a project manager, bringing 21 years of experience in various engineering, staff, and command duties with the U.S. Army. Jack, who retired from the Army as a lieutenant colonel, received his bachelor of science degree in military engineering from the United States Military Academy and attended Cornell University where he studied engineering physics. He is a licensed professional engineer in New York and Louisiana.

Kimbel

Richard J. Quinn

Dick Quinn joined Kellogg in 1957 as a field engineer. From there he became a chief field engineer and, in 1971, an assistant project manager.

Dick holds a bachelor of science degree in civil engineering from Villanova University and is a licensed professional engineer in the state of Texas.

William K. Klein

Bill Klein brings 24 years of experience in engineering cost and schedule analysis, six with Kellogg, to his new job as head of project expediting.

Quinn

Klein

In his new position, Bill will, according to John Bing, director of project management, "head a group of expeditors who will act as the 'eyes and ears' of project managers, to know the status of all key activities of major projects, and to alert all key personnel of potential schedule problems."

Bill's previous post was schedule engineer. He holds a bachelor of science degree in industrial management from Long Island University.

More Secure

The last edition of *FYI* was correct in saying that social security taxes have been raised for many employees, but the maximum taxable income has, once again, been raised.

The tax rate remains at 5.85 percent, but in 1974 this amount will be deducted from the first $13,200 earned by an individual. This amounts to a maximum of $772.20 taken from an individual's yearly pay for Social Security taxes. Kellogg, as the employer, matches the amount deducted from each employee's paycheck. This means that 11.7 percent of taxable payrolls earned during 1974 will be used by the government to help pay for the social security system—a maximum of $1,544.40 per employee.

A President Views Energy Crisis

UNDAUNTED: Joseph W. Jewell Jr., president of Kellogg International Corporation, manages as best he can to read by paraffin lamp in his London office. Such lighting devices recently have been put to good use, as electricity for office lighting has been prohibited from Thursday through Sunday in London.

Amoco Has Record Runs With MWK-Built Units

Amoco Oil Company at Texas City celebrated record performances last month by their Kellogg-installed Ultracracker and aromatics recovery unit, according to *The Texan*, Amoco's Texas City refinery employee newsletter.

The Ultracracker, it was reported, exceeded the old record of 3,150 hours of continuous operation on January 15. The previous record on the five-year-old Kellogg-built unit had stood since 1972.

The Texan also said that the aromatics recovery unit set a new yearly production record for benzene and xylene, as well as a record monthly production of xylene in December. The aromatics recovery unit was installed in 1968 and expanded in 1970 by Kellogg.

More MWK Work

Kellogg currently is working for Amoco at the company's Texas City refinery on the installation of a two-train, 50,000-barrel-per-stream-day distillate desulfurizer (Ultrafiner) for the desulfurization of naphtha and diesel oil, and of required hydrogen purification facilities. Included in the contract is the modification of hydrocracking (Ultracracking) and catalytic reforming (Ultraforming) facilities. Kellogg installed Ultraformer facilities at the refinery in 1955, 1968, and 1971.

In 1976, when the modifications are completed, Amoco will be able to handle varying grades of crude oil, including those with a high sulfur content.

In addition to that project, Kellogg also has a contract with Amoco for design, procurement and construction activities related to expansion of the aromatics recovery unit at Texas City.

Key People

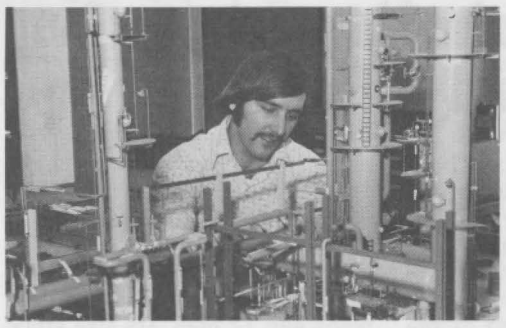
Overseeing the Ultrafiner, Ultracracker, and Ultraformer work is Joseph D. Yanak, project manager, with George C. Patterson as project engineering manager. Other key Kellogg employees on the project are: Adolph D. Scheiman, project engineer, assisted by Ab Wiegman, on loan from Kellogg Continental; Klaus J. Ahrens, project purchasing leader; and Irvin H. Lutz, process manager.

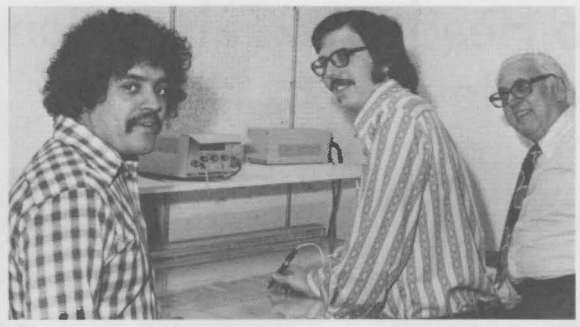
Charles M. Grace has been appointed project manager of the aromatics recovery unit expansion, with George Patterson as project engineering manager. Donnie C. Fulgham is project engineer and William J. Morgan is project purchasing leader.

Medical Money May March Away

Don't let your medical benefits go unpaid. The money you miss may be your own.

The employee benefits section reminds all MWK employees that all claims for calendar 1973 must be submitted by March 31.





NEW ANGLES: Recent graduates of the basic piping course, taught at the cooperative school backed by Kellogg, use some of their new skills. LEFT: David Tweed and CENTER: Jesse Villarreal work on models, and RIGHT: (left to right): Hector Mayorga and Steve Daniel receive instruction on the digitizer from the head of drafting and training, Phil Lanzisera. The digitizer is a computerized device that produces a bill of materials and a simple drawing from an isometric sketch.

—Employee Development— A Continuing Process—

Kellogg's manpower development program has been expanded to include outside instruction for managers, supervisors, and beginning draftsmen.

With the success of the continuing management development program for MWK supervisors, which began last April at the University of Houston, a new seminar for department head level employees has been added to the Kellogg curriculum, and a senior management development program is in the planning stage. In addition, Kellogg, with six other companies, has formed a cooperative school for beginning draftsmen to study basic piping layout and design.

These new courses are in addition to Kellogg's basic tuition assistance program and to departmental and orientation classes currently active within the company. The development of these additional courses is part of Kellogg's overall plan to meet the challenge of growth, expansion and diversification currently going on in the company.

Organization Seminar

The department head level seminar has been divided into three highly condensed sessions, each running about a month apart. In essence, three groups of key Kellogg employees initially have been slated for the seminar, held at the Warwick Hotel in Houston. Groups one and two completed the first two sessions in January and February, and each will have their final session in March. The third group will begin the seminar in March with further sessions in April and May. Each session begins on a Friday morning and extends until Saturday noon.

The members of each seminar group study, eat and sleep at the hotel, with each Friday session lasting until approximately 10:00 p.m. The net result of these sessions, according to those who have been there, is a highly-compressed program that helps sharpen managerial skills.

Sessions of the seminar include discussion of various management techniques, and the strengths and weaknesses of each; analysis of techniques for possible use by Kellogg, in terms of how managers can implement them; and exercises involving managerial practices. The seminars feature Kellogg upper management speakers for the three Friday night sessions, and a special "graduation" buffet luncheon on the last Saturday, with the graduates' wives in attendance.

Group Study

Group one includes Charles F. Wiles, coal utilization; Leslie A. Heinen, operating; David L. Bartlett, personnel; James R. Lambrix and James R. Murphy, process; Stephen V. Oliver, William F. Campbell, and Roy E. Powelson, project engineering; Ray S. Eagle and Joseph A. Crowley, general engineering; Alec F. Myles, information systems; Richard T. Arnott and James K. Neafcy, procurement; John C. Deisenroth and Edward F. Ryan, construction; Charles R. Phillips, financial; D. A. "Al" Mirk, project management; George T. Skaperdas and William Dage, Northeast operations center; and Warren C. Schreiner, Houston R&ED.

Group two includes Duffer B. Crawford and Martin R. Smith, process; Ronald N. McAdow, Alfred J. McCarthy, and Claude S. Morris, project engineering; Benjamin G. Marcin, William H. Bateman, and Charles F. Chatfield, project services; Donald C. Vaughn and Comer V. Yeatts, construction; Walter F. Reynolds, financial; J. T. "Ted" Collar, planning; Robert R. Bragman and John F. Kimbel, project management; Kenneth H. Ebersten, Northeast operations center; and Stanley E. Handman, Houston R&ED.

Supervisory Development

As the department head level program began at the Warwick, the fifth class of Kellogg supervisors graduated from the management development course taught at the University of Houston's management development center. That course consists of four days of intensive training and covers such subjects as conception and perception; decision-making; goal-setting; communications; motivation; small group behavior; and leadership styles.

The January graduating class included Frederick J. Moller and Ada Meyers, procurement; Thomas H. Crooks, Lloyd J. Henke, William T. Kitts, William C. Spearman, and Loren W. Arbuckle, project engineering; Jose Aljure, information systems; Bradley B. Horton, project systems; Billy G. Copeland and Charles H. Perry, construction; James J. Degnan, Milton G. Kostner, and Raymond L. Stilson, project manager; Thomas A Czuppon and Felix F. De La Vega, process; Robert W. Anderson, personnel; Robert A. Watson, services; Octavio A. Martinez, Elzear J. "Zaz" Lemieux, Ronald E. Harris, and John C. Linden, civil-mechanical; Frank J. Klemm, Peter R. Korchinsky, and Donald L. Taravella, design; and A. R. "Art" Cubisino and Joseph R. Cosentino, Northeast operations center.

Basic Piping Classes

For beginning draftsmen, Kellogg has set up a course in basic piping layout and design, in cooperation with six other Houston-area companies.

The course, designed for students with command of the basic drafting skills, covers such topics as head and platform clearances, model construction, and the calculation of angles.

Veteran Benefits

Veterans who were discharged prior to May 31, 1966, have until May 31 of this year to take advantage of educational benefits from the Veterans Administration. Those discharged after May 31, 1966 have eight years from the date of discharge to use the current G.I. bill for educational benefits.

All eligible veterans still have some time left for educational assistance, but time is running out, especially for those discharged prior to and during 1966. Information regarding educational and other types of assistance to veterans can be obtained from the Veterans Administration.

Pullman Offers Matching Gifts

Pullman Incorporated matches gifts made by Kellogg employees to the U.S.-located educational institutions of their choice. Such donations may be to an accredited non-profit college, university, graduate school, junior or community college. Technical institutes and secondary schools will be considered on their individual merits.

Eligibility and Limits

All regular full-time employees of Kellogg with one full year or more of continuous service are eligible for this matching gift plan. Pullman will match contributions of $25 or more, up to a total of $500 per person in any one calendar year—subject to a $5000 maximum for total matching gifts per educational institution.

Forms and additional information concerning this matching gift plan may be obtained from the personnel department.

Drafting Seeks Trainees

Company employees with a desire to enter the drafting field should consider Kellogg's training program for drafting trainees.

The company's training program offers the opportunity for a 100-percent tuition refund and the possibility of further growth through a new career in drafting and designing, for those willing to complete a basic drafting and technical mathematics course at night. After successfully completing the course at one of the accredited area drafting schools, the design department's drafting training section will consider the individual for possible transfer into the drafting area.

Some individuals in the company already may have enough credits in trigonometry, geometry, algebra, or drafting to be considered for transfer.

Those interested in learning more about this career-building program should contact Dick Borut in design or Ray Wieckowski in personnel.

Service Awards

FEBRUARY

M. W. Kellogg

Williamsport

Shop

Anthony L. Venturini 40 years
Eugene Baker 5 years

Chimney Construction

Milton Hartstein 25 years

Field Erection

Ronald Hodson 5 years

Houston

Business Planning

K. Dexter Miller 25 years

Construction—Field

John E. Bogan 25 years
Sidney G. Smith 5 years

Financial

John F. Sweeney 20 years
Hrant K. Avedissian 5 years

Procurement

Wilbur B. Salsgiver 20 years

Project Systems

Courtland T. Dahlin 5 years

Kellogg International

Engineering

Donald J. F. Moore 20 years

Construction—Field

Joseph Ainsborough 5 years
Lewis A. Sampson 5 years

Administration Services

William C. Vandenbosch 5 years


MANAGEMENT CLASS: The first group in the department head level seminar has completed two sessions of instruction. LEFT: This classroom scene includes: (right foreground): David L. Bartlett, personnel, and (behind Dave) Steven V. Oliver, project engineering. Also included are (clockwise from left): Charles F. Wiles, coal utilization; George T. Skaperdas, Northeast operations process; John C. Deisenroth, construction; James K. Neafcy, procurement; and RIGHT: (clockwise from left): Warren C. Schreiner, Houston R&ED; Edward F. Ryan, construction; James R. Lambrix, process; Charles R. Phillips, financial; and Joseph A. Crowley, design.

Civil-Mechanical Announces Changes, Promotions

NEW FACES, NEW JOBS: LEFT: Changes recently announced in civil-mechanical have included new assignments, promotions and additional personnel. Curley Turner (left) joins civil engineering as a principal civil engineer. Mike Cambon (center), recently-named senior staff engineer, and Marv Lisnitzer move to staff functions in the department. JOSEPH UPPED: RIGHT: Ron Joseph has been named a principal civil engineer.

PIPING PEOPLE: Key men in the piping mechanical group are (left to right): Ray Antake, John Linden, and Don McKeehan.

Recent announcements in the civil-mechanical department have included promotions, changes in assignment, and the addition of new personnel.

Staff Support

Michael J. Cambon, newly-announced senior staff engineer, and Marvin Lisnitzer, principal engineer, both have been given staff assignments, reporting to Ray Eagle, manager of civil-mechanical engineering.

As senior staff engineer for materials handling, Mike will serve as a consultant in the field of solids handling and materials packaging. Marv, as principal engineer, has been assigned the task of coordinating departmental computer activities and the development of standardized calculation forms and procedures.

Michael J. Cambon

Mike Cambon has been with Kellogg since 1959, joining the company as a staff engineer. From there, he became a project engineer and, then, a principal engineer with civil engineering prior to his latest promotion. He received a bachelor of science degree in chemical engineering from Massachusetts Institute of Technology and is a registered professional engineer in the states of Texas, New York, Pennsylvania and New Jersey. He is a member of the American Society of Civil Engineers and the American Institute of Mining, Metallurgical and Petroleum Engineers.

Marvin Lisnitzer

Shortly after Marv Lisnitzer joined Kellogg in 1960 as a reproduction operator, he transferred to the drafting department as a draftsman trainee. He progressed through the positions of junior draftsman, draftsman, senior draftsman, and designer during the period from 1961 to 1968, while attending City College of New York at night. He received his bachelor of science degree in chemical engineering in 1968 and became a civil engineer with Kellogg the following year. He since has risen through the post of senior civil engineer to his current staff position. He is a registered professional engineer in the state of Texas.

Civil

In civil engineering, two principal engineers have been named—Ronald J. Joseph and Curley D. Turner.

Ronald J. Joseph

Ron Joseph began with Kellogg in 1972 as a senior civil engineer, bringing nine years of experience to his post—five as an associate civil engineer, four as a structural engineer. Ron received a bachelor of science degree in civil engineering from the University of Notre Dame. He is a member of the American Society of Civil Engineers and has a professional engineering license in Texas and California.

Curley D. Turner

Curley Turner comes to Kellogg with 13 years of experience in structural and project engineering. His most recent position was as a senior project engineer with a major petrochemical engineering and construction company in Houston. Curley received a bachelor of science degree in architectural engineering from the University of Texas.

Vessels

Royce I. Baker has been appointed principal mechanical engineer in the vessel mechanical group and Robert B. Peterson has been promoted to group supervisor of the vessel analytical group. Both report to Elzear J. "Zaz" Lemieux, vessel manager.

Abdelhamid "Hamdy" Youness has been appointed group supervisor in the vessel mechanical group, reporting to Royce Baker.

Royce I. Baker

Royce Baker joined Kellogg in 1967 at the Dallas office as a pressure vessel engineer, bringing 25 years of engineering experience to the company. With the move of company headquarters to Houston, Royce became a part of the civil-mechanical department in the main office. He was a senior mechanical engineer prior to his latest promotion. He is a licensed professional engineer in the states of Texas and New Jersey.

Robert B. Peterson

Bob Peterson came to Kellogg in 1970 as a process engineer. Before joining MWK, he spent two years with a large chemical company as a process engineer. Bob received his bachelor of science degree in chemical engineering from the University of Utah and is a member of the American Institute of Chemical Engineers.

Abdelhamid Youness

Hamdy Youness joined the company in 1970 as an engineer in vessel mechanical, bringing 14 years of experience with petrochemical companies as a design engineer, design and maintenance engineer, and pressure vessel engineer. He received a bachelor of science degree in mechanical engineering from Alexandria University in Egypt and is a registered professional engineer in the state of Texas. He is a member of the American Society of Mechanical Engineers and the Society of Engineering Professionals of Egypt.

Piping Mechanical

Raymond P. Antake and Donald L. McKeehan have been promoted to group supervisors in piping mechanical, and John C. Linden has been named principal engineer in charge of mechanical flexibility and supports. All three report to Howard D. Pouncey, principal piping mechanical engineer.

Raymond P. Antake

Ray Antake brings 18 years of experience as a designer, piping job leader, and pipe support specialist, 13 with Kellogg, to his new task as group supervisor.

Donald L. McKeehan

Don McKeehan joined Kellogg in 1972 as a mechanical engineer, bringing 13 years of experience as a draftsman, chief draftsman, piping designer, piping and mechanical engineer, and chief pipe stress engineer. Don attended the University of Houston where he studied mechanical engineering.

John C. Linden

John Linden joined Kellogg in 1946 as a field engineer. From there, he moved through jobs of increasing responsibility as a piping designer, mechanical designer, mechanical engineer, and section engineer, his last post before becoming a principal engineer. John received a bachelor of science degree in civil engineering from the University of Wisconsin.

Specs & Standards

In the specifications and piping mechanical areas, Hazim A. "Al" Al-Sheikh and Duncan W. Kinchen have been named group supervisors of specifications; William D. Bush has been named group supervisor of standards; and Gerald L. Halbert, named senior regulatory analyst. All four report to Robert E. Catlett, manager of specifications and piping mechanical.

Hazim A. Al-Sheikh

Al Al-Sheikh joined Kellogg in 1970 as a senior specifications engineer, bringing six years of experience as a pipe stress and specification engineer with a major engineering and construction company. He received a bachelor of science degree in mathematics from the University of Houston, where he also studied mechanical engineering.

Duncan W. Kinchen

Duncan Kinchen has 17 years of engineering, estimating, and contract engineering experience, three of them with Kellogg. He received a bachelor's degree in industrial engineering from Georgia Institute of Technology.

William D. Bush

Bill Bush joined the company in 1971 as a standards engineer. His prior experience included 14 years with a major petrochemical company as a development engineer, production engineer, quality control coordinator, and advanced process engineer. Bill, a registered professional engineer in Texas, received a bachelor of science degree in chemical engineering from Purdue University. He is a member of the American Institute of Chemical Engineers.

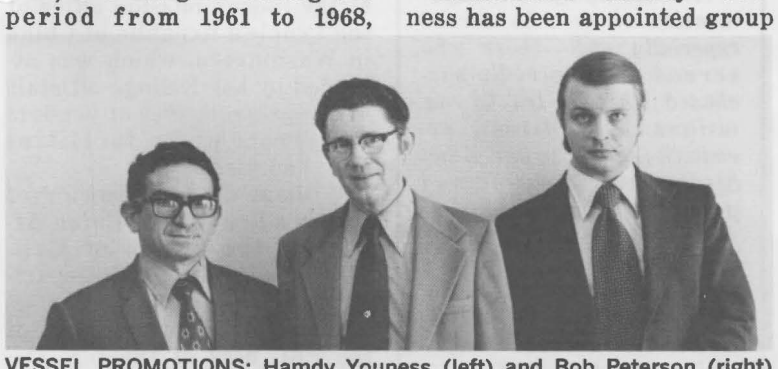
Gerald L. Halbert

Gerry Halbert came to Kellogg in 1972 as a legal and codes engineer, bringing 17 years of experience as a development engineer, test engineer, and instrument engineer. He studied chemical

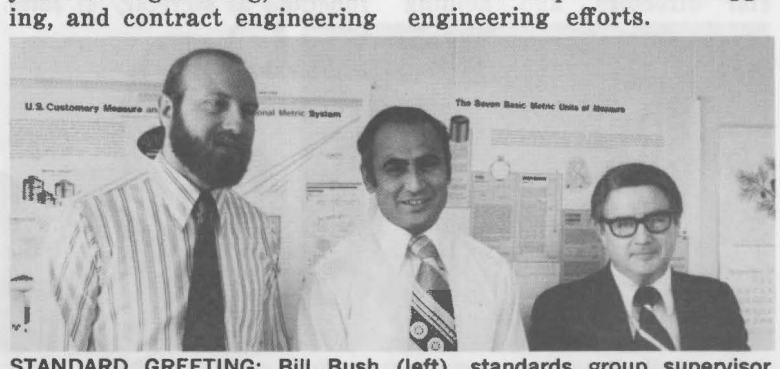
Halbert

engineering at the University of California and received his law degree from the South Texas College of Law.

As senior regulatory analyst, Gerry is responsible for the interpretation of federal, state and local governmental regulations as they affect the technical aspects of Kellogg's engineering efforts.



VESSEL PROMOTIONS: Hamdy Youness (left) and Bob Peterson (right) were both named group supervisors and Royce Baker was promoted to principal mechanical engineer in recent vessel engineering actions.



STANDARD GREETING: Bill Bush (left), standards group supervisor, poses with Al Al-Sheikh and Duncan Kinchen, specifications group supervisors.

28 RUE BAYARD: These three companies share the office and the Kellogg name in Paris.

Kellogg In Paris

FYI's Eastern Hemisphere correspondent recently visited the Paris offices of Kellogg France, with the purpose of introducing the Parisians to others in the Kellogg group of companies. Here are the people behind the Kellogg name at 28 Rue Bayard.

Commercial Direction

Jean Amiel and Louis J. Cafiero are commercial directors of Kellogg France.

Jean Amiel

Jean Amiel, born in Egypt of French parents, joined Kellogg International in 1966. He moved to Kellogg France as a commercial director in 1972.

Amiel

Jean took his first degree at the University of Montpelier in France; holds a chemical engineering degree from Imperial College in London; and has a master of business administration degree from McGill University in Montreal.

Louis J. Cafiero

Lou Cafiero joined the Kellogg group in 1956, as manager of purchasing for Societe Kellogg, also in Paris. Prior to his appointment as regional manager of sales for Kellogg International Corporation, London, and a commercial director of Kellogg France—

Cafiero

both appointments were made in 1970—he served in senior positions in the Latin American and Far Eastern sales operations of M. W. Kellogg.

Parisian Personnel

Working with the commercial directors, and holding down the Paris office, are the following long-time Kellogg employees.

Jules Mariaud

Jules Mariaud, manager of purchasing, oversees the Paris office. He has been with Kellogg for 17 years, and has been in charge of the office since 1963. Prior to joining Kellogg, he worked with producer companies, serving in Africa and Canada in various oil field and pipeline stations.

Madeleine Boully

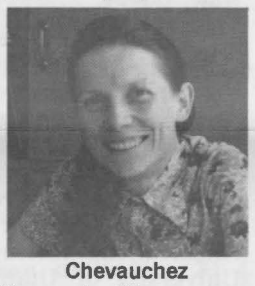
Mlle. Madeleine Boully, who heads both traffic and documents expediting, acts as personal assistant to Jules Mariaud. She joined Kellogg 16 years ago.

Wilfried Brassel

Wilfried Brassel, Kellogg France accountant, came to Paris from Kellogg's Teheran office. He originally joined Deutsche Kellogg Industriebau in Dusseldorf in 1960. He also spent five years with Kellogg in Madrid, bringing an understanding of many different facets of the company's international operations to his Kellogg France post.

Mariaud

Boully



Chevauchez

Simone Chevauchez

Mme. Simone Chevauchez has been with Kellogg for more than seven years. She looks after office administration and personnel, including the payroll and travel requirements of Kellogg France.

Jeanne Megret

Mme. Jeanne Megret, of accounting, aids Wilfried Brassel with money matters at the Paris office. She joined Kellogg in 1970.

Monique Guanine

Mme. Monique Guanine joined Kellogg's Paris office in 1972 and performs various functions as secretary of sales.

BON JOUR: Pausing a moment from their work are (left to right): Jeanne Megret and Wilfred Brassel, financial; and Monique Guanine, sales.

Chinese Mission Returns to PRC

(continued from page 1)

Coordinating such a tour, and arranging for visits to vendor shops and petrochemical and chemical processing facilities throughout the nation proved a major logistical exercise—one, however, which proved quite successful. CNTIC officials, in a memo to Kellogg management, indicated they were "very pleased with your warm reception (and) the organization and scope of business of your company."

The initial plan was conceived by the client and by James A. Petrie, MWK's senior vice president of Far East operations. Together with Philip H. Liu, commercial vice president of M. W. Kellogg and vice president of Kellogg Technical Services Company, Tokyo, Mr. Petrie concluded the agreements for the visit.

Coordinator of the activities was Arthur L. Dowling, vice president of advertising and public relations, who also served as escort and host to the delegation as they visited vendor and client locations. He was assisted by William A. Kosloff, commercial manager; Wilbur E. Bratton of commercial administration; and Walter M. Buryn, senior project manager, and manager of projects for the CNTIC plants. In Washington, Edward M. Hallinan, vice president of government relations, aided in liaison arrangements between Kellogg and various governmental agencies, including the Department of State and the Department of Commerce.

In addition to the above, the following Kellogg personnel served as hosts and escorts to the delegation as they visited vendor and client locations, or as coordinators between Kellogg and vendor or client:

Paul Bianchi, CNTIC project procurement manager; Joseph A. Bargonetti, assistant project manager; Leon J. Buividas, manager of inorganic chemicals processing; Henry E. Duckham, southwestern sales representative; Bernard Ennis, process engineer; Richard A. Koehler, manager of sales administration; James R. Murphy, manager of refinery process engineering; Patrick F. O'Leary, home office construction manager; William C. Petterson, process engineer; Charles E. Scholer, commercial vice president; James E. Wallace, process manager; and John Wiggins, resident construction manager.

Carl Chang of process engineering, and Chester Wang of heat transfer, served as translators at home office and at site visits.

Out-of-town assistance was provided by John H. Kenefick, vice president of contract management, who, as general manager of Kellogg's Northeast Operations Center in Hackensack at the time of the tour, served as host there; Matthew J. Wall, vice president of research and development, who aided in Piscataway activities; James P. Kneubuhl, senior vice president, who served in coordinating activities from the New York office; Eugene B. Curcio, newly-named commercial vice president for power piping, who aided in West Coast activities, as did Paul Wagenbach of Los Angeles power piping sales; and Thomas G. Farber, manager of the Kans[illegible] City office for chimney opera[illegible] tions.

Many Others

Others who played important roles, either as coordinators, escorts, lecturers, or attendees at official functions, included:

Richard T. Arnott, senior project procurement manager; Leonard C. Axelrod, vice president of engineering; William H. Bateman, manager of scheduling; John A. Bing, director of project management; Louis E. Bostwick, process manager; Edwin M. Bramwell, senior vice president of administration and finance; William M. Campbell, manager of project engineering; John P. Cazale, supervis[illegible] of material status; William F. Chappell, senior project engineering manager; Richard E. Daze, assistant director of general engineering; Charles J. Donovan, vice president and general counsel; Gunther P. Eschenbrenner, director of general engineering; Martin O. Fankhanel, vice president of Heat Research Corporation; James A. Finneran, director of product marketing; Rudolph C. Frey, manager of project systems; Henry O. Georgs, technical services manager; Joseph J. Gyula, outside inspector; Leslie A. Heinen; director of operating and technical services; Harry W. Hollingshead, vice president of procurement; James R. Lambrix, director of process engineering; John J. McKenna, vice president of market development; Frederick J. Moller, project chief inspector; Robert J. Rya[illegible] traffic manager; Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations; J Robert Taylor, attorney; and Paul M. Weberling, vice president of construction.

The above, and many others, spent long hours in keeping with Mr. Lattin's promise at the welcoming reception—*"We will do all that we can to make your trip a long and pleasant memory."*

Far East Farewell

The delegation returned to China in mid-January. Prior to their return, the China National Technical Import Corporation conducted a banqu[illegible] at the liaison mission office of the People's Republic of China in Washington, which was attended by key Kellogg officials and representatives of vendors and clients whose facilities they had visited.

William Clarke, director of People's Republic of China Affairs of the Bureau of East-West Trade of the U.S. Department of Commerce, and Charles Freeman and Philip Lincoln, of the PRC desk of the U.S. Department of State, were in attendance.

Many Served

FYI has attempted to recognize many of those who played important roles during the visit of the Chinese delegation, but is well aware of the difficulty of acknowledging the efforts of all in light of the comprehensive, coordinated efforts of so many. Please be assured that omissions, if any, are unintentional and inadvertent. The management of M. W. Kellogg extends its grateful appreciation to all who were called upon to serve. They served well.

(In that light, FYI might mention those who served especially well—those who served the specially-purchased Chinese tea to our visitors. Pat Stevens, executive secretary, and Edna Stephenson, newly-named personnel representative, who was executive secretary to Arthur L. Dowling for the majority of the time the Chinese were in the United States, deserve special acknowledgment.)

James Pugh

James Pugh, recently-appointed manager of the Paris audit office, began working for Pullman in 1972 as a senior auditor. His previous experience included the post of internal audit manager of Courtage Occidential SA and audit work for Arthur Young, Paris.

Pugh

de Mython

Christian de Mython

Christian de Mython, senior auditor of Pullman's European audit organization, has been with the corporation since 1972. His duties relate to Pullman associated companies in Europe, principally Trailor, France's leading manufacturer of truck trailers and cargo containers.

Prior to joining Pullman, Christian spent 15 years with Compagnie Francaise de Petrole in financial and management audit work.

Pullman Audits

Also in the Paris office are James A. Pugh and Christian L. de Mython, members of Pullman Incorporated's European audit team.

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

APR 16 1974

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

KELLOGG INTERNATIONAL CORPORATION

NAMES TWO ASSISTANT VICE PRESIDENTS

Eric J. Holt and John C. Marshall have been appointed assistant vice presidents of Kellogg International Corporation, London, a subsidiary of Pullman Incorporated. Kellogg International Corporation is an affiliate of The M. W. Kellogg Company, Houston, a Pullman division.

Mr. Holt has been named assistant vice president of Eastern Hemisphere commercial administration; Mr. Marshall, assistant vice president of Eastern Hemisphere planning and marketing.

Eric J. Holt

Eric J. Holt joined Kellogg International Corporation in 1957 as a designer in the civil department, progressing to the position of senior engineer in 1963. Following a field assignment in Rotterdam, he became a project engineer and, while on assignment in Belgium, a project design manager.

/ m o r e . . .

Mr. Holt was named a sales representative shortly thereafter, and was promoted to manager of commercial proposals in 1972, the post he held prior to the assistant vice presidency.

Mr. Holt is a chartered engineer and is a member of the Institute of Structural Engineers.

John C. Marshall

John C. Marshall joined Kellogg International in 1967 as a sales representative, and became director of Eastern Hemisphere marketing in 1970, the post he held prior to his promotion to assistant vice president.

He is a member of the Institute of Marketing and is deputy chairman of the heavy organic chemical group of the Society of Chemical Industry.

Mr. Marshall holds a bachelor of science degree from London University, where he specialized in chemistry, with a second in physics.

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

KELLOGG INTERNATIONAL CORPORATION RECEIVES REFINERY AWARD FROM MAURITANIA

A contract has been signed between the government of the Islamic Republic of Mauritania and Voest-Alpine of Austria for the design, supply and erection of a complete "grass-roots" refinery to be built at Nouadhibou. The refinery will process 20,000 bpd of Algerian crude and serve local needs, but a high percentage of products will be for export. The project is to be financed under arrangements made by Voest-Alpine. Kellogg International Corporation, London, under sub-contract to Voest-Alpine, will provide the basic design of the refinery and certain other services.

Kellogg International Corporation is a subsidiary of Pullman Incorporated and an affiliate of The M. W. Kellogg Company, Houston, a Pullman division.

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MWK #03007074
July 12, 1974

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

The M.W. Kellogg Company
A Division of Pullman Incorporated

Note to Editor:

Enclosed is a copy of literature recently published by this department. It is being sent for your information for possible news or feature background. Additional copies are available to you or your readers through this department.

Ray Waters
Manager, Public Relations

Mickey Gentry
Public Relations

Phone: (713) 626-5600

"Let's plan for energy survival"

Duffer B. Crawford
Manager of Cryogenics
The M.W. Kellogg Company
A division of Pullman Incorporated

Presented at a meeting of
The Natural Gas Men of Houston
Sheraton Lincoln Hotel - Houston
March 12, 1974

DUFFER B. CRAWFORD is manager of cryogenics for The M. W. Kellogg Company, Houston, where he is responsible for the process design of LNG, helium extraction and other cryogenic facilities. His cryogenic experience dates back 30 years, during which he has invented and patented oxygen liquefaction, helium extraction and other low-temperature processes; published several articles on cryogenics; and was responsible for the process design of three baseload LNG receiving terminals. A Chemical Engineering graduate of Texas Tech, he attended graduate school at the University of Texas. A professional engineer in Texas, he is a member of AIChE, ACA and the Scientific Research Society of America; and is chairman of the Helium Society.

Gentlemen, because of the intense interest in the world's energy crisis, and because of your close association with the natural gas industry it is fitting that we take a look at where we are going, and how we got here. I personally welcome this opportuntity to speak with you because I can tell you about the status of our LNG receiving terminals and in addition I want to express my strong personal feeling about our natural resources and needs for conservation. I hope to present a view that causes us to look as far ahead as possible and yet I want to maintain a common ground for communication.

I was born in a small West Texas town (Ranger) during one of the most exciting oil booms Texas has ever had. Today however, if you drove through that town many of you would accept the description that it looks like the "end of the world". Having been born there, I say, it was not exactly that, but you could very well see it from there.

In a nutshell, that is a major part of my speech. I would not want to say that we are at the end of our gas supply but I would like to say that we can see it from here.

We have been consuming natural gas at an ever increasing rate for over forty years. We have been consuming it faster than we have been finding it for the past eight years. Given those two conditions, you do not have to be a wizard in math to see the end or our present gas supply. You do not have to be much of a wizard to figure out that our generation has been on a picnic as far as natural gas and other natural resources are concerned.

Now that we can send space ships to the moon and return them safely back, it is easy to see that the earth is also a space ship that is provided with a large quantity of supplies. Regardless of the quantity of natural resources the earth may contain, however, we can be pretty certain that these resources have a definite

limit, and that we are likely to consume those resources before the earth stops orbiting the sun.

Our enormous industrial growth (and our natural gas consumption) can be likened to a bus ride through the mountains. This bus ride has been possible because the mountain was made of easy-to-reach oil and gas. The scenery has been beautiful as we climbed the mountain, it was beautiful when we reached the top, and it has been beautiful on the way down. Now, suddenly we see that the bridge across the gap at the bottom of the hill is not complete; and traveling as fast as we are, it is easy to see that we are going to experience one hell of a crash as we come to the gap in the road at the bottom of the hill. The next hill we climb will be made of shale or coal; but, unless somehow, somewhere, we can find a soft spot to land, or find a detour that we can take which will give the men working on the bridge a little more time to put it together, we are certain to experience an economic crunch of major proportions.

I hope each and everyone of you is searching for that soft spot to land or working on something which will reduce the impact as the economy reaches the point where we bridge the gap from oil and gas to coal. Perhaps the continental shelf will provide some sort of a detour. Incidentally, when I said the next hill is made of shale or coal–I wonder if many of us appreciate the magnitude of the problem. If we are to supply our future energy needs, we

literally must develop the capability to move that mountain at a rate equivalent to digging a Panama Canal, everyday. That is some bridge to think about!

Now that I have discussed the bad news, we should look at some of the "good news". The press reports now indicate "good news–the Arabs will again sell us fuel". This of course is good news, but I can tell you that it is just as likely to be bad news. I am afraid that this will lead some people to believe that we have now found our needed detour, and that we do not need to worry anymore. It is like going to a psychiatrist–if he is successful, you will end up with the same set of problems, but you will not worry about them any more. I am afraid, good news from the Arabs will leave a lot of us in a similar condition–we would still have the problem but we would not worry about it any more!

We have had the problem of long term natural gas supply for many years but we did not worry about it enough or we did not get the story over to the government or the people. Our ratio of reserves to production has been getting smaller for over twenty years. One of the reasons we did not worry about it enough is that we as a society have not established a principle of agreement on a fair, equitable basis for sharing natural resources.

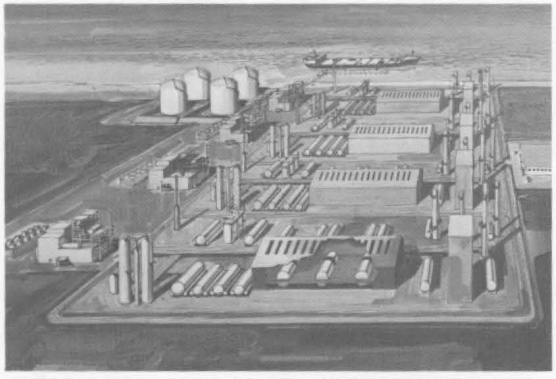
There was a time when we, the gas owners and producers, wanted someone to take the gas so we would not flare it. We were glad just to recover gathering costs so we took our profit on associated oil. We subtly created a market for the gas by what amounts to giving it away. Is it any wonder we created such an overwhelming demand for gas? Even today gas sells below the cost of other fuels.

We have done other puzzling things also; we sold gas by the cubic foot, regardless of its heating value. This created a separate market for the propane and later the ethane. We supplied feed stock for petrochemicals at costs below the heating value of the clean

natural gas used as fuel. It is no wonder we have created the market for the light hydrocarbons. We were "giving it away".

To a major degree all natural resources in the world have been given away. In a sense the Arabs have given away their most valuable natural resource for many years. And like it or not–the world is going to have to start paying the price that the international economy demands.

We have certainly helped get the petrochemical industry in a pickle. The petrochemical industry must now cope with the fact that the ethane and propane burn as fuel; as a result, feed stocks will no longer be available in this country as bargain basement prices. We already think of natural gas prices being $1.00 per 1000 cubic feet instead of 20¢ ; and some of us would be glad to import LNG at $1.50 per million



KELLOGG'S MODULAR, MULTIPLE-TRAIN LIQUEFACTION PLANT DESIGN

Btu and that $1.50 per million Btu is only a fraction of the cost of bunker C and other fuels. Soon, and I hope very soon, we can all agree that pricing natural resources below the cost of finding and producing those natural resources will create a market for them that some day will exceed the basic supply.

We should realize that any scheme that proposes to make available, to the public, goods or services at or below the cost of producing those goods will result in a loss

of supply of those goods–we compound the problem when we artifically hold down or roll back prices; we accelerate the demand and cut off needed increase in the supply. Even if we agreed to pay the cost of producing the natural resources we would still face the problem of pacing our consumption. Otherwise we will come to a screeching halt as the initial cheap sources of supply are exhausted.

As a nation–as a world of nations–we need to find a fair and equitable means of consuming our natural resources–most of us only feel rich after our resources have been converted into dollars. We therefore stand ready to part with our resources for a pittance. We did this in 1940 with gas, and because we did this we created a situation in 1954 where we could not raise its price.

Perhaps each of us should answer a question–who cares, (who plans) that our grandchildren shall have natural resources to sustain themselves? How much would you spend today to save one thousand cubic feet of gas to be used by your grandchildren? If you did not have to pay anything, would you be willing to leave it in the ground for their use? Are you ready to support a recycle economy?

If we are worthy of being considered the most advanced nation in the world, is it not time that we begin to plan for survival 60 or 100 years ahead? We do not have many natural resources where we can see an adequate supply that far ahead.

I wish I could tell you that the solution to the gas supply problem is easy; I wish the next well we drill in the United States would find a fuel supply "to end all fuel supplies". You know, and I know that it is unlikely that we will be lucky enough to find the inexhaustible supply of energy under our door step. You know also that the best thing we can do is look at our present resources, of manpower, shop space, construction labor and plan to maximize the effectiveness of these

toward resolving the problem; and we must recognize that we have acquired some new and very formidable obligations related to protection of the environment.

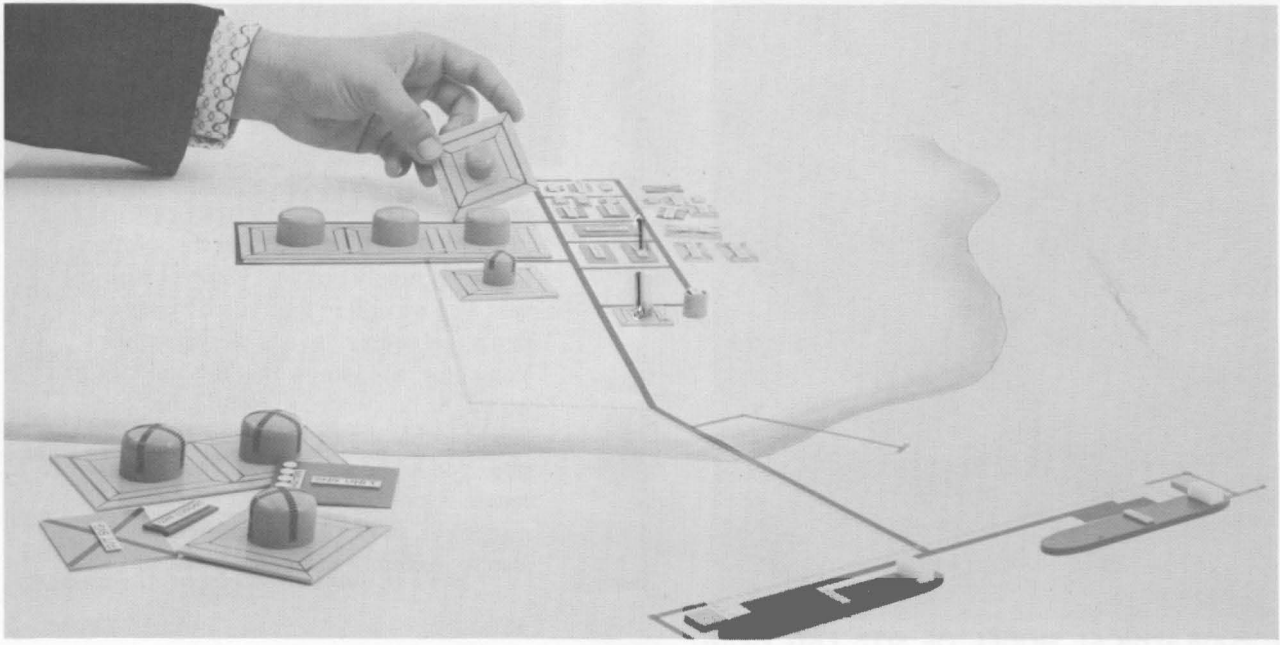
Since I work for an engineering and construction company, I would like to comment on our "natural" resources as related to the supply of engineers. The engineers joint council estimates that by 1977 we will have 10,000 engineering jobs that cannot be filled. Engineering enrollment for 1972 was down 11% from 1971 which was down 17% from 1969. And due to colossal layoff of engineers from the space program about 25% of the engineers moved into other fields. If we do not find a way of preserving interest in engineering we will soon be as short of engineers as we are of energy. Without engineers we will not be able to solve the energy crisis.

How should we sum up the situation? I would compare it to a story that I overheard the other day. A small group of foreigners, on their way to the U.S., were practicing the English language. The question was posed, "How do you tell someone that you are married but that you do not have any children?" As each man struggled to find the correct English word for the reply—the first man to speak says, "No children, my wife is unbearable". Right away one of the other foreigners knew that was the wrong word, he said, "No, you mean she is inconceivable"; another foreigner realized that was not the correct word and he said "No, you would say impregnable". As Americans and master of the English language we could continue the fun by suggesting the use of the words inscrutable, and insurmountable.

I believe these five words describe the situation. Our shortage of energy is unbearable, that we are in this condition is inconceivable; if we try to solve the problems as individuals we will find it is impregnable. In its simplest form the problem is inscrutable; considering the world economy, pollution, ecological needs, and difference in view points—the problem is nearly insurmountable.

Seriously I suggest, in fact request, that you write to your congressman and express your views.

1. Should we let fuels find their fair market value?
2. Should we roll in the cost of increased supply, or should we require all new



KELLOGG PLANNING MODEL FOR LNG RECEIVING TERMINALS

users to pay the full cost of the new supply(s)?

3. Should we get moving on development of our continental shelves?
4. Should we help subsidize the bridge from gas to shale and coal?
5. Should we set up a U.S. natural resources board to deal with the future utilization of all expendable natural resources?
6. Should we work with the United Nations for a worldwide natural resources program?
7. Should we encourage and practice a recycle economy?
8. Lastly, go back to your office and do what you can to get your company to direct some publicity toward the general public.

Please do not wait until you are dead to do these things. "There will not be any oil well drilling in heaven" because the oil and gas business is not going that way.

TOPOGRAPHICAL MODEL OF SITE LNG PIPING

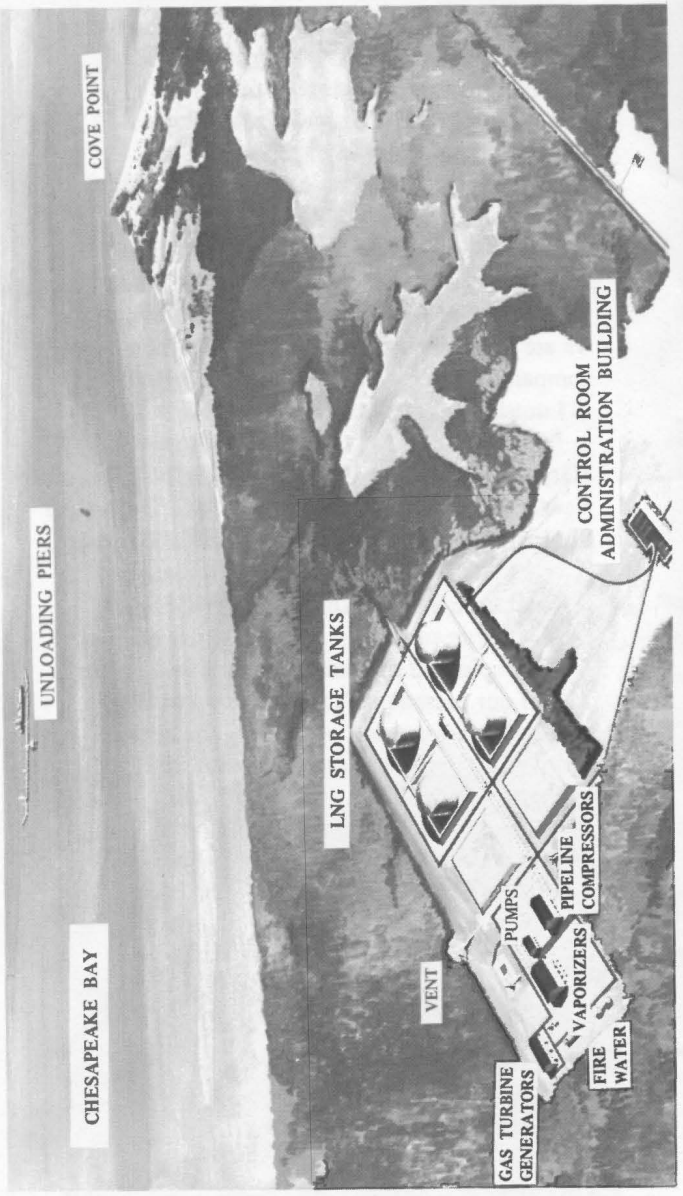
At this point, we will turn briefly to discussing LNG terminals and LNG supply. Designing and building these terminals is one of Kellogg's ways of helping with the energy shortage. Kellogg has engineered the Cove Point, Maryland LNG receiving terminal that is being build for Columbia LNG Corporation and Consolidated System LNG Corporation. We have undertaken the engineering design studies for a proposed terminal in New Jersey; and, we are presently working with still another company regarding their proposed terminal in Louisiana.

Maryland	Approx	1000 x MM SCFD (Design)
New Jersey	Approx	1000 x MM SCFD (Design)
Louisiana	Approx	700 x MM SCFD (Design)
Total		2,700 x 10^6 SCFD

These planned imports amount to less than 5% of our present gas consumption but they could offer a great deal of help for the critical shortage on the east coast. Let us not fool ourselves though, if we went ahead, full speed, to import LNG from all proposed sources we would not keep up with increased demand, we would only be buying a little more time on our way to the bridge that carries us from a gas and oil economy to a coal economy.

LNG Projects In Operation

Source	Consumer	Quantity MMSCFD
Brunei	Japan	550
Algeria	France	390
Libya	Italy	235
Alaska	Japan	135
Algeria	England	100
Algeria	USA (Distrigas)	42
	Total	1,452



COVE POINT TERMINAL

LNG Projects Under Construction

Source	Consumer	Quantity MMSCFD
Algeria	USA (El Paso #1)	1,000
Algeria	Spain	600
Abu Dhabi	Japan	500
Indonesia	Japan	1,450
	Total	3,550

LNG Projects Awaiting Approval - USA

Source	Consumer	Quantity MMSCFD
Algeria	El Paso #2	1,000
Algeria	Easco Gas	650
Algeria	Trunkline	420
Indonesia	Pacific Lighting	550
Alaska	El Paso	1,200
Russia	Tenneco/ Texas Eastern	2,000
Russia	El Paso	1,000
	Total	6,820

Potential LNG Sources

Location	Trillions of CU. FT.
Russia	200
Persian Gulf	120
Iran	125
Algeria	100
Nigeria	40
Libya	30
Venezuela	28
North Slope	26
Brunei, Sarawak, Kalimantan, Indonesia, MacKenzie (Alaska), Australia	10 each

Now, I want to thank you for your time, and wish each of you success in your endeavor to resolve our energy shortage.

The M. W. Kellogg Company

1300 Three Greenway Plazo East • Houston, Texas 77046
Continental Plaza, Route 4, Hackensack, New Jersey 07601

Kellogg International Corporation

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Kellogg France, Paris • Kellogg Technical Services Co., Tokyo
ETA Pullman, S.A.–Division Kellogg, Mexico City
Kellogg Pan American Corporation, Buenos Aires
Kellogg Overseas Corporation, Sydney

PART OF PULLMAN INCORPORATED

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

ARNOLD BOSMAN APPOINTED COMMERCIAL VICE PRESIDENT OF KELLOGG INTERNATIONAL CORPORATION

Arnold Bosman has joined Kellogg International Corporation, London, a subsidiary of Pullman Incorporated, as commercial vice president, sales, for Eastern Hemisphere operations.

Mr. Bosman is a Dutch national with a mechanical engineering degree from the Haarlem Technical College in Holland.

He served for 14 years in Indonesia, the Middle East and Africa in engineering and sales positions with an international oil company.

Subsequently Mr. Bosman has held senior sales and marketing responsibilities for Western Europe and the socialist countries with American international engineering contractors covering the petrochemical and petroleum industry.

Kellogg International Corporation is an affiliate of The M. W Kellogg Company, Houston, a division of Pullman Incorporated.

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MWK #03107074
July 26, 1974

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
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NEWS

The M. W. Kellogg Company
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Kellogg International Corporation
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U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

JEAN AMIEL NAMED DIRECTOR GENERAL OF TWO KELLOGG FRENCH COMPANIES

Jean Amiel has been appointed director general of Compagnie Constructions Kellogg, S. A. and Kellogg France, S. A., Paris.

Both companies are affiliates of The M. W. Kellogg Company, Houston, and subsidiaries of Pullman Incorporated, Chicago. M. W. Kellogg is a Pullman division.

Mr. Amiel joined the Kellogg group of companies in a sales capacity for Kellogg International Corporation, London, in 1966. He moved to the Paris companies in 1972. The new director general holds a bachelor of science degree in chemical engineering from Imperial College, London, and a master of business administration diploma from McGill University, Montreal.

- 30 -

MWK #03308074
August 2, 1974

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

NEWS

The M.W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

M KELLOGG W

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

PRE-RELEASE: ADVANCE FOR

5 P.M., MDT, MONDAY, AUGUST 19, 1974

STAINLESS STEEL STRESS-CORROSION CRACKING CAN BE AVOIDED, KELLOGG ENGINEER SAYS

Salt Lake City, August 19..."It is disturbing to experience a sudden stress-corrosion failure of a material which has been selected especially for its corrosion resistance," but such failures do occur in chemical processing plants and "there presently is no reliable fundamental theory of stress-corrosion cracking in any alloy-environment system which can be used to predict the performance of equipment...

"The problem is significant in size...One large chemical company...reported the 1971 cost for materials and maintenance due to stress-corrosion cracking at $4.1 million. This compares to a cost of the company of $4.7 million for fatigue failures."

Speaking here today before the 78th national meeting of the American Institute of Chemical Engineers, Larry A. Zeis, senior staff metallurgical consultant of The M. W. Kellogg Company, Houston, said stress-corrosion prevention is the responsibility of "the design engineer...the engineer in construction and maintenance (and) the engineer who operates the plant."

/more--

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

In a discussion of stress-corrosion cracking of austenitic stainless steels, he pointed out that, even though such "cracking is sudden and, in many cases, failure occurs without warning...it is possible to minimize the possibility (by minimizing) the stress, the temperature, the amount of chloride, and the time of contact with chloride solutions."

Mr. Zeis urged designers to provide "drains so that condensate and test water can be removed" from all piping equipment, and to make all attachments self-draining. He said insulated stainless steel should be painted to avoid the holding of water and the concentration of chlorides.

Fabricators, he told the assembled engineers, should practice "more than normal cleanliness and housekeeping...Contact of metal surfaces with chlorides even from such commonplace sources as perspiration, shop dirt, solvents or paints should be minimized" to avoid chloride concentration, and "marking materials, liquid penetrant materials, and test water should be of controlled chloride content." Die-stamping and cold-working should be minimized, and "U-bent exchanger tubes should be heat-treated to remove residual stresses," he added.

In plant operation, "chlorides should not be introduced into the system. If they are accidentally introduced, or if flooding leaves chlorides on stainless steel surfaces," Mr. Zeis said, "they should be removed by flushing with condensate or demineralized water. Any condition which could cause a combination of chloride concentration, stress, and temperature should be avoided," the engineer pointed out.

The M. W. Kellogg Company is a division of Pullman Incorporated.

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

PRE-RELEASE: ADVANCE FOR

11 A.M., MDT, MONDAY, AUGUST 19, 1974

At AIChE Meeting

WORLDWIDE FERTILIZER AMMONIA PICTURE DISCUSSED BY M. W. KELLOGG ENGINEER

Salt Lake City, August 19...As population growth continues, world needs for food and, consequently, for fertilizer, will continue to grow. Fulfillment of those needs will require adapting to constraints imposed by the worldwide energy imbalance.

Those points were stressed here today by Leon J. Buividas, manager of inorganic chemical processing for The M. W. Kellogg Company, Houston, who said that, "while there are many areas where ammonia shortages exist; on the whole, one would have to state that a good balance has been maintained, thanks to the enormous increase in ammonia production over the past ten years." He estimated that, during that time, approximately 150 large-scale fertilizer ammonia plants (600 tons a day or more in capacity) have been put into operation or have been contracted for and now are in design, engineering or construction. By 1980, he estimated, "there will be about 170 large plants in operation" throughout the world.

/ m o r e - -

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

Mr. Buividas was speaking before assembled engineers at the 78th national meeting of the American Institute of Chemical Engineers now underway. He pointed out that world production of nitrogen (for fertilizers) was approximately 38 million metric tons in 1967. "Projections for 1977, including plants presently under construction," he said, "indicate that capacity will exceed 77 million metric tons."

He contended this more than doubling over a ten-year period "is being brought about largely by the construction of (fertilizer ammonia) plants in the range of 600 to 1700 short tons a day...Most new construction," he said, "centers on plants of 1000 to 1500 short tons a day capacity." While this capacity range will apply "in the near future," Mr. Buividas proposed there also will be "interest in giant plants having capacities of 2000 short tons a day and greater, but these will be isolated cases and...will be associated with cheap natural gas feed (such as in the Middle East and North Africa)." In high feed cost areas, "the potential savings derived per ton of ammonia with increasing plant capacity begins to diminish as capacities exceed 2000 tons a day," he declared.

Gas, Other Feedstocks

The bulk of worldwide ammonia production today -- 75 to 80 percent -- is obtained via the route of steam hydrocarbon reforming, the Kellogg manager said, "and approximately 60 to 65 percent of this utilizes natural gas feed." Although these percentages "will more or less be maintained in the near future...the prospects are that, over the long range, utilization of coal and heavy oil feeds may increase significantly."

/more--

Mr. Buividas -- delivering a paper co-authored by James A. Finneran, director of process engineering for Kellogg, and Orlando J. Quartulli, manager of process engineering of the Northeast Operations Center of Kellogg at Hackensack, New Jersey -- pointed out that "most, if not all, of the ammonia production in North America and Europe will (continue to) be based on natural gas feed, (but), if the cost of natural gas approaches one dollar per million British thermal units, other feedstocks may be given serious consideration."

He pointed out that the "partial oxidation process can be applied to units with the flexibility to handle a wide range of liquid feedstock (and that) plants embodying the use of the fuel oil partial oxidation process have been in operation for more than 20 years and...indications are that more may be built in the near future." He further indicated that "many low-capacity plants based on coal feeds have been in operation for many years (and) in some areas, notably in South Africa and India, new (high-capacity) coal-based ammonia plants have been announced...

"Based on raw material availability, the choice of a process design is between catalytic steam reforming of light hydrocarbons and partial oxidation of heavy hydrocarbons," Mr. Buividas added. "In certain exceptional cases where a source of hydrogen-rich gas is available, the design (would involve) cryogenic processing or some alternate process for purifying hydrogen."

Even coke oven gas could be used as feed, the Kellogg engineer indicated, but "use of coke oven gas for large, ammonia plant operation obviously would require close association with a large metallurgical facility, and would require an abundant source of hydrogen."

/more--

Economics

Mr. Buividas discussed the economics of the various processes, cautioning that, "with the present world situation on petroleum and the prospects for further increases in the cost of feedstocks, it is difficult to make any precise predictions as to which feed and fuel to consider on a long-range basis...There are a large number of factors," he stressed, including "feed price structure, plant size and location, transportation and shipping costs, contractual considerations, cost of capital, use of the product -- e.g., whether for export or captive use -- and international situations."

Conclusions

He drew five major conclusions:

. "Most, if not all, of the ammonia production in North America and Europe will be based on natural gas feed." Other feedstocks "may be given serious consideration" if the cost of natural gas approaches one dollar per million Btu's.

. "Shipment of ammonia from areas where natural gas is abundant appears to be highly attractive. Ammonia or ammonia-based products can be economically exported from the Middle East, North Africa, and other low-cost feed locations to high-cost areas. Barring international complications, shipment of nitrogen to the United States, Europe and other locations will play an increasingly important role in worldwide distribution. Shipment of bulk ammonia will be dependent on carrier limitations and possibly on associated safety hazards.

/ m o r e - -

. "Use of fuel oil and other heavy hydrocarbon feeds with the partial oxidation process will increase to a greater degree than previously, primarily because of the increasingly favorable price structure... If the natural gas price in any given location exceeds the fuel oil price by a significant degree, fuel oil will be adopted as ammonia plant feedstock.

. "Greater emphasis will be placed on use of liquid fuels for firing both the reformer and auxiliary boilers in steam reformer units.

. "Coal-based operations can be justified in locations where the unit cost of coal is low, where gas does not exist, and where the alternative is expensive imported oil, as in South Africa and India... Use of such feed will be governed to a great degree by whether an attractive price differential between solid and hydrocarbon feedstocks can be maintained on a long-term basis. However, the high costs of mining and transportation charges will, of course, reduce any potential economic advantage inherent in the use of solid fuels."

The M. W. Kellogg Company is a division of Pullman Incorporated.

MWK #03608074
August 16, 1974

NEWS

The M.W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

SEP 20 1974

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

Mem-Co. File

PRE-RELEASE: ADVANCE FOR

SEPTEMBER 16, 1974, 3 P.M., CST

M. W. KELLOGG SPECIFICATIONS EXPERTS CONTEND:

"METRICATION IS A FOUR-LETTER WORD -- MUST!"

Dallas, Sept. 16...While "the problems of converting to the metric system in the United States have been complicated by lack of direction from congress, (the move to) metrication is a must (and), regardless of our personal preference, metrication will occur in this country. (The question is) 'when' and 'how' rather than 'if'."

Speaking before the petroleum mechanical engineering conference of the American Society of Mechanical Engineers underway here, William D. Bush, standards group supervisor of The M. W. Kellogg Company, Houston, contended that "people do not compute very much in their daily lives and, probably will not find the adjustments (to metrication) as difficult as has been feared." He said that "it falls on the engineer to make this transition easy for the general public," adding "there will be some 'future shock' involved here, particularly for the man who has had long years of experience estimating yards of concrete by looking at a foundation or figuring barrels based on the size of the tank. Here," Mr. Bush contended, "is where the conversion to metric will have its greatest impact."

/ m o r e - -

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

Dialects

Delivering a paper co-authored by Robert E. Catlett, Kellogg's specifications and piping-mechanical manager, Mr. Bush said that "where the general public will have to learn a new language, the engineer will have to be bilingual." Further, "there are several metric systems in existence...today (and) we are now faced with different dialects of the basic metric language. Without guidance of the congress, the United States is faced with selecting a metric system on an industry by industry or, possibly, company by company basis, depending on the need at the moment conversion is found desirable." The Kellogg engineer said "we already have the case of standards organizations going separate ways...The American Society for Testing and Materials is using pascal for stress values and pressures (while) the American National Standards Institute committees working on International Standards Organization standards for valves have agreed to use bars as a pressure unit."

There must be coordination, he pointed out, adding that "there are many industries which are basically metric already...Did they do it because they believe in the intrinsic value of the metric system?," he asked rhetorically. "Certainly not...In every case, there was a payoff in sight and not a cost. The need to coordinate products between foreign and domestic plants, the need to sell in a metric market, the need to reduce proliferation of parts in a dual system -- all these affected the timing of the decision to change," Mr. Bush asserted.

/more--

Chiding the "staggering estimates of costs for retooling," he said that "when Ford decided to make the metric Pinto engine in this country, they did not scrap all the American machine tools. They merely ordered metric-sized cutters to fit American-made tool holders and, behold, a metric machine tool!"

Mr. Bush said Kellogg, a division of Pullman Incorporated, early "awakened to the fact that we were going to have to be conversant in the metric language because of our ever-increasing contact with clients...in metric countries." He added that Kellogg feels that "when congress acts and the National Metric Planning Board is formed...the recommendation will be that the United States convert to SI (International System of Units).

Kellogg Converting

Initially, Kellogg is in a phase of "soft conversion," he said, as are most firms who are entering the conversion today. "That is, they do not change the physical size of anything, but just express it in metric terms...As designs change with time, the older inch unit item will be replaced with metric items."

In this first phase, standards and specifications "are maintained on an inch-unit basis, but the results are expressed with metric equivalent dimensions and values in parenthesis." In the next step, "around five years away," Kellogg will "reverse the emphasis on our drawings and show the metric dimensions as the primary measure and the inch units as secondary, (forcing) the user to use metric dimensions, but (giving) him the inch counterparts if he really needs it...

/more--

"The third and final step...will be to eliminate English units entirely."

The authors contend that "the change to SI metric units will really provide the United States with a tremendous opportunity to upgrade our national standards and reduce the proliferation of parts and varying units that now exist." He said the SI units have "inherent advantages" in that "there is one and only one unit for each physical quantity...there is a unique and well-defined set of symbols and abbreviations...the relation between multiples and submultiples of these base units is held to a decimal basis...The units are all coherent (and) all the base units -- except the kilogram -- can be defined in terms of physical measurement that can be made in a laboratory."

MWK #04409074
September 16, 1974

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

JOHN BING NAMED ASSISTANT VP OF
KELLOGG INTERNATIONAL CORPORATION

John A. Bing has been named assistant vice president of project management of Eastern Hemisphere operations for Kellogg International Corporation, London, a subsidiary of Pullman Incorporated.

Prior to his new appointment, he was director of project management of Western Hemisphere operations for The M. W. Kellogg Company, Houston, a Pullman division.

Mr. Bing joined M. W. Kellogg in 1966 as a project manager, bringing 12 years of refinery engineering experience -- six of them in the United Kingdom -- to his new post. At M. W. Kellogg, he moved through posts of senior project manager, chief project manager and director of project management prior to being named assistant vice president of Kellogg International Corporation.

A member of the American Society of Mechanical Engineers, he holds a bachelor of science degree from the University of Michigan.

- 30 -

MWK #04609074
September 27, 1974

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

OCT 8 1974

Ken G Fee

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

KELLOGG RECEIVES ARGENTINE AWARD FOR PHENOL-ACETONE FACILITY

Participating in an Argentine joint venture for the project as Kellogg-Franklin Consult (KELFRANK), The M. W. Kellogg Company and its affiliate, Kellogg Pan American Corporation, have been awarded a contract by Yacimientos Petroliferos Fiscales (YPF), Argentina's petroleum and petrochemical entity, for the design and basic engineering of a 35,000-metric-ton-a-year phenol-from-cumene plant to be constructed at Campana, a developing petrochemical center approximately 50 miles northwest of Buenos Aires.

The phenol facility, which is also designed for the production of 20,000 metric tons a year of acetone, will be based on Hercules Incorporated technology. It is scheduled for 1977 completion.

The contract calls for M. W. Kellogg, a division of Pullman Incorporated, to provide the process and the basic engineering design. Certain offsites engineering is to be furnished in Argentina by KELFRANK, the joint venture entered into for this contract. Kellogg Pan American, a Pullman subsidiary, will furnish advisory and supervisory services throughout the life of the contract, in the areas of engineering, procurement, construction, and start-up operations.

The phenol project represents Kellogg's first petrochemical award from YPF, although the company previously has worked with the Argentine entity on major refinery projects.

- 30 -

MWK #049010074
October 3, 1974

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

October 8, 1974

Dear Ed,

Thank you for the very fine briefing you gave Ambassador Bush at our office on September 30. He has asked me to extend to you his appreciation for taking time out of your busy schedule to be with us and to assist the National Council.

Best personal regards.

Sincerely,

Eugene A. Theroux
Vice President

Mr. Edward M. Hallinan
M. W. Kellogg Company
1616 H Street, N. W.
Washington, D. C. 20006

October 8, 1974

Dear Jim,

Ambassador Bush asked me to extend to you his thanks for the very fine briefing you gave him on September 30. Needless to say, we are also very grateful that you took time out of a busy schedule to be with us and to assist the National Council.

Best personal regards.

Sincerely,

Eugene A. Theroux
Vice President

Mr. James A. Petrie
M. W. Kellogg Company
711 Third Avenue
New York, N. Y. 10017

The National Council for U.S.-China Trade

Memorandum

From NHL To Member Co. File Date 10/9/74

M. W. KELLOGG

On Thursday, October 3, 1974, at 11:15 in Bouden's office at the Bureau of East-West Trade at Commerce, M.W. Kellogg initialled an agreement with Commerce for a training program for Kellogg technicians going to China. Ray Waters in Houston wanted a photographer. We arranged for Merkle Press people to go, which they did. EAT will teach at the FSI seminars, which will be (a) in October for 2 people, (b) in December for 30-40 people (i.e. the number going to be in China at any given time). Five people were at signing, including E. Hallinan of Kellogg's Washington office. We requested possibility of us being there, but Hallinan did not wish this.

NHL:pc

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: FRIDAY, NOVEMBER 8, 1974

PRIME MINISTER INDIRA GANDHI DEDICATES

MAJOR NEW INDIAN FERTILIZER COMPLEX

Kalol, Gujarat, India, November 8...Prime Minister Mrs. Indira Gandhi today dedicated a major new agricultural chemical complex here, as India marked another major step towards agricultural independence.

Heart of the ammonia-urea fertilizer complex is a 1000-ton-a-day ammonia plant designed and engineered by The M. W. Kellogg Company, a division of Pullman Incorporated. It is the second Kellogg-designed fertilizer ammonia facility in that nation, and India's first large-scale, gas-fed, all-centrifugal Kellogg plant.

While design and basic engineering of the facility were provided by M. W. Kellogg through Kellogg India Limited of New Delhi, much of the detailed engineering, procurement, inspection and expediting was executed by Engineers India Limited. Indian fabricators were chosen wherever possible for the supply of equipment and materials. Those materials and parts unavailable on the subcontinent were shipped in parts for final fabrication and assembly by local engineers and craftsmen.

More than 40 Indian companies were involved in the project for Indian Farmers Fertiliser Cooperative Limited, which is owned by more than 30,000 village cooperatives with an aggregate membership of 20 million farmers spread over ten Indian states. Kellogg India Limited oversaw construction of the plant.

/more - -

Arthur L. Dowling, Vice President, Advertising and Public Relations

The ammonia produced will be used in part for the production of urea fertilizer at Kalol, and in part for the production of granular NPK fertilizers at IFFCO's facility at the port city of Kandla.

The total cost of the complex exceeded $120 million, including $38 million of foreign exchange provided by the U. S. Agency for International Development and the U. K. Overseas Development Association.

Cooperative Fertilizers International, a non-profit foundation of U. S. cooperatives, provided technical and managerial aid on the project.

Kellogg Participation

Representing Kellogg at the dedication ceremonies here were James A. Petrie, president of Kellogg India Limited and senior vice president of Far East operations of M. W. Kellogg; and Justus S. Barnes, project manager, and N. Theodore Villa, assistant director of procurement, both of M. W. Kellogg.

-30-

MWK # 055011074
November 8, 1974

The National Council for U.S.-China Trade

Memorandum

From Pat To Barbara Date 11/11/74

Please add to magazine mailing list

Mr. ~~Ray Waters~~
M.W. Kellogg
1300 Three Greenway Plaza East
Houston, Texas 77046

If you have any questions, see Suzy.

OK/Bec
11/13/74

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

JAN - 6 1975

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: A.M. MONDAY, JANUARY 6, 1975

ADVANCE

And a Happy New Year!

M. W. KELLOGG LOOKS OPTIMISTICALLY AT 1975; ANNOUNCES 33% EXPANSION AT HOUSTON HEADQUARTERS

Houston, January 6...The M. W. Kellogg Company, Houston, a division of Pullman Incorporated, today kicked off the first working Monday of the new year on an optimistic note by expanding its international headquarters facilities by a third, and by announcing plans for a staff increase of the same percentage during the new year.

At a champagne breakfast to mark the beginning of the new business year, Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations, announced the design, engineering and construction company has begun its move into 100,000 square feet in the new Travelers Building in Greenway Plaza, the southwest Houston site of Kellogg's international headquarters.

The move of engineering and financial groups into half the Travelers Building brings Kellogg's international headquarters space in Greenway Plaza to approximately 400,000 square feet. Besides occupying more than a quarter million square feet in the Kellogg Building, the company has more than 20,000 square feet in the Eastern Airlines Building, and more than 15,000 in the Union Carbide Building. The firm also has resident client offices in the Conoco Tower. All are located within the Greenway Plaza complex.

/ m o r e - -

Arthur L. Dowling, Vice President, Advertising and Public Relations
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Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

Kellogg also has a ten-acre tool and equipment depot in South Houston which serves the worldwide construction sites of the company, and a 200,000-square-foot pipe fabrication and warehousing facility in the eastern segment of the city, where piping for the power and process industries is fabricated and stored. Kellogg currently is preparing to move into a 50,000-square-foot laboratory on a 14-acre site west of the city, where its research and engineering development group will be headquartered by mid-year.

Growth at Greenway

The first Kellogg engineering personnel moved into the new space this morning. Over the next five weekends, additional personnel will move into the new building, where the company's engineering department will occupy approximately 80,000 square feet.

The company's financial operations, under newly-elected vice president Donald R. McGraw, also will move from the 21-story Kellogg Building and will occupy 20,000 square feet on the top floor of the 11-story Travelers Building. The M. W. Kellogg Employees Federal Credit Union also will move to the new quarters.

The move of these groups into the Travelers Building will permit further expansion of engineering, procurement and construction activities within the Kellogg Building.

/ m o r e - -

Impact on Houston Economy

Kellogg's continuing growth since its headquarters move to Houston has had a substantial impact on the Houston economy.

For example, purchases of materials and equipment for refining, chemical and petrochemical facilities throughout the world under construction by Kellogg neared a third of a billion dollars in 1974 -- triple that spent in 1973. Of the 1974 purchases, approximately $160 million were placed through Houston-based companies or firms with major Houston offices. Nearly $65 million went directly to Houston-area vendors -- those with facilities in the area.

The company anticipates the same percentages will apply during 1975, at which time contract purchasing is expected to near $500 million. That would mean approximately $100 million spent with Houston-area businesses, and approximately $250 million placed through Houston-based offices.

To handle this volume, Kellogg shipped approximately 25,000 tons of equipment and materials to various plant sites throughout the world through the Ports of Houston and Galveston. The company expects this volume to nearly triple in 1975, with approximately 70,000 tons exported.

A similar growth is expected in imports through Gulf Coast ports. Two thousand tons came in in 1974; about 7500 tons are expected this year.

/ m o r e - -

Kellogg's own operations also have impacted on the economy as the company has grown from approximately 400 employees in Greenway Plaza in 1970 to a headquarters staff today of approximately 1800. The company plans to increase its technical and support personnel here by a further 600 to 700 during calendar 1975.

Local annual purchases for company travel and supplies near $3 million in Houston, with $1 million for air tickets alone, and another million for office purchases. For the new Travelers Building space, nearly $500 thousand was spent locally on furnishings.

International Activities

The M. W. Kellogg Company is an engineering and construction division of Pullman Incorporated. Besides its headquarters in Houston, it has full service facilities in Hackensack, New Jersey, and in Toronto, Ontario. Its power piping and chimney headquarters, serving the power industries, are located in Williamsport, Pennsylvania, with major fabrication plants located in California and Texas. Sales and support offices are located throughout the United States and Canada.

Affiliated Kellogg companies, subsidiaries of Pullman Incorporated, are located throughout the world, with major full-service design, engineering and construction offices in London -- Kellogg International Corporation -- and in Amsterdam -- Kellogg Continental.

MWK #0101075
January 6, 1975

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

JAN - 6 1975

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

ADVANCE FOR RELEASE: A.M., MONDAY, JANUARY 6, 1975

McGraw Tackles New Post

FROM FIRST STRING AT UNIVERSITY OF TEXAS

TO FIRST STRING AT THE M. W. KELLOGG COMPANY

Houston, January 6...Twenty years ago, Donald R. McGraw was first-string tackle for the University of Texas' Longhorns.

Today, he is tackling a new first-string position, as vice president of Western Hemisphere finance and administration for The M. W. Kellogg Company, a division of Pullman Incorporated. In his new vice presidential post, he also will be responsible for the personnel and facilities functions for the Houston-based international design, engineering and construction company.

Mr. McGraw joined M. W. Kellogg as a senior accountant in Houston in July of 1970, as the company was making the move of its international headquarters from New York to Houston. He was promoted to the position of manager of budgets and measurements in 1972, and was named assistant vice president of finance in 1973.

The new vice president holds a bachelor of business administration degree in business and accounting from the University of Texas. He is a native of Abilene, Texas, where he attended elementary and secondary schools. His parents, Mr. and Mrs. George E. McGraw, still reside in Abilene.

- 30 -

Arthur L. Dowling, Vice President, Advertising and Public Relations

MWK #0201075
January 6, 1975

Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

January 8, 1975

Mr. James A. Petrie
M. W. Kellogg Company
711 Third Avenue
New York, New York 10017

Dear Mr. Petrie:

The first visit to this country ever made by a broadly representative trade mission from the People's Republic of China will take place in 1975. We are proud of the fact that this historic mission will come at the invitation of the National Council. Plans for the visit were confirmed by the Chinese during discussions our Vice President, Eugene Theroux, held with the China Council for the Promotion of International Trade while in Peking last month.

The group will be led by officials of the China Council for the Promotion of International Trade. Our office will, in due course, be in touch with you as plans are made for visits by this group around the United States.

During the past year US exports to China neared the billion dollar mark. Though in 1975 agricultural sales may dip, reflecting good Chinese crops and reduced availability of American grains, our industrial equipment and other non-agricultural sales to China are expected to rise.

Imports, too, will rise in 1975, and we are pleased to have been invited, at the Canton Fair and in Peking in November, to participate in extensive discussions with the Chinese on meeting the needs of US importers and, in general expanding China's understanding of the American market.

Participation by US firms in the Canton Export Commodities Fair will also increase. American attendance grew sharply, to more than 300, at the 1974 Autumn Fair, where Americans were the third largest contingent after Hong Kong and Japanese traders. US business in Canton, an estimated $40 million, was the largest yet recorded by American firms at any Fair.

Programs and resources of the National Council have been refined to provide your firm, in 1975, with the most complete tools available anywhere for keeping abreast of opportunities in the China market. Our relationship with each of China's Foreign Trade Corporations, and with the Chinese Liaison Office in Washington, has grown steadily, yielding an excellent working partnership.

Through our magazine, the US China Business Review and other publications, we will continue to keep you regularly apprised of world-wide developments in Sino-US trade. We have organized a series of conferences and seminars in cities around the country for the coming months. The format for these meetings insures a give-and-take between persons who have actually participated in major import and export transactions with the Chinese.

Finally, a recently formed academic advisory committee makes available to our member firms analysis and forecasts by preeminent economic and political specialists on China.

We look forward to your continued participation in our work. To this end, I am enclosing the dues statement for your firm's 1975 annual membership in the National Council.

With kind regards.

Sincerely,

Christopher H. Phillips
President

Enclosure

NO SLUMP HERE: Builders of ammonia plants benefit from global demand.

Behind the boom is an urgent effort to boost fertilizer production in many countries. A prime beneficiary is Pullman Inc.'s M. W. Kellogg Co. division, which currently has 50 large-scale ammonia units in various stages of engineering or construction around the world. By 1977, the company estimates, plants of its design will produce about 36 million tons of ammonia a year, about half the world's anticipated capacity at that time. Also getting into the act is Los Angeles-based Fluor Corp., which currently has contracts for three ammonia plants.

Most of the big projects are outside the U.S. In the Kellogg backlog are eight company-designed or engineered plants to be built in the People's Republic of China, as well as nine projects in the Soviet Union.

* * *

M. W. Kellogg Company

The Wall Street Journal
Thursday, December 26, 1974

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

JAN 15 1975

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

JAMES R. LAMBRIX NAMED

M. W. KELLOGG VICE PRESIDENT

James R. Lambrix has been elected vice president of The M. W. Kellogg Company, a division of Pullman Incorporated, remaining general manager of the company's full-service Northeast Operations Center in Hackensack, New Jersey.

In announcing the election, Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations, said the appointment reflected the 300-man Hackensack office's "continuing growth in both size and ability." The center was formed in mid-1973 in keeping with the company's avowed intentions to maintain a full-service engineering presence in the northeast with the ability to provide complete design, engineering, procurement, construction and support services to the broad spectrum of the petroleum, petrochemical, chemical and energy industries. The northeastern staff surpassed the 100 mark by the autumn of 1973 and has continued its rapid growth since that time.

/ m o r e - -

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

LAMBRIX NAMED VICE PRESIDENT...2.2.2

James R. Lambrix

James R. Lambrix joined M. W. Kellogg as a pilot plant operator in 1941, and rose through the posts of field operator, technical service engineer, process engineer, senior design engineer, process manager, manager of organic chemicals processing, and director of Western Hemisphere process engineering prior to his appointment as general manager of the Northeast Operations Center last year, a position he retains along with his new vice presidency.

Mr. Lambrix holds a bachelor of science degree in chemical engineering, cum laude, from New York University. He is a member of the American Institute of Chemical Engineers, Sigma Xi -- the Scientific Research Society of North America, Tau Beta Pi, and Phi Lambda Upsilon.

- 30 -

MWK #0401075
January 8, 1975

January 28, 1975

Mr. James A. Petrie
M. W. Kellogg Company
711 Third Avenue
New York, New York 10017

Dear Mr. Petrie:

This will acknowledge receipt of your check for $2,500.00 for 1975 dues in the National Council for U.S.-China Trade.

We are grateful for your continued interest in and support of the Council and we look forward to working with you during the coming year.

Sincerely yours,

Christopher H. Phillips

CHP/gbr

美中贸易全国委员会

The National Council for United States-China Trade

1100 Seventeenth Street, N.W.
Washington, D.C. 20036

Telephone (202) 331-0290

STATEMENT

Mr. James A. Petrie
M. W. Kellogg Company
711 Third Avenue
New York, New York 10017

Date: January 8, 1975

DESCRIPTION	AMOUNT
1975 ANNUAL DUES	$2,500.00

1/27/75

美中贸易全国委员会

The National Council for United States-China Trade

1100 Seventeenth Street, N.W.
Washington, D.C. 20036

Telephone (202) 331-0290

STATEMENT

Mr. James A. Petrie
M. W. Kellogg Company
711 Third Avenue
New York, New York 10017

Date: January 8, 1975

589292

DESCRIPTION	AMOUNT
1975 ANNUAL DUES	$2,500.00

OK to pay
1/9/75

1/13/75

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

BEO Mem to Ltr

FOR RELEASE: UPON RECEIPT

M. W. KELLOGG, HOUSTON OFFICIALS

HAIL COMPANY'S MAJOR 1975 EXPANSION

Houston, January 6..."How (can) we at Kellogg be optimistic when pessimism seems to surround us."

This question was posed at a champagne breakfast held here this morning by The M. W. Kellogg Company, a division of Pullman Incorporated, which announced expansion of its international headquarters by one-third, and its planned personnel expansion by the same percentage.

It was posed by Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations, who said that, "as engineers of energy, we must be optimistic. Hydrocarbons -- oil, gas, and coal -- still are the most plentiful raw feedstocks to supply energy, materials and chemicals, from fibers to structures and, in respect to food, make it possible to return the nitrogen of the atmosphere to the earth." Mr. Shipman was referring to Kellogg's acknowledged leadership in the area of fertilizer ammonia plant design, engineering and construction.

/ m o r e - -

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

Mr. Shipman pointed out that the "price of some hydrocarbon raw materials has increased almost fourfold in less than 18 months...To those in the process industry, this spells opportunity because of the greater incentive to conserve, recover and upgrade every source of hydrocarbon feasibly available. What last year was a waste gas or liquid unworthy of recovery today is worth further processing. What was waste heat yesterday, today has a high value that probably justifies an investment in engineering and equipment to recover and utilize (it)."

He said that "new technical developments eventually will yield economic new sources of energy, but, in the short and medium future, hydrocarbons will remain Number One... We see the future...busy, exciting and rewarding...When we remember that, in today's economy, a process plant requires three to five years to plan, engineer and construct, we realize that we are expanding this morning not only for 1975, but for 1980 as well."

Houston Salute

At the breakfast, Willard E. Walbridge, chairman of the Houston Chamber of Commerce, saluted the international engineering and construction firm by saying that, when Houston got the word that M. W. Kellogg was moving here...the whole far-flung petroleum industry recognized it both as a perfectly natural development for Kellogg and a tremendous breakthrough for Houston. It has proven to be both."

Mr. Walbridge, senior vice president of corporate affairs of Capital Cities Broadcasting Company, said that Kellogg's "original decision to make the move (to Houston in 1970) is vindicated and confirmed as sound and wise...By this expansion, they not only are making a bullish and positive move to keep up with physical requirements of expanded operations, they also are, in a most emphatic way, underlining their belief in the economic future and shining promise of Houston itself."

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

ADVANCE

FOR RELEASE: 6:00 P.M., FEBRUARY 18, 1975

M. W. KELLOGG ANNOUNCES 100% EXPANSION, $10 MILLION LEASE IN NEW JERSEY

Hackensack, N. J., February 18 . . . The M. W. Kellogg Company, a division of Pullman Incorporated, today announced plans to almost double the space and staff at the company's full-service design, engineering and construction facility in Hackensack.

Double Space & Manning

Presenting a lease for twice the space previously held by Kellogg in Hackensack, Frank H. Shipman, Jr., senior vice president with the firm, instructed James R. Lambrix, vice president and general manager at the New Jersey location, to "double the manning here."

Citing the urgency for gaining additional space for an immediate increase in staff, Mr. Lambrix presented detailed office layout plans to the owners of the building with instructions to "proceed as quickly as possible."

/more --

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

Both presentations were made at a reception given by Kellogg commemorating the decision to double the size of the Hackensack facility. Representatives from business and government attended the event.

$10 Million Contract

The lease -- valued at approximately $10 million over a ten-year period is for five floors in Continental Plaza Corporation's 12-story Tower III office building, now under construction in their complex on Hackensack Avenue in Hackensack.

"We plan to build our work force at our Northeast Operations Center in Hackensack from its present level of a little over 300 to about twice that over the next two years," said Mr. Shipman, senior vice president of Western Hemisphere Operations, headquartered in Houston.

Mr. Shipman revealed that the lease with Continental Plaza is for more than 100,000 square feet in Tower III, next door to Kellogg's current location in Tower II.

The company expects to move into the new office space upon completion of Tower III, now scheduled for late summer.

"With this 100,000 square feet -- which will give us twice the space we now have in Hackensack -- we can continue building our employee force here in the northeast to help solve the energy problems confronting us here and abroad," said Mr. Shipman.

/more --

KELLOGG ANNOUNCES EXPANSION . . . 3. 3. 3.

Seeking Good Employees

He then charged James R. Lambrix, vice president and general manager of the Northeast Operations Center, with "finding the good employees needed to continue building Kellogg's good name here in the northeast."

After receiving the signed lease from Mr. Shipman, Mr. Lambrix said that he knew the Kellogg group would willingly accept the challenges ahead, and looked forward to moving into their new facilities.

Return to Northeast

Mr. Lambrix then told the assembled business and governmental leaders that "the expansion of Kellogg in New Jersey is a continuation of the company's plan, begun about two years ago, to re-establish a full-service facility in the northeast.

"When Kellogg headquarters were moved from New York City to Houston in 1970," he added, "a primary goal was to continue to maintain a capability in the northeast area . . . . Since establishing our Northeast Operations Center here in Hackensack in mid-1973, we have surpassed all projected company goals and," he continued, "I believe we have maintained or surpassed the high quality of professionalism that goes with the Kellogg name."

/more --

KELLOGG ANNOUNCES EXPANSION . . . 4. 4. 4.

Excellent Association

Citing the Hackensack facility for its "remarkable growth (and) emergence as a center of expertise and ability . . . not only in the Kellogg group of companies, but throughout the industry," Mr. Shipman told the assembled community leaders that "we are glad to continue our excellent association with New Jersey and with the northeast . . .

"In less than two years," said Mr. Shipman, "we have managed to attract some of the best minds in the business to our new offices here in New Jersey. We think this speaks well for the area as well as for our company."

Handling Big Projects

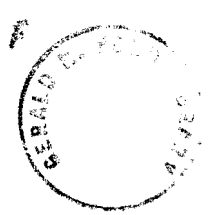
Speaking to Kellogg employees at the reception, Mr. Shipman said "you have proven over the past year and a half that you can handle big projects with little or no help from the worldwide Kellogg organization. With twice the manning (you now have), we can foresee bigger and better things for the company here in New Jersey . . .

"Kellogg has made some good decisions over the years," he continued, "such as building up knowhow in catalytic cracking, olefins, and fertilizers, and one of our best decisions has been the re-establishment of a Kellogg full-service facility here in New Jersey."

/more --

"Your growth," he said, as signified by the signing of this lease, adds to the promise of Kellogg's continued leadership in the industry . . . .

"This positive move shows the world that Kellogg believes in the future. We will continue to prepare to meet tomorrow's energy problems today, and expanding this important operations center is a significant part of that preparation."



MWK #01102075

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

ADVANCE: FOR RELEASE, 6 P.M., EDT, TUESDAY, FEBRUARY 18, 1975

JERSEYITE MANAGES KELLOGG'S
NORTHEAST OPERATIONS CENTER

Hackensack, February 18 . . . Vice President James R. Lambrix' appointment as General Manager of The M. W. Kellogg Company's Northeast Operations Center in April, 1974 represented a return home. Mr. Lambrix was born and reared in West New York, New Jersey. He moved to Paramus in 1951, remaining there until 1970 when he transferred to Houston. He now resides in Hillsdale.

Mr. Lambrix joined M. W. Kellogg as a pilot plant operator in 1941, and rose through the posts of field operator, technical service engineer, process engineer, senior design engineer, process manager, manager of organic chemicals processing, and director of Western Hemisphere process engineering prior to his appointment as general manager of the Northeast Operations Center last year. He was elected vice president of the company on January 1, 1975.

/more --

JAMES R. LAMBRIX . . . 2. 2. 2.

Mr. Lambrix holds a bachelor of science degree in chemical engineering, cum laude, from New York University. He is a member of the American Institute of Chemical Engineers, Sigma Xi -- the Scientific Research Society of North America, Tau Beta Pi, and Phi Lambda Upsilon.

The Northeast Operations Center was formed in mid-1973 in keeping with the company's avowed intentions to maintain a full-service engineering presence in the northeast. The facility presently has the resources to provide complete design, engineering, procurement, construction and support services to the broad spectrum of the petroleum, petrochemical, chemical and energy industries.

The NOC's staff surpassed the 300 mark in December, 1974. The five floors leased by Kellogg in the soon-to-be-completed Continental Plaza Tower III will permit the doubling of the staff over the next two years as forecast in the growth plans announced today by Mr. Lambrix.

- 30 -

MWK #0902075

February 18, 1975

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

BACKGROUNDER
FOR RELEASE: 6 P.M., FEBRUARY 18, 1975

KELLOGG: NEW IN HACKENSACK, DEEPLY ROOTED IN JERSEY AND THE NORTHEAST

Hackensack, February 18 . . . The M. W. Kellogg Company officially opened a Northeast Operations Center in Hackensack, New Jersey, on July 2, 1973, to provide full design engineering, procurement and construction services to the broad spectrum of the petroleum, petrochemical and chemical industries.

It opened with a complement of 25 permanent employees, three temporary employees, and three visitors from M. W. Kellogg's international headquarters in Houston. Today, the staff of the Hackensack facility exceeds 300.

The Bergen County location was selected because of its proximity to the many petroleum, petrochemical and chemical company headquarters and operating facilities in the northeast. Hackensack was selected because of its centralized location in an area where there is a concentration of experienced engineers and technical personnel; and because of its location near many schools of higher learning, permitting its people to continue to upgrade their knowledge.

/more --

These points were paramount in the decision-making process, for M. W. Kellogg, as engineers of energy, is a highly technical company. It is engaged, worldwide, in the solving of many of the problems facing mankind today. It is active in the design, engineering and construction of petroleum refining, petrochemical and chemical processing, and fertilizer facilities to help solve the energy crisis, the ecological problems, and to help feed the world's hungry. Kellogg-designed ammonia plants today account for about a fourth of the world's fertilizer ammonia production, and are expected to produce more than 50 percent of the world's ammonia capacity by the end of 1977.

Was the choice of Hackensack a good one? With a current staff of 315, James R. Lambrix, vice president of Kellogg and general manager of the northeast operations center, says the numbers speak for themselves.

"The central location has permitted us to select experienced engineers and technical personnel from the New Jersey-New York-Connecticut area," according to Mr. Lambrix. "What's more, it's location has permitted us to regain key Kellogg personnel who were unable to make the move from New York to Houston in 1970," when the Pullman Incorporated division relocated its international headquarters there.

/more --

"Forty-five of the staff are ex-Kellogg employees who returned to the company. These experienced engineers and specialists have an average of more than 20 years each with Kellogg, and have formed a key experienced cadre around which to build. They know the company; they know how it operates; they help bring others along quickly. It's made for a very high esprit de corps," Mr. Lambrix added.

Approximately 60 percent of the staff are technical employees. The remainder serves in vital support areas such as finance, procurement and general administration. As a group, they are working on refinery, chemical, agricultural chemical and pharmaceutical projects throughout the world. In close coordination with Kellogg Continental of Amsterdam, an M. W. Kellogg affiliate, they are overseeing a major ammonia-urea complex for Agrico at Verdigris, Oklahoma.

That the company and the centralized location in Continental Plaza on Route 4 and Hackensack Avenue are drawing points for perspective employees is borne out by the fact that Kellogg has held three open houses for prospective employees since opening in Hackensack. The first drew 90 people; the second, more than 200. "Just recently," Mr. Lambrix said, "we held a third open house, particularly for engineers and procurement specialists, and more than 400 came to learn about the opportunities here."

/more --

KELLOGG IN HACKENSACK . . . 4. 4. 4.

Part of a Plan

When Kellogg moved its worldwide headquarters to Houston from New York City, original plans called for the retention of engineering and procurement capabilities in the northeast, concurrent with a continued build-up in Houston. Economic conditions at that time dictated, however, that a more prudent policy was to build up the engineering/construction operations in Houston, the company's world headquarters; and postpone the reestablishment of an engineering office in the northeast. A sales office in New York City remained active to service local clients, however.

In announcing the Hackensack facility in May of 1973, Kellogg president, Clark P. Lattin, Jr., said "now is the time to revive our basic plan and provide a complete engineering and procurement capability in the northeast." His statement has proved true.

Jersey Presence

The M. W. Kellogg Company is not new to New Jersey. The company has been active in the state since 1905 when Elizabeth-born Morris W. Kellogg moved his newly-established firm to Jersey City and established a fabrication shop to provide piping for electric power plants. He had founded the company four years earlier in New York City, shortly after receiving his degree from

/more --

Stevens Institute of Technology in Hoboken. At the time of the move, the company's operations had extended into vessel fabrication and chimney design and erection.

Kellogg maintained a continuous presence in Jersey City until 1971, when overall international headquarters were moved to Houston. Its presence is still felt in the vicinity of the original plant through the existence of Kellogg Street, named by the city in honor of the company's founder nearly 40 years ago.

At first, the New Jersey location served both as a manufacturing center and company headquarters. As the company expanded its engineering operations in the 1930's, the executive and engineering offices were moved to New York City. At the same time, the company's research and development laboratory and piping fabrication shop in Jersey City were expanded.

The manufacturing center continued to grow through the decade to meet industry demands, and further surged to meet wartime needs during the '40's. In 1960, Kellogg opened a major pipe fabrication facility in Williamsport, Pennsylvania -- now the company's power piping and chimney headquarters -- but retained its presence in Jersey City as the company's extensive library and record center. A few years later, the company built a complete research and engineering development laboratory in Piscataway; and concurrent with announced

plans to move the lab to Houston -- a move now underway -- the company began its growth in Hackensack.

Thus, in its past 70 years of operation, Kellogg has always had facilities in New Jersey; and the announced expansion in Hackensack further strengthens the company's identity in the Garden State.

Mar. to Rle

for your information

March, 1975, Issue No. 111

Lab Move

See Page 5

Kellogg—A New Jersey And Northeast Tradition

Kellogg officially opened a Northeast Operations Center (NOC) in Hackensack, New Jersey, on July 2, 1973, to provide full design engineering, procurement and construction services to the broad spectrum of the petroleum, petrochemical and chemical industries.

It opened with a complement of 25 permanent employees, three temporary employees, and three visitors from international headquarters in Houston. Today, the Hackensack staff exceeds 300.

The Bergen County location was selected because of its proximity to the many petroleum, petrochemical and chemical company headquarters and operating facilities in the northeast. Hackensack was selected because of its centralized location in an area where there is a concentration of experienced engineers and technical personnel; and because of its location near many schools of higher learning, permitting its people to continue to upgrade their knowledge.

Was the choice of Hackensack a good one? James R. Lambrix, vice president and general manager of NOC, says "the central location has permitted us to select experienced engineers and technical personnel from the New Jersey-New York-Connecticut area. What's more, its location has permitted us to regain key Kellogg personnel—45 individuals—who were unable to make the move from New York to Houston in 1970," when the company relocated its international headquarters there.

"These experienced engineers and specialists have an average of more than 20 years each with Kellogg, and have formed a key experienced cadre around which to build. They know the company; they know how it operates; they help bring others along quickly. It's made for a very high esprit de corps," Mr. Lambrix added.

Approximately 60 percent of the staff are technical employees. The remainder serves in vital support areas such as finance, procurement and general administration. As a group, they are working in refinery, chemical, agricultural chemical and pharmaceutical projects throughout the world. In close coordination with Kellogg Continental of Amsterdam, an M. W. Kellogg affiliate, they are overseeing a major ammonia-urea complex for Agrico at Verdigris, Oklahoma.

That the company and the centralized location in Continental Plaza on Route 4 and

(Continued on page 8)

DOUBLE THE MANNING: At a reception held in Hackensack to celebrate the event, Frank H. Shipman, Jr. (left), senior vice president of Western Hemisphere operations, presented James R. Lambrix, vice president and general manager of the Northeast Operations Center (NOC), with a ten-year lease, doubling the space now occupied in Continental Plaza. The company also plans to double the NOC staff from 300 to 600 over the next two years.

NEW TOWER: Kellogg's Northeast Operations Center in Hackensack, N.J. will move into 100,000 square feet of office space in Continental Plaza's Tower III, shown under construction. Currently, the company occupies approximately half that amount of space in Tower II (foreground).

100 Percent Increase

Expansion At Northeast Operations Center

"We are here to announce good news . . . We plan to build our work force at our Northeast Operations Center (in Hackensack, New Jersey) from its present level of a little over 300 to about twice that over the next two years."

With this introduction, Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations, welcomed a group of business and government leaders and members of the news media to a February reception given in Hackensack to announce the doubling of the New Jersey facility where the company formed a full-service design, engineering and construction facility in mid-1973.

Concurrent with the announced plans to double the manning at Hackensack, Mr. Shipman revealed that the company has signed a lease for additional floor space in Continental Plaza's Tower III, under construction next door to Kellogg's current location in Tower II.

The lease with Continental Plaza calls for more than 100,000 square feet of space—five floors—in Tower III. Kellogg is scheduled to move from Tower II when the new space is completed this summer. The lease is valued at approximately $10 million over a ten-year period.

Fast-Paced Growth

Speaking at the reception, James R. Lambrix, vice president and general manager of NOC, said "the expansion of Kellogg in New Jersey is a continuation of the company's plan, begun about two years ago, to re-establish a full-service facility in the northeast . . . Since establishing (the facility) in mid-1973, we have surpassed all projected company goals."

He told attending Kellogg employees that "you have proven over the past year and a half that you can handle the big projects . . . With twice the manning, we can foresee bigger and better things for the company here in New Jersey . . . Kellogg has made some good decisions over the years (and) one of our best decisions has been the re-establishment of a Kellogg full-service facility here."

Special Guests

Mr. Lambrix closed the brief ceremonies by thanking the assembled guests for attending, with special recogni-

(Continued on page 8)

KIC at Work on Spanish Ammonia Plant

Kellogg International Corporation is nearing completion of basic design of a 938-metric-ton-a-day fertilizer ammonia plant to be erected in Bilbao, Spain. The plant, for Sefanitro, S.A., will use naphtha feedstock. It is designed, however, for conversion to gas feed when gas becomes available.

Detailed design, engineering and erection is being conducted by Tecnicas Reunidas.

Besides providing technology and basic design for the plant, Kellogg arranged international financing for purchases outside of Spain through financial institutions in the United Kingdom and the Netherlands. Kellogg is supplying certain critical equipment fabricated outside of the country, and is providing technical advisory and liaison services for the life of the contract.

Jos Sheraton is project manager on the Sefanitro project. C. R. "Bob" Treadaway is project engineering manager; R. J. "Bob" Cumbo is process manager.

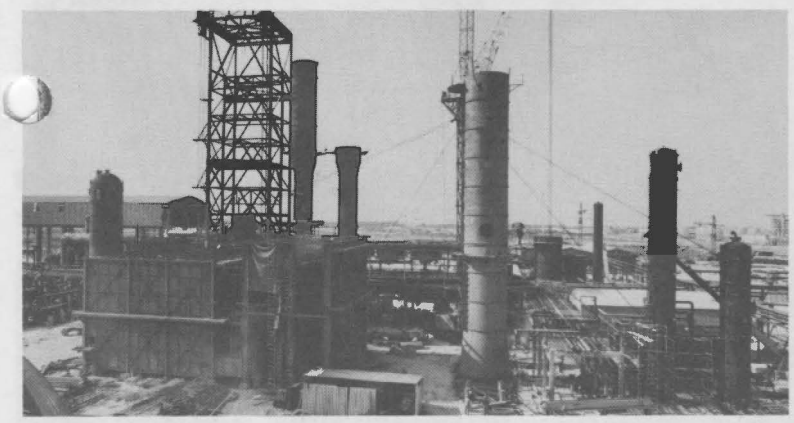
Commercial details were directed by Louis J. Cafiero, of Kellogg's Paris offices.

Second of Two

The Sefanitro facility is the second large-scale, single-train ammonia unit of M.W. Kellogg design in Spain contracted for through Tecnicas Reunidas. The first, for Explosivos Rio Tinto, is scheduled for completion this year.

The awards are similar in that Kellogg also provided technology for the Rio Tinto plant, and had responsibility for most of the imported equipment. Kellogg also provided technical supervision and assistance during engineering, and is assisting during construction and startup.

The project and process team was the same on the first project. Construction advisors on Rio Tinto are Joseph R. Irvine and William Bleasdale.



SPANISH PLANT: First of two large-scale, single-train ammonia plants in Spain, for Explosivos Rio Tinto, is nearing completion. A second facility, for Sefanitro, now is in basic design. Detailed design, engineering and erection for both are being handled by Tecnicas Reunidas. They will be Spain's largest ammonia units when completed.

WELL RECEIVED: Representatives from business, government and the news media joined Kellogg employees in February at a reception to celebrate the expansion of the company's Northeast Operations Center in Hackensack. Left foreground: left to right: Gerard P. Pignata, director of financial operations at NOC, discusses the evening's activities with Houston's Raymond J. Wieckowski, manager of manpower development, and James P. Kneubuhl, MWK senior vice president, headquartered in New York.

O'Connell Moves To Iran Office

Guy J. O'Connell, vice president of Kellogg Iran Incorporated and a commercial vice president of Kellogg International Corporation, has moved from London to Tehran, where he will be particularly concerned with Kellogg business interests in Iran and on the Indian subcontinent.

Mr. O'Connell, an engineering graduate of Imperial College, has been with KIC for more than 20 years. He has played a leading role in Kellogg's commercial and sales

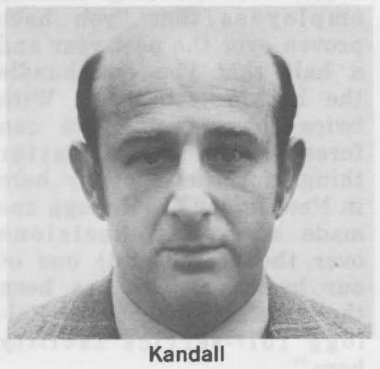
O'Connell

activities in Europe, the Middle East, and the Indian subcontinent.

The Kellogg Iran offices are at 94 Karim Khan Zand (Chehelmetri), Tehran.

Kandall to Senior Sales Slot

Robert J. Kandall has been named a senior sales representative, marking the second promotion in midwest regional sales this year. Earlier, H. Ray Schmidt, head of the Shiller



Kandall

Park, Illinois, sales office near O'Hare Airport, was named a commercial vice president.

Bob, who joined Kellogg in 1964 as a process engineer and moved into commercial operations in 1970 as a midwest sales representative, has been in the Illinois office since it opened in 1971.

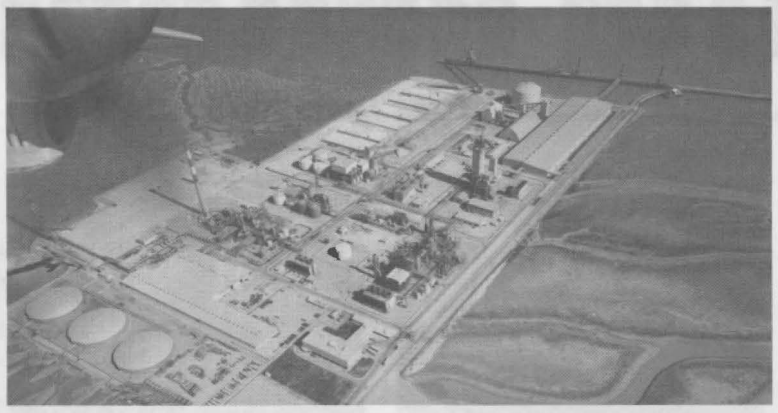
The new senior sales representative holds bachelor and master of science degrees in chemical engineering from Worcester Polytechnic Institute.

Save $$$

Don't let your medical benefits go unpaid!

The employee benefits section reminds all MWK employees that *all* claims for calendar 1974 *must* be submitted by March 31.

Kellogg and Iran — Working Together 40 Years



KELLOGG WORKMANSHIP IN IRAN: This six-unit complex at Bandar Shahpur, Iran includes an ammonia plant, a sulphur recovery unit, a urea plant, a sulfuric acid unit, a phosphoric acid unit, and a diammonium phosphate/triple super phosphate unit. Kellogg was the engineering management contractor for the project, which moved Iran into the international petrochemical marketplace in 1970. Kellogg designed, engineered, and constructed the project's 1,000-metric-ton-a-day ammonia plant.

The Kellogg group of companies have been active in Iran for nearly 40 years—since 1937, when Kellogg engineered and constructed a catalytic polymerization plant at Abadan. Since that time, the international design, engineering and construction company has worked on expansions and modernizations of the country's petroleum and petrochemical facilities at Abadan and at Bandar Shahpur.

Iranian Experience

Perhaps the best-known of Kellogg's efforts in Iran was the transformation of 80 acres of reclaimed mudflats into a six-plant petrochemical complex which marked the nation's entry into the international marketplace in 1970.

Kellogg served as managing contractor for the Shahpur Chemical Company complex, and was responsible for the procurement of bulk material for all units; the transportation of all identifiable materials purchased by process vendors; the design, procurement and construction of offsite facilities; the overall coordination of process vendors; the overall coordination of design activities; and construction of all process units. Kellogg also assisted in arranging financing through seven nations—the United States of America, the United Kingdom, France, Germany, Italy, and Japan, as well as Iran itself.

The key 1000-metric-ton-a-day ammonia unit is one of approximately 100 such fertilizer ammonia plants contracted for by Kellogg since The M. W. Kellogg Company developed the large-scale, single-train ammonia plant process in 1963.

Besides the ammonia plant, the complex includes a 1500-metric-ton-a-day sulfur recovery plant; a 1320-metric-ton-a-day sulfuric acid unit, a 500-metric-ton-a-day urea plant, a 455-metric-ton-a-day phosphate acid unit, and a diammonium phosphate/triple superphosphate plant with a capacity of up to 300 tons a day of DAP or 425 tons of TSP.

Current Activity

Currently, Kellogg is providing design, engineering and procurement services for a second 1000-ton-a-day ammonia plant at Bandar Shahpur, and for a 1500-ton-a-day urea plant there. Kellogg International Corporation, London, is responsible for the ammonia facility; Kellogg Continental of Amsterdam is providing the urea plant, which will use the Stamicarbon carbon dioxide stripping process, for which Kellogg is a licensee.

MAKING PLANTS GROW: Dewey Compton (right), agri-business director of CBS-affiliate KTRH in Houston, listens as Joseph A. Crowley (left), manager of design engineering, describes a Kellogg ammonia plant plot design. Aiding in the tour is John J. McKenna (center), vice president of market development at MWK.

— Dewey Compton Visits —

Fertilizer, pesticide, and other agricultural chemical process plants were the primary topics of discussion when Dewey Compton recently visited Kellogg headquarters in Houston.

A name immediately recognized by most in the southeast Texas area who ever planted a sprig of grass or tried to fight off an invading insect, Dewey Compton, agri-business director at KTRH radio, Houston's CBS affiliate, was shown some of the initial stages of petrochemical and chemical process industry design during his visit to Kellogg.

As outgoing and gregarious as he seems on the radio, Dewey made the same impression in person, as he toured the 16th floor model areas and met with Kellogg employees, led by his guides—Joseph A. Crowley, manager of design engineering, and John J. McKenna, vice president of market development.

The tour followed a luncheon with Mr. McKenna and Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations. At the luncheon, Dewey accepted an invitation to speak before Kellogg's second annual international marketing conference, to be held in April.

Well Aired

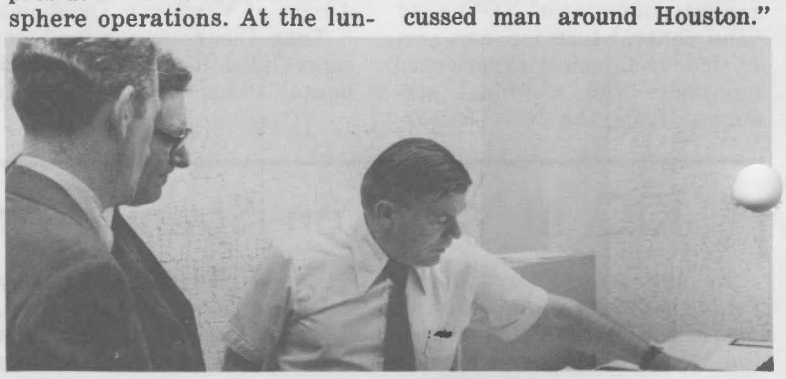
Dewey has an early morning program—from 5:30 to 6:45—and a mid-day call-in program, "Garden Line." He also is carried on radio stations in Dallas, Corpus Christi, and other Texas cities.

Many Kellogg employees perhaps know Dewey best because of his early-morning program, as they listen to his advice as they prepare for work.

John Sullivan, supervisor of material control detailing with the company, when introduced to Dewey, expressed what could be considered a left-handed compliment for the broadcaster's popularity.

"You keep me working all the time," said John. "You wake me up on a work day on my clock radio, and your advice gives my wife ideas that keep me busy all week end."

Dewey agreed that he was "either the most cussed or discussed man around Houston."



DIGITAL MATERIALS: Left to right: John McKenna, and Dewey Compton listen as Joe Crowley describes the use of the digitizer, a computerized device that produces a bill of materials and a simple drawing from an isometric sketch.

— Operators — Locksmiths for Turnkey Operations —

FIELD AUTHORITIES: Three of Kellogg's chief operators recently were photographed in the field, supplying knowledge to bring plants onstream—the final link that began on the drawing boards months before. Left to right are: Bill MacKnight, at El Tablazo, Venezuela, on a petrochemical complex job underway for Instituto Venezolano de Petroquimica; Walter Manning, at Cosoleacaque, Mexico, on an ammonia plant job recently-completed for Pemex; and Walter Bond, at Kalol, India, on an ammonia plant onstream for Indian Farmers Fertiliser Cooperative.

—Venezuelan Efforts Continue at Fast Pace—

Work continues apace for Instituto Venezolano de Petroquimica at Venezuela's giant petrochemical complex at El Tablazo on the shores of Lake Maracaibo. Kellogg currently is working on the 265,000-metric-ton-a-year olefins facility which, when completed, will produce 150 metric tons a year of ethylene and 95,000 tons of propylene.

Besides designing, engineering and constructing the ethylene/olefins facility, Kellogg has overall responsibility for the critically important site preparation for the entire complex. This includes utilities and utilities distribution; storage and distribution of liquids, gases and solids; waste disposal; water treatment; docking; pollution control facilities; cooling towers; and other on- and off-site facilities. The massive support system, which is serving the first phase of a long-term petrochemical building program in Venezuela, is designed to permit 100 percent expansion.

First plants and materials handling systems in the El Tablazo complex were dedicated in December, 1972. These included two ammonia and two urea plants, owned by Nitroven, a joint venture of Instituto Venezolano de Petroquimica (50%); International Development Investment (40%); and Petroquimica Atlantico, S.A., of Colombia (10%). All support systems for operation of the plants were overseen by Kellogg, including the massive materials handling equipment on each of the two docks—one for solids handling, the other for liquids.

MEN AT MARACAIBO: With ethylene plant and field headquarters in background, Kellogg personnel take time out for picture taking at El Tablazo petrochemical complex on Lake Maracaibo in Venezuela. Left to right: Leo Augustyn, structural steel and miscellaneous erection supervisor; George Lington, schedules supervisor and piping engineering advisor; Giles St. Michel, construction superintendent; Alberto Fuentes, mechanical engineering inspector; Richard A. Brock, millwright supervisor; Albert Mitchell, piping supervisor; Senen Olivares, mechanical engineering inspector; Alextori Pirela, mechanical engineering inspector; Nelson Luengo, civil engineering inspector; Carlos Gomez, electrical inspector; Paul Blystone, offsites operating advisor; Adolfo Osorio, insulation inspector; Mirko Vellovic, civil engineering inspector; Alvin Jones, rigging equipment supervisor; and George Vallone, technical advisor.

INSPECTING THE JOB: Kellogg's Antonia Nucette, chief inspector, mulls over El Tablazo efforts.

FIELDING THE WORK: Carlos Contreras, Kellogg field engineer, and Gil St. Michel, construction superintendent, pause in front of power plant at El Tablazo complex. Power plant is one of the many offsite projects for which Kellogg has responsibility.

SITE SUPPORT: The girls who keep the guys humming on the job in Venezuela are, left to right: Yamely Badell, materials clerk; Flor de Reh S., secretary; Angela de Gregg T., clerk-typist; Nancy Ayares, personnel clerk; and Luz Marina Montiel, accounting clerk.

— Maracaibo Merry Making —

WINTER WARMTH: Enjoying a Christmas party at the Nautico Yacht Club in Maracaibo, Venezuela, is this group of Kellogg Pan American Corporation (KPAC) and Instituto Venezolano de Petroquimica (IVP) representatives and guests. The party was attended by approximately 100 from KPAC, IVP and the Maracaibo-area business community. Kellogg currently is working on a petrochemical complex for IVP at El Tablazo, on Lake Maracaibo. Sharing this memorable occasion are: left to right: Miss Consuelo Nucette; Dr. Antonio Nucette D., of KPAC; Mrs. Yvette St. Michel; Dr. Jose A. Palma, of IVP; Dr. Antonio Alizo, of IVP; Gil St. Michel, of KPAC; Mrs. Betty MacKnight and William MacKnight, of KPAC; Mrs. Flor de Andrade Cepeda and Licenciado Humberto Andrade Cepeda, of IVP; Mrs. de Acosta Vale and Dr. Juan Acosta Vale, of IVP; and Licenciado Jorge L. Aguirre Jimenez, of KPAC.

HONORED GUESTS: Left to right: Pausing before dinner are: Indu Kim, Korean consulate general; Yong Ki Min, vice president of Namhae Chemical Corporation, of Seoul; James A. Petrie, senior vice president of MWK Far East operations; General Won Yup Lee, president of Namhae; and Justus S. Barnes, senior project manager with MWK. Kellogg has a contract for the design, procurement, and supervision of construction for two naptha-feed 1,000-ton-a-day ammonia plants for Namhae, under construction near Yosu, Korea.

MWK Hosts Korean Visitors At Houston Headquarters

Visitors from Korea, including General Won Yup Lee, president of Namhae Chemical Corporation, met with representatives of Kellogg in Houston recently to discuss the company's work with Namhae on two 1,000-ton-a-day ammonia plants, under construction as part of a fertilizer manufacturing facility located near Yosu in Korea. Kellogg also is responsible for a portion of the boiler feedwater treating facilities at the site.

Following a day of technical meetings with Namhae representatives and with members of the management team from Fluor Engineers & Contractors Inc., prime managing contractor on the overall fertilizer manufacturing facility, Kellogg hosted a dinner at Timmy Chan's restaurant, near the Houston offices.

Those attending the dinner included, from Namhae: General Lee, Yong Ki Min, vice president of the firm; Jin Joon Kim, deputy manager in the projects department; and Sung Whan Lee, project representative.

Other guests at the dinner included: Indu Kim, consulate general from Korea; William T. Brooks, executive vice president of Agrico Chemical Company; Thomas P. Conry, of the Institute of International Education; Milos A. Stapp, area manager with Fluor; and Marlin U. Zimmerman, consultant with Namhae.

Attending from Kellogg were: James A. Petrie, senior vice president; and Walter M. Buryn, general manager, both of Far East operations; Arthur L. Dowling, vice president of advertising and public relations; Justus S. Barnes, senior project manager; Gideon LaPushin, project manager; Richard T. Arnott, senior procurement manager; Leon J. Buividas, manager or inorganic chemicals; and Henry W. Sterbenz, project engineering manager.

PROJECT DISCUSSIONS: Attending the dinner in Gen. Lee's honor are: left to right: Marlin U. Zimmerman, consultant with Namhae; Sung Whan Lee, Namhae project representative, who worked in Kellogg's client offices and has since returned to Korea; Henry W. Sterbenz, MWK project engineering manager; Jin Joon Kim, deputy manager of Namhae's project department, now at Kellogg's client offices in Houston; Gideon LaPushin, project manager with MWK; and Milos A. Stapp, area manager with Fluor.

HONORARY CITIZENSHIP: Following a dinner held in his honor, Gen. Lee (standing, right), president of Namhae Chemical Corporation of Korea, was presented with an honorary citizenship of Houston certificate by Thomas P. Conry, protocol officer of the Institute of International Education. The certificate was signed by the mayor of Houston, Fred Hofheinz, and the city council members. Observing the presentation are: seated left to right: Indu Kim, Korean consulate general; Yong Ki Min, vice president of Namhae; James A. Petrie, senior vice president of MWK Far East operations; William T. Brooks, executive vice president of Agrico Chemical Company; and Justus S. Barnes, senior project manager with MWK.

Executive Committee Sees Poor Man's Mug

NEW JA PRODUCT: Clark P. Lattin, Jr., (fourth from left), Kellogg's president, receives a "poor man's mug" from Junior Achievement advisor Jim Campbell, of analysis and methods, while members of Kellogg's executive committee looks on. Left to right, standing, are: Jim; James A. Petrie, Jr., senior vice president of Far East operations; Edwin M. Bramwell, senior vice president of administration and finance; Mr. Lattin; James P. Kneubuhl, senior vice president; John J. McKenna, vice president of market development; Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations; Joseph W. Jewell, Jr., senior vice president of Eastern Hemisphere operations; and John S. Burr, vice president of business analysis. Seated: John B. Dwyer, vice president of planning, research and engineering; and Thomas D. Landale, vice president of power piping and chimney operations. The mugs are made and sold by high school students in KILO, the company-sponsored JA group.

Scientific Research Society Holds First Meeting of 1975

The first meeting of the year of Sigma Xi, the Scientific Research Society of North America (RESA) was held in February at the Town and Country Sheraton Inn.

Speaking at the meeting was Dr. Mark L. Entman, cardiologist with Baylor College of Medicine, who discussed risk factors and the prevention of heart disease. He particularly stressed the effects of smoking, hypertension and diet upon the incidence of heart disease.

Next Meeting

The second 1975 RESA meeting tentatively has been set for May or June, to coincide with the move of Kellogg's research and engineering development facility from Piscataway, N.J. to Houston. James B. Fleming, RESA president, states that "we hope this will be one of the largest RESA meetings ever held by Kellogg in Houston."

New Officers

Because of transfers and heavy commitments in other areas, several changes in RESA officers have been made for the remainder of the year. A. Glenn Sliger, of R&ED, and Jim Fleming, of process engineering, are joint program chairmen; Robert E. Templeton, of analysis and methods, is secretary; and Richard A. Kirsten, of systems engineering, is house chairman.

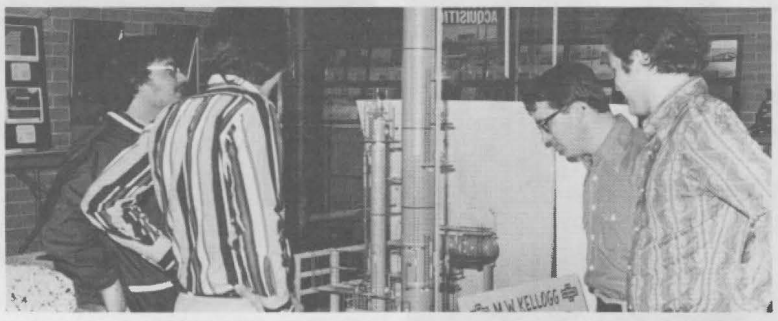
New Members

William F. Chappell, senior project engineering manager, is chairman of the admissions committee of RESA. He, or any other of the current officers and members, may be contacted for information on joining.

HEART FELT: Speaker at the first RESA meeting of 1975 was Dr. Mark L. Entman (right), cardiologist with Baylor College of Medicine. With Dr. Entman are James B. Fleming, process manager and this year's president of RESA, with wife, Pat.

RESEARCH MINDED: Left to right: Joseph D. Yanak, project management; Mary Frey; Don A. Hubbard, process engineering; Rita Hubbard; and Rudolph C. Frey, manager of project systems, enjoy a discussion break before the RESA program begins. The next RESA meeting of the year is planned for May or June, scheduled to include those members who will have moved from Piscataway, N.J. to the new research center in Houston.

Engineers' Week at U of H



KELLOGG PARTICIPATES: The company participated in Engineer Week—February 17-21—at the University of Houston with a display, shared with Theta Tau professional engineering society. The Kellogg display included a scale model of an aromatics recovery unit and literature describing various processes available from the company. Members of Theta Tau who are working part-time at Kellogg while attending the U of H include: William W. Patterson, William D. Miller, III, William D. Peterson, and James L. Jacoby.

Technical Data Services—Engineering Crystal Ball

Providing technical information in an easily accessible, reliable manner—that would seem to be a primary goal of Kellogg's technical data services group, led by Stanley B. Adler, tech data manager.

Stan describes the group as specialists in routing Kellogg's path through complex design problems. The tech data group frequently is called upon to provide various types of engineering data used in process plant, pilot plant and new process design.

Tech Data Book

A primary responsibility of the group is the publication of the *Technical Data Book*, a seven-volume compilation of technical information including charts, graphs, tables and other mathematical representations of data pertaining to process design problems encountered at Kellogg.

The *Tech Data Book* was begun at Kellogg in 1934 under the direction of one of the company's better known alumni, Leo Friend, now deceased. The book covers such technical topics as liquid-vapor equilibrium constants, phase diagrams, design methods, heat transfer coefficients, equipment performance data, engineering tables, cost data, physical property data, etc.

Why a Book?

Stan asks the question: "Why put information in a book when computers seem to be used for more and more of the work today?"

The answer, he says, lies in the ready accessibility of the book and because computers are not needed for every problem that comes up. The charts, graphs, and other data included in the seven volumes provide quick checks on the accuracy of computer solutions now commonly used by Stan's group and almost all others at Kellogg. Because of the wide variety of special plants that Kellogg designs—for example: paper, penicillin, pesticides, petrochemicals, phenol—it is not practical to store all the design information on the computer. Also, he points out, many of the company's technical staff are situated in field offices or other remote sites where computers are not readily accessible.

Permanent Record

Stan also mentions the importance of the *Tech Data Book* as a permanent record that is constantly improved upon, providing a standard reference for all Kellogg companies. "In this way," he says, "we know we're all working under the same equations, using the same variables."

More Computerization

Since 1957, Stan says, computers have become more and more important in providing answers to the complex design problems confronting our industry. He sees the need for a group to continue to provide engineers with accurate up-to-date information whether that information comes from experimental data or is derived from complex equations via the computer. The end purpose is again to reduce uncertainties from engineering data in order to produce economical, competitive designs.

By holding one group responsible for maintaining accurate and complete technical data, others in the company can concentrate on putting this data to work, he says.

Tech data services, therefore, must screen all sources for new data; then they must collate, analyze, evaluate and correlate that data, which might come from technical books and periodicals, pilot plant results, suppliers' brochures, university theses and other sources.

Once this new information is tried and proven, then the decision must be made as to if and how it should be included in the *Technical Data Book* for general dissemination, and on the computer for production design.

In practical, everyday terms, the tech data group is given the more difficult problems to solve. They must use a computer program, or whatever else is necessary, to solve the problem and to get the job done.

Stanley B. Adler

Stan Adler has been in the industry for 30 years, 28 with Kellogg. Holder of a bachelor of science degree in chemical engineering from the University of Pennsylvania, he is a member of the American Institute of Chemical Engineers and Sigma Xi, the Scientific Research Society of North America.

Systematic Meeting in Houston

WORLDWIDE COORDINATION: A worldwide corporate systems engineering meeting recently was held in Houston, where representatives from KIC—London; KC—Amsterdam; NOC—Hackensack; and Houston operational groups discussed ways to further improve interaction between Eastern and Western Hemisphere operations activities. Among those attending were: clockwise,from left: Robert H. Roberts, systems engineering—Houston; Michael E. Cousins, project engineering—KIC; Ronald B. Kamphuis, systems engineering—KC; Bradley B. Horton and James D. Madden, both with systems engineering—Houston; Rudolph C. Frey, manager of project systems—Houston; Charles A. Bock, systems engineering, and Otto H. Hoegberg, manager of systems, both NOC; and Richard A. Kirsten, assistant to the manager, John W. Gandy, and Peter A. Waldheim, manager, all with systems engineering in Houston.

DEALER IN DATA: Stanley B. Adler (standing), manager of technical data services, recently spoke to the South Texas section of the American Institute of Chemical Engineers on "Process Design Data." Approximately 100 Houston area members attended the meeting.

Lab Group Begins Move to Houston

As Kellogg's new research and engineering development laboratory nears completion on the western outskirts of Houston, the R&ED group is in the final stages of the move from Piscataway, New Jersey to the Texas site.

The first truckloads of tools, equipment and parts arrived in Houston in early March, and were received by Ted Klinski, of pilot plant design, who transferred to the Houston lab site from Piscataway in January.

"Our primary concern," said E. W. "Bill" Moore, plant engineer, "is to complete the move with a minimum amount of interference of plant operation. We plan," he added, "to be running in Houston within a month after the move is completed."

Bill, assigned the task of coordinating the move from Piscataway by Matthew J. Wall, vice president of research and development, described his job as three-fold.

"Just as when you move from one house to another," he said, "you have to decide what to discard and what to keep. We have three basic categories of material and equipment: items to be shipped to Houston, items for sale to buyers for further use, and material to be sold as scrap."

In what seems to be a monumental task, the R&ED group has established an orderly system. The move—which includes everything from Kellogg's basic pilot plant structures and delicate laboratory instruments and glassware to the thousands of volumes in the company's technical library—began with the loading of trucks in late February and is expected to continue through the month of March.

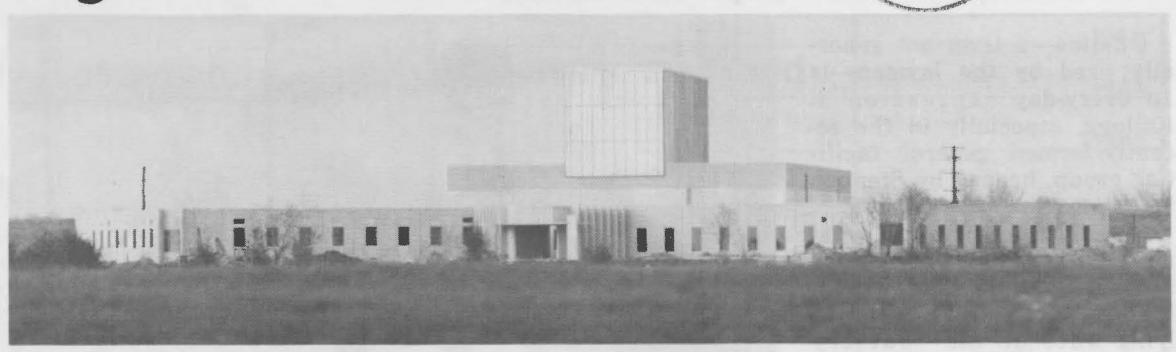
Some R&ED families already have moved to Houston and others now are relocating. The Piscataway facility has been essentially closed and soon will be turned over to the new owner—Knoll Fine Chemical Company. A portion of the land owned by Kellogg at the Piscataway site still is for sale.

One of the last Kellogg employees to leave the Piscataway site will be Walter Hathaway, supervisor of shops and crafts, who remains behind to oversee final clean-up and turn-over to the new owner.

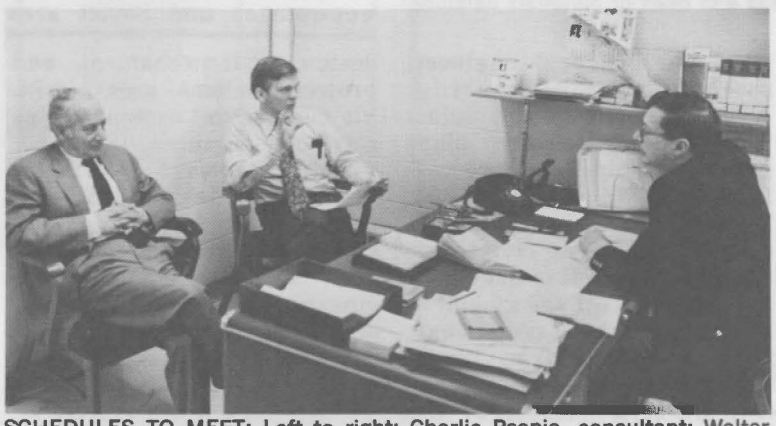
Lab Site

The new laboratory is located in Park 10 regional business center at the Addicks exit on Interstate 10 (the Katy freeway). Park 10, a development of Wolff, Morgan & Company, is located near 26,000 acres of meadows and woods which comprise the Addicks and Barker Parks.

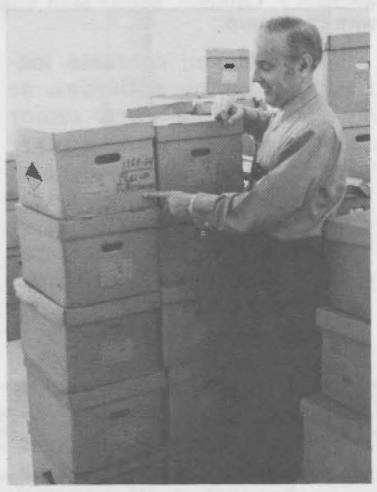
Architect for the lab is Pierce, Goodwin & Flanagan.



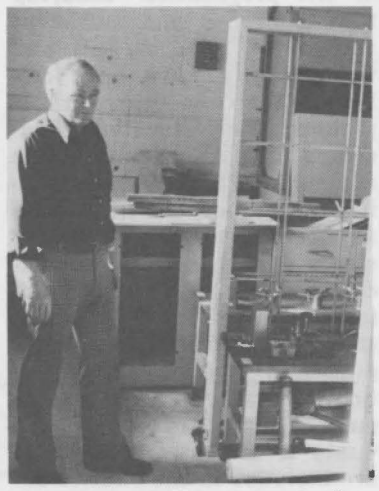
LAB NEARS COMPLETION: Kellogg's new research and engineering development center, located at Park 10 in Houston, will soon house the company's R&ED group. The facility contains 50,000 square feet of space and will include pilot plant, laboratory equipment, and offices for employees originally located at Piscataway, N.J., at the Houston headquarters in Greenway Plaza, and new employees being hired locally.



SCHEDULES TO MEET: Left to right: Charlie Psapia, consultant; Walter Cronkright, manager of analytical chemistry; and Bill Moore, plant engineer, discuss the shipping schedule for the move to Houston. A key point in the schedule is the rapid re-erection of pilot plant and test equipment, with a minimum of downtime for the center.



SHIP TO RAY?: Personnel records from an earlier age—marked "1958 to 64, R. Wieckowski"—are inspected by Walter Hathaway in Piscataway.

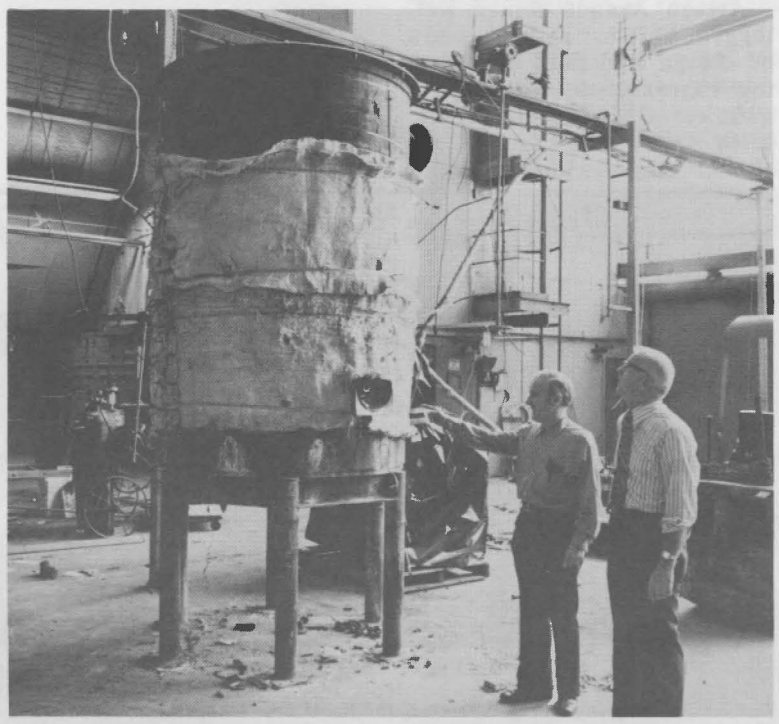


TAKING A STAND: John P. Cassidy, of chemical research, views part of the test stand equipment to be shipped.

BACK-YARD SALE: With too much scrap material for a garage sale, Bill Moore (right), plant engineer with Kellogg's research and engineering development center, must clean the premises at Piscataway, N.J. before the new tenants arrive. Here, he discusses selling scrap metals to a local dealer, Ron Graber.

BOOKED FOR TRAVEL: The company's extensive technical library will be located at the new Houston lab site. Eileen Sullivan, librarian assistant in Piscataway, takes a last look around as she contemplates the job ahead—boxing all those books.

FIRST TRUCK LOAD: The first truck bound for Houston from Piscataway is loaded as Joe Calabrese checks his inventory list. Joe, a Kellogg veteran of 33 years, was called in as a consultant from retirement for the move.



PILOT PROGRAM: One of the larger pieces of equipment at the lab is the heart of Kellogg's molten salt coal gasification pilot plant, which weighs approximately five tons. Walter Hathaway (left), supervisor of shops and crafts, and Joseph C. Yarze, manager of pilot plants, view the coal pot at the Piscataway site before it is placed on a truck headed for Houston.

First of Four in Mexico

Kellogg Ammonia Plant Onstream In Cosoleacaque

A 1000-ton-a-day fertilizer ammonia plant has gone onstream at the Cosoleacaque, Mexico, petrochemical complex of Petroleos Mexicanos (Pemex), the petroleum and petrochemical agency of the government of Mexico. It is the first ammonia plant in Mexico based on M. W. Kellogg technology.

Kellogg provided design and basic engineering for the large-scale, single-train plant, and handled all procurement outside of Mexico. The company also provided construction advisors and startup assistance.

The giant ammonia plant went into full ammonia production within 12 days of first natural gas feed.

The recently-completed facility is one of four Kellogg-designed ammonia plants scheduled for Mexico. Last June, Pemex awarded contracts for design and engineering of two 1500-ton-a-day units to be built at Cosoleacaque, and for another 1000-ton-a-day plant to be constructed at Salamanca.

Kellogg Keys

Joseph D. Yanak was project manager on the recently-completed Cosoleacaque job and Anthony M. Calabrese was project engineering manager. John M. McNamara was project procurement manager. Walter R. Manning was chief operator and M. J. "Dick" Hendren was construction representative on the site.

ONSTREAM IN MEXICO: The first Kellogg-designed ammonia plant in Mexico has gone onstream at Cosoleacaque. The 1000-ton-a-day facility went into full production within 12 days of first feed. Kellogg has contracts for design and engineering of three more plants for Pemex—two 1500-ton-a-day units to be built at Cosoleacaque and one 1000-ton-a-day facility to be constructed at Salamanca.

Outside the Battery Limits? Call General Facilities

Offsites—a term not generally used by the layman—is an every-day expression at Kellogg, especially in the recently-formed general facilities group, headed by Stephen V. Oliver.

General facilities was organized earlier this year to work specifically on offsite work; that is, those areas of a job lying outside the "battery limits," or the nucleus of a process plant. Offsite work includes such areas or tasks as site preparation—assuring that a proper and sufficient amount of data on soil and topography have been collected, that the site work is planned and executed properly, and that optimum use is made of the site. Offsites also include support facilities such as generating plants for steam and electricity, electrical distribution systems, materials handling systems, storage facilities, and shipping and receiving facilities. Cooling water systems, water purification facilities and waste treatment systems also are included in the offsites domain.

"The main aim of the general facilities department," says Gunther P. Eschenbrenner, director of general engineering, "is to consolidate and expand M. W. Kellogg's expertise in the engineering of offsite and support facilities. Each group within the general facilities department," he explains, "will work in close coordination with their counterparts in the existing general engineering departments."

The structure of the general facilities group, therefore, has been designed to closely parallel existing engineering groups for simplified transfer of work and personnel.

In addition, two senior staff engineers have been appointed to aid Steve Oliver—Michael J. Cambon and Francis C. Stalc.

OFFSITE DISCUSSION: Stephen V. Oliver (center), manager of the newly-formed general facilities group, discusses a plot plan with two of his lead advisors: Arturo F. Aranda (left), systems project engineer; and Michael J. Cambon, senior staff engineer and head of materials handling with the group.

Mike Cambon overseas materials handling activities, as well as serving as a senior staff engineer. Heading other general facilities groups are: W. Cheui Young, civil; Arturo F. Aranda, systems; Peter R. Korchinsky, piping design; and Eugene A. Castorina, equipment.

Stephen V. Oliver

Steve Oliver, who joined Kellogg in 1952 as a vessel designer, has served as a section head in the proposals and vessel analytical areas, as manager of vessels in the process department, and as a staff consultant and assistant to the director of process engineering. Prior to his most recent assignment as manager of general facilities, Steve was a project engineering manager.

Holder of a bachelor of arts degree in chemistry from Columbia College and a bachelor of science degree in chemical engineering from Columbia University, Steve is a registered engineer in New York, and is a member of the American Institute of Chemical Engineers and Sigma Xi, the Scientific Research Society of North America.

Michael J. Cambon

Mike Cambon has more than 25 years of experience—16 with Kellogg—as a structural designer and chief engineer in minerals handling and as a staff engineer, project engineer and principal engineer, specializing in engineering, layout and equipment selection for plants and plant areas requiring the processing and handling of solids.

Mike received a bachelor of science degree in civil engineering from Massachusetts Institute of Technology and is a registered professional engineer in New York, Texas, Pennsylvania and New Jersey. He is a member of the American Society of Civil Engineers and the American Institute of Mining, Metallurgical and Petroleum Engineers.

Francis C. Stalc

Frank Stalc brings more than 20 years of experience as a civil engineer, specializing in dock and marine facilities, to the task of senior staff engineer with general facilities.

Prior to joining Kellogg last year, Frank worked for an engineering design firm as a civil-structural department head, supervising jobs involving waste treatment plants, petrochemical site development and vessel design and other civil areas.

Holder of a bachelor of science degree in civil engineering from Wayne State University, he is a registered professional engineer in the state of Texas.

Arturo F. Aranda

Arturo Aranda joined Kellogg in 1970 with three years of design and field engineering experience with Petroquimica Chilena in Chile. With Kellogg, he has been assigned engineering tasks in design, civil-mechanical, and project systems areas, with his most recent assignment as a systems engineer.

Arturo received a bachelor of science degree in civil engineering from the University of Chile and a master of science degree in civil engineering from the University of Houston.

Eugene A. Castorina

Gene Castorina began with the company in 1968, after receiving a bachelor of science degree in chemical engineering from Manhattan College.

Beginning as an assistant design engineer, Gene progressed through assignments in design and project systems and was promoted to a senior equipment engineering post in 1973.

Peter R. Korchinsky

Pete Korchinsky joined Kellogg in 1956 as a draftsman trainee, moving through progressively more responsible jobs as a junior draftsman, intermediate draftsman, piping draftsman, designer, and layout designer, leading to his designation as a job leader in 1974.

W. Cheui Young

Cheui Young brings eight years of related experience to his new task as head of the civil group within general facilities. Before joining the company as a civil engineer in 1972, he was an associate structural engineer and field engineer.

Cheui, a licensed professional engineer in California, holds a bachelor of science degree in civil engineering from California State University at Long Beach.

SUPPORTING PRODUCTION: Providing expertise on utilities and support facilities vital to process plant design are these general facilities group leaders: left to right: W. Cheui Young, civil project engineer; Eugene A. Castorina, principal equipment engineer; and Peter R. Korchinsky, piping design supervisor.

INTERDEPARTMENTAL COMMUNICATION: Through constant close contact, communication links are maintained between general facilities and other departments. Francis C. "Frank" Stalc (left), senior staff engineer with general facilities, discusses a job with project engineering manager George C. Paterson in Frank's Travelers building office in Houston.

Krattli Head of Moscow Office

Robert L. Krattli has been appointed vice president of Soviet operations for Pullman Incorporated, and will be headquartered at Pullman's Moscow office at 7 Lunacharskovo Street. Director of Soviet sales for Pullman since May of last year, Mr. Krattli originally joined the corporation in March, 1973.

He had previously been with the U.S. Department of Commerce in Washington. The new vice president holds a bachelor of arts degree in economics and Soviet area studies from Syracuse University.

Krattli

USSR Activities

Pullman Incorporated, in 1972, became the first U.S. company to be accredited by the Soviet Union Ministry of Foreign Trade to do business within the Soviet Union.

Pullman's first contract with the Soviet Union was signed in 1971. It was for the design and engineering of a foundry to serve the Kama River truck plant currently under construction. The award was to sister-division, Swindell-Dressler.

M. W. Kellogg technology, however, already had been sold to the Soviet Union, through Commerce Department licenses. In 1969, the first Kellogg-designed fertilizer ammonia plant to be contracted for by the Soviet Union resulted, not from a sale by Kellogg to Soviet industry, but from a contract arrangement between Techmashimport, the company responsible for chemical plant purchases in Soviet industry, and Toyo Engineering Corporation of Japan, to whom Kellogg supplied the process design. The award was for the supply of basic technology to Toyo for a 1500-short-ton-a-day ammonia plant to be built by the Soviets in the foothills of the Caucasus Mountains, in Nevinnomyssk. That plant went onstream in 1973; two others since have been completed; two more, via Toyo, are nearing completion.

Recently, Kellogg ammonia technology has been sold to the Soviet Union through Creusot Loire Enterprises of France. Those contracts called for two 1500-ton-a-day plants to be constructed in Gorlovka; two similar-sized units in Kemerovo.

Pullman's Moscow Office Opens

FIRST PERMANENT U.S. OFFICE: Three hundred Soviet Union officials and American businessmen attended the opening of Pullman Incorporated's new offices in Moscow, the first permanent office facilities of any American company doing business in the U.S.S.R. Pullman executives, including Donald J. Morfee (second from left), vice president, and Samuel B. Casey, Jr. (second from right), president, were on hand to greet visitors, including N. D. Komarov (left), deputy minister of foreign trade; N. M. Shpinkov (center), deputy head of the protocol department of the ministry of foreign trade; and N. P. Maximov, president of V/O Metallurgimport, a foreign trade organization of the U.S.S.R. The offices are located at Number 7 Lunacharskovo Ul, Sixth Floor, Moscow G-2, U.S.S.R. Phone numbers for the new offices are 241-7291, 241-7910, and 202-0259.

World's Tallest and Largest Chimneys – Built by Kellogg

Among the man-made structures in the world, Kellogg has the distinction of building some of the tallest. In particular, the five tallest—and largest—chimneys in the world were built by Kellogg. Chimney headquarters are in Williamsport, Pennsylvania.

The Tallest

The tallest chimney in the world—1245 feet 8 inches—was built by Canadian Kellogg for the International Nickel Company (INCO), at Copper Cliff, Sudbury, Canada. This chimney, which was poured in 60 days, has an outside bottom diameter of 116 feet, 5 inches, and an outside top diameter of 51 feet, 9 inches. It contains 20,500 yards of concrete and 2.1 million pounds of steel reinforcing. The inside volume of the chimney is 6.5 million cubic feet.

Soon after it was topped out in 1972, the INCO chimney was put to an unusual and severe stress test when it was subjected to 90-mile-an-hour winds. Although the top 30 feet of concrete in the chimney was uncured when the storm hit, the column suffered no structural damage.

Zeadie Matheny was Kellogg's construction superintendent on the INCO chimney.

Tallest in U.S.

The second tallest chimney in the world also was built under the field direction of Zeadie Matheny. The chimney —1210 feet—is the tallest in the United States and was built by Kellogg for the Pennsylvania Electric Company and the New York State Electric and Gas Corporation at Homer City, Pennsylvania.

Topped out in September of last year, this column will serve a 650-megawatt generating unit at the Homer City station.

Containing 15,200 cubic yards of concrete and 1.5 million pounds of reinforcing steel, the Homer City chimney has a bottom diameter of 99 feet, 9 inches, and a top diameter of 32 feet. The column —the tallest utility chimney in the world—was poured in 60 days and has an internal volume of four million cubic feet.

Third Tallest

The third tallest chimney as the record holder of the late sixties—a 1206-foot column at Cresap, West Virginia. This chimney is owned by the Ohio Power Company and serves two 800-megawatt units at its Mitchell plant.

Poured in 90 days, this chimney has an outside diameter of 95 feet, 3 inches at the base and 37 feet at the top. The chimney contains 15,800 cubic yards of concrete and 4.3 million pounds of reinforcing steel. Internal volume is 3.9 million cubic feet.

Robert N. Martin, who is now construction manager at Williamsport, was superintendent.

Fourth Tallest

The fourth tallest chimney in the world was topped out late last year at Magna, Utah for Kennecott Copper Corporation and will serve their Utah copper division smelter there.

The outside diameter at the base of the 1200-foot chimney—124 feet—is believed to be the largest of all chimneys. The outside diameter at the top is 40 feet.

The chimney contains 16,400 cubic yards of concrete and 2.7 million pounds of reinforcing steel. Pouring time was 74 days. The internal volume is 6.3 million cubic feet.

European Giant

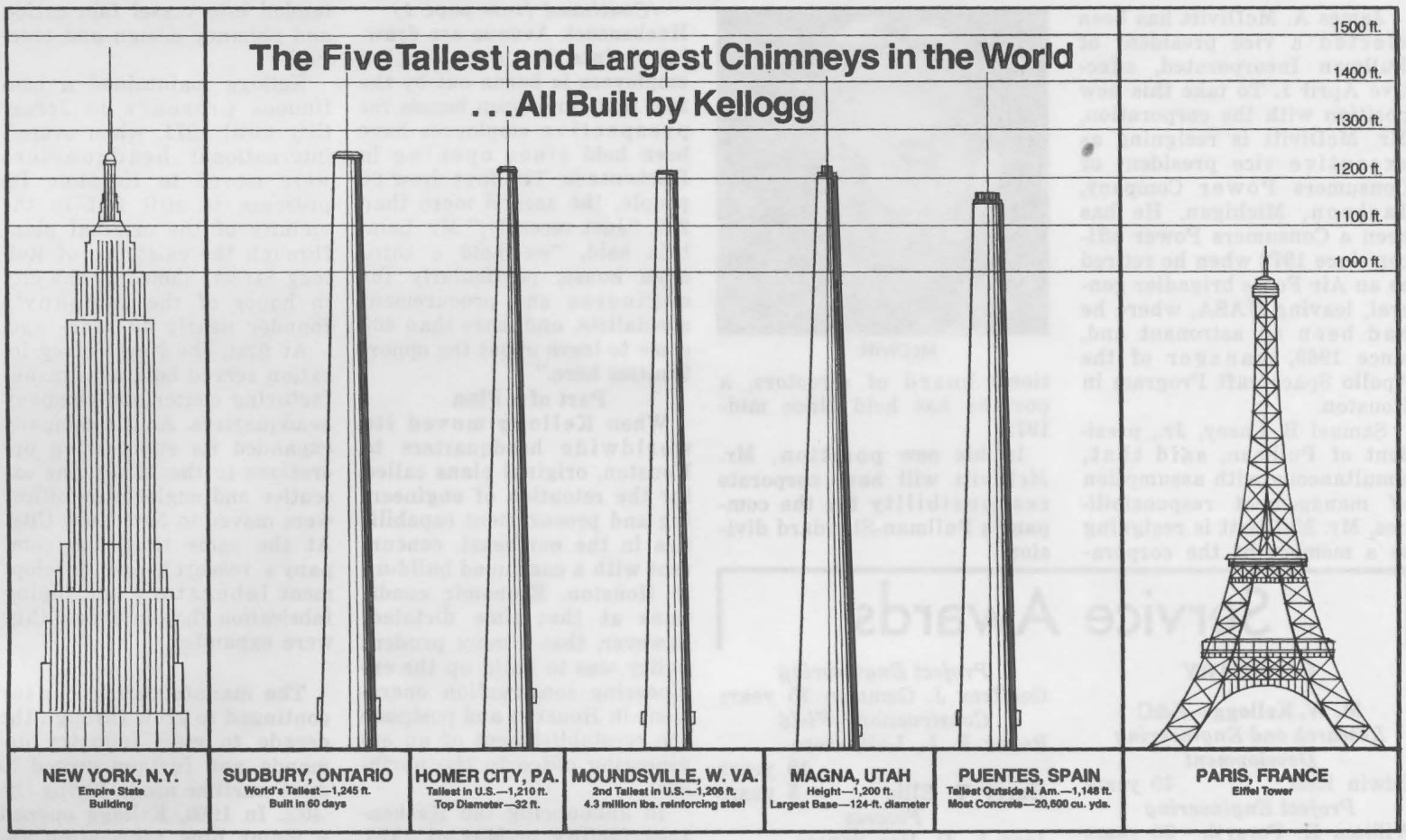
The fifth tallest chimney in the world—and the tallest outside North America—was built in Spain, with Kellogg providing the design engineering and overall management of the project.

This 1148-foot chimney was built for Empresa Nacional de Electricidad, S.A. at Puentes de Garcia Rodriguez, Spain. Construction on the job was by EKAUXEA—a joint venture consisting of The M. W. Kellogg Company, Entrecanales y Tavora, S.A., and Empresa Auxiliar de la Industria Tecnicas, S.A. (AUXINI).

Alvarez Villa was the resident construction manager for this chimney, which has an outside diameter of 119 feet, 5 inches at the base and 62 feet at the top.

Poured in 79 days by a Spanish construction crew, the column contains 20,600 cubic yards of concrete—the largest volume of concrete in a chimney—and 2.9 million pounds of reinforcing steel.

Internal volume of the chimney is 6.7 million cubic feet—the largest of all chimneys.



CONCRETE PROOF: Ranked among the tallest man-made structures in the world, Kellogg has built the five tallest chimneys. These chimneys also are the world's largest by internal volume. The largest in internal volume is the Puentes chimney with 6.7 million cubic feet. Others, in millions of cubic feet, are: Sudbury—6.5, Magna—6.3, Homer City—4.0, and Moundsville—3.9.

Chimney at World of Concrete

Kellogg's chimney department joined concrete constructors from throughout the United States and 12 foreign countries at the initial World of Concrete Exposition held February 23 through 26 at the Hyatt-Regency in Houston.

Major suppliers of products, technology and services were represented at the exposition, which consisted of indoor and outdoor exhibits with concurrent seminars and workshops.

The Kellogg booth—manned by Thomas G. Farber, chimney project manager located in Kansas City—featured a photo display of selected slipformed and jumpformed concrete structures . . . chimneys in particular; and a color television tape presentation showing various engineering operations and construction techniques used in the design and erection of tall chimneys and hyperbolic cooling towers.

The World of Concrete audience consisted primarily of people who make a business of building with concrete. One of the purposes of Kellogg's participation was to offer the company's expertise in designing, engineering and constructing tall, difficult concrete structures to other contractors who might not have such capabilities.

Kellogg currently is building chimneys and cooling towers in the U.S. and many other countries, both individually and in joint ventures with other firms.

World of Concrete was sponsored jointly by the American Society for Concrete Construction, the American Concrete Pumping Association and Concrete Construction Publications, Inc.

KELLOGG'S CONCRETE STORY: Displaying the company's capabilities in erecting tall chimneys, hyperbolic cooling towers and other concrete structures, Kellogg's booth at the World of Concrete Exposition in Houston was manned by Tom Farber (right), chimney project manager. Herb O'Connell, of the MWK advertising department in Houston, joined Tom at the booth. Herb helped design and erect the display

FYI

Published monthly for Kellogg employees. Please address all correspondence to: Advertising and Public Relations Department, The M. W. Kellogg Company, A Division of Pullman Incorporated, 1300 Three Greenway Plaza East, Houston, Texas 77046.

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McDivitt Elected a VP of Pullman

James A. McDivitt has been elected a vice president of Pullman Incorporated, effective April 1. To take this new position with the corporation, Mr. McDivitt is resigning as executive vice president of Consumers Power Company, Jackson, Michigan. He has been a Consumers Power officer since 1972 when he retired as an Air Force brigadier general, leaving NASA, where he had been an astronaut and, since 1969, manager of the Apollo Spacecraft Program in Houston.

Samuel B. Casey, Jr., president of Pullman, said that, simultaneous with assumption of management responsibilities, Mr. McDivitt is resigning as a member of the corporation's board of directors, a post he has held since mid-1973.

McDivitt

In his new position, Mr. McDivitt will have corporate responsibility for the company's Pullman-Standard division.

Service Awards

FEBRUARY

M. W. Kellogg—E&C

Research and Engineering Development

Edwin Keel 40 years

Project Engineering

William H. Forsyth 20 years
Joseph F. Delahanty 10 years

Production Services

Anthony M. Vacca 15 years

Construction—Field

William D. Rees 10 years
Ronald E. Wade 5 years

Southwest Sales

Benjamin G. Wright 10 years

Power Piping—Chimney

Administrative

W.T. "Tom" Campbell 20 years

Production Scheduling

Ronald L. Waltz 10 years

Kellogg International

Procurement

Roy H. Sherry 20 years

Project Management

Raymond J. W. Weston 20 years
Kay M. Ealy 5 years

Project Engineering

Harry A. Everest 15 years

MARCH

M. W. Kellogg Williamsport

Chimney Construction

Esker Black 25 years

Services

Nathan Garvin 15 years

Chimney Administration

John J. Crowley 10 years

Central Staff

Karl L. Fry 5 years

Houston—E&C

Project Systems

Peter A. Waldheim 15 years
Francis X. McPartland 10 years

Construction—Field

Richard W. Olin 10 years
John B. Evans 5 years
Dale W. Grieve 5 years

Procurement

James L. Eckhardt 10 years

Project Engineering

Richard H. Bock 10 years

R&ED

Louis E. Bostwick 5 years

Kellogg International

General Engineering

W. George Clasby 15 years
Michael L. C. Smith 15 years
Michael Hill 10 years

Project Engineering

Geoffrey J. Gammon 15 years

Construction—Field

Roger F. L. LaHerrere 10 years
Harry T. Ellis 5 years

Process

Joao L. D. Dos Santos 10 years

Procurement

John G. Hughes 10 years

FINALLY!: John Bogan (right), construction office manager, was in India last May when the 25-year awards were presented at the Quarter Century Club dinner in Houston. After lying in a file cabinet for months, the QCC watch and awards were presented to John by Paul M. Weberling, vice president of construction, at a job-site in Texas City.

Expansion

(Continued from page 1)

tion going to John M. Skevin and Matthew Feldman, New Jersey state senators; Michael J. D'Armino, mayor of Hackensack; Jim Cowen, president of the Bergen County Chamber of Commerce; and Dr. Gerald Silver, dean of the college of business administration at Fairleigh Dickenson University.

Second Expansion

The planned doubling of the company's northeast facilities is the second major expansion announced by Kellogg this year.

In January, the company revealed plans to expand at Houston headquarters during calendar 1975.

To permit a one-third growth in staff, Kellogg has begun its move into an additional 100,000 square feet of space in the Travelers building at Greenway Plaza, bringing the total floor space there to approximately 400,000 square feet in five buildings.

—Kellogg—A Tradition—

(Continued from page 1)

Hackensack Avenue are drawing points for perspective employees is borne out by the fact that three open houses for prospective employees have been held since opening in Hackensack. The first drew 90 people, the second more than 200. "Just recently," Mr. Lambrix said, "we held a third open house, particularly for engineers and procurement specialists, and more than 400 came to learn about the opportunities here."

Part of a Plan

When Kellogg moved its worldwide headquarters to Houston, original plans called for the retention of engineering and procurement capabilities in the northeast, concurrent with a continued build-up in Houston. Economic conditions at that time dictated, however, that a more prudent policy was to build up the engineering/construction operations in Houston and postpone the reestablishment of an engineering office in the northeast.

In announcing the Hackensack facility in May of 1973, Kellogg president, Clark P. Lattin, Jr., said "now is the time to revive our basic plan and provide a complete engineering and procurement capability in the northeast." His statement has proved true.

Jersey Presence

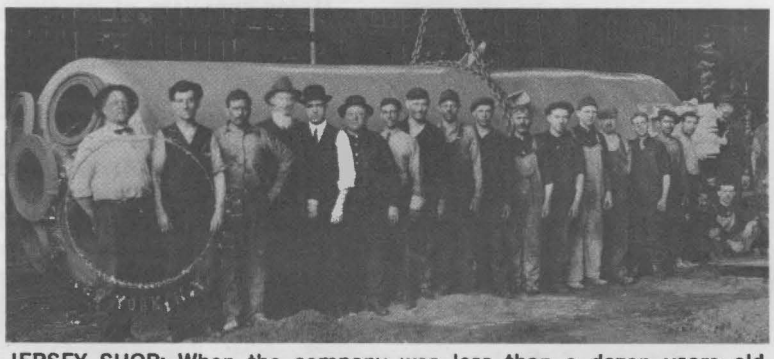
Kellogg is not new to New Jersey. The company has been active in the state since 1905 when Elizabeth-born Morris W. Kellogg moved his newly-established firm to Jersey City and established a fabrication shop to provide piping for electric power plants. He had founded the company four years earlier in New York City, shortly after receiving his degree from Stevens Institute of Technology in Hoboken. At the time of the move, the company's operations had extended into vessel fabrication and chimney design and erection.

Kellogg maintained a continuous presence in Jersey City until 1971, when overall international headquarters were moved to Houston. Its presence is still felt in the vicinity of the original plant through the existence of Kellogg Street, named by the city in honor of the company's founder nearly 40 years ago.

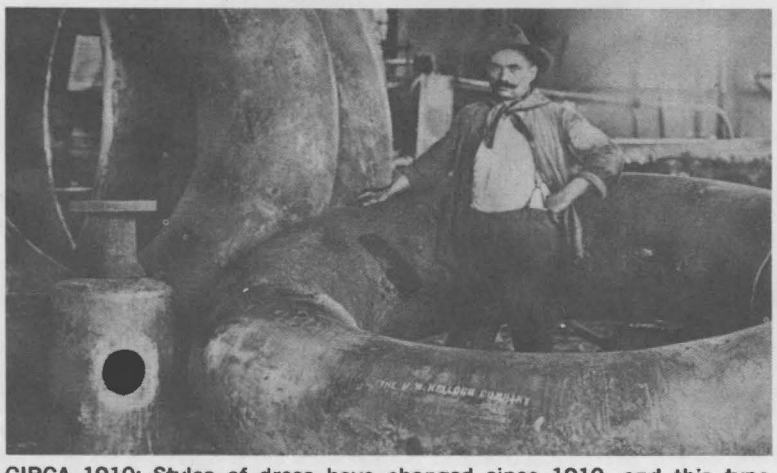
At first, the New Jersey location served both as a manufacturing center and company headquarters. As the company expanded its engineering operations in the 1930's, the executive and engineering offices were moved to New York City. At the same time, the company's research and development laboratory and piping fabrication shop in Jersey City were expanded.

The manufacturing center continued to grow through the decade to meet industry demands, and further surged to meet wartime needs during the '40's. In 1960, Kellogg opened a major pipe fabrication facility in Williamsport, Pennsylvania—now the company's power piping and chimney headquarters—but retained its presence in Jersey City as the company's extensive laboratory and technical library and record center remained there. A few years later, the company built a complete research and engineering development laboratory in Piscataway, and, concurrent with announced plans to move the lab to Houston—a move now nearing completion—the company began its growth in Hackensack.

Thus, in its past 70 years of operation, Kellogg has always had facilities in New Jersey; and the announced expansion in Hackensack further strengthens the company's identity in the Garden State.



JERSEY SHOP: When the company was less than a dozen years old, this photo was taken at the Jersey City shop. It shows part of the staff with a special process tank.



CIRCA 1910: Styles of dress have changed since 1910, and this type of large donut-shaped piping has, too.

Inquiring Photographer

QUESTION: What is the most unusual job you have held?

William A. Brophy, process engineering, NOC.

"I worked two part-time jobs at the same time one in construction work, installing shop equipment in high schools, and the other selling fine jewelry for Macy's."

Stephen Kiraly, specifications engineer, Canadian Kellogg.

"I was a patent attorney in my native country, Hungary. I wrote up specifications and claims for inventions and had to follow up with patenting procedures to negotiate the best deal for my clients."

Kay M. Munz, personnel, NOC.

"I was a teacher's aide while I was in college. I supervised children from kindergarten to sixth grade level, including children with special education problems. It was a really rewarding experience."

David A. Almandoz, systems engineering, Canadian Kellogg.

"Once, in Montreal, I tried to sell encyclopedias door to door, but I decided against it. I didn't think I was good for the high-pressure type of sales approach needed for that type of sales."

Ralph M. Johannesen, Jr., instruments, NOC.

"I worked in two mental hospitals on Long Island while I was in college. I worked with a construction outfit putting up elevator towers and replacing broken glass at Central Islip and Pilgrim State mental hospitals."

Margaret S. Elder, management information services.

"I taught at an international school in Indonesia where we had students from 27 different countries. At various times, I taught everything from first through eighth grade as a volunteer at the school, and saw it grow from a small group of students to a full-sized organization."

for your information

April, 1975, Issue No. 112

Excellent Year

See Page 5

Widening Fertilizer Scene

Kellogg, Stamicarbon, Sign Licensing Pact

SIGNIFICANT SIGNING: Representatives from Kellogg and Stamicarbon, a subsidiary of Nederlandsche. Staatsmijnen (Dutch State Mines), shown at the Amstel Hotel in Amsterdam signing agreements giving M. W. Kellogg non-exclusive rights to a broad range of fertilizer processes owned or controlled by Stamicarbon: seated, left to right, are: Joseph W. Jewell, Jr., senior vice president of Eastern Hemisphere operations; John B. Dwyer, vice president of planning, research and engineering; Clark P. Lattin, Jr., president of Kellogg; E. F. Bunge, managing director of Stamicarbon; Hendrik J. Doktor, managing director of Kellogg Continental; and J. M. J. Janssen, deputy managing director of Stamicarbon. Standing are legal representatives Ivon Lee, III (left), M. W. Kellogg, and L. L. Hoenson, Kellogg Continental.

Kellogg has been granted non-exclusive worldwide rights to offer a broad range of fertilizer processes owned or controlled by Stamicarbon, B.V., a wholly-owned subsidiary of DSM, Holland. Included is Stamicarbon's urea process which until now has been available to Kellogg only through Kellogg Continental, Amsterdam. KC, and its predecessor, Continental Engineering, have been awarded contracts for more than 30 urea plants of Stamicarbon design throughout the world. More than 20 now are in operation.

Under terms of the recently-concluded agreement, the Kellogg group of companies throughout the world now offers Stamicarbon's urea, nitric acid, ammonium nitrate, nitrophosphate, calcium nitrate, ammonium sulfate, NPK (nitrogen, phosphate, phosphorous) fertilizers, and MAP, DAP, SSP, and TSP (monammonium phosphate, diammonium phosphate, single superphosphate and triple superphosphate) processes.

Kellogg Continental continues to serve as licensing agent for Stamicarbon's melamine, caprolactam and high- and low-density polyethylene processes.

"Natural Complement"

John B. Dwyer, vice president of planning, research and development for Kellogg, called the licensing arrangement "a natural complement" to the company's large-scale, single-train fertilizer ammonia process. Kellogg-designed plants throughout the world are estimated to be responsible for the production of approximately a third of the world's fertilizer ammonia production today. With approximately 100 such plants contracted for since development of the process in 1963—about half are in operation or nearing completion, and the remainder due onstream within the next several years—Kellogg-designed ammonia plants are expected to be responsible for about half the world's production by the end of 1977.

Urea Expertise

Kellogg Continental currently is supplying engineering for the urea portions of fertilizer complexes in Catoosa, Oklahoma and in The People's Republic of China, where M. W. Kellogg ammonia technology also is being used.

KC is working with representatives from Kellogg's Northeast Operations Center, Hackensack, N.J., on the Catoosa agricultural chemical project for Agrico Chemical Company which includes a 1000-ton-a-day Kellogg ammonia plant and an 1800-ton-a-day urea ammonium nitrate (UAN) complex of Stamicarbon design.

Work in The People's Republic of China also involves KC urea engineering and M. W. Kellogg ammonia technology. Eight projects currently are contracted for the PRC involving KC urea and ten employ MWK ammonia technology.

Kellogg HOC Patents Revealed At NPRA

The receipt by Kellogg of two patents for integrated processing schemes based on heavy oil cracking technology was revealed to senior industry officials and the press late in March at the 73rd annual meeting of the National Petroleum Refiners Association in San Antonio.

The patented process schemes permit the production of high yields of petrochemicals from crude oil feedstocks containing less than 100 parts per million of metals. Development efforts to increase this limit now are in process.

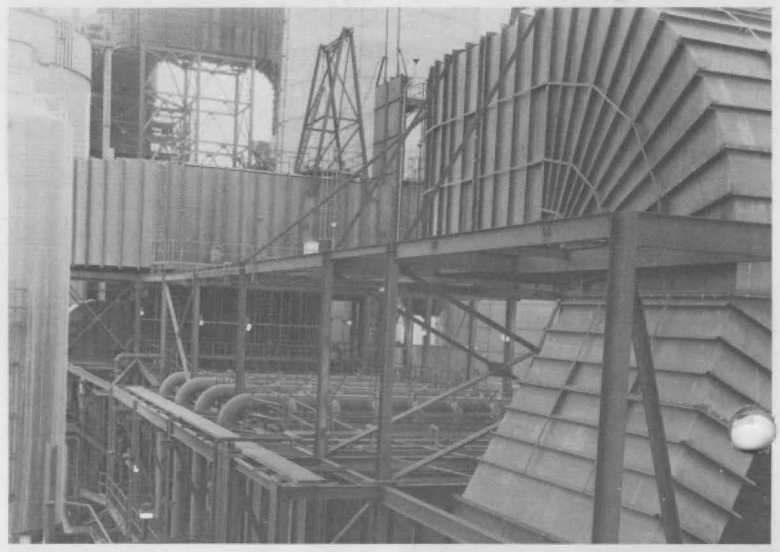
One patent relates to the production of olefins and aromatics by integrating the Kellogg-Phillips heavy oil cracking process with Kellogg thermal pyrolysis to produce olefinically unsaturated hydrocarbons such as ethylene and propylene. The other integrates fluid catalytic cracking and catalytic steam reforming processes for the production of synthesis gas and clean fuels. The synthesis gas then can be used in the production of chemicals, ammonia, reducing gas, or methanol.

Ethylene Impact

The stated purpose of the newly-patented process for olefins production is "to provide a more efficient and less expensive process for the manufacture of olefins and aromatic compounds (through the integration of) catalytic cracking of heavy hydrocarbons with thermal pyrolysis of light hydrocarbon feeds (and) to provide a process for olefins and aromatics production from residual feedstocks without the production of low-grade fuel oil." Feedstock for the process may be whole crude petroleum oil, topped petroleum crude, or residue containing fractions from various petroleum refining steps.

Inventors are Harold B. Boyd, manager of organic chemicals processing, and

(Continued on page 6)



VIEW FROM THE TOP: A view across the top of the Weir scrubber shows the inlet flue gas duct (right) and the four headers (center) through which the slurry is pumped to the scrubbing section.

Scrubber "Package" Offered

Twelve months of stringent testing have been completed on the Weir horizontal sulfur dioxide scrubber, and M. W. Kellogg has combined the equipment with a Kellogg process to hit the market with a total package.

"We're delighted with the Weir scrubber test results," says Randolph W. Snook, operations manager of SO_2 control systems in Kellogg's New York office. "All during the test program, the unit demonstrated a high degree of efficiency and reliability. For customers who are considering scrubbers as a method of SO_2 control, we think we've got an attractive system to offer." He said that, during testing at a coal-fired generating station, the scrubbing unit consumed an average of only 1.5 percent of the power generated—about half that required by vertical scrubbers.

M. W. Kellogg has the exclusive license to market the Weir scrubber. In addition, Kellogg has developed a magnesium-promoted lime/limestone process which overcomes many objectionable features of conventional scrubbing systems, and expects to be granted a patent on it soon.

The Weir scrubber has a simple design concept. Basically, it consists of a large horizontal duct with a series of overhead spray nozzles. As flue gas flows through the duct, it passes through a spray of scrubbing liquor which absorbs sulfur dioxide and removes particulates. Baffles then remove mist from the gas before it is exhausted into the chimney.

Many advantages are claimed for the scrubber, including low power requirements, simplicity of operation, low operating costs, excellent performance characteristics and minimal downtime. The plot requirements of the compact horizontal unit are comparable to those of vertical scrubbers of the same scrubbing capacity.

"If space requirements are really tight," Randy says, "we can stack two absorber modules, one on top of the other."

The Weir scrubber also has an unlimited turndown ratio because of its open spray chamber. It easily can be operated over a wide range of inlet flue gas rates.

(Continued on page 6)

$70 Million Flash

As FYI prepared to go to press, ICI Americas announced that a $70 million petrochemical facility will be built in Bayport, Texas. Key unit will be a plant to manufacture Paraquat herbicide, which is used to remove weeds and grass from a field while not damaging its ability to grow a crop. This enables the farmer to plant immediately, without plowing, ICI says.

General contractor for the project is M.W. Kellogg.

FYI will report on the details of the project in the next issue.

2nd International Marketing Meeting Held

The company's second international marketing conference was held April 9 through 12, as *FYI* was going to press. This meeting—held at the Woodlands Inn, near Houston—included more than 50 Kellogg representatives from the president's office, and from Eastern, Western, and Far East operations, power piping and chimney, Heat Research Corporation, and Pullman Incorporated.

Key individuals from each of these organizations attended the day and evening sessions which covered such wide-ranging topics as the marketing function, commercial aspects of Kellogg technology, and geographical commercial opportunities—all presented by authorities in each applicable area.

***FYI* will cover this meeting in detail in the next issue.**

Ryan, Marshik, Move Up At Kellogg International

Thomas J. Ryan has been elected executive vice president of Kellogg International Corporation, and Frank X. Marshik has been appointed director of sales and contract management for United Kingdom operations. Tom moved to Kellogg International in 1972; Frank, in 1973.

Marshik

Thomas J. Ryan

Tom Ryan joined M.W. Kellogg as a tax accountant in 1964 and moved through the position of assistant tax manager before becoming manager of the tax department in 1968, a post he held until leaving MWK in 1970, shortly after the transfer of the company's In-

Ryan

ternational headquarters to Houston from New York. Tom spent several months in Houston to aid in the financial department's transition.

He was named vice president of financial and corporate services at KIC in 1972.

The new executive vice president holds a bachelor of business administration degree in accounting from St. John's University, and a master of business administration degree in taxation from New York University.

Frank X. Marshik

Frank Marshik joined M.W. Kellogg in 1966 as a sales representative, moving into Far Eastern sales in 1967. The following year, he was named a vice president of Kellogg Technical Services Company, transferring to Tokyo, where the technical liaison and advisory services company is located.

He was named a commercial vice president of M.W. Kellogg in 1971, a post he held in addition to his KETSCO vice presidency. He moved to KIC in London in 1973, and was appointed a commercial vice president.

Frank holds a bachelor of science degree in mechanical engineering from Oregon University.

As director of sales and contract management for U.K. operations, Frank reports to H. W. "Sandy" Dean, vice president of U.K. operations. In addition to sales activities formerly handled by U.K. operations, he will be responsible for the direct supervision of all sales activities handled by the Kellogg London office, including those of the Tehran and Beirut companies. He retains his commercial vice presidency of KIC.

Alfred N. Holmberg, as vice president of Eastern Hemisphere sales, retains functional responsibility for all KIC Eastern Hemisphere sales activities, including those in France and Holland.

The appointment is intended to improve the coordination of sales and project management activities on jobs and proposals, and to improve the general organizational structure of U.K. operations.

AIChE National Meeting Gets Support

Kellogg employee participation in the American Institute of Chemical Engineers' 79th national meeting and eighth petrochemical and refining exposition—one of the largest meetings in AIChE history—included work in technical sessions and aid in organizing the Houston-held conference and show. The company also had a hospitality suite at the convention headquarters—located in the Rice Hotel.

Ray Eagle, manager of civil-mechanical department, served as chairman of the synthesis gas portion of a symposium on the impact of changing feedstock on the petrochemical industry.

A. Glenn Sliger, of research and engineering development, participated in a technical session luncheon, speaking informally on environmental issues in chemical engineering.

In addition, Ronald D. Werchan, of systems engineering, was co-author of a paper delivered on the impact of noise control on the chemical and petrochemical industries.

Much Help

Several from Kellogg aided in organizing and running the meetings and show, which had approximately 3,700 at the meetings and 16,000 visitors to the exhibit area.

Stanley B. Adler, manager of technical data services, gave double services to meeting arrangements. Stan was treasurer, serving on the executive committee, and also was chairman of the finance committee. He was aided on the finance committee by Calvin F. Spencer of tech data services and John H. Lehman of project management.

Signs for the daily events were handled through J. Wayne Friesell, manager of proposals.

ECONOMICALLY SOUND: Head table at the Kellogg-sponsored luncheon for visiting Japanese economic mission to the U.S. includes: left to right: A. B. "Bud" Cassidy, vice president of MWK power piping and chimney sales and development; James P. Kneubuhl, senior vice president of MWK; leader of the Japanese mission, Norishige Hasegawa, president of Sumitomo Chemical Company; John J. McKenna, vice president of market development at Kellogg; deputy leader of the mission, Eiichi Hashimoto, chairman of the board of directors of Mitsui & Company; Willard E. Walbridge, chairman of the Houston Chamber of Commerce; Masao Tsukamoto, consul general of Japan; and Walter M. Buryn, general manager of Far East operations with Kellogg.

Japanese Economic Mission Hosted by MWK

Leading members of Japan's industrial, business and financial communities, organized under the sponsorship of the Japanese government, visited Houston in March and were hosted during their stay at a reception and luncheon by M. W. Kellogg at the Hyatt Regency Hotel.

The group—headed by Norishige Hasegawa, president of Sumitomo Chemical Company—is the first government-sponsored economic mission to the U.S. from Japan since 1969.

Expressing a particularly strong interest in energy-related industry, the group had Houston as its first stop. They later visited Atlanta, New York, and Washington, D.C.

Citing the doubling of volume of two-way trade between the U.S. and Japan since 1969—from $10 billion to the $20 billion level in 1974—the economic mission gave as the purpose of the trip the chance "to pause and reflect upon (relations between the two countries) and set a direction for the future course . . . further strengthening the bonds of friendship and cooperation."

Kellogg Welcome

Delivering a message from Kellogg's president, Clark P. Lattin, Jr., who was attending a meeting in another city, James P. Kneubuhl, senior vice president with Kellogg, welcomed the Japanese mission and representatives from Houston business and financial communities attending the luncheon.

Kellogg also was represented at the function by John J. McKenna, vice president of market development; A. B. "Bud" Cassidy, vice president of power piping and chimney sales and development; Arthur L. Dowling, vice president of advertising and public relations; and Walter M. Buryn, general manager of Far East operations.

BUSINESS EXCHANGE: Absorbed in an often repeated activity at the reception given for the Japanese economic mission—exchange of business cards—are Rokuro Ishikawa, executive vice president of Kajima Corporation, and John J. McKenna, Kellogg's vice president of market development.

Mission Members

Among those accompanying Mr. Hasegawa on the mission were deputy leader Eiichi Hashimoto, chairman of the board of directors of Mitsui & Co.; Shizuka Hayashi, executive vice president of Mitsubishi Heavy Industries; Eishiro Saito, executive vice president of Nippon Steel Corporation; Rokuro Ishikawa, executive vice president of Kajima Corporation; Sumio Hara, chairman of the board of directors of The Bank of Toyko; Isamu Sakamoto, chairman of the board of directors of Sumitomo Electric Industries; Takahiro Yamauchi, chairman of Daiwa Securities Co.; Kazushige Hirasawa, president of Asia Pacific Association of Japan; and Shinichi Kondo, former Japanese Ambassador to Canada.

Engineering Answers Sought

Urban Crisis Studies Aided By Kellogg International

Those who find the best solutions to urban problems will be rewarded over the next three years at British colleges and universities through an organization now supported by Kellogg International Corporation in London.

Through the General Education in Engineering project (GEE), Kellogg International has agreed to award approximately $600 a year to those chemical engineering departments in Britain which make the most significant contribution towards solving urban problems.

In making these awards, special notice will be given to the extent to which the student projects involve economic, social or political factors in urban affairs, and the opportunities the projects provide for developing skills in problem finding and formulation. Emphasis will be placed on educational effect of the projects, and the excitement they generate, rather than on criteria of purely technical competence.

GEE Peers Ahead

The GEE project—based at Aston University—has as its goal the development of the full potential of engineering as general education. By interrelating the problems of the contemporary world with engineering activity of all kinds, and by encouraging students to develop and apply general problem-solving skills, GEE hopes to help revitalize student interest in engineering as a profession.

A primary part of the GEE project is the program financially supported by KIC, "Urban Crisis . . . 2000," or "UC2." UC2 stresses a look to the future, focusing on the year 2000 because most present-day students will then be in mid-career.

UC2 is involving engineering departments in a program of undergraduate projects which connect engineering with urban problems. In the next three years, engineering teachers in colleges and universities will be assisted in the exchange of ideas, experience and materials. Conferences and workshops will be arranged; grants—including KIC's—will be provided by industry as well as a grant through the Nuffield Foundation. Reports will be published for the information of career counselors and science teachers in secondary schools.

Use of Awards

The sums awarded under the scheme will be used, at the discretion of the head of the recipient department, to meet the costs of further undergraduate socio-technical projects in the urban field. On completing the expenditure, department heads will be expected to send a brief report to Kellogg International.

Adjudication

An advisory panel will be set up under the joint chairmanship of J. Michael Wentworth, director of KIC advertising and public relations, and Dr. David Brancher, coordinator of the GEE project. The first award will be announced in December of this year, and will be based on activity during the current academic year and on projects already selected by chemical engineering departments for the 1975-1976 session.

Tools of the Construction Trade – A Visit to the South Houston Depot

The South Houston tool depot has taken on a new look.

Several major improvements have been made at the ten-acre, 33-year-old facility, including a new 22,500-square-foot metal office and warehouse building which replaces wooden structures moved to the site during the 1940's.

Additional improvements include a new electric substation, removal of older offices and warehouses, rebuilding of the railbed leading to the shop, and resurfacing of the road and parking lot.

Vital Link

Much more than a storage site, the tool depot—under the direction of Jack High, manager of construction tools and equipment—serves as a staging and repair area for machinery and tools used in North and South America, Asia, and other areas as required. The group at the tool depot—approximately 35 employees—forms, in effect, a rental service for Kellogg's construction efforts. They help select the proper equipment for the job, decide how and when to purchase or rent the machinery, assign shipping instructions, provide maintenance and upkeep on the equipment as needed and operate a central clearing office for tool and equipment control. They also keep a complete inventory on equipment by type, location, and projected future use.

Depot shop personnel, under the leadership of shop superintendent, Bobby Berry, are responsible for the refurbishing of practically any type equipment—everything from welders to heavy cranes and compressors. The shop also keeps up to date on new welding procedures and developments, working with home office construction's Ken Kluge, chief welding engineer. Ken works with the depot on qualifying welding procedures and testing welds to conform to American Society of Mechanical Engineering and other applicable standards and specifications. Heading the welding team at the depot is Hal Moen.

Members of the tool depot group also are called upon to fabricate special tools and mock-ups for instruction or use in contract negotiation.

The tool depot also must keep complete inventory and maintenance records on tools and equipment, projecting future construction requirements. Currently, tool and equipment needs for 1978 jobs and beyond are being studied.

EQUIPPING THE FIELD: Tool engineer Phil Brooks has spent much of his time recently on foreign tool and equipment purchasing.

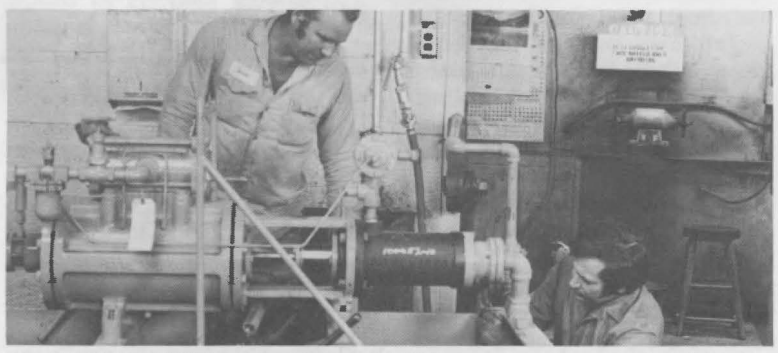
KEY TO OFFICE: John Heintschel is office manager at South Houston.

ACCOUNTING MIND: Earl Smith heads accounting at the tool depot.

WIREY WORKER: Electrician John Alloy, Jr., mends a broken connection.

HIGH PRESSURE JOB: Working on a pneumatic air compressor engine is mechanic James Tesch.

WELL RECEIVED: Receptionist at the tool depot is Marsha Broussard. Another Bobby Berry welded creation hangs on the wall behind Marsha.



NO BICYCLE PUMP: Repairing a 10,000-pound test pump for field hydrostatic testing are millwrights Sam Sandale and Bill Burleson.

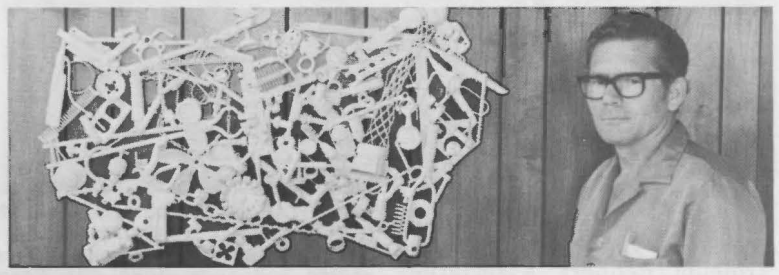
HIGH ATOP: Jack High, manager of construction tools and equipment, directs the South Houston tool depot from new office space at the facility.

NEW SURROUNDINGS: New office and warehouse space (right) has been built at the company's tool depot at South Houston. The new building includes 4,500 square feet of office space and 18,000 square feet of warehouse space.

BUYING POWER: Bill Mead (left), purchasing agent, receives correspondence from secretary Shirley McDaniel.

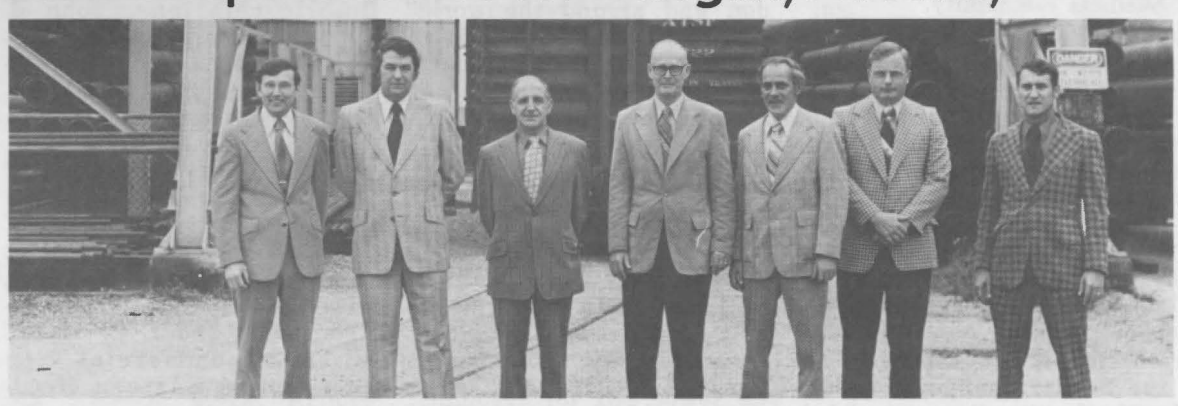
UNDER CONTROL: Inventory control at the tool depot is handled by: left to right: Helen Vogt, Dorothy Roach, Pete Wallace, and Cheryl Laird.

ABLE ASSISTANT: Patsy Geeslin, assistant purchasing agent, has been working on tool and equipment purchases for foreign jobs.



RECYCLED ART: Adding an artistic touch to the receptionist area at the South Houston tool depot is this wall sculpture by shop superintendent Bobby Berry. Bobby produced the decoration at the request of Mrs. Jack High. He used approximately 175 different discarded items, ranging from a model A Ford hoodlatch to a paper clip to produce the unusual decoration.

New Responsibilities for Morgan, Noessel, Kansas



TEXAS TEAM: Heading the team at the Houston pipe fabrication shop are: left to right: Kenneth E. Morgan, newly-named contracts manager; W. C. "Bill" Walker, plant manager; Joseph J. Arnold, administrative manager; Leonard F. Kaup, production superintendent; Stanley M. Kansas, southwest district sales manager; Felix S. Noessel, newly-named manager of manufacturing engineering; and Melvin C. Filer, supervisor of accounting.

Recent changes at the Houston pipe fabrication shop have been made in the management team. Kenneth E. Morgan has been named contracts manager and Felix S. Noessel has been promoted to manager of manufacturing engineering, replacing Ken.

In addition, Stanley M. Kansas, southwest district sales manager for power piping, assumes added responsibilities for estimating and pricing for billings at Houston. This area most recently was overseen by Felix Noessel.

Kenneth E. Morgan

Ken Morgan moves to the newly-designated position of contracts manager from his most recent post as manager of manufacturing engineering at Houston.

"This assignment," says Thomas D. Landale, vice president of power piping and chimney operations, "is a continuation of the concept, initiated at the Williamsport fabrication shop last year, of having full-time contracts managers responsible for the coordination of and commercial aspects of major fabrication orders."

Ken, who has been with Kellogg for 14 years, began with the company in Williamsport as a draftsman in the engineering department. Moving through positions in unit pricing and methods and standards, he was named a project engineer in 1963 and, in 1970, quality assurance engineer for the Williamsport shop.

He attended Williamsport Technical Institute and majored in mechanical engineering at Pennsylvania State University.

Felix S. Noessel

The new manager of manufacturing engineering at the Houston shop joined Kellogg in 1969, bringing six years of experience in the piping industry. His most recent post with the company has been supervisor of estimating and unit pricing at Houston.

Felix attended the University of Houston, majoring in business administration.

Stanley M. Kansas

Stan Kansas, southwestern district sales manager [illegible] power piping since 19[illegible] joined the company in 1953 as a junior draftsman in Jersey City. He later moved through posts as an engineering estimator, project expeditor, and sales representative at the New York office. With the establishment of power piping headquarters in Williamsport in 1960, Stan moved from New York to Pennsylvania.

Mostofi Welcomed At Kellogg Luncheon

ENERGETIC GROUP: Kellogg president Clark P. Lattin, Jr. welcomed Baghir Mostofi, managing director of the National Petrochemical Company of Iran and chairman of Shahpur Chemical Company at a reception and luncheon, given by Kellogg at the Petroleum Club in March. Some of those attending are, from foreground left, Z. D. Bonner, president of Gulf Oil Company; J. K. Glenn, Jr., geologist with Exxon Company, U.S.A.; James A. Petrie, Jr., senior vice president of MWK Far East operations; Mr. Mostofi; Mr. Lattin; Mr. Mostofi's son, Abdi, who is a university student in Texas; Frank H. Shipman, Jr., senior vice president of MWK Western Hemisphere operations; and (back to camera) R. E. Wright, vice president of Texaco, Inc. Foreground, right, are Henry LeMieux, president of Raymond International, Inc., and S. G. Stiles, vice president of Shell Oil Company.

Baghir Mostofi, managing director of the National Petrochemical Company of Iran and chairman of Shahpur Chemical Company, was the guest of Kellogg at a reception and luncheon in his honor, held at the Petroleum Club in Houston on March 27. His Houston visit followed an address given by Mr. Mostofi March 25 at the 73rd annual meeting of the National Petroleum Refiners Association in San Antonio.

HOUSTON WELCOME: Left to right: Clark P. Lattin, Jr., president of Kellogg; Baghir Mostofi, managing director of the National Petrochemical Company of Iran; John B. Dwyer, vice president of planning, research and engineering with Kellogg; and Edwin M. Bramwell, senior vice president of MWK administration and finance, share introductions at the reception held in Mr. Mostofi's honor.

Kellogg president, Clark P. Lattin, Jr., introduced Mr. Mostofi at the luncheon, which was attended by representatives from Kellogg management and from the Houston business community.

Long Association

In his introductory remarks, Mr. Lattin referred to the company's long association with Mr. Mostofi and with Shahpur Chemical Company. He cited Kellogg's selection in the mid-60's as managing contractor on the Iranian company's "ambitious fertilizer complex at Bandar Shahpur, Iran." Kellogg currently is working on an expansion of the Bandar Shahpur complex.

Mr. Lattin also commended Mr. Mostofi for his foresight on the Bandar Shahpur six-plant petrochemical project, especially in light of the "many skeptics in Iran, London and around the world" who questioned the ability of Iran to market the products of their plant in view of an apparent oversupply of fertilizer at that time.

Kellogg Hosts

In addition to Mr. Lattin, those from Kellogg attending the reception and luncheon included Edwin M. Bramwell, senior vice president of administration and finance; James A. Petrie, Jr., senior vice president of Far East operations; Frank H. Shipman, Jr., senior vice president of Western Hemisphere operations; Arthur L. Dowling, vice president of advertising and public relations; John B. Dwyer, vice president of planning, research and engineering; G. R. "Bob" Edwards, vice president of Western Hemisphere sales; Edward M. Hallinan, vice president of government relations; John H. Kenefick, vice president of Western Hemisphere contract management; John J. McKenna, vice president of market development; and J. C. "Jack" Richards, commercial vice president in Eastern Hemisphere operations.

World Needs: Pullman Promise

(Editor's Note: FYI reprints the following from the 1974 annual report.)

In the 24 hours just ended, world population increased by 213,000. Tomorrow will be a repeat of today. Relentlessly, world population is growing. By the year 2000, we will have upwards of 6.4 billion people inhabiting this Earth, a 65 per cent increase from today's level.

With such numbers of people, world-wide requirements in food, energy, steel, transportation—all basic industries served by Pullman—will increase by enormous proportions over the next few decades. Statistics and projections show what these basic requirements were a quarter of a century ago; what they are now; and what they will be a quarter of a century into the future.

Consider food. Food shortage is the world's Number One problem. Tonight, for example, 460 million people will go to sleep hungry. If solutions are not found—and found soon—starvation will become even more widespread. The need for ammonia fertilizers is expected to increase on a curve parallel with the increase in world food requirements. Pullman's ammonia fertilizer plant technology will be increasingly called on.

Energy. In plentiful supply, coal looms more important than ever on the energy scene and as world coal demands increase, the prospects for Pullman seem brighter: new freight cars for coal transport; increased efforts for practical coal gasification and liquefication; power piping, chimneys and cooling towers for new and expanding electric generating plants. Add the corporation's other energy-related capabilities such as a synthetic natural gas plant under construction in Illinois, East Coast receiving terminals for liquefied natural gas, refinery design and construction know-how: the sum puts the corporation in the forefront of those able to provide answers to the problem of satisfying increasing energy requirements of a steadily increasing population.

Steel. All highly developed countries reached their advanced stage by having available steel for building cities, transportation systems, industries, farming and transportation equipment. Emerging Third World countries must also have steel available if they are to grow and prosper. Pullman has the steel-making process technology to answer these needs.

And transportation. Of steel. Of Coal. Of food. Of people. Transportation equipment from Pullman—freight cars, transit cars, truck-trailers and containers around the globe—will carry people and their goods.

Your management is concerned about the strains being placed on today's world. We are even more concerned about tomorrow's strains which will be so much greater that we can hardly imagine them in today's terms.

But we also know, we can help ease those strains, help solve the problems and help supply these basic needs this year, next year and in the years ahead.

We have technology, experience, plans and talented people already at work on Pullman's future.

—Work Continues At Bandar Shahpur—

Kellogg International Corporation has begun shipment of materials and equipment for a 1000-ton-a-day fertilizer ammonia plant to be constructed for Shahpur Chemical Company at Bandar Shahpur, Iran. Shipments commenced just seven months after receipt of a contract award calling for the design of, and supply of equipment for, the ammonia facility.

The new plant is essentially a design duplicate of an earlier ammonia facility supplied by Kellogg for the original six-plant Bandar Shahpur fertilizer complex which went into operation in 1970. Kellogg functioned as managing contractor on the original complex, and, as such, was responsible for design and supply of all offsites facilities, and the construction and commissioning of the entire project.

KC, Too

Kellogg Continental also has responsibilities at the site—designing and engineering a 1500-ton-a-day urea plant. The urea facility, which incorporates the Stamicarbon carbon dioxide stripping process, also is currently in design engineering and equipment supply stages.

Iran Office

Guy J. O'Connell, vice president of Kellogg Iran Incorporated and a commercial vice president of Kellogg International Corporation, recently moved from London to Tehran, where he will oversee Kellogg business interests in Iran and on the India subcontinent.

The Kellogg Iran offices are at 94 Karim Khan Zand (Chehelmetri), Tehran.

Heads KC's Efforts in PRC

Two years after the award of the first three of a total of eight 1620-metric-ton-a-day urea plants for the People's Republic of China, Kellogg Continental has completed the engineering and procurement of the equipment and materials and mechanical erection at the first site has started.

Project manager of KC's PRC projects is Jan H. D. Pastijn, who was assigned the task in August 1974. After his technical school education, Jan began his career in 1948 as a boiler designer with Werkspoor, a division of Verenigde Machinefabrieken, minority shareholder in Kellogg Continental. In 1962, with the formation of Continental Engineering, Jan became a project manager of a turnkey oil gasification plant in Indonesia and was later named

Pastijn

project manager of a turnkey hydrosulfurizer and catalytic reformer plant in Hungary.

Jan also was project engineer of two caprolactam plants in the U.S.S.R. until he was stationed in Mexico as project manager of a caprolactam plant built there.

With his return from Mexico, Jan was named proposal manager, and, after two years in that position, he returned to a project management slot over a jetty project for a refinery in Aruba and a power station in the Botlek area of Holland.

In 1968, he became project manager of a power and desalting plant in Jeddah, Saudi Arabia and in 1970 headed a crude oil booster station project at Gurreh in Iran. In 1972, he was named project manager of a caprolactam plant in the far east.

Spring Thinging

A company-wide picnic—"Kellogg's Spring Thing"—has been scheduled for April 26 at Camp Manison, near Friendswood, Texas beginning at noon.

Activities include games, swimming, horseback riding, a magic show, kiddie rides, hay rides, and food and drink for everyone. Details can be obtained through the personnel department.

***FYI* will cover the festivities in the next issue.**

Pullman and Kellogg Chalk Up Another Record Year

"Last year was excellent for your company. In fact, the best in your corporation's 107-year history."

In an opening letter to Pullman Incorporated shareowners, Samuel B. Casey, Jr., set the tone of the company's 1974 annual report with those words.

Mr. Casey revealed that "revenues reached a new high of $1,425,587,000, with major contributions from freight car manufacturing and sales, domestic truck-trailer sales, as well as from engineering and construction operations world-wide.

"Earnings of $41,332,000, or $5.69 per share, also were at a record level," the Pullman president noted. "In 1973, the previous high year, earnings were $36,518,000, or $5.06 per share on revenues of $1,012,635,000."

The letter cited the following "significant developments during the past year:

"• *Strengthening the strategic planning efforts of all operations with coordination and direction from the corporate planning department, established in 1974;*

"• *Continued development of international business with new offices established or planned for 1975 occupancy at Warsaw, Poland; Beirut, Lebanon; Tehran, Iran; Jakarta, Indonesia; and new permanent office facilities at Moscow in the Soviet Union;*

"• *The addition of corporate management strength with several key appointments in staff departments;*

"• *Establishment of engineering consulting services in Europe and at New York City;*

"• *The sale of western Pennsylvania coal mining operations, the result of a decision to concentrate in coal handling and process technology development for new end uses;*

"• *The introduction of a new family of open top freight cars, primarily designed to meet expected increased coal transportation needs;*

"• *Opening of several new North American engineering and construction offices;*

"• *The development of several new truck-trailer models; (and)*

"• *An increase in the number of truck-trailer sales and service branches.*"

Mr. Casey said "the 1974 earnings record was achieved because of past and continuing efforts in diversification of products and services and new market development to insulate the corporation as much as possible from such adverse factors as inflation, material shortages and economic cycles."

He called "the 1974 performance of your company and its 25,300 employees around the world . . . excellent by general standards of measurement," adding that 1974 "marked the fourth consecutive year in which earnings and revenues performances have improved over the prior year.

"Unless world economic conditions deteriorate beyond expectations, your management expects 1975 Pullman operations to yield even better results," his letter concluded.

HIGHLIGHTS
PULLMAN INCORPORATED AND CONSOLIDATED SUBSIDIARIES

Year Ended December 31	1974	1973
Revenues	$1,425,587,000	$1,012,635,000
Net income	41,332,000	36,518,000
Net income per share	5.69	5.06
Dividends per share	1.55	1.37½
Average common shares outstanding	7,259,269	7,215,245
Orders received	3,134,668,000	1,794,469,000
At December 31		
Backlog	3,310,273,000	1,575,490,000

FINANCIAL HIGHLIGHTS: Key financial figures show growth of Pullman over 1973 performance.

Kellogg Contributions

The annual report carried separate sections on Pullman's various divisions. The following is Pullman's review of Kellogg for the past year.

"In helping meet ever increasing global demands for food and energy, the Kellogg group had a record year. As the Engineers of Energy, Kellogg was active in all its areas of engineering and construction which included oil refining units, petrochemical plants, ammonia plants and associated fertilizer facilities, as well as piping systems and tall chimneys for the electric power industry. Kellogg was at work in the key industrial areas of the United States and in 26 other nations.

"As widely reported, there has been a surge in Kellogg ammonia plant business because of the worldwide recognition of the need for greater food supplies. Today there are 46 large capacity ammonia plants in operation using the Kellogg technology. There are 52 in various stages of engineering and construction."

(Editor's Note: These ammonia plant figures have increased since publication of the annual report. Currently, more than 100 Kellogg-designed ammonia plants are either on-stream or in some stage of design, engineering or construction.)

"By 1977, Kellogg ammonia plants will account for about 36 million tons annually which will be more than half of the world's ammonia capacity. Statistically, Kellogg plants are operating 345 days a year with an average annual production equivalent to 365 days, at 102 percent of rated capacity. Technology plus reliability are the keys to the division's success in ammonia."

Kellogg Keeps Cracking

"Long a leader in catalytic cracking, Kellogg's new technology and design have won great acceptance in the active and growing Latin American market where there now are eight units in various stages of completion. The economic need for domestic refineries to use crude oil with higher sulfur content and to abate pollution account for additional revenues. In addition to its domestic work, Kellogg has petroleum refining assignments for Saudi Arabia, Malaysia, Canada, Brazil, Mexico, England, and Mauritania.

KELLOGG CONTRIBUTIONS: Four pages were devoted to Kellogg in the Pullman annual report. Shown is the opening spread on the division.

"Many a motorist learned of the petrochemical shortage firsthand through this winter's shortage of antifreeze. The cause was insufficient olefins production which now is being expanded. As a result, the division received significant contracts for petrochemical plants to produce ethylene and other olefins. Kellogg has a competitive advantage because of its superior technology in producing olefins from heavy petroleum liquids. Kellogg's position will be further improved through the development of the Kellogg-Idemitsu 'Millisecond' pyrolysis process. Engineering for the Millisecond Furnace will be done by Heat Research Corporation, a wholly-owned subsidiary.

"In the area of chlorine production, the Kel-Chlor process, originally developed by Kellogg, was proved commercially in 1974 by DuPont in a plant producing over 600 tons a day. This is most promising for the future as the process eliminates the need of expensive electrical energy and solves a difficult pollution problem."

Piped In

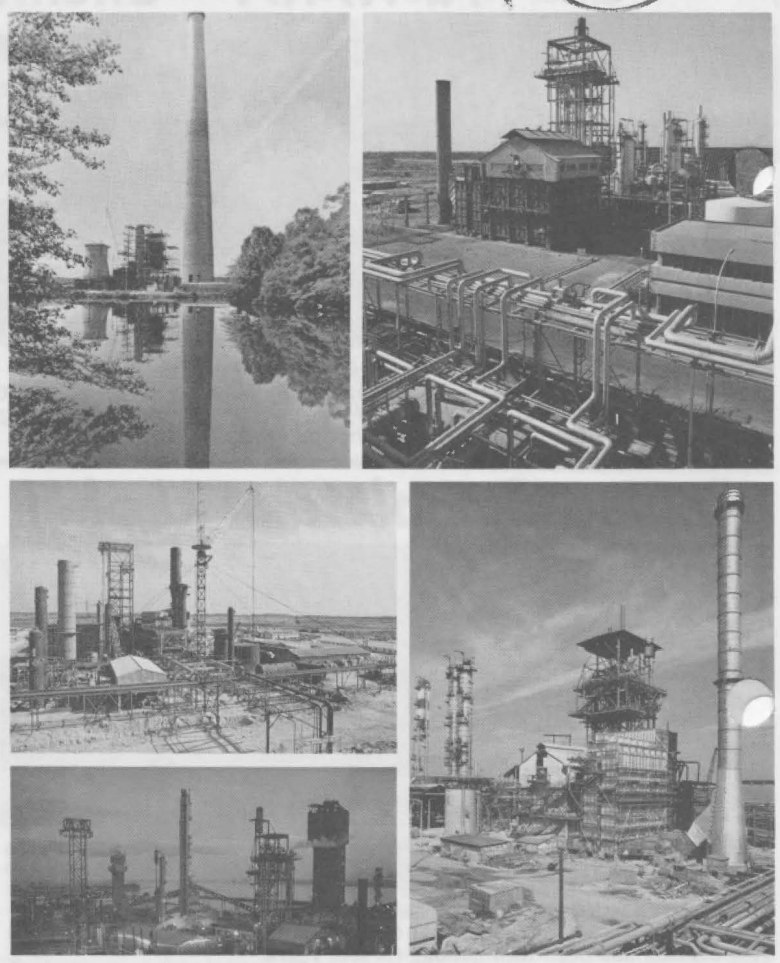
"The power piping business which includes fabrication operations in three plants and field erection service of pipe as well as associated equipment, achieved record revenues and year end backlog, an outstanding achievement in view of numerous cancellations and postponements of power plant projects. In the related field of building tall chimneys for the power and smelting industries, Kellogg also achieved new heights. Typical was the 1216-foot chimney in Pennsylvania, tallest in the United States.

"Recognizing that it may be necessary for utilities to scrub their gases before venting them to the atmosphere through tall chimneys, Kellogg acquired the rights to offer a scrubber developed by Dr. Alexander Weir, Jr., principal scientist of a major power company. At the same time, the division completed its own chemical research to increase the efficiency of scrubbing and produce a usable solid material.

"In 1974, the division made significant increases in its own capabilities and capacity. A major engineering office was established in Toronto, Canada. The staff in Houston was increased despite the difficult problem of manpower shortages. In early January 1975, the office space was increased by about one-third. The London office was expanded, both in manpower and in space. The Kellogg Continental subsidiary in Amsterdam completed its second year successfully. Equally important have been internal programs of personnel training.

"The dramatic change in the control of energy resources of the world will create many new challenges for the Kellogg group. There is an incentive to develop more efficient processing. There also will be a demand to develop other sources of clean energy, particularly from coal. With its background and qualifications, Kellogg expects to make significant contributions."

Copies of the annual report are available upon request from the advertising and public relations department.



KELLOGG ACTIVITIES: Pullman devoted a full page, in color to these Kellogg activities, identifying them clockwise from top left: a 356-meter chimney in Spain; processing plants under construction in Hungary, in India, in Indonesia, and in Spain.

KC Design Head

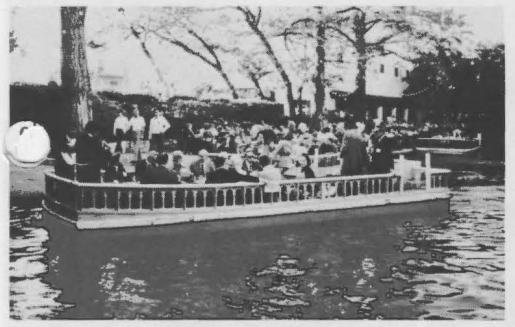
FROM KIC: John H. Butcher has transferred to Kellogg Continental, Amsterdam, and has been named manager of design engineering. He moves to KC from Kellogg International Corporation, where he most recently was responsible for structural and architectural design functions in the London office. John, who joined KIC in 1952 as a section engineer in the steelwork section, was named a division engineer in civil engineering in 1961. A member of the Institution of Structural Engineers, he is an associate of the Manchester College of Technology. John holds a full technological certificate of London City & Guilds Institute in structural engineering and an ordinary national certificate in building. He is a chartered engineer.

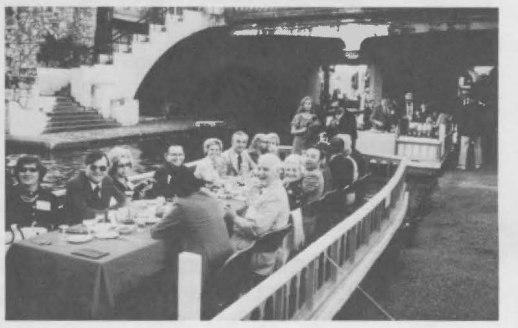
Stan the Man

SALES REP: Stanley D. Vehs[illegible] has joined M. W. Kellogg in a s[illegible] capacity, operating from the company's Eastern sales offices in New York City.

Stan, who holds a bachelor of science degree in marine engineering from Maine Maritime Academy and a bachelor of science degree in business administration from the University of Connecticut, brings 20 years of experience to his commercial post, the last eight with engineering and construction companies.

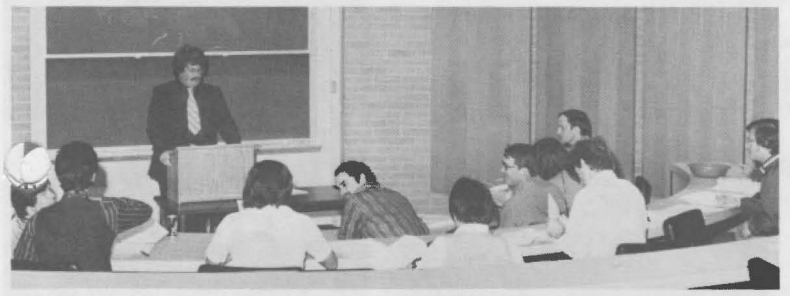
At NPRA—Clients See Liquid Assets





DISCUSSIONS UNDERWAY: What better surroundings to discuss such subjects as Kellogg's fluid catalytic cracking capability? Kellogg clients and friends were treated to dinner accompanied by Mexican music aboard three riverboats, at the 73rd annual meeting of the National Petroleum Refiners Association, held in San Antonio in March. Accompanying the guests were Kellogg president, Clark P. Lattin, Jr. and wife, Ruth, and other representatives from senior management and sales with their wives.

Course Complete at U of H



GUEST LECTURER: Speaking to a Kellogg-sponsored process design class at the University of Houston is Donald C. Vichi, estimator with the company at Houston. Don was one of many Kellogg guest lecturers who spoke at the university during a two-year program. Holder of a bachelor of science degree in civil engineering from the University of New Mexico, Don has been with Kellogg for four years.

The final semester of Kellogg's two-year participation in a University of Houston process design course ends in May. The course—offered to senior-level chemical engineering students at the U of H—was organized to follow a practical process design problem, and has included lecturers, process data and other information provided by Kellogg.

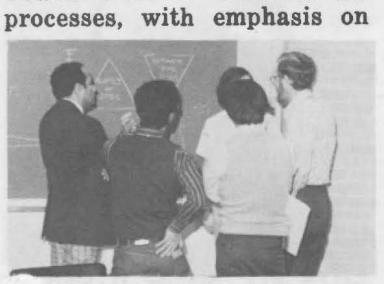
Overall coordinator for the past two school years has been S. "Ray" Sinkar, refinery process manager, who also has served as the primary instructor for the course. He has been aided by guest lecturers from process, general engineering, and other departments at Houston.

The process studied this year has been catalytic polymerization for gasoline production; last year's problem was based on an actual sulfuric acid alkylation process, modified somewhat for simplification.

The course objective, as set by Dr. Frank L. Worley, head of the chemical engineering department at the U of H, has been the design and economic evaluation of the selected processes, with emphasis on profitability determination, development of evaluation technique, and optimal design considerations using computer simulation as required during the course.

Other than the lectures and process design data provided by the company, Kellogg also conducted consulting sessions to assist students in carrying out the assignment under conditions similar to an actual business situation.

"The course," says Ray Sinkar, "has been well-received by students during the past two years. They have indicated that the course has provided an excellent introduction to practical applications for senior chemical engineering students, giving them a look at some real problems they will face after graduation."



STUDENT EXCHANGE: S. "Ray" Sinkar (left), refinery process manager with Kellogg, joins Dr. Frank L. Worley (right), head of the chemical engineering department at the University of Houston, in a pre-class forum with students enrolled in a process design course supported by the company. This semester marks the end of a two-year program in which Kellogg supplied lecturers, process design data, and consulting sessions for the senior-level course at the university.

FYI

Published monthly for Kellogg employees. Please address all correspondence to: Advertising and Public Relations Department, The M. W. Kellogg Company, A Division of Pullman Incorporated, 1300 Three Greenway Plaza East, Houston, Texas 77046.

An Equal Opportunity Employer.

—Scrubber "Package"—

(Continued from page 1)

The cost of the system will, of course, vary with each installation, depending upon sulfur content of incoming gases, local emission standards and local construction costs. Kellogg claims that in some areas of the nation, the installation of a Weir scrubber and Kellogg process would produce a net savings because it would permit a utility to burn less expensive high-sulfur fuels. Including the installation and operating costs of the scrubber, some utilities could reduce fuel costs by as much as 50 percent.

Operating experience to date has shown the Weir scrubber to be capable of compliance with very stringent emission regulations of 0.15 pounds-per-million Btu (about 50 parts per million SO_2—much stricter than Federal Environmental Protection Agency requirements.

The primary test unit operated on a 450,000 standard-cubic-foot-per-minute stream of low SO_2 flue gas with an average concentration of 200 parts per million. However, to adequately verify performance at other SO_2 levels, a 30,000 standard-cubic-foot-per-minute unit was tested on sulfur-enriched flue gases with concentrations of 400 to 3,000 ppm. Even at those concentrations, the unit successfully removed 90 percent or more of the sulfur at a slurry-to-gas ratio of 20 gallons per 1000 standard cubic feet per stage.

Particulate removal was also high. Exit gas loadings of less than 0.007 grams-per-standard-cubic-foot were achieved for inlet loading up to 0.1 gr/SCF.

The demister section, consisting of a series of chevron-shaped elements, is located at the scrubber outlet where it is mounted vertically for improved gravity drainage. The scrubber's horizontal configuration enables the demister to be brought in line with the flue gas without any of the complex ducting required in the case of vertical scrubbers.

Kellogg Process Advantages

Prior to obtaining exclusive rights to the Weir scrubber, Kellogg spent seven years of extensive research to identify and perfect the lime/limestone process for SO_2 control. The company then evaluated various scrubber designs to select the equipment which would produce the greatest benefits when used with the Kellogg process.

"A scrubber is really a processing plant," explains Glenn Sliger, Kellogg's product manager of SO_2 control systems. "It requires a feedstock—flue gas in this case—which is to be converted to a specified product. The end products of a scrubber are exhaust gas and sulfur-laden solid wastes which comply with environmental standards.

"As with any other processing plant, whenever there are changes in the composition of the feedstock or in the specifications of the end product, modifications must be made to the chemistry of the system. Differences in fuel, combustion equipment and emission specifications all have an effect on scrubber chemistry, so you can see that every installation is a separate plant with unique requirements."

Four major advantages are claimed for the Kellogg process: increased SO_2 absorption rate, elimination of scaling within the scrubber, greater utilization of limestone and a lower-volume, more manageable waste product.

In conventional lime or limestone systems, the slurry normally absorbs SO_2 so slowly that about 80 percent of the make-up limestone must be dissolved in the scrubber chamber to stay apace of the gas flow. In some cases, this can lead to scaling, plugging and clogging of the scrubber.

The Kellogg process calls for the additional use of a soluble sulfate—preferably magnesium sulfate—to boost the absorption rate and capacity of the slurry. As a result, most of the make-up limestone can be dissolved under controlled conditions in an external holding tank, thereby eliminating the problems of scaling.

Another advantage of the Kellogg process is that it produces a dense, easy-to-handle solid waste product which is about half the volume of the waste produced by conventional processes and consists primarily of gypsum.

"With the equipment and technology we can offer now," says Glenn, "we are confident that our scrubber system will perform well in those situations where scrubbers are needed."

Merit Comes to MWK Again

Once again, Kellogg-family scholars have won Pullman-sponsored National Merit Scholarship awards.

This year's winners are Patricia A. Cronkright and Johna Leddy. Both have fathers with Kellogg's research and engineering development analytical group—Walter A. Cronkright, manager of the group, and William J. Leddy, research supervisor.

Each year, Pullman sponsors up to two scholarships for students who qualify as finalists in the National Merit Scholarship Qualifying Test. Kellogg had one scholarship winner last year—Susan Sliger, daughter of Glenn Sliger, also of Kellogg's research and engineering development group.

***FYI* will cover these awards in detail in a later issue.**

HOC Patents

(Continued from page 1)

James R. Lambrix, vice president and general manager of Kellogg's Northeast Operations Center.

Synthesis Gas

The stated purpose of the second patent is "to provide a more efficient and less expensive processing sequence for providing synthesis gas and clean fuels (and) to integrate catalytic steam reforming with catalytic cracking, (permitting production) of the maximum quantity of catalytic steam reformer feedstock and substitute natural gas from whole crude oil." In the process, two major fractions are achieved, rather than multiple fractions produced in other refining processes—processes which usually require a multitude of refining steps to convert crude oils and heavy hydrocarbon fractions to "clean" light hydrocarbons.

James R. Murphy, manager of refinery processing, and Leland W. Schneider, former member of the Kellogg refinery process group, are co-inventors of the process covered by Patent 3,862,899.

Energy Savers

Both processing schemes are essentially self-supporting from an energy balance standpoint in that the heavy oil cracking unit provides large amounts of steam which can be used for further processing.

Constructed Safely

CONTINUED EXCELLENCE: Kellogg has won an award of honor for excellence in accident prevention in 1974. The award—won by Kellogg nine times in the last ten years—is presented by the National Constructors Association (NCA). To qualify for the award, a member of the NCA must have an accident frequency and severity level in field construction at least 25 percent better than that of the rest of the heavy construction industry. James J. Kelly (right), manager of construction safety, accepts the award from Donald C. Vaughn, home office construction manager. Jim Kelly credits the strong emphasis on safety by field supervisors as the single most important factor in Kellogg's continued recognition for excellent accident prevention.

Be Right Before You Write

As the Kellogg group of companies continues to grow, more and more opportunities exist for public statements to be made, as requests come in to employees for interviews, technical papers, and public speaking engagements.

As in the past, Kellogg continues to encourage such public communications. They give valuable outside recognition of the company's activities and those of the employees.

New policies and procedures have been formulated and implemented, however, regarding these activities. They relate both to non-technical and technical publications, and apply to Western Hemisphere operations, Eastern Hemisphere operations, power piping and chimney operations, Far East operations, Heat Research Corporation, and activities reporting to the President's Office.

Non-Technical Publications

Revised procedures are in effect regarding articles, speeches, papers, interviews, and other public communications regarding non-technical subjects.

All requests for such, the policies and procedures manual states, "shall be referred to the vice president of advertising and public relations," except those relating to Eastern Hemisphere operations, which shall be referred to the director of advertising and public relations.

Such requests for non-technical activities must be reviewed before an invitation is accepted. The policy statement stresses that the review "is intended to create the opportunity to gain the maximum public relations benefit for Kellogg and to avoid potential embarrassment to the company, our clients, our industry and our government.

"There is no intention to either control or discourage employee public utterances on non-technical matters."

The vice president of advertising and public relations, keeping abreast of the company's wishes regarding publicity in various areas, "shall advise on whether individual invitations should be accepted or declined. When an invitation is accepted, he is responsible for maximizing or minimizing Kellogg's public relations exposure as required by the circumstances of each case."

Technical Publications

Kellogg "encourages the preparation of technical or business papers by employees for presentation to technical and professional societies and publication in various journals. (Such) papers contribute directly to individual professional development and publicize Kellogg's technical capabilities.

"Papers may originate with an employee, may be developed as the result of an outside request . . . or as a result of Kellogg's interest in . . . a specific topic. (While) the papers must be relevant, of high caliber, direct, and easily understood, (they) must not disclose . . . proprietary, technical or commercial information."

To assure this, a publications committee has been established, by whom abstracts or outlines of **all proposed papers**—whether or not, the employee indicates Kellogg affiliation—must be approved. "Before publication or presentation, the **formal** paper must also be reviewed. A review by the patent department is always required, and, in some instances, by legal counsel."

Exceptions

There are two exceptions:

- "The vice president of power piping and chimney operations, and department heads in Western Hemisphere operations, Far East operations, and activities reporting to the President's Office, will approve informal addresses, lectures and discussions on *previously published material* in place of the publications committee." In Eastern Hemisphere operations, the director of Eastern Hemisphere advertising and publications, consulting with appropriate department heads, will approve such material.

"The publications committee chairman shall be advised in writing prior to participation and shall be provided with an outline and copy of any programs."

- "Material prepared by the advertising and public relations department for publication to the general public is excluded from the requirements of this procedure.

How To Do It

A prospective author should prepare an abstract or outline of his proposed paper, and have it approved and endorsed by his departmental manager. In power piping and chimney operations, it should be approved by the chief engineer.

The abstract should be accompanied by pertinent data as to the society, organization or publication to which the paper is directed; the name, date, time and place of the meeting or publication; information on requirements for advance copies which might be required; and the date advance copies, and final drafts must be submitted. It also should include information about the author and his evaluation of the significance and potential benefit of the paper.

Once endorsed by the departmental manager, the data are then sent to the publications committee chairman, except in the Eastern Hemisphere, where the director of advertising and public relations receives the data. It is assigned a number, and the author is advised of the date the final draft must be submitted to the committee for review.

The abstract or outline will be returned to the employee within two weeks, and he then may submit it to the publication or meeting in advance of the formal paper, if such is required.

(If the paper is not directed toward a specific publication or meeting, the publication committee, working with advertising and public relations, will assist in finding a forum for it.)

Important Changes

Important changes have been made in the company's public communication procedures:

- **"The final draft (of all technical papers) must be approved by the department manager (or vice president of power piping and chimney operations) as to quality and technical or commercial content. Eleven copies of the paper—12 . . . when a product marketer (must review)—are then submitted to the publications committee chairman for committee review and comment (to the director of advertising and public relations in the Eastern Hemisphere). Until official approval is given, the author or speaker (may) not release any information . . . other than the approved abstract or outline."**

- **"When the paper contains investment cost figures or profitability evaluations, the author(s) shall provide the publications committee with a statement referencing the sources of the cost and price data used and the basis for the profitability evaluation. If costs are based on an MWK estimating department estimate, the date, type and accuracy of the estimate should be specific.**

- **"The commercial representative . . . on the committee shall review all investment cost figures included in publications to insure that they have a sound basis, that they cover more than just bare costs, and that a corresponding scope of work and point in time is identified.**

"The committee may accept or reject any papers submitted (and) the chairman notifies, in writing, the employee who has submitted the paper. Copies are sent to the appropriate managers.

"After approval of the final draft, the author(s) shall send copies of the finished paper to the publication committee chairman, advertising and public relations, and to the Kellogg laboratory." The latter receives two copies. In the Eastern Hemisphere, the advertising and public relations director makes the distribution.

Know Your Committee

The procedures may sound complex, but they are relatively simple. Speedy action normally is taken by all involved, up to, and including the committee itself, which is composed of:

Paul T. Atteridg, commercial manager of Western Hemisphere sales;
C. W. "Bill" Crady, manager of patent and licensing;
Arthur L. Dowling, vice president of advertising and public relations;
Gunther P. Eschenbrenner, director of general engineering;
James A. Finneran, director of process engineering; and
Stanley E. Handman, chief mechanical engineer.

Ex-officio members are Leonard C. Axelrod, vice president of engineering; Charles J. Donovan, vice president and general counsel; James R. Lambrix, vice president and general manager of Kellogg's Northeast Operations Center; and J. Michael Wentworth, director of advertising and public relations for the Eastern Hemisphere.

For specific marketing areas, the product marketer also is an ex-officio member. The product marketers are:

Louis E. Bostwick, for Kel-Chlor;
Harold B. Boyd, for olefins;
James A. Finneran, for energy;
James R. Murphy, for refining;
H. C. "Pitch" Pitcher, for construction; and
O. J. "Lanny" Quartulli, for ammonia.

First at New Lab

NEW HOUSTONIANS: Standing in front of the company's new research and engineering development center are: left to right: William Beck, consultant; Ronald E. Silvers, technician; John J. Czachorowski, maintenance foreman; and T. J. "Ted" Klinski, pilot plant design engineer. These four are among the first Kellogg employees to move into the new facility, located at the western edge of Houston in the newly-established **Park 10** business complex. With most of the exterior completed, work on the office space and installation of pilot plant and laboratory equipment continues at the site.

Texas Tech Gets MWK Grant

EDUCATIONAL AID: A $1000 unrestricted grant recently was delivered by Kellogg personnel representative William D. Davidson (right) to James H. Lawrence (center), mechanical engineering chairman at Texas Technological University. The accompanying letter with the Pullman foundation check designated the grant for "assistance in maintenance and further development of the university as an outstanding educational center." At left is Robert Jenkins, director of Texas Tech's placement service.

Jim Aitken to Head KOC Beirut Office

Wilson F. "Jim" Aitken, non-government organizations vice president of Kellogg Overseas Corporation, has transferred from the London headquarters of Kellogg International Corporation, where he has been a senior sales representative, to Beirut. He will head up KOC's new commercial office there, which will serve government and in the nations of the Middle East.

The Lebanon office has been established in response to increasing demands for added refinery, petrochemical and agricultural chemical production in the Middle East. Kellogg has been active in the area since the 1930's and currently is working on projects in Saudi Arabia and in Abu Dhabi.

Wilson F. Aitken

Mr. Aitken joined Kellogg more than 16 years ago, and has held increasingly responsible posts in design engineering, project management, and sales. For the past eight years, he has been concerned with projects in the areas which will be served by the Beirut office. These include Syria, Iraq, Jordan, Lebanon, Egypt, Sudan, Saudi Arabia, the United Arab Emirates, and other nations on the Arabian Peninsula.

Aitken

Strong Bonds

U.S. savings bonds offer some unique characteristics for the would-be saver. In a recent government publication, the following points were made concerning bonds:

Savings bonds pay six percent interest when held to their five-year maturity.

Savings bonds are redeemable on demand at your local bank after a month and a day.

You can buy bonds for a small amount each payday through a payroll savings plan.

The payroll savings plan is a convenient way to save—what you don't see, you don't spend.

Interest earned from savings bonds is exempt from state and local income taxes.

Holders of E bonds may defer paying federal income taxes on the interest earned until they redeem their bonds.

You can switch from E to H bonds at any time you wish to start getting current interest income and still defer taxes on the interest accumulated on the E bonds until you redeem the H bonds.

By purchasing savings bonds, you help fight inflation.

And you help keep your country fiscally fit.

Kellogg has joined the other Pullman divisions in a concerted effort to present information concerning Bonds to all employees. Departmental representatives soon will have all the information needed for enrollment in the payroll savings plan.

Hobson Promoted

TO PROJECT ENGINEER: Claud A. J. Hobson has transferred to project engineering as a project engineer at Kellogg International Corporation. He moves to project engineering from his most recent assignment as a senior engineer with piping at KIC. Claud served his mechanical engineering apprenticeship with the railways and joined Kellogg in 1957 as a senior piping draftsman. His extensive site experience includes construction cost control on a wide range of jobs in foreign countries, and extended periods in planning, layout, and piping. Claud is a full member of the Institution of Mechanical Engineers and is a chartered engineer.

— Researchers Trace Furnace Development —

The development of the Kellogg Millisecond Furnace, a commercially-proved pyrolysis furnace which operates at extremely high temperatures, permitting critically short contact times for the production of increased yields of ethylene and decreased amounts of tail gas, was detailed at a Philadelphia meeting this month by Harry P. Leftin and David S. Newsome of research and engineering development; and Joseph C. Yarze and Thomas J. Wolff of Kellogg's Northeast Operations Center.

The new Kellogg Millisecond Furnace, they revealed, can increase ethylene yields by ten to 20 percent over those obtained with conventional cracking, while achieving similar increased yields of other valuable products and "significantly" reducing methane yields.

In a paper delivered at the 169th national meeting of the American Chemical Society, they showed the predictability of commercial results from laboratory experimental equipment and procedures, and reviewed the steps from design of a pilot plant reactor to installation and operation of a 25,000-metric-ton-a-year demonstration unit in Japan.

The Japanese unit is located at Idemitsu Petrochemical Company's Tokuyama petrochemical facility and came about through a joint development effort of Kellogg and Idemitsu.

The Millisecond Furnace Pyrolysis process, the authors stressed, "provides substantial improvements in yields and feedstock utilization in a design that incorporates reaction temperatures of 1650 to 1700 degrees Fahrenheit and contact times of less than 0.100 seconds."

Last Important Improvement

The Kellogg authors told the assembled chemists that "the Millisecond Furnace probably represents the last important improvement which can be taken with respect to these critical operating variables, since operations at shorter contact times and, consequently, higher temperatures, unavoidably lead to the production of substantial quantities of acetylene. Within the contact time range of the Millisecond Furnace, however, ethylene yields in excess of 34 percent by weight can easily be obtained in the pyrolysis of a typical wide range naphtha with a concomitant reduction of tail gas."

HIGH HEAT: The new Kellogg Millisecond Furnace can increase ethylene yields by ten to 20 percent over those obtained with conventional cracking. This 25,000 metric-ton-a-year Millisecond Furnace is located at Idemitsu Petrochemical Company's Tokuyama, Japan, petrochemical facility.

Pilot Plant to Production

The authors traced the development of the Millisecond Furnace from the decision to initiate bench scale work in 1965. "In 1968," they continued, "a pilot plant reactor system which could be used for cracking a variety of feedstocks in the optimum contact time range indicated by the bench scale work" was designed, incorporating "all the necessary process variables (to assure) that results obtained would be comparable with eventual full-scale yields and process conditions.

"In 1969, extensive tests were carried out in this Millisecond Furnace pilot plant reactor while additional parallel tests were performed on the bench scale unit. The results . . . very closely confirmed all of the trends established earlier.

"About 1970," they revealed, "Kellogg and Idemitsu . . . agreed on a joint development effort to construct and test the Millisecond Furnace on a full-size demonstration unit." The results of that installation, and those obtained earlier in the laboratory, show "the Kellogg Millisecond Furnace (affords) substantial increases in olefins yields and greatly improves feedstock utilization."

They concluded that there is "strong evidence of the reliability of Kellogg's Millisecond pyrolysis test facilities to provide data that can be used directly for plant design . . . It is now possible to determine rapidly, and in advance, the economic differences between potential feedstocks using the bench scale unit, and to set the basis for . . . commercial plant design within the framework of the desired product slate flexibility using the pilot plant unit."

Service Awards

APRIL

M. W. Kellogg—E&C

Construction

Paul D. Miller 30 years

Procurement

Wilbur G. Salsgiver 20 years
Jeffrey W. Cloward 10 years
Odis W. Pharr 10 years

Operating

Gerald Wolch 20 years

Design

John J. Brath, Jr. 15 years
Johan S. Christensen 10 years
Roger W. Clayden 5 years

Project Engineering

Anthony M. Calabrese 15 years

Construction—Field

Marvin W. Akers 10 years
Charles W. Unsworth 10 years

Kellogg International

Construction—Field

Wilson L. W. Adam 20 years

Project Engineering

Sally A. Surridge 5 years

Power Piping—Chimney Williamsport

Field Erection

Elton E. Stringer 25 years
Troy H. Griffin 5 years

Manufacturing Engineering

William E. Krainak 15 years

Production Scheduling

Kenneth J. Doyne 15 years

Accounting

Carole A. Falk 5 years

Houston

Shop

Travis Anderson 5 years

Kellogg France

Personnel

Andre Guillonneau 10 years

Correction—Louis E. Bostwick, of chemical engineering development, has ten years with the company, not five as listed in March.

30-YEAR AWARD: B. L. "Roy" Walker (second from right), resident construction manager on a Shell ethylene plant job at Norco, Louisiana, received his 30-year service award there in the presence of Paul M. Weberling (left), vice president of construction; Frank H. Shipman, Jr. (second from left), senior vice president of Western Hemisphere operations; and Donald C. Vaughn, home office construction manager. The ceremony took place at a business luncheon attended by Kellogg and Shell personnel. Shell management personnel also presented Roy with a gift honoring the occasion.

Oros Retires After 45 Years

GOOD QUALITY: Frank Oros (second from left) recently received best wishes and gifts of appreciation from fellow workers at The Antlers Club in Williamsport. Frank retired from the quality assurance department after 45 years of service with the company. With him as he displayed one of his gifts—a new camera—are: left to right: Fritz Miller, quality assurance; Dick Stryker, quality assurance; and Jim McGiffin, contracts manager; who served as toastmaster for the occasion.

Inquiring Photographer

QUESTION: As a graduate of the ten-week structural drafting course offered in conjunction with other area engineering contractors, how do you feel the course helped you?

Larry Bittner, civil engineering.

"Although it was oriented towards the beginner, it was a good review of some of the basics, such as how to draw structural members and foundations and how to lay out plot plans."

Theodius Yancy, design.

"It was a good review over what I had learned at Lamar University and introduced me to company standards. It helped acquaint us with what to expect here on the job."

Randy Mueller, design.

"I'd never really been exposed to working drawings before. This is my first engineering job. I'd been exposed to much of it before at drafting school, but the plot planning was a new area for me."

Deanna Cardenas, design.

"The first five weeks were especially interesting and challenging. I learned a lot about company standards and we got a good background in what to expect on the job. I also learned a lot about foundations."

Henry Quon, civil.

"The course is good for a beginner in the field. I thought it was interesting that, with all the contractors there, Kellogg students led the class."

Building Code

To help facilitate delivery of mail at Houston headquarters, the building name or abbreviation should be included with the floor number on interoffice addresses. Facilities suggests the following abbreviations for the five Greenway Plaza buildings now occupied by Kellogg employees:

Kellogg building—KG
Travelers building—TR
Union Carbide building—UC
Eastern Airlines building—EAL
Conoco Tower—CON

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

JUN 10 1975

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

LEE NAMED ASSISTANT GENERAL COUNSEL AT M. W. KELLOGG;
TAYLOR, LEGAL VICE PRESIDENT AT KELLOGG INTERNATIONAL

Ivon Lee, III, has been elected assistant general counsel of The M. W. Kellogg Company, Houston, with legal responsibilities affecting the entire group of Kellogg companies worldwide, and J Robert Taylor has been named legal vice president of Kellogg International Corporation, London, with Eastern Hemisphere responsibilities.

Both men, native Texans, joined M. W. Kellogg, a division of Pullman Incorporated, in 1971, shortly after the company's move of its headquarters from New York to Houston.

Ivon Lee, III

Prior to joining M. W. Kellogg as a senior attorney, Ivon Lee had been assistant counsel for the hydrocarbons division of Union Carbide and Union Carbide Petrochemical Corporation. From 1961 to 1970, he was general counsel to Texas' secretary of state, Martin Dies, Jr., handling corporate and commercial activities.

Mr. Lee holds bachelor of arts and bachelor of laws degrees from the University of Texas at Austin, and is a member of the Texas Bar Association.

/ m o r e - -

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

LEE, TAYLOR...2.2.2

J Robert Taylor

Mr. Taylor started his legal career as a law clerk for U. S. District Judge Joe J. Fisher. In 1966 and 1967, he served as assistant U. S. attorney for the southern district of Texas, handling civil litigation cases. Prior to joining Kellogg in 1971, he was an attorney with Marathon Oil Company. He served as a contract attorney with M. W. Kellogg in Houston until his transfer, in 1974, to London as senior legal advisor to Kellogg International Corporation, the post he held until his election to the vice presidency.

Mr. Taylor, who holds a bachelor of business administration and a bachelor of laws degree from the University of Texas at Austin, is a member of the American Bar Association, Texas Bar Association, Houston Bar Association, Delta Kappa Epsilon social fraternity, and Phi Delta Phi.

MWK #03506075
June 6, 1975

GERALD R. FORD LIBRARY

ITEM TRANSFER FORM

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_____ Ford Museum in Grand Rapids

Item:

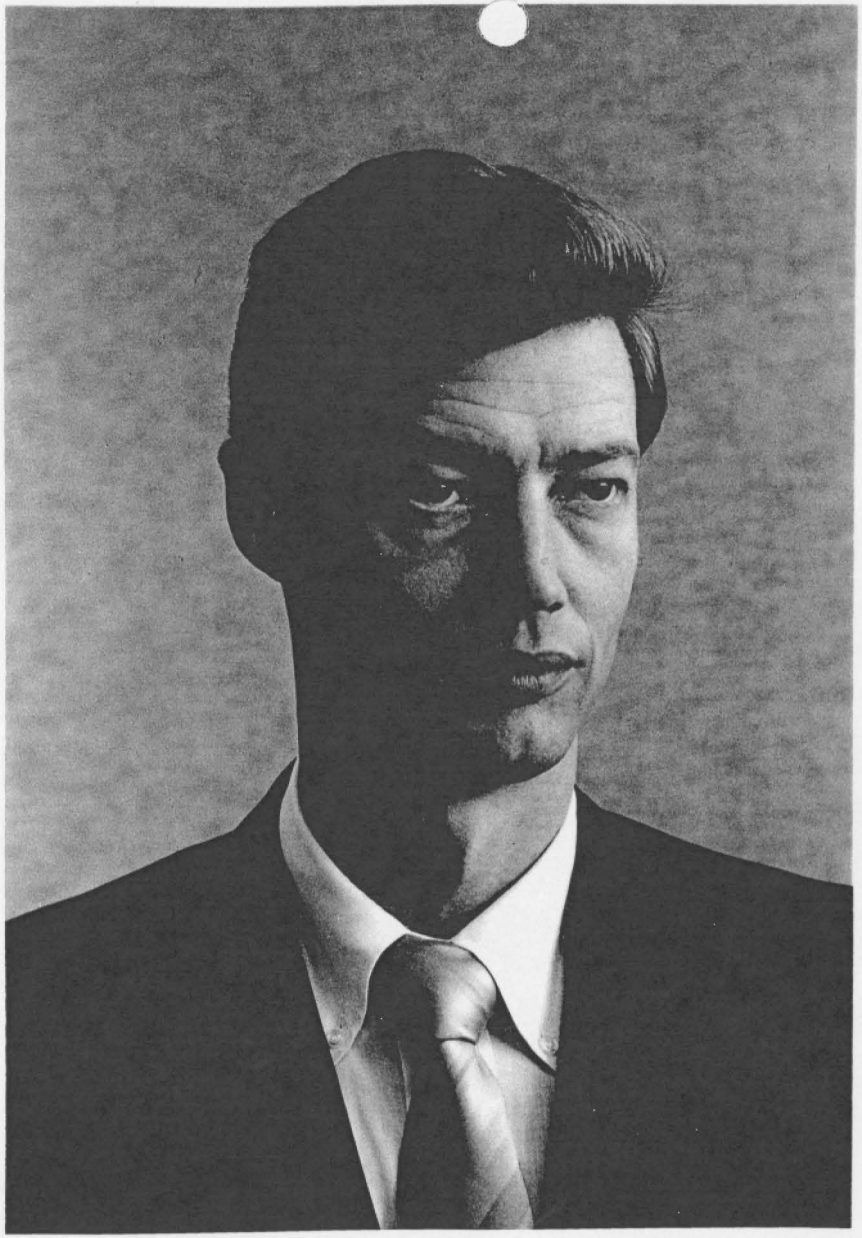
(1) 5x7 black and white photograph of J. Robert Taylor
(1) 5x7 black and white photograph of Ivon Lee, III

The item was transferred from:

National Council on U.S.-China Trade Records, Box 219
folder "Pullman Kellogg (1)"

Initials/Date EMD 11/12/2013

J Robert Taylor



Ivon Lee, III

NEWS

The M.W. Kellogg Company
A DIVISION PULLMAN INCORPORATED

Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

PRE-RELEASE FOR: JUNE 10, 1975

Advance

"SENSE OF URGENCY" FOR FERTILIZER
IS SEEN BY M. W. KELLOGG PRESIDENT

White Sulphur Springs, W. Va., June 10..."We have observed a great sense of urgency for new fertilizer production in the younger nations. Most of the leaders of these new nations recognize the importance of fertilizer to food production. This is bound to increase world fertilizer production."

Clark P. Lattin, Jr., president of The M. W. Kellogg Company, Houston, speaking today at the fifth marketing conference of The Fertilizer Institute underway at the Greenbrier here, said his company believes that, "in the interval of 1977 to 1980...there will be 12 plants ordered annually with an average capacity of 1000 tons per day." He said such "new production of ammonia, (which) comes into operation in quantum amounts (may create) surpluses for short periods."

Mr. Lattin told the fertilizer industry executives "you must not let temporary surpluses scare you into storm cellars. With two-thirds of the world hungry, your leadership is required to keep fertilizer production growing. The alternative is chaos. The dislocation of our social and economic order could follow."

/ m o r e - -

Arthur L. Dowling, Vice President, Advertising and Public Relations
Western Hemisphere: The M. W. Kellogg Company, 1300 Three Greenway Plaza East, Houston, Texas 77046
Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

Mr. Lattin said that Kellogg, a division of Pullman Incorporated, has "supplied ammonia technology to fertilizer producers in 26 nations." These include more than 100 large-scale (600 tons a day or more) plants, of which approximately half are in operation; half are in differing stages of design, engineering or construction.

Unique Relationship

The Kellogg executive said the relationship between the design, engineering and construction industry and the fertilizer industry is "unique. Normally," he said, "the role of our industry is to engineer, design, and construct a plant following the guidelines of the producer. In contrast, you have allowed the engineering and construction firms to develop complete ammonia plants. You have purchased these with minimum change. While we concentrated on plant development, you improved your products and your marketing operations."

Mr. Lattin said "the results have been mutually beneficial. We have developed standardized ammonia plant designs suitable for a variety of locations, worldwide. These plants have high onstream factors. Their annual production is in excess of design capacities. (Their) reliability is excellent."

This has meant "organizations with small technical staffs have been able to buy large ammonia plants with confidence."

/ m o r e - -

Stressing that "standardization has not meant freezing of design," the Kellogg president pointed out that "design improvements on newer plants have increased production 15 to 25 percent (and) operating costs have...been reduced." He cited a trend for large plants which "has been evident since the mid 1960's" and indicated 1500-ton-a-day plants are not uncommon now. In the "non-market countries...where decisions are made by the national planners, several...are pushing for larger ammonia plants. Three thousand tons per day or more is their objective."

Gas Is Best Feed

Mr. Lattin told his audience that "natural gas is the best feedstock for ammonia production in every respect. Naphtha," he said, "is the second best feedstock, but will become increasingly expensive, as it is a raw material for petrochemical production and a component of gasoline.

"Fuel oil and coal are future alternate feedstocks," the Kellogg official said, pointing out that "we are giving considerable attention to producing ammonia via partial oxidation of fuel oil and through coal gasification." He said these alternates "offer no insurmountable technical problems, but they will present economic disadvantages."

Comparing the various feedstocks, Mr. Lattin said that, "using 100 as the cost of a gas feed plant, we estimate that a partial oxidation plant will be 140 and a coal feed plant will be in the range of approximately 200 to 225."

For a natural gas fed plant, "a conservative schedule from contract award to completion...is 36 months. The partial oxidation plant would require 48 months...A plant based on coal would need five years or more."

The official said plant staff requirements are substantially different, too. "The partial oxidation plant roster will be 40 percent greater than the gas plant. The staff of the coal-based plant will be twice the size." Furthermore, "land requirements for the gas feed plant are about four acres versus eight for the partial oxidation and twelve for the coal feed plant."

The Kellogg president urged "that fertilizer production should have the first priority on the allocation of natural gas. To use any other feedstock will increase the cost of fertilizer production and, thereby, the cost of food worldwide."

- 30 -

MWK #03606075
June 10, 1975

NOTE TO EDITOR: Text of release distributed by The Fertilizer Institute is attached.

JUN 10 1975

NOTE TO EDITOR: Following is text of release distributed by The Fertilizer Institute concurrent with delivery of speech by Clark P. Lattin, Jr., president of The M. W. Kellogg Company, a division of Pullman Incorporated.

FOR RELEASE JUNE 10, 1975

White Sulphur Springs, W. Va., June 10, 1975 -- Even at increased prices, natural gas remains the most efficient feedstock for nitrogen fertilizer production, according to the head of one of the world's largest chemical construction firms.

Clark P. Lattin, Jr., president, The M. W. Kellogg Company, Houston, Texas, a division of Pullman Incorporated, told industry executives at The Fertilizer Institute Marketing Conference here that natural gas is the best feedstock for ammonia production in every respect.

"To use any other ... will increase the cost of fertilizer production, and thereby the cost of food, world wide," he said, and added that fertilizer production thus should have first priority on gas allocation.

Ammonia production, from which nitrogen fertilizers are derived, requires fewer BTU's using natural gas technology than alternate feedstocks, heavy fuel oil or coal. Plant costs in using fuel oil for ammonia production is 40 per cent more expensive than use of natural gas even at higher projected prices. Estimated plant costs in use of coal gasification for ammonia production are more than double those where natural gas is used, Lattin said.

Also, he noted, plant construction time favors utilization of natural gas. A conservative time schedule for completion of an ammonia plant using gas technology is about 36 months, Lattin said. For a fuel oil partial oxidation plant, he estimated the time to completion at 48 months and for a coal-based plant, five years or more.

-more-

"There is a big difference in plant staff requirements, too," Lattin said. The partial oxidation plant would require 40 per cent larger staff than a natural gas-based plant. "The staff for a coal-based plant would be twice the size."

Land requirement for the gas feed plant is about four acres, Lattin noted, versus eight acres for a fuel oil-based plant and 12 acres for the coal feedstock facilities.

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NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

Advance

FOR RELEASE: TUESDAY, JUNE 17, 1975
NOTE: Copies of paper can be made available upon request.

PRE-RELEASE

KELLOGG PYROLYSIS FURNACE UPS ETHYLENE PRODUCTION 10-20%; REACTION RESIDENCE TIME A TENTH THAT OF CONVENTIONAL UNITS

Yorkshire, England, June 17...The commercially-proved Kellogg-Idemitsu Millisecond Furnace has been shown to have the shortest reaction residence time of any commercially-available pyrolysis furnace -- as much as ten times shorter than conventional units now in operation.

The Kellogg-Idemitsu pyrolysis furnace has a critically short contact time of from three hundredths to one tenth of a second, compared with the 0.25 to 0.35 seconds required in other furnaces -- even those accepted in the industry as short-residence-time units.

Operating at a temperature of 1650° to 1700° Fahrenheit, the furnace, proved in operation in Japan, can increase ethylene yields by ten to 20 percent over those obtained with conventional cracking, while achieving high yields of propylene and other valuable co-products, and significantly reducing methane yields; hence energy requirements are reduced.

These data were revealed here today at a symposium on high-temperature reaction engineering conducted by the Institution of Chemical Engineers.

/ m o r e - -

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Bernard P. Ennis, M. W. Kellogg process manager, said that operating experience has shown that "it is apparent that, for a fixed feedstock quantity, more product revenue can be generated by the Millisecond Furnace than by a conventional pyrolysis furnace.

"Also," he said, "if a high-severity operation is desired, then a fixed quantity of ethylene can be produced from less feedstock. Reduced tail gas saves cracked gas compression horsepower and recovery section costs also decrease when using Kellogg Millisecond Furnace technology. Tests on high-sulfur gas oil feedstocks...are planned for the future."

The paper, co-authored by Harold B. Boyd, manager of organic chemical processing, and Raymond Orris, process manager, concluded that, "with the successful commercialization of the Millisecond Furnace, Kellogg has now extended the range of pyrolysis."

The operating data were obtained from a 25,000-ton-a-year commercial furnace conceived and designed by Kellogg and constructed as an addition to Idemitsu Petrochemical Company's Number 2 ethylene plant at Tokuyama, Japan. At the time of its installation, the furnace was comparable in size to most pyrolysis furnaces commercially available.

The results were obtained, Kellogg engineers revealed, applying state-of-the-art technology, and the furnace did not require "exotic" materials of construction.

The M. W. Kellogg Company, Houston, a division of Pullman Incorporated, now offers the Millisecond Furnace, in conjunction with Kellogg's ethylene process technology. Detailed furnace design is provided by Heat Research Corporation, Houston.

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Item: 5X7 BW photograph of Kellogg - Idemitsu Millisecond Furnace

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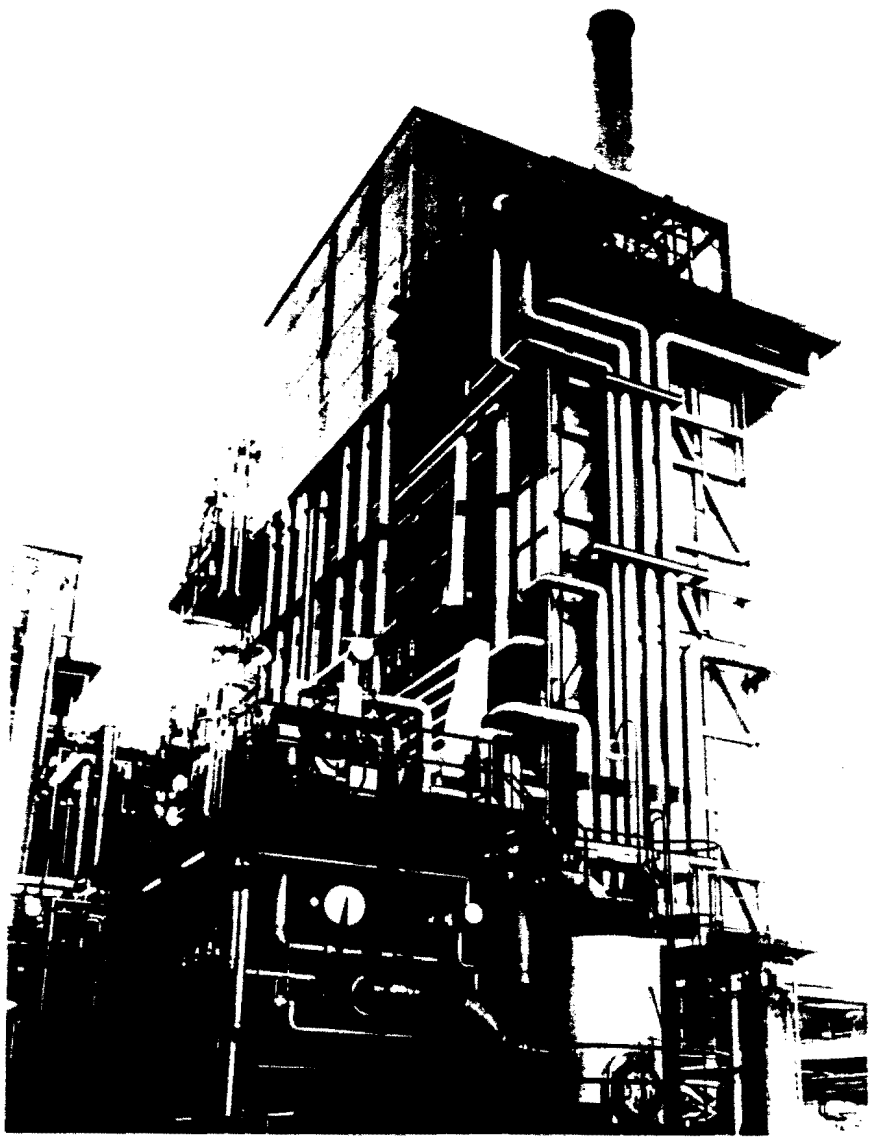
Initials/Date HR 11/21/89



The Kellogg-Idemitsu Millisecond Furnace has been shown to have the shortest reaction residence time of any commercially available pyrolysis furnace -- .03 to .10 seconds as opposed to 0.25 to 0.35 seconds in conventional furnaces. It also has been shown to increase ethylene yields by ten to 20 percent, while achieving high yields of propylene and other valuable co-products and significantly reducing methane yields -- reducing energy needs.

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
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FOR RELEASE: UPON RECEIPT

FOURTH AMMONIA PLANT ACCEPTED BY U.S.S.R.

A fourth fertilizer ammonia plant in the Soviet Union, engineered and supplied by Toyo Engineering Corporation of Japan using M. W. Kellogg technology, has gone into operation, has met its performance guarantees, and has been accepted. The 1500-ton-a-day ammonia plant at Novgorod, approximately 150 kilometres southeast of Leningrad, is one of five for which Kellogg has provided knowhow to the Soviets through Toyo Engineering.

In announcing the plant's acceptance, James A. Petrie, senior vice president of The M. W. Kellogg Company, said "the successful completion of yet another facility in the Soviet Union illustrates how international cooperation can work. Here, capabilities from three nations -- Kellogg technology from the United States, Toyo engineering from Japan, and indigenous construction in the Soviet Union -- were brought to bear in the world's fight for increasing food supplies."

Besides the Novgorod plant, Kellogg has provided technology, through Toyo, for one unit in Severodonetsk; one in Nevinnomyssk; and two in Novomoskovsk, one of which is nearing completion. All others are onstream and have been accepted. The Soviets handled construction on all five plants, with Toyo construction advisory service, and Kellogg assistance during startup.

The M. W. Kellogg Company, Houston, is a division of Pullman Incorporated.

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MWK #03806075
June 20, 1975

Arthur L. Dowling, Vice President, Advertising and Public Relations
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NEWS

The M.W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
A SUBSIDIARY PULLMAN INCORPORATED

U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

FRANK SHIPMAN NAMED EXECUTIVE VP

OF THE M. W. KELLOGG COMPANY

Frank H. Shipman, Jr., has been named executive vice president of The M. W. Kellogg Company, Houston, one of the world's top ten design, engineering and construction firms serving the chemical, petrochemical, petroleum and energy industries. His election to the newly-established post is effective July 1.

Mr. Shipman had been senior vice president of Western Hemisphere operations for M. W. Kellogg since 1972.

In his new position, he will oversee the engineering and construction activities of the Kellogg group of companies throughout the world. He has served on the executive committee of the Kellogg group of companies since 1972.

The new executive vice president joined M. W. Kellogg in 1955 as a project engineer. He moved into project management in 1961, and transferred to Kellogg International Corporation, London--an M. W. Kellogg affiliate -- as a project manager in 1963.

/ more --

Arthur L. Dowling, Vice President, Advertising and Public Relations
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Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

SHIPMAN, EXECUTIVE VP ...2.2.2

Mr. Shipman became director of contract management of Kellogg International in 1967, and vice president of contract operations in 1969.

He returned to the United States as vice president of projects for Western Hemisphere operations of The M. W. Kellogg Company, a division of Pullman Incorporated, in 1970; became vice president of Western Hemisphere project management and sales in 1971; and vice president of Western Hemisphere engineering and construction in 1972.

The new executive vice president received a bachelor of science degree in chemical engineering from Brooklyn Polytechnic Institute in 1942. He began his industrial career as a startup operator and shift foreman in the chemical industry.

He served in the U.S. Army in the parachute infantry, rejoining industry in 1946 as a process and technical engineer, moving through various process and project engineering posts with refining and engineering companies before joining Kellogg in 1955.

Mr. Shipman and his wife, Margaret, live in the Memorial area of Houston. They have six children.

-30-

MWK #03906075
June 24, 1975

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Item: 5X7 BW photograph of Frank H. Shipman, Jr.

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Member Company Files
Pullman-Kellogg (1)

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Frank H. Shipman, Jr.
The M. W. Kellogg Company

NEWS

The M. W. Kellogg Company
A DIVISION PULLMAN INCORPORATED
Kellogg International Corporation
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U.S. Contact: Ray Waters, Manager of Public Relations (713) 626-5600
U.K. Contact: J. M. Wentworth, Director of Public Relations (01) 486-4444

FOR RELEASE: UPON RECEIPT

FOUR KELLOGG FERTILIZER AMMONIA PLANTS CONTRACTED TO BE BUILT IN THE U.S.S.R.

Four M. W. Kellogg 1500-ton-a-day fertilizer ammonia plants are to be built in the Soviet Union for Techmashimport, the company responsible for chemical plant purchases in Soviet industry.

Techmashimport has signed contracts with Toyo Engineering Corporation of Japan to provide engineering and supplies for the four units, with Kellogg providing process design and engineering technology.

Total erected cost of the project has been announced at approximately $245 million, with completion scheduled in 1979.

Kellogg and Toyo have completed five other ammonia units in the U.S.S.R. under earlier contractual agreements. Two are at Novomoskovsk. The other three are at Severodonetsk, Novgorod, and Nevinnomyssk.

The four new plants will be built at Cherepovets, Dneprodzerzhinsk, Dorogobuzh, and Novgorod.

The M. W. Kellogg Company, Houston, is a division of Pullman Incorporated. Pullman was the first U.S. company accredited to do business within the Soviet Union and now has permanent offices in Moscow.

Work on the Soviet projects has been, and continues to be, handled through the Kellogg group of companies worldwide.

- 30 -

MWK #05508075
August 26, 1975

Arthur L. Dowling, Vice President, Advertising and Public Relations
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Eastern Hemisphere: Kellogg International Corporation, 62/72 Chiltern Street, London, W1M, 2AD

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for your information

August, 1975, Issue No. 116

Visit Venezuela

See Page 5

Kellogg Welcomes Indonesian Ambassador

RECEPTIVE GROUP: At a reception and luncheon held at the Petroleum Club for Indonesian Ambassador Rusmin Nurjadin, Kellogg president, Clark P. Lattin, Jr. (left), and the ambassador speak with Ben F. Love, chairman of Texas Commerce Bank.

Rusmin Nurjadin, ambassador to the United States from the Republic of Indonesia, visited Houston in July to discuss his country's relationship with the U.S.; to review progress on expansions now underway on the PUSRI fertilizer complex located at Palembang, South Sumatra, for which Kellogg is general contractor; and to become better acquainted with the petroleum, petrochemical and related industries in the Houston area; and more familiar with Kellogg.

The ambassador's visit was especially timely in light of contract signing in August for PUSRI IV, the third major expansion of the Palembang fertilizer complex. Kellogg was named general contractor for all three expansions.

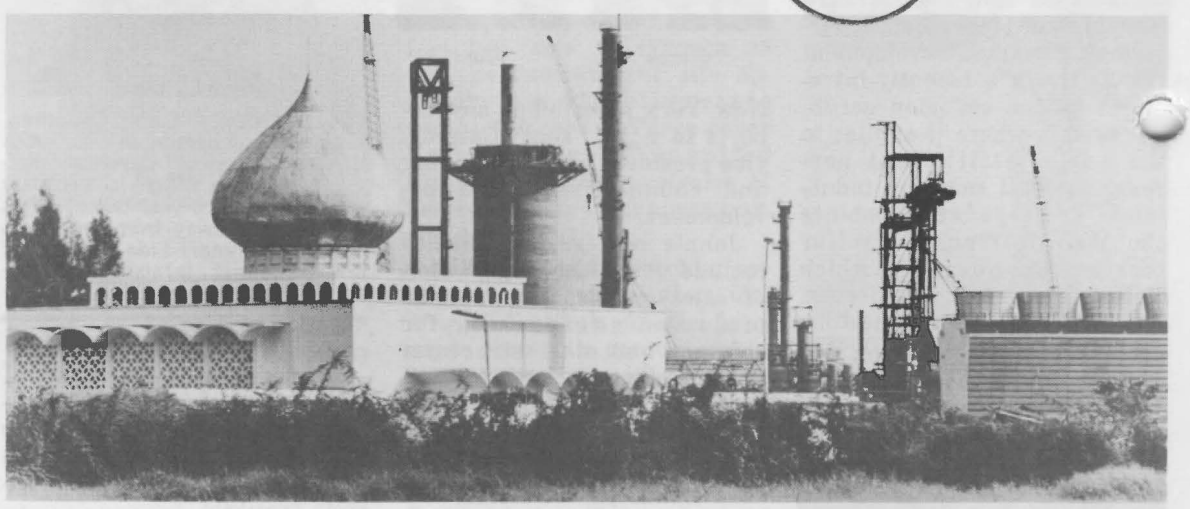
Currently, the company is at work on the second expansion to the job, PUSRI III. The first expansion, PUSRI II, was completed last year.

Quick Look

Ambassador Rusmin's whirlwind tour of the Houston area included:

- An airport reception Wednesday noon, July 23;
- A visit to NASA's Johnson Space Center, including a briefing on the joint U.S.-U.S.S.R. mission, then in progress, given by astronaut Eugene Cernan;
- A reception and dinner, hosted by Kellogg president Clark P. Lattin, Jr., and his wife, Ruth, and attended by Kellogg and Indonesian officials and guests, held at the Houston Oaks Hotel;
- A tour of the company's Houston headquarters, including a briefing on the progress of the PUSRI projects by Nelson W. Lewis, senior project manager of the job;
- A luncheon and reception, hosted by Mr. Lattin, attended by senior members of the Houston-area business community, held at the Petroleum Club; and
- A tour of the Port of Houston facilities.

(Continued on page 6)



SOUTH SUMATRAN PLANT: Kellogg has been named general contractor for a third major expansion of this Indonesian fertilizer complex at Palembang, Indonesia, for P. T. Pupuk Sriwidjaja (PUSRI). This photo was taken last year as work neared completion on the first expansion of the facility. Kellogg now is working on the second PUSRI expansion, consisting of a 1000-metric-ton-a-day ammonia plant and a 1725-metric-ton-a-day urea unit. The third expansion is essentially a duplicate of the second. The mosque at left is inside the PUSRI compound, and is used by workers at the site.

Third Major Indonesian Contract Awarded to Kellogg by PUSRI

Kellogg has been awarded contracts for a third major expansion of the PUSRI (P.T. Pupuk Sriwidjaja) fertilizer complex at Palembang, Indonesia.

Contracts valued in excess of $150 million for the design, engineering and construction of a new ammonia-urea complex were signed August 8 in Jakarta by Clark P. Lattin, Jr., president of Kellogg, and H. Hasan Kasim, president-director of PUSRI.

Mr. Lattin was accompanied by James A. Petrie, senior vice, president, and Walter M. Buryn, vice president of Far East operations. Nelson W. Lewis, senior project manager on the PUSRI jobs; Marvin E. Walker, resident construction manager; and Ronald F. Best, Kellogg attorney, also were in attendance.

Kellogg Overseas Corporation, an affiliate of M.W. Kellogg, once again was named general contractor for the new addition to the agricultural chemical complex at the South Sumatran site.

New Complex

The new complex, known as PUSRI IV, will consist of a 1000-metric-ton-a-day ammonia plant, a 1725-metric-ton-a-day urea unit, and necessary support facilities. When completed, it will bring Indonesia's fertilizer production capacity up to one and a half million tons a year.

PUSRI IV will be located adjacent to three earlier facilities on the Musi River, approximately 70 miles from the South Sumatran natural gas fields which supply the feedstock.

First Efforts

This latest expansion is another major move towards the Republic of Indonesia's avowed goal of self-sufficiency in food grain production.

In 1959, PUSRI proceeded with ambitious plans for the creation of an agricultural chemical facility capable of producing 100,000 metric tons a year of urea fertilizer, for use by Indonesian farmers in that nation's efforts to attain self-sufficiency in food grain production. That first facility since has undergone two major expansions—known as PUSRI II and PUSRI III—both of which have had Kellogg Overseas Corporation as general contractor.

PUSRI II & III

PUSRI II, the first expansion of the small facility originally built for PUSRI, went onstream in 1974, ahead of its planned completion schedule. It consisted of a 660-metric-ton-a-day ammonia plant and an 1150-metric-ton-a-day urea facility.

Concurrent with dedication ceremonies marking its completion last year, the Indonesian company granted Kellogg a contract for PUSRI III, an even larger complex consisting of a 1000-metric-ton-a-day ammonia plant and a 1725-metric-ton-a-day urea unit. That facility now is under construction.

PUSRI IV, now entering the engineering phases at Houston, is essentially a duplication of PUSRI III.

The ammonia plants for all three expansions are of M.W. Kellogg single-train design. Kellogg's responsibilities include design, engineering, procurement, construction, training, startup and other advisory and liaison services.

The urea facilities, which Toyo Enginering Corporation of Japan has provided under separate contracts with PUSRI, are of Mitsui Toatsu design. Kellogg has responsibility for construction of the entire project.

As in the last expansions, Scientific Design Company is serving as engineering consultant to PUSRI.

Mexico Awards Kellogg Contracts For Two New-Design Riser Crackers

Contracts for the design and basic engineering of two 40,000-barrel-per-stream-day fluid catalytic cracking units for Petroleos Mexicanos (Pemex), the petroleum and petrochemical agency of the government of Mexico, have been awarded to Kellogg.

The two refinery process units, which permit greater yields of high-octane gasoline per barrel of oil, are expected to be operational in 1978. One will be at a Pemex refinery in Salina Cruz; the other in Cadereyta. Both will be of the Kellogg Orthoflow Model "F" riser cracker design. They will double the riser cracking capacity of Pemex when they go onstream.

Project manager for the units is Joseph A. Bargonetti. Project engineering manager is John M. Antell. Alvaro Murcia is process manager.

Two other 40,000-barrel-per-day riser crackers now are under construction in Mexico—one at Tula; the other at Salamanca. Both are due onstream in 1976.

Petroleum, Petrochemicals

Besides the four fluid catalytic cracking units which will serve the petroleum industry in Mexico, four fertilizer ammonia plants of Kellogg design will serve the agricultural chemical industry. One 1000-ton-a-day ammonia plant already is onstream at Cosoleacaque; two 1500-ton-a-day ammonia plants are under construction there. Another 1000-ton-a-day ammonia plant is under construction at Salamanca.

Snook and Allen Promoted To New Pollution Control Slots

Randolph W. Snook has been named operations manager of desulfurization systems, and John E. Allen has been named chief design engineer in the chimney department of MWK.

Randy's new responsibilities include technical supervision of market development for Kellogg's recently-introduced sulfur emission scrubber system where it applies to the public utility and nonferrous metal smelting industries. The system combines the Weir horizontal sulfur dioxide scrubber, for which Kellogg has exclusive license, with Kellogg's lime/limestone process for SO_2 control. He now is based in Kellogg's New York sales office and reports to A. B. "Bud" Cassidy, vice president of power piping and chimney sales and development.

Snook

Allen

John's new responsibilities include technical supervision of sales proposals as well as production engineering for chimney and other structural concrete installations. He will be based at the Williamsport, Pa., headquarters of chimney and power piping operations.

Randolph W. Snook

Randy Snook joined M. W. Kellogg as a chimney engineer in 1961. In 1966, he was named contract engineer and, in 1967, was promoted to chief engineer of the chimney department. Transferring to chimney sales in 1969, Randy assumed the additional responsibility as technical manager of chimney proposals.

Randy has a bachelor of science degree in civil engineering from the City College of New York and is a licensed engineer in the states of New York and Pennsylvania. He is active in the American Society of Civil Engineers (ASCE) and in the American Concrete Institute (ACI).

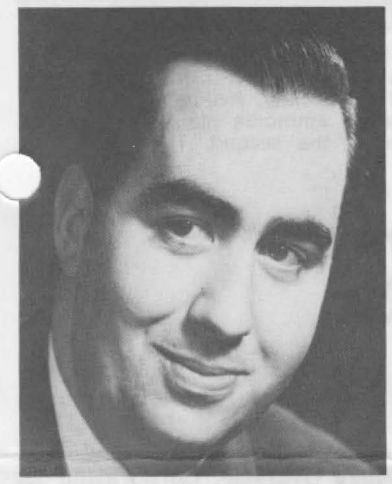
John E. Allen

John Allen joined Kellogg in 1961 as a civil engineer in the engineering and construction department of the New York office. In 1963, he was transferred to the cement and pyro processing department.

He moved to the chimney department in 1968 and, shortly thereafter, was transferred to the department's headquarters in Williamsport, Pa. He subsequently was promoted to section engineer in 1973 before his promotion to chief design engineer.

John holds a bachelor of science degree in civil engineering from the City College of New York. He currently is active in the American Concrete Institute.

Holmes Heads Sales



IN CANADA: Ronald P. Holmes has been appointed manager of Canadian Kellogg sales, reporting to James Chrones, vice president and general manager of C-K. Ron joined Canadian Kellogg in Toronto last year in a senior sales position, moving from a top sales post for the design, engineering and construction industry in Toronto and Los Angeles. After graduating with a degree in chemical engineering from the University of Toronto in 1953, Ron worked for a major Canadian oil company. His experience includes refinery operations and industrial sales to the mining, transportation and pulp and paper industries. He also has operated a fuel oil department and supervised a technical service operation in eastern Canada, and was manager of a Canadian trade association, dealing with various provincial and federal government safety codes and taxation problems.

Think Snow!

COOL BREEZE: Edith Chapman, supervisor of personnel records in Houston, was at Canadian Kellogg's Toronto office in February when this photo was taken, miles and seasons away from the Texas heat of summer. Elda Tilbury, of C-K personnel, furnished the air-conditioned view of Edith.

Kellogg Shares Knowledge Through University Lectures

Kellogg International Corporation has found a way to share some of the vast amount of knowledge concentrated in the London office with colleges and universities throughout the United Kingdom and the Continent.

Through video tape, lectures prepared by key Kellogg specialists have been presented to chemical engineering and chemistry students at more than 15 schools in England, Hungary, Switzerland, Poland, and Holland.

Since the lecture series was begun in 1969, more than 280 individual classes have received instruction from the video taped information. More than 20 different lectures have been taped, but as some become outdated they are dropped from the program.

Currently, 12 lectures are offered and two others are being prepared.

Latest Addition

The newest lecture—which will be presented in two parts—concerns lubricating oil production, featuring Milos Soudek, manager of KIC's refinery process engineering group, as lecturer.

Taping of the sessions is done at KIC by J. Michael Wentworth, director of advertising and public relations.

Each lecture is introduced by Michael Wentworth who accompanies the tape to the university and usually answers questions following the taped presentation. Another KIC representative, usually drawn from the process engineering area, often accompanies Michael on these university lecture trips.

SCRIPT REVIEW: Milos Soudek (left), refinery process manager at KIC, prepares to video tape a portion a lecture on production of lubricating oils. Aiding him is Peter Walker, of Heriot-Watt University, consulta producer on the lecture. The lecture is slated to become the newest addition to the KIC lecture series, p sented to university students in the U.K. and on the Continent. More than 280 individual lectures have be presented since the program was initiated in 1969 at KIC.

Prof. Coulson Retires

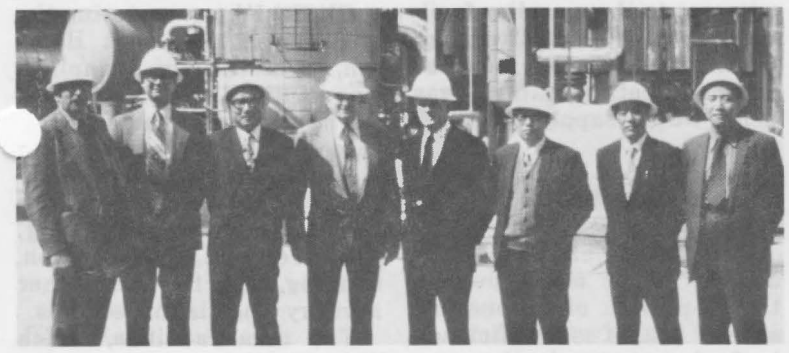
Professor John Coulson, associated with Kellogg International Corporation's university lecture series since its inception in 1969, recently retired after many years at the top of the chemical engineering teaching profession.

In addition to his association with the KIC video tape technical series, Professor Coulson has other strong ties with the company. Two of KIC's most senior chemical engineers—Guy J. O'Connell, vice president of Kellogg Iran Incorporated, and James L. James, director of consulting services—both were students of Professor Coulson when he was at Imperial College.

To mark his retirement, a dinner party was given which included some of Professor Coulson's students who have reached top positions in th profession. J. Michael We worth, director of advertis and public relations at K who has been instrumental developing the lecture ser organized the dinner pa and attended as a represe tive of the company. Out of names suggested to attend party, only Guy O'Con could not attend, becaus an assignment in Tehran.

WITH HONORS: Professor John Coulson (third from right) was treated to a dinner party recently up retirement from the teaching profession. Some of his more successful chemical engineering studen colleagues joined in the tribute, held at the Oriental Club in London. Seated, left to right, are: Martin bridge, director general of the Chemical Industries Association; David Train, senior partner in Crea Warner, chemical engineering consultants; David Horne, Central Policy Review Staff, Cabinet Office Jack Richardson, president of the Institute of Chemical Engineers, and a colleague of Prof. Coulson perial College; J. Michael Wentworth, director of advertising and public relations with Kellogg Intern Corporation; Prof. Coulson; J. L. "Jimmy" James, director of consulting services with KIC; and Twist, marketing director of Davy Powergas. Center, standing, is Alice, described by Michael Wentwo "a famous figure in the London club world—she is in her 50th year of service with the Oriental Cl up to only a few years ago, rode to and from work on a bicycle."

Fertilizer for Taiwan



SITE REVIEW: Coordinated through Kellogg's Northeast Operations Center, Hackensack, New Jersey, is a 1000-ton-a-day ammonia plant for Taiwan Fertilizer Co., Ltd., to be constructed at Miaoli, Taiwan, near this existing plant. Kellogg Continental is providing a 600-metric-ton-a-day urea plant for the facility. Work on the project is in the advanced stages of design and procurement. Photographed earlier this year are: left to right: Bernard Brodwin, principal materials engineer, NOC; Edward W. Lewison, manager of mechanical engineering, NOC; S. C. Lu, vice president of TFC; William W. Connolly, project manager, NOC; James L. Eckhardt, MWK inspector, currently with Kellogg Technical Services Company; Ching Ching, deputy manager of TFC's planning group; and I Pung Yu, and L. K. Chen, both with Taiwan Machinery Manufacturing Co.

Kellogg Engineers Discuss Careers With Students—Woman to Woman

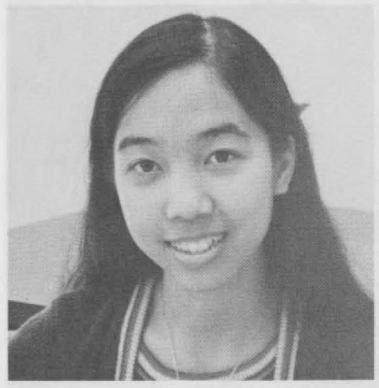
Georgia W. Troxell, a civil engineer in the general facilities department, and Loan Do, a chemical engineer in the process development section at the R&D Center, were among nine women nationwide chosen to address a "Women in Engineering" seminar at Michigan Technological University in August.

Using a combination of slides, tape recordings, handouts and group discussion, Georgia and Loan conducted separate sessions of the seminar to discuss history, scope, curriculum requirements and career opportunities in their respective engineering disciplines.

The annual seminar was initiated two years ago for the purpose of informing young women students about the technical science and engineering fields. During the week-long program, each student has the opportunity to hear presentations from women engineers and to experience laboratory sessions in six areas of engineering and related fields. Participating students are nominated by their high schools and then are selected on the basis of their background and aptitude to engage in technological studies. The seminars are conducted at the University's campus in Houghton, Michigan.

The program has been so successful that the University scheduled three separate week-long sessions this summer. Some 100 to 150 young women attended each session.

Troxell



Do

To generate greater participation and discussion with group leaders, the students were divided into small groups which rotated through the various presentations. Georgia and Loan presented their portions of the program three times each.

"For the most part, the students asked some pretty penetrating questions," said Georgia. "However, as you might expect from that age group, there also were questions about the problems of combining careers with family life. They also were interested in whether women engineers had any outside interests. It was as if they thought we spent our spare time reading engineering journals." With a smile, she added, "That's like thinking that nurses spend their free time making bandages."

Loan confirmed the degree of student interest. "Since this was my first public presentation, I was afraid I might be nervous; however, the students asked so many questions that I didn't have time to get nervous."

A native of Beaumont, Texas, Georgia earned her bachelor of science degree in civil engineering from Lamar University in Beaumont in 1973. She joined the civil mechanical engineering department of Kellogg in Houston in 1974, and transferred into general facilities engineering at the beginning of 1975.

Loan was born and raised in Viet Nam, moving to the USA five years ago. She earned a bachelor of science degree in engineering from Southern Illinois University in 1973 and a master of science degree in chemical engineering from the University of Michigan in 1974. She just recently celebrated her first anniversary with Kellogg's process development section in Houston.

U.S. Students Visit London Office

Kellogg International Corporation was visited by a group of chemical engineering students from Iowa State University and Georgia Institute of Technology in July.

The students—enrolled in a chemical engineering summer school class at University College London—spent the day at KIC where they had the opportunity to see and hear about the operation of the company.

Activities of the day included presentations on the organization and function of a chemical engineering contractor; discussion of the experiences of a trainee chemical engineer in the process design department; a videotaped report on ammonia technology, featuring work at an Abu Dhabi site; and a discussion on plant start-up.

Among those involved in the day-long activities were: Peter R. Martin, director of project engineering; Derek J. Wilson, of project engineering; Cyril Collins organic chemicals process manager; Ron G. Towers, manager of inorganic chemicals process design; Alan C. Ludbrook, manager of operating; and Charles Wildash, of process design.

Welcoming the group to Kellogg were R. John Davies, director of personnel, and Alfred N. Holmberg, vice president of Eastern Hemisphere sales. Al Holmberg, as an alumnus of Iowa State University, shared some of his experience in London and the U.S. with the group.

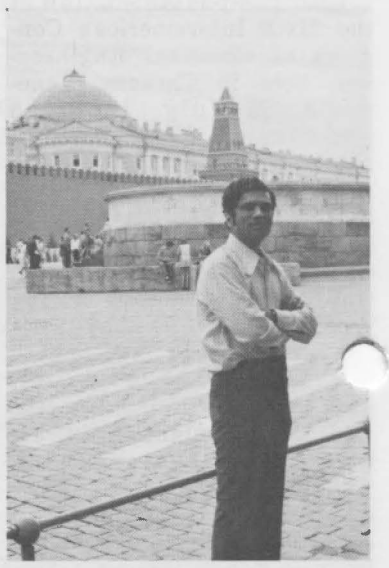
SPEAKING OF ENGINEERING: Alfred N. Holmberg (left), vice president of Eastern Hemisphere sales, welcomes a group of U.S. college students to Kellogg International in London. The students—from Iowa State University and Georgia Institute of Technology—are chemical engineering majors who attended summer school at University College, London. Al Holmberg, as an alumnus of Iowa State, was an appropriate member of the London staff to welcome the group to KIC.

Fifth Kellogg Plant Onstream in U.S.S.R.

The fifth fertilizer ammonia plant in the Soviet Union to be engineered and supplied by Toyo Engineering Corporation of Japan using M. W. Kellogg technology, has gone onstream. The 1500-ton-a-day Kellogg ammonia plant is now operating at Novomoskovsk, and is one of two such facilities now onstream at that petrochemical site approximately 220 kilometres south of Moscow. Three other Kellogg plants supplied through Toyo are onstream at Severodonetsk, Nevinnomyssk, and Novgorod.

John Rafalski was chief operator for the startup. Meghji N. Shah, of the inorganic chemicals process group in Houston, was process advisor.

Four other Kellogg-designed plants now are planned for the Soviet Union, through Creusot-Loire Enterprises of France. Two of the four, for which Kellogg is providing process technology, will be located in Gorlovka, in the Ukraine; two will be put into operation in Odessa.



MOSCOW STOPOVER: Meghji N. Shah, process advisor on the startup operations of an ammonia plant at Novomoskovsk, U.S.S.R., stopped to look at Red Square in Moscow during the trip.

RUSSIAN OUTLOOK: Meghji N. Shah (left), of Houston's inorganic process group, and Mr. Takamiki, a chemist with Toyo Engineering Corporation of Japan, pause on the balcony of a Moscow hotel. The two worked together on the startup of the Novomoskovsk 1500-ton-a-day ammonia plant, which was based on Kellogg technology. Toyo engineered and supplied the facility. The Red Square-Kremlin area can be seen in the background.

New Patent Policy Includes $200 Award

Under Kellogg's new patent policy, your idea may be worth $200.

Stating that the patent policy has been altered to provide an added incentive for employees to submit patentable invention disclosures, Leonard C. Axelrod, senior vice president of research and development, says that, "the Kellogg Group will make awards for patentable invention disclosures submitted on or after August 1, 1975."

In a notice outlining the new policy, Mr. Axelrod said, in part:

• *The sum of $200 shall be paid to any employee submitting an invention disclosure which is accepted by the Kellogg Group as having commercial value and which matures into a United States Patent Application. This payment will be made at the time the employee executes the Application for U.S. Patent together with an assignment of his rights therein to Pullman Incorporated.*

• *In the case of multiple inventors, like awards shall be paid to each of the joint inventors in the application for patent, but the total awards in any one application for patient shall not exceed a maximum of $600 divided equally among all the inventors joined in the application for patent and assignment.*

Under the new policy, a plaque also will be awarded to each Kellogg inventor when the U.S. patent is issued.

Kellogg employees, worldwide, below the level of assistant vice president, are eligible for the cash and plaque awards. Those at and above the level of assistant vice president are eligible only for the plaque.

A new policy and procedure statement is scheduled to be issued shortly which will cover this new incentive program in more detail.

Kellogg Plays an Active Part at Sixth Interamerican ChE Meeting

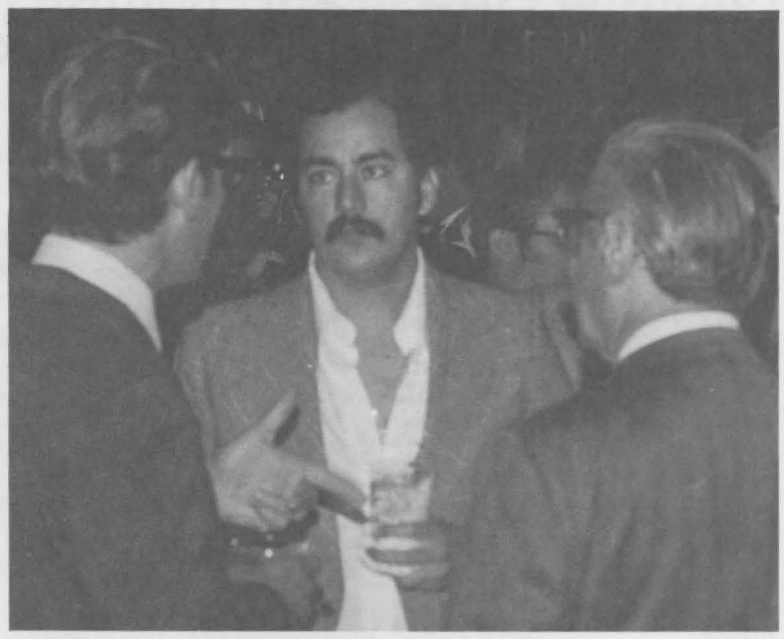
Kellogg's participation at the Sixth Interamerican Congress of Chemical Engineering, held in Caracas, Venezuela, in July, included presentation of a technical paper at one of the working sessions; a cocktail reception at the Caracas Hilton, headquarters for the meeting; and a hospitality suite open to conference attendees during breaks in the week-long meeting.

A highlight of the conference was the Kellogg reception, held the night of July 15, which was hosted by M. "Mike" Tarnpoll, vice president of Latin American operations, and president of Kellogg Pan American Corporation (KPAC) and Kellogg Overseas Services Corporation (KOSC). Aiding Mr. Tarnpoll was Pierre Lavedan, of Latin American sales.

Kellogg currently is working on a giant petrochemical complex at El Tablazo on the shores of Lake Maracaibo for Instituto Venezolano de Petroquimica (IVP).

More than 700 guests attended the Kellogg reception, representing the petrochemical and chemical professions and universities in Venezuela, and other countries in South and North America.

VISITING IN VENEZUELA: Attending Kellogg's reception at the Sixth Interamerican Congress of Chemical Engineering at the Caracas Hilton was General Valentine Montaña M. (left), director general of Instituto Venezolano de Petroquimica (IVP). Host for the reception was Mike Tarnpoll (right), vice president of Latin American operations for Kellogg.



DISCUSSION IN PROCESS: Director General Montaña (left), of IVP, and Mike Tarnpoll (right), Kellogg's vice president of Latin American operations, discuss operational aspects of IVP's El Tablazo petrochemical complex with Ing. José A. Briceño V., superintendent of the chlorine plant there.

THE "IN" CROWD: More than 700 attended Kellogg's reception at the Caracas Hilton during the Sixth Interamerican Congress of Chemical Engineering. Pierre Lavedan, of Latin American sales (left, with back to camera), was among the Kellogg representatives at the reception.

Kellogg Paper

The technical paper, on ethylene recovery, which was delivered by Harold B. Boyd, manager of organic chemicals processing at Houston, was co-authored by Orlando J. Quartulli, manager of process engineering at the Northeast Operations Center, and by Yung-Hua Chen, process design engineer at NOC.

Also participating in Kellogg's efforts at the conference were James R. Murphy, manager of refinery process engineering, and Rudy Kidder, of advertising and public relations, both from Houston. Representatives from the job site were Dale Sare, project manager; C. W. "Neil" Koopman, resident construction manager; and Thomas A. Wells, process advisor on startup at the site.

Improved Ethylene Recovery Schemes Discussed in Caracas

Industry is "searching for more ingenious schemes for improving product recovery and reducing utility consumption (in light of) the current energy crisis and (the prospect of) further fuel shortages."

In a paper delivered at the Sixth Interamerican Congress of Chemical Engineering held in Caracas, Venezuela, in July, Harold B. Boyd, manager of organic chemicals processing, said that, while "the past two decades have seen a large number of improvements in the design of ethylene plants (and) the performance record of large ethylene units has been outstanding . . . there is no doubt that many areas still exist for improving performance."

The "most important (of recent improvements have been) those associated with increases in capacity and pyrolysis yields . . . Equally important, plant capacity has increased enormously, reaching levels of one billion pounds per year. Some have capacities "substantially in excess of this figure."

In the paper—co-authored by O. J. Quartulli, manager of process engineering for Kellogg's Northeast Operations Center in Hackensack, N. J., and Yung-Hua Chen, process design engineer at NOC—the authors pointed out that, "in addition to these improvements, a wide range of hydrocarbons (now) can be processed, including refinery gas, lower alkanes, naphthas, natural gasoline, kerosene and diesel oil, and, more recently, gas oils."

The authors "expect to see a change in economic criteria on many projects relative to payout on more costly equipment used for effecting savings in fuel consumption." They said "areas for improvement . . . include:

"reduced refrigeration duty either by optimization of reflux ratio for fractionators or by greater recovery of refrigeration;

"larger compressors and increased overall efficiency which . . . would accompany further increases in . . . capacity;

"optimization of heat exchangers in both . . . low and high-temperature services . . .

"reduced heat leakage into the refrigeration system by use of a more compact design in conjunction with high flux exchangers;

"optimization of economizer levels in the refrigeration facility;

"replacement of Joule-Thomson expansion with a more efficient and reliable expander in the demethanizer overhead system;

"greater degree of integration of the steam and process system in the direction of improved heat recovery and more efficient use of steam; and

"consideration of use of intermediate-level sidestream reboilers for fractionators . . .

"Many of these improvements," they contended, "relate to developing more reliable thermodynamic and vapor/liquid equilibrium data to enable more precise predictions of fractionation performance in low-temperature services."

Fast Reaction

Noting the topic is "not directly related to the theme of the paper," entitled "Ethylene Plant Recovery Schemes," the authors stressed that "the design of the pyrolysis furnace, with its accompanying heat recovery and quench system, is another area for improvement, particularly with regard to further increases in yield and reduction of utility."

They were referring to improvements announced by Kellogg engineers at a June meeting of the Institution of Chemical Engineers in Yorkshire, England. At that time, it was revealed that the commercially-proved Kellogg-Idemitsu Millisecond Furnace has been shown to have the shortest reaction residence time of any commercially-available pyrolysis furnace—as much as ten times shorter than conventional units now in operation. The Kellogg-Idemitsu pyrolysis furnace has a critically short contact time of from three hundredths to one tenth of a second, compared with the 0.25 to 0.35 seconds required in other furnaces—even those accepted in the industry as short residence time units.

Operating at a temperature of 1650° to 1700° Fahrenheit, the furnace, proved in operation in Japan, can increase ethylene yields by ten to 20 percent over those obtained with conventional cracking, while achieving high yields of propylene and other valuable co-products, and significantly reducing methane yields; hence, energy requirements are reduced.

Instrumental Meeting

WORLDWIDE INTEREST: Kellogg employees from Houston, London, Hackensack, Toronto, and Amsterdam, recently met in Houston to discuss the coordination of instrument group activities among all the Kellogg group of companies. Seated: left to right, are: Ralph Schultz, Canadian Kellogg instruments; Jan Vlot, Kellogg Continental instruments manager; Rudolph C. Frey, manager of M. W. Kellogg project systems; and Ronald D. Werchan, of MWK systems engineering. Standing: Donald E. Ricketts, MWK instruments; A. D. "Dave" Foster, manager of Kellogg International instruments; Wolfgang E. Biersdorf, manager of NOC instruments (Hackensack); W. Bruce Douglass, of MWK instruments; Otto H. Hoegberg, manager of NOC systems; Larry D. Krejci, manager of MWK instruments; and J. R. "Rick" Miller, of MWK instruments.

A Visit to Maracaibo and El Tablazo, Venezuela

Kellogg has an office in Maracaibo for project management and procurement activities relating to work at Venezuela's giant petrochemical complex at El Tablazo on the shores of Lake Maracaibo.

Kellogg's work on the project for Instituto Venezolano de Petroquimica (IVP), now nearing completion, includes the designing, engineering and construction of a 265,000-metric-ton-a-year olefins facility, which will produce 150,000 metric tons a year of ethylene and 95,000 tons of propylene.

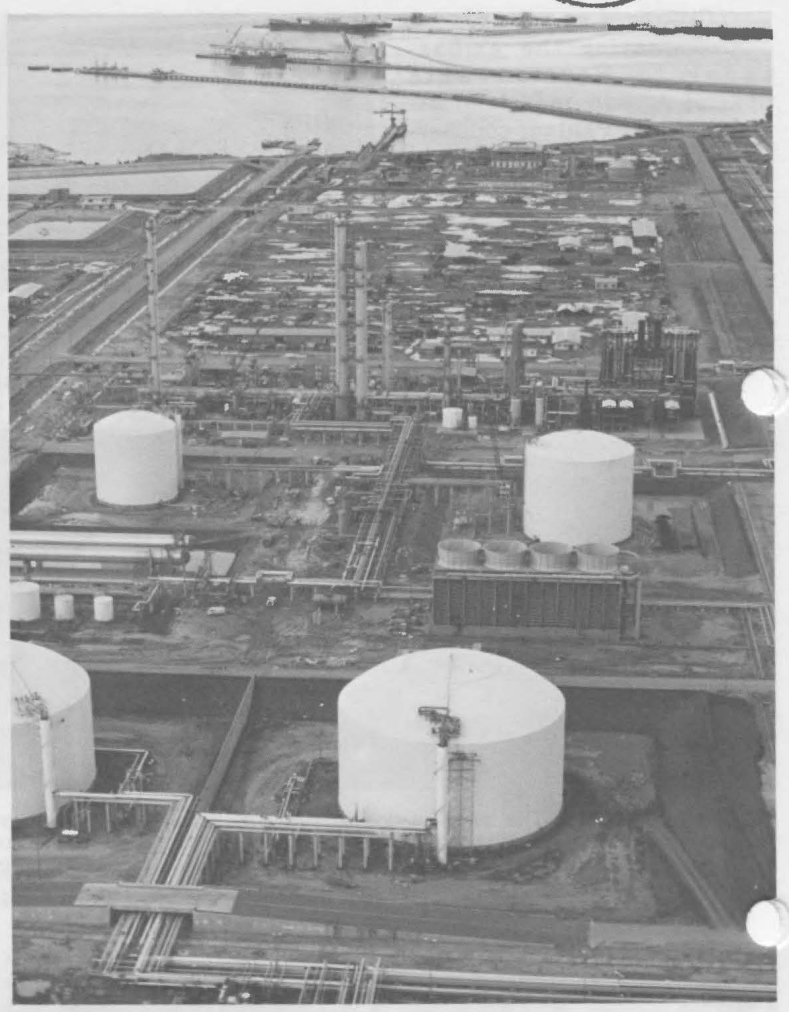
Besides the ethylene/olefins facility, Kellogg has had overall responsibility for the critically important site preparation for the entire complex. This includes utilities and utilities distribution; storage and distribution of liquids, gases and solids; waste disposal; water treatment; docking; pollution control facilities; cooling towers; and other on- and off-site facilities. The massive support system, which is serving the first phase of a long-term petrochemical building program in Venezuela, is designed to permit 100 percent expansion.

The office staff in Maracaibo serves as a vital link between IVP offices in Maracaibo and Kellogg offices at El Tablazo, and other Kellogg locations in North and South America.

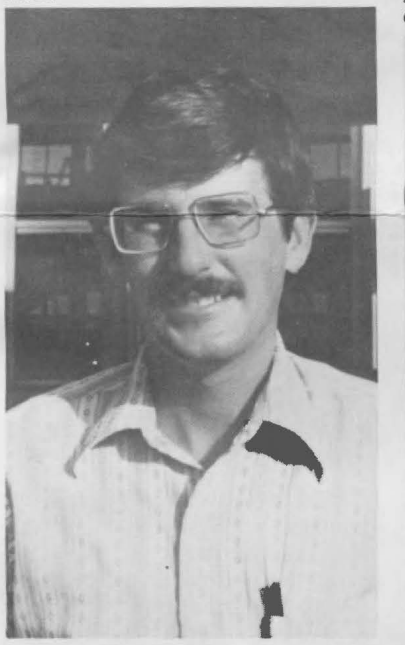
SARE OVERSEES: Dale Sare is project manager of the El Tablazo project for IVP.

OFFICE HEAD: B. J. "Bud" Nevins is office manager for Kellogg Pan American Corporation in the Maracaibo office.

LOAD HERE: Ruben A. Gonzales, assistant project manager on the IVP job, points out one of Kellogg's offsites projects at El Tablazo—the liquids handling dock.

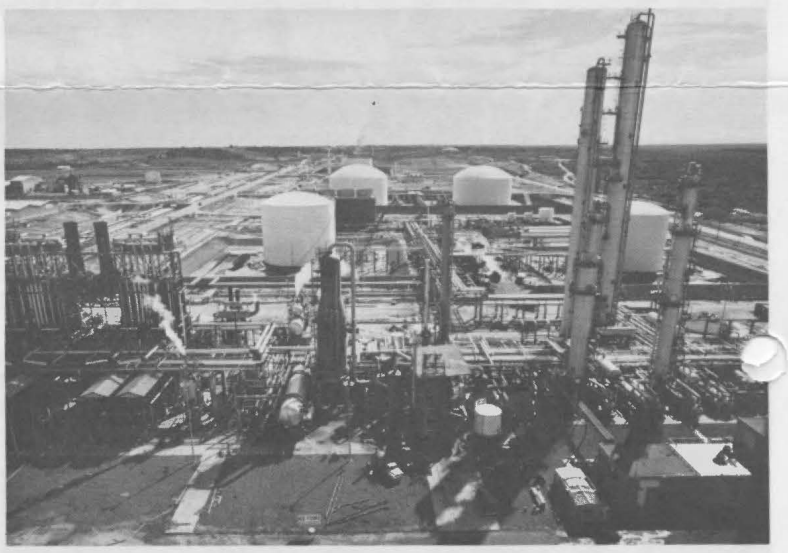


EL TABLAZO SCENE: A view from the air at El Tablazo, Venezuela, shows the Kellogg-built ethylene/olefins unit. The two long piers in the background also were Kellogg's responsibility. The nearest is for liquids handling; the second for solids.



PROCESS SERVER: Thomas A. Wells is process advisor for the ethylene/olefins unit at El Tablazo.

MARACAIBO STAFF: Aiding in the office in Maracaibo are: left to right: Luisa M. Espinoza, Beatriz Meyer-Bertheau, and Tanya de Zambrano.



IVP ETHYLENE: Another view of the 265,000-metric-ton-a-year olefins facility for Instituto Venezolano de Petroquimica on the shores of Lake Maracaibo.

Norco Nucleus Pauses for Portrait

ETHYLENE TEAM: With work nearing completion on a billion-pound-a-year ethylene plant for Shell Oil Company in Norco, Louisiana, a portion of the field construction team recently was captured by the camera. Joining resident construction manager B. L. "Roy" Walker (left) are: left to right, front row: William E. Neddenriep, Richard A. Thienel, Lawrence A. Massey, Clair E. Chenault, Robert A. Gray, Penn J. Wheelis, James E. Williams, and Gerry E. Moody. Second row: James R. Harper, Joseph S. Kanovich, Sidney A. Simpson, Steve D. Lockhart, Michael W. Dunn, James E. Zajak, Hiram K. Campbell, and Judd M. Harrington. Third row: Jerry E. Gipson, Kenneth W. Kuechenmeister, Jay R. Gooch, Ronald K. Minton, Charles A. Mason, James Reddell, Ronald L. Murray, Charles A. Brinkley, Peter M. Evans, John S. McDonald, Paul D. Skidgell, and Steven M. Wright. Construction is scheduled to be completed this year on the project.

Construction Meeting in Europe

WORLD WIDE VIEW: Left to right: Paul M. Weberling, vice president of construction in Western Hemisphere operations; Walter S. "Twiggs" Twelvetrees, manager of construction at Kellogg Continental; and Louis C. Dens, director of construction at Kellogg International Corporation, meet at the KC offices in Amsterdam. The topic of conversation was coordination of construction activities on six continents. No Kellogg construction employees currently are stationed in Antarctica.

Indonesian Ambassador

(Continued on page 6)

Accompanying the ambassador to Houston were Chairul Anwar, industrial attache; A. N. Pantau, commercial attache; and Samsi Abdullah, chief of the information division of the consulate. Their wives also traveled to Houston and were treated by Mrs. Lattin to a luncheon and a tour of Bayou Bend, a Southern mansion containing an extensive collection of American decorative arts.

TEXAS REPRESENTATION: Former Texas governor John B. Connally (second from right), of the law firm, Vinson, Elkins, Searls, Connally & Smith; and Willard E. Walbridge, (right), chairman of the board of the Houston Chamber of Commerce, speak with Ambassador Rusmin and Mr. Lattin at luncheon reception.

AIRPORT WELCOME: The ambassador to the U.S. from the Republic of Indonesia, Rusmin Nurjadin (left) was greeted at the Houston Air Center by Kellogg's vice president of government relations, Edward M. Hallinan and Mrs. Hallinan, and by representatives of the city of Houston and of PUSRI.

DIPLOMATIC MEETING: Exchanging greetings at the airport in Houston are: left to right: Edward M. Hallinan, vice president of government affairs with Kellogg; Ambassador Rusmin Nurjadin, of Indonesia; Houston Councilman Frank Mancuso, who, as mayor pro tem, presented the ambassador and his party with keys to the city; and Ignace van Steenberge, consul general of Belgium and acting dean of the consulate corps.

Metrics Down Under

AUSTRALIA SHOWS "WEIGH:" Robert E. Catlett (second from left), manager of specifications and piping mechanical in Houston, attended the North American-Australian Metric Conference, held in Sydney earlier this year. With Bob are: left to right: Adrian G. Weaver, chairman of the board of the American National Metric Council (ANMC); Alan F. Harper, executive director of the Australian Metric Conversion Board; and H. B. Heilig, Jr., a member of the board of directors of ANMC, and director of engineering planning and practices of Western Electric Company. Bob—as metric coordinator for Kellogg—was one of 40 industrialists and government administrators from the U.S. and Canada that participated in the ten-day study, designed to give them the benefit of experience and expertise in Australia, where metrication already has passed the half-way mark. Australia passed its Metric Conversion Act in 1970. Engineering will be predominantly metric there by 1976.

Client Services

JOB CHANGE?: Otto van den Akker, project manager for Kellogg Continental, recently was confronted with an unusual job-related task involving this small process unit which is completely dependent on liquid feedstock. Otto, project manager on a urea job for Nitrigin Eireann Teoranta (N.E.T.) at Marino Point, Ireland, assumed this new responsibility when the baby's mother, Cecile, wife of N.E.T. assistant project manager, Berny Ryan, was suddenly taken ill and hospitalized shortly after arriving in Amsterdam from Ireland. Otto reports that he and his wife, Gonny, enjoyed baby Philip's stay very much.

Pearl Diver in Canada?

"Yes, I've dived for pearls, but I never found any."

But the real question one immediately wants to ask Reginald G. "Reg" Philips is: "How did a diver find his way to Toronto?"

Reg, a member of the piping design group, is another of the seemingly endless number of Canadian Kellogg employees that has a story to tell . . . a story that—in this case—takes one to the other side of the world and back.

Reg's pearl diving experience was in the South Pacific, around New Guinea. He also speaks of the diving around Singapore and in the Indian Ocean, much as one would discuss a trip to the corner drug store.

Reg became a diver as a member of the British Navy during the early 1950's. He was an experienced welder and it was suggested that he could best use his capabilities under water, as a diver. After underwater training, Reg was assigned duty to the submarine service.

"We got involved in all types of activities," he says. "Once I had to pick up a live shell after it was dropped over the side.

"Another time," he relates, "I found an outboard motor that was dropped."

Reg also remembers some unpleasant times.

"I was bitten by a moray eel," he says, displaying the scar to prove it.

He says another problem was caused by dolphins that were attracted to the bubbles from the air hose. The divers always worried about a possible break in a hose from an overly-playful dolphin.

Why Canada?

As to his reasons for settling in Canada, Reg answers simply that it was one country that he had not visited while in the Navy.

TOOK THE PLUNGE: Not one to clam up concerning his former occupation as a diver, Reg Phillips, of Canadian Kellogg, currently on loan to the design group in Houston, shares some of his experiences with FYI.

"I had been around the world twice before I was 21," he says.

Now the one-time world traveler admits he misses the sea, but he does get an occasional chance for weekend sailing on Lake Ontario.

For a man who has dived up to 245 feet—on a helium-rich mixture—Reg fits in well above sea level with the piping design group at Canadian Kellogg's Toronto office. He joined the company in October of last year with 18 years of design experience. A Canadian citizen, he immigrated in 1966 from Great Britain.

Although he seems comfortable enough high above Eglinton Avenue, he says he grew quite accustomed to life under water.

"We went to Malta for training once," he says. "The water was clear and warm. We were practicing systematic search patterns, when I settled on the bottom to rest a moment. The next thing I knew, they were waking me up. I had dozed off."

Inquiring Photographer

QUESTION: What advice would you give someone their first day on the job?

Shirley Staples, president's office.

"Since your first day on a new job is the one that sets the impression your employer will have of you in the future, be convincing that hiring you was a lucky day for the company. Your employer knows you have good skills or he wouldn't have hired you, so show you have a good attitude, too."

Pat Stevens, market development.

"Have an open mind. Evaluate the job and ask yourself if you're suited for this type of work and it's what you really want to do."

Barbara Brasseaux, facilities.

"Apply yourself and do the best work you can. If you work hard you'll be recognized. Be pleasant to your fellow workers."

Ruth Yurdyga, president's office.

"Familiarize yourself with the people around you, but don't try to force your acceptance. Ask questions when needed, and try to be helpful in general."

Flo Riley, president's office.

"Be pleasant . . . that goes for every day and not just your first day on the job. If you're pleasant to your fellow workers and everyone else, you'll do fine."

Midge Czuppon, Western Hemisphere administration.

"An understanding of one's boss is very important. If you really like your boss, you'll try hard to please. Your work will be easier and the unpleasant aspects of your job will be more pleasant."

Top Readership Response

WELL READ: Arthur L. Dowling (right), vice president of advertising and public relations at MWK, receives an award for advertising excellence from George R. Skelton, vice president of Gulf Publishing Company, publisher of **Hydrocarbon Processing**, the journal in which the award-winning advertisement appeared. The ad, concerning Kel-Chlor technology, scored in the top five percent for readership response during the past two years, according to **Hydrocarbon's** reader inquiries. Also recognized for the successful ad was Rives, Dyke & Company, Kellogg's advertising agency in the Houston area.

New In Iran

From the 26th of July 1975

KELLOGG IRAN INC'S

new address will be :

28 Shahin Street - Sanai Avenue - Tehran
P. O. Box 12-1246
Tel. 822686

از ۴ مرداد ماه نشانی جدید

شرکت کلاگ ایران

تهران ـ خیابان سنائی ـ خیابان شاهین شماره ۲۸
صندوق پستی ۱۲۴۶ ـ ۱۲ تلفن ۸۲۲۶۸۶
خواهد بود

TEHRAN ADDRESS: Guy J. O'Connell, vice president of Kellogg Iran, announced that the Tehran office has moved to the above address. The Telex number remains the same—212876.

Home Delivery, Canadian Style

MAKE MINE PEPPERONI: An artist's rendition of the arrival of some visitors from Houston to the home of Les Miko, manager of contract management for Canadian Kellogg in Toronto. See story.

(Editor's Note: Strange things sometimes appear in the mail addressed to **FYI**. *A package recently received from Canadian Kellogg contained a drawing and random notes pertaining to a social activity arranged by Les Miko, manager of contract management at C-K, and his wife, Erika. It seems that some of those invited to a party at Les Miko's home in Toronto included members of Kellogg's executive committee, who were visiting from Houston. After eating at a local Italian restaurant at Les' suggestion, this group of gentlemen found that taxi service was extremely slow in that area of Toronto. So, at the restaurant owner's suggestion, they elected to use cheaper, if not more colorful transportation than a taxi; they were treated to a ride in the restaurant's delivery truck. More of the story follows.)*

Art Weber, of C-K project management, describes his late arrival at a party given by Les and Erika Miko as "surprising."

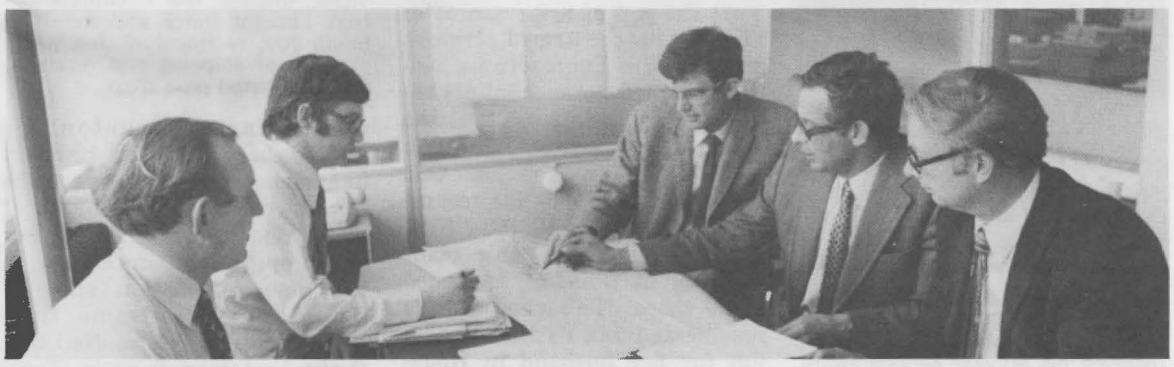
Art explains that as he was trying to find a parking place in front of the Mikos' home, he found that he was competing with "a flamboyant delivery mini-bus with 'Mario's' written on the side of it.

"The bus," explains Art, "was occupied by a gesticulating chauffeur, formally attired, and a group of 'excited' passengers. On first appearance, it seemed that the Mikos' were serving pizza deluxe for the evening, with service included.

"Even more surprising," adds Art, "was the emergence of the 'waiters' who in reality were members of the MWK executive committee arriving to participate in the social kick-off meeting for the Canadian Kellogg contract management department."

The party apparently was a success, but one can only speculate as to how anything could upstage the arrival of the delivery truck and its occupants—John H. Kenefick, Jr., senior vice president of Western Hemisphere operations; Matthew J. Wall, vice president of contract management; Harry W. Hollingshead, vice president of procurement; John B. Dwyer, vice president of engineering; and Paul M. Weberling, vice president of construction.

Nitrigin Eireann at KC

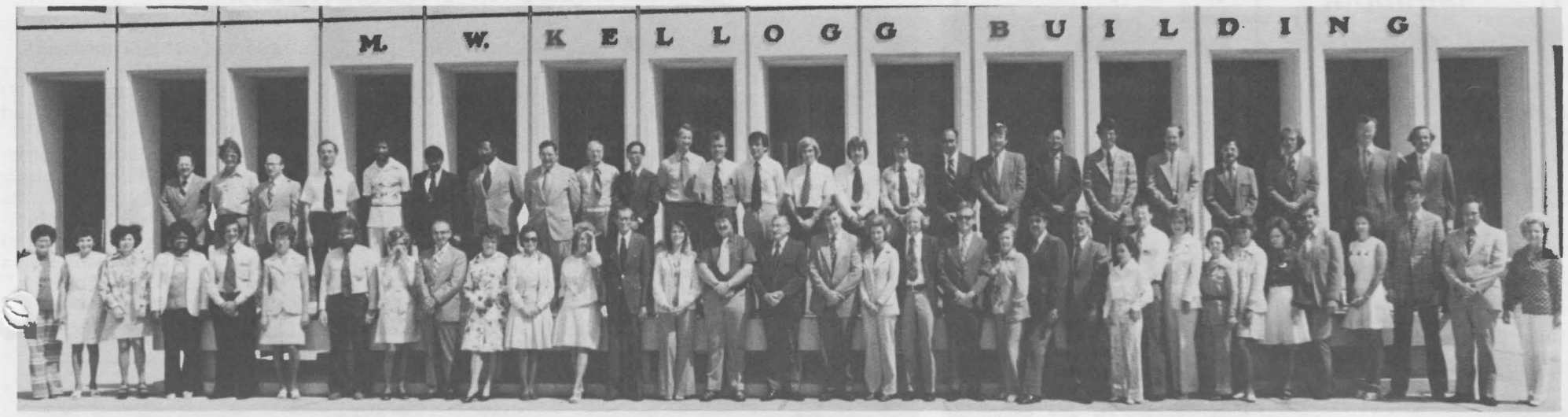


TAPPED FOR CORK: Meeting in Kellogg Continental's Amsterdam offices to discuss procurement of material and related subjects on a 1000-metric-ton-a-day urea unit to be built for Nitrigin Eireann Teoranta (N.E.T.) at Marino Point in Cork Harbour, Ireland, are: left to right: Len Ward, material handling specialist with N.E.T.; Berny F. Ryan, assistant project manager on the urea plant for N.E.T.; Gerard Garos, project engineering manager with KC; Otto M. van den Akker, KC project manager; and Chris Meesters, head of KC civil engineering. KC is providing engineering and procurement services for the urea plant, which is of the Stamicarbon carbon dioxide "stripping" design. Associated with the urea job is a 1350-metric-ton-a-day Kellogg ammonia plant, to be designed, engineered and constructed by Kellogg International.

Canadian Kellogg Golf Tournament a Swinging Success

TEE UP: Canadian Kellogg's first golf tournament of the year was held at Toronto's Woodlands Golf and Country Club, followed by an awards luncheon. The tournament was such a success that a similar event is planned for September. AIM TO FAME: Left: Winner of the "Aim Trophy" for low gross score in the tournament is G. R. "Bob" Edwards (second from left), vice president of Western Hemisphere sales, receiving the trophy from James Chrones, vice president and general manager of Canadian Kellogg. Joining in the award presentation are Dave Snedden, of expediting, and Ron Wonnell, manager of procurement. Dave's son, Harry, received a "nearest to the pin" award. FADE IN THE SHADE: Center, left to right: At rest are lady golfers Carol Puckett, of production engineering; Wendy Delf, of construction; and Pam Almandoz, wife of Dave Almandoz, of sytems engineering. Pam won the ladies' low net score award. SKATES OFF: Joining the Kellogg tournament crowd was Frank Mahovlich (second from right), leading centerman of the Toronto Toros, of the World Hockey Association. Others in the foursome are Ron Wonnell, manager of C-K procurement; J. B. Curran, president of Curran Valve Supply Co.; and Bob Edwards, vice president of MWK Western Hemisphere sales.

A Visual Representation of Kellogg's Five Years in Houston



SERVICE CENTER: The five-year service awards in Houston increased dramatically during the past few months as the company passed the five-year anniversary of the move of its worldwide headquarters to Texas from New York. This group represents approximately two-thirds of those receiving their initial service awards this year, having joined the company during the move to Houston. Vacations and the heavy work schedule kept many from attending this photo session at Greenway Plaza.

NEW ANGLE: Seldom the subject to be photographed, Rudy Kidder (left), manager of audio-visual communications, receives his five-year service award from vice president of advertising and public relations, Arthur L. Dowling. Rudy was unable to be in the five-year group photo—he took the picture.

PENTA-PLENTY: The "Service Awards" column in FYI has suddenly grown with five-year entries, reflecting the fifth anniversary of the move of Kellogg headquarters to Houston. The Kellogg Building at Greenway Plaza was topped out on November 12, 1970, when this photo was taken.

FYI

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An Equal Opportunity Employer.

Service Awards

AUGUST

M. W. Kellogg—E & C

Construction
Paul M. Weberling 40 years
Alfred Herrin 20 years

Administration—NOC
George T. Skaperdas 35 years

President's Office, New York
Dorothy C. Bullard 30 years

Financial
Karl E. Johnson 15 years
Shirley W. Newhouse 5 years

Advertising & Public Relations
Rudolph Kidder 5 years

Civil-Mechanical
Chen Y. Wang 5 years

Facilities
Artrey B. Finner 5 years

Latin American Operations
Blanca Minton 5 years

Patent & Licensing
Clarence W. "Bill" Crady 5 years

Personnel
Dennis L. Miles 5 years
Edna M. Stephenson 5 years

Process
Stephen B. Heck 5 years
William F. Hoot 5 years

Sales Administration
Charles C. Robertson 5 years

Technical Systems
William S. Alper 5 years

Power Piping—Chimney Williamsport

Shop
Milton S. Wright 30 years
Merrill O. Vaughn 10 years

Engineering
John M. Coleman 15 years
Eugene W. Neuhard 15 years

Estimating
Walter L. Mock, Jr. 15 years

Reproduction
Norman G. Hayward 15 years

Chimney Construction
William D. Ansell 10 years

Chimney Warehouse
James A. Martin 10 years

Field Erection
Adolfo Pina 10 years

Piping Erection
Julius R. Townsend 10 years

Quality Assurance
Diane M. Cuff 5 years

Houston

Administration
W. C. "Bill" Walker 20 years

Engineering
Frances H. Baker 5 years

Shop
Harry E. Farmer 5 years

Kellogg International

Project Engineering
Charles R. "Bob" Treadaway 15 years
Brian O. Titman 10 years
Peter D. Alderton 5 years

Project Services
Walter A. Overall 15 years
John K. Ayre 5 years

Construction—Field
Joe R. Irvine 10 years
John C. Matthews 10 years

Procurement
Shobha S. Shah 10 years

Process
Cyril Collins 5 years

SERVICE WITH A SMILE: Paul M. Weberling (right), vice president of Western Hemisphere construction, received his 40-year service award in August from John H. Kenefick, Jr., senior vice president of Western Hemisphere operations. Mr. Kenefick received his 30-year award in July.

New Faces in Houston Are All in the Family

A strange quirk of fate brought Joe and Pattie Bradshaw to Houston from Williamsport, Pennsylvania, earlier this year.

The two Bradshaws are natives of Williamsport. Pattie had worked at Kellogg's power piping and chimney headquarters for the past seven years; most recently as office services supervisor. She had worked for James S. Kelt, who was manager of financial operations with central staff in Williamsport, until his transfer to Houston as manager of contract financial services in 1974.

At the end of last year, after 27 years in the armed services, 22 with the Pennsylvania National Guard as an administrative supply technician, Pattie's husband, Joe, retired and began to look for another job. One morning Pattie took his resumé to her office; W. C. "Bill" Walker, power piping plant manager at Houston, happened to be there. He reviewed Joe's resumé and told Pattie he had a job for her husband in Houston. Joe accepted the offer. That was on the tenth of March. On the 12th, Pattie called her old boss, Jim Kelt, and told him she was moving to Houston. He offered her a job in contract financial services, where she began work at the beginning of April. Joe began as supervisor of shipping and receiving in the pipe fabrication shop in Houston at the same time. Their two daughters, Joni and Betty Jo, joined them in Houston later in April.

SMALL WORLD: James S. Kelt, manager of contracts financial services, and Pattie Bradshaw, now also with contract financial services, discuss the circumstances that brought Patty and her husband, Joe, to Houston. Joe is supervisor of shipping and receiving at the Houston pipe shop.

The family is settled now and enjoying the wonders of their new home state. They have been to Freeport and Galveston ("We love the beach.") and, of course, they have visited the pride of Houstonians old and new—the Astrodome.

Pattie admits that after Williamsport, the size of the Space City came as a surprise. "It's much bigger than what we're used to. Each area is like a small town."

She welcomes the offer that brought her to Houston. Pattie appreciates the city's relatively stable economy and, besides, she says she always wanted to live in a warmer climate.

Her basic satisfaction with Kellogg, she says, was a primary reason for the move. She likes the chances for advancement and the benefits the company offers and, even more, she likes her fellow employees.

Pattie says of her co-workers at her new location: "It's just like they were my friends before I came here."

Tank Farm?

FIELD MANEUVERS: Dee B. Davis, construction superintendent on a substitute natural gas facility nearing completion for Peoples Gas Light & Coke Company, in Will County, Illinois, sends this example of unusual construction equipment in the field. He explains that the U.S. Army has training grounds across the road from the jobsite, and they asked permission to use Kellogg's road. "We were, of course, very cooperative," he says, adding, "who would want to argue with a tank?"

Hope - Mem. to File

for your information

July, 1975, Issue No. 115

Heat Research, Longview

See Page 5

Shipman Named Executive Vice President; Other Major Changes Announced at Kellogg

(As reported as a *"Presstime Promotions" News Flash* in the last issue of *FYI*, major changes have been made in senior management positions. *FYI* takes this opportunity to review the new appointments and the careers of the men who will fill the posts.)

Frank H. Shipman, Jr., has been named executive vice president, responsible for the engineering and construction activities of the Kellogg group of companies throughout the world.

Leonard C. Axelrod has been named senior vice president of research and development.

Both men report directly to Clark P. Lattin, Jr., president of M. W. Kellogg. In making the announcements, Mr. Lattin also said that James A. Petrie, senior vice president, will assist the president on "special worldwide projects."

Western Hemisphere

In one of his first actions as executive vice president, Mr. Shipman announced other major changes.

He said that John H. Kenefick succeeds him as senior vice president of Western Hemisphere operations.

John B. Dwyer has been named vice president of Western Hemisphere engineering, moving to the post vacated by Mr. Axlerod's promotion; and Matthew J. Wall now is vice president of Western Hemisphere contract management, the position formerly held by Mr. Kenefick.

Far East Operations

Mr. Shipman also announced the promotion of Walter M. Buryn to the position of vice president of Far East operations, and said that, "in anticipation of our plans for the growth of the Latin American and Far East operations, Messrs. (M. "Mike") Tarnpoll and (Walter) Buryn" now report directly to the new executive vice president. Mr. Tarnpoll is vice president of Latin American operations.

Shipman

Related Changes

Other organizational changes were announced concurrently with the new appointments. K. Dexter Miller, director of business planning, now reports to John J. McKenna, vice president of market development. The patent and licensing group, headed by C. W. "Bill" Crady, now reports to Charles J. Donovan, vice president and general counsel.

The new senior executives took varying routes to their new posts. *FYI* briefly reviews their careers.

Frank H. Shipman, Jr.

Frank H. Shipman, Jr., the company's new executive vice president, joined M. W. Kellogg in 1955 as a project engineer. He moved into project management in 1961, and transferred to Kellogg International Corporation, London, as a project manager in 1963.

He became director of contract management of KIC in 1967, and vice president of contract operations in 1969.

Mr. Shipman returned to the United States as vice president of projects for Western Hemisphere operations in 1970; became vice president of Western Hemisphere project management and sales in 1971; and vice president of Western Hemisphere engineering and construction in 1972. He was named senior vice president of Western Hemisphere operations later that same year, the position he held until his latest promotion. He also has served on the executive committee of the Kellogg group of companies since 1972.

The new executive vice president received a bachelor of science degree in chemical engineering from Brooklyn Polytechnic Institute in 1942. He began his industrial career as a startup operator and shift foreman in the chemical industry, and moved through various process and project engineering posts with refining and engineering companies before joining Kellogg 20 years ago.

Leonard C. Axelrod

In his new position as senior vice president of research and development, Leonard C. Axelrod is located at the company's new research and development center in Park 10, west of Houston.

Axelrod

Mr. Axelrod, who studied physical chemistry at the University of California at Berkeley, and received his bachelor of science degree with honors in 1941, spent four years as a research associate with the National Defense Council prior to joining Kellogg in 1945 as a research chemist.

He moved through various research, development and test engineering posts prior to moving into project and process engineering. His first management post was as manager of inorganic chemicals processing. He moved to the position of director of process engineering, then to director of engineering prior to being named vice president of engineering in 1972.

Mr. Axelrod is a past secretary of the American Rocket Society. He is a fellow of the American Institute of Chemists, and a member of the American Institute of Chemical Engineers; the Society for American Military Engineers; the American Petroleum Institute; and Sigma Xi, the Scientific Research Society of North America.

James A. Petrie

James A. Petrie, who will assist Kellogg president, Clark P. Lattin, Jr., on special worldwide projects, has been senior vice president of Far East operations since 1970.

Mr. Petrie, who holds a degree in civil engineering from Dartmouth College, joined M. W. Kellogg in 1936 as an engineer. He subsequently was appointed to a sales engineering position, advancing to a supervisory capacity in 1951. He moved to KIC in London in 1951, becoming a commercial vice president there.

He returned to the United States in an executive sales position in 1954, and, in 1957, was named assistant vice president of MWK. In 1960, he again moved to London, and, two years later, was elected vice president of Eastern Hemisphere sales.

In 1963, he also was named a vice president of M. W. Kellogg, and, in 1966, he assumed responsibilities for overseeing the large petrochemical complex built by Kellogg for Shahpur Chemical Company—

Petrie

a six-plant complex which catapulted Iran into the international petrochemical marketplace.

Mr. Petrie returned to the United States in 1969 and was named senior vice president in 1970. He is also president of Kellogg Technical Services Company (KETSCO), Tokyo; and of Kellogg India Limited.

The senior vice president played a key role in the initial penetration of the Soviet Union marketplace, and of the petrochemical marketplace of Eastern Europe. This penetration was initially achieved by selling Kellogg technology through third-party arrangements.

He also was instrumental in the sale of ten ammonia plants of Kellogg design to the People's Republic of China. Two were sold through third-party arrangements; eight were contracted for directly with the PRC. The eight plants represented contracts in excess of $200 million, the largest dollar volume ever placed by the PRC with a U.S. firm in the industrial sector.

John H. Kenefick

John H. Kenefick, now senior vice president of Western Hemisphere operations, joined Kellogg 30 years ago as a research engineer after receiving his bachelor of science degree in chemical engineering from Purdue Uni-

(Continued on page 8)

Kenefick

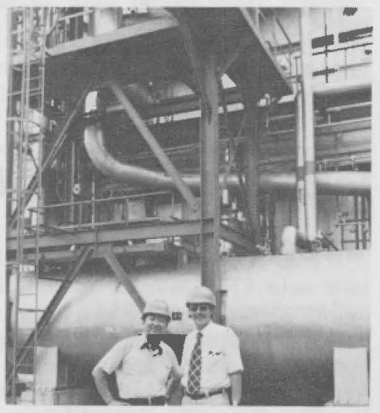
Ethylene Yields Up 10-20% With Millisecond Furnace

The commercially-proved Kellogg-Idemitsu Millisecond Furnace has been shown to have the shortest reaction residence time of any commercially-available pyrolysis furnace—as much as ten times shorter than conventional units now in operation.

The Kellogg-Idemitsu pyrolysis furnace has a critically short contact time of from three hundredths to one tenth of a second, compared with the 0.25 to 0.35 seconds required in other furnaces—even those accepted in the industry as short-residence-time units.

Operating at a temperature of 1650°to 1700° Fahrenheit, the furnace can increase ethylene yields by ten to 20 percent over those obtained with conventional cracking, while achieving high yields of propylene and other valuable co-products, and significantly reducing methane yields; hence energy requirements are reduced.

These data were revealed in a paper delivered at a symposium on high-temperature reaction engineering conducted by the Institution of Chemical Engineers in Yorkshire, England in June.



GREATER YIELD: The new Kellogg Millisecond Furnace can increase ethylene yields by ten to 20 percent, says Bernard P. Ennis (right), MWK process engineer, photographed last year at the Tokuyama, Japan, location of a 25,000-ton-a-year Millisecond Furnace. Philip H. Liu, vice president of Kellogg Technical Services Company, Tokyo, accompanied Bernie on the tour. Phil handled the commercial details of the original job.

HONORARY HOUSTONIAN: During his visit to Houston, Major General Asnawi Mangku Alam, governor of South Sumatra (standing, right), received a certificate naming him an honorary citizen of Houston from Thomas P. Conry, of the Institute of International Education, who, as protocol officer, represented the mayor and city council at the presentation. Witnessing the occasion at Jimmy Walker's restaurant near the Johnson Space Center were: seated, left to right: William der Bing, of NASA; Walter M. Buryn, Kellogg's recently-named vice president of Far East operations; Moestafa Kemal, public affairs manager of P. T. Stanvac; and (partially obscured) John J. McKenna, vice president of market development with Kellogg; and H. A. Dachlan, head of the General Affairs Bureau of the Government of South Sumatra.

Governor of South Sumatra Visits Kellogg at Houston

Sumatra, Indonesia, where Kellogg currently is general contractor for a major fertilizer complex expansion for P. T. Pupuk Sriwidjaja (PUSRI), is an area of the world frequently visited by many of the company's technical and advisory staff.

Recently, Kellogg headquarters in Houston had the opportunity to return the hospitality shown in Indonesia when Major General Asnawi Mangku Alam, the Governor of South Sumatra, paid a three-day visit.

During his stay, the governor was briefed on current activities at the Palembang, Sumatra, construction site of the PUSRI III job. The project includes a 1000-metric-ton-a-day ammonia plant and a 1725-metric-ton-a-day urea plant, and necessary support facilities. Erected value of the expansion has been estimated at more than $150 million. PUSRI III is the second major fertilizer complex at Palembang for which Kellogg has been named managing contractor. PUSRI II went onstream in 1974.

Fertilizer from these new facilities primarily will be used to help Indonesia reach self-sufficiency in food grain production. The country of more than 150 million citizens living in an area roughly the size of the state of New Mexico, consists of approximately 3,000 islands, of which Sumatra is the largest.

LUNAR LANDMARK: After receiving his honorary Houston citizenship, Governor Asnawi was given a VIP tour of the Johnson Space Center, including a view of the command module from Apollo 17 (left), the most recent manned moon mission.

Rice Review

The governor also viewed a movie on modern rice growing techniques, followed by a tour of the American Rice Growers Co-op Association terminal at Katy, west of Houston.

Another highlight of his visit was a tour of the Johnson Space Center, preceded by a presentation naming the governor an honorary citizen of Houston.

On his last night in Houston, Governor Asnawi was the guest of honor at a dinner held at the Petroleum Club, hosted by M. E. J. O'Loughlin, president of Esso Eastern Company.

Best Advice In Indonesia

DJAKARTA FOURSOME: Meeting at the Hotel Indonesia in Djakarta are: left to right: Arthur L. Dowling, vice president of advertising and public relations; Patrick F. O'Leary, home office construction manager; Francis E. Best, consultant to Kellogg Overseas Corporation; and Walter M. Buryn, vice president of Far East operations. Francis has another Kellogg connection—his son, Ronald F. Best, is an attorney with MWK at Houston. The senior Best resides near Phoenix when he is not in the field.

NOC's Award Winner—Marilena Albulescu

Marilena Albulescu, of process engineering with the Northeast Operations Center, has been named a recipient of a "Tribute to Women and Industry" (TWIN) award, presented to women who have "made a significant contribution to industry in managerial or professional roles."

An accompanying award went to Kellogg, as her employer, "to spotlight companies whose personnel policies have made such achievement possible."

The awards were sponsored by the Young Women's Christian Association of Ridgewood, N.J. Nominees included women from the five counties served by the Ridgewood YMCA—Bergen, Passaic, Essex and Sussex in New Jersey, and Rockland in New York.

Marilena received her award at a banquet attended by some 500 persons at the Tammy Brook Country Club, Cresskill, N.J. Presenting the award was Dr. James G. Affleck, president of American Cyanamid Company, honorary chairman of the TWIN project.

Accepting the company's award at the banquet was NOC's manager of personnel and administration, Ted Howe.

LADY OF MERIT: Marilena Albulescu, of process engineering at the Northeast Operations Center, displays the award she received for making a significant contribution to industry in a professional role. Ted Howe, manager of personnel and administration at NOC, holds a plaque given to Kellogg in recognition of the company's contribution towards Marilena's success. Both awards were presented at a banquet held in Cresskill, N.J.

Marilena Albulescu

Marilena Albulescu joined Kellogg's Northeast Operations Center when it opened in July 1973, bringing 20 years of process engineering experience to her assignment with the NOC process group.

A native of Romania, Marilena graduated from the Polytechnic Institute of Bucharest, where she majored in chemical engineering.

She holds a professional engineering license in the state of New Jersey and is a member of the American Institute of Chemical Engineers.

Moscow Mail

The Pullman office in the U.S.S.R. reports that the use of improper addresses has caused long delays in movement of important documents to Moscow. The correct mailing. addresses are:

For letters and small parcels:

Pullman Incorporated
c/o Commercial Office
American Embassy
Box M
Helsinki, Finland

For larger parcels (over 21 pounds) and all other shipments, ship by *air freight* to:

Pullman Incorporated
7 Ulitsa Lunacharskovo
Moscow, G-200, U.S.S.R.

The Pullman office should be notified by telex of the date shipped and the AWB number.

The new Moscow telephone number is: 203-00-55.

No Snakes, Please—Just Cream & Sugar

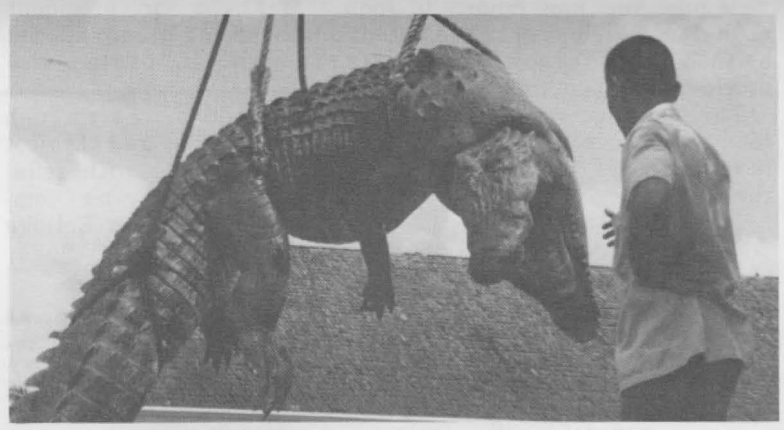
No, not all Kellogg construction sites are being invaded by reptiles—it just seems that way.

In two separate letters received in Houston a day apart, resident construction managers Marvin E. Walker and W. J. E. "Fred" Turcot described their far-flung encounters with two of the world's more startling reptiles.

Care for a Swim?

Marvin Walker, who heads Kellogg's construction activities at Palembang, Indonesia, where the company is working on a fertilizer complex for P. T. Pupuk Sriwidjaja (PUSRI), sent photographic proof of the larger of the two reptiles, a crocodile.

The crocodile was killed by a group of PUSRI employees, on the Musi River, about one hour by tugboat from the jobsite. According to Marv, it was apparently an old specimen. The crocodile measured more than five metres (about 15.5 feet) in length, was 65 inches in circumference and had no teeth.



LEAPING LIZARDS!: Crocodile killed by a group of PUSRI employees near Palembang, Indonesia, measured more than five metres (15.5 feet) in length.

LOOK MOM, NO CAVITIES: A brave young Indonesian takes a close look at an old, toothless crocodile, killed on the Musi River, near where Kellogg is working on a fertilizer complex.

In his letter, Marv said, "We would be interested in knowing the approximate age, if there is some knowledgeable person in Houston who can give an estimate."

Rattlin' Good Time

The second letter was sent from Medicine Hat, Alberta, Canada, where Canadian Kellogg is constructing a 1000-ton-a-day ammonia plant for C.F. Industries. In the letter, Fred Turcot tells how field engineer George Givens had his morning coffee in a situation guaranteed to bring anyone fully awake.

"George was having himself a cup of coffee," says Fred. "When he reached to unplug the electric coffee pot, he saw a rattlesnake coiled in the corner right below the electrical outlet, ready to strike.

"Needless to say," he adds, "George was startled. W[ith] the assistance of many of t[he] staff, the rattlesnake was finally killed."

Fred concludes by saying, "We cannot explain how the rattlesnake found its way into George's office, but for days now everyone has been walking around looking at the floor and behind file cabinets and books, expecting to see the snake's companion."

POT LUCK: George Givens, field engineer at Medicine Hat, Alberta, Canada, holds the rattlesnake he found as he reached to unplug his coffee pot.

— KIC Participates in Tehran Exhibition —

Kellogg International Corporation recently participated in an "Energy and Petrochemical Engineering Exhibition"—EPC '75—in Tehran, Iran, as part of a group exhibit sponsored by the United Kingdom Department of Trade and Industry.

Visitors to the Kellogg booth at the exhibition included the Prime Minister of Iran, His Excellency Amir Abbas Hoveyda, and Baghir Mostofi, managing director of the National Petrochemical Company of Iran and chairman of Shahpur Chemical Company.

The Iranian exhibition was attended by visitors from throughout the world, with particularly large contingents coming from India, Pakistan, Abu Dhabi and the People's Republic of China.

Sir Anthony Parsons, U.K. Ambassador to Iran, also visited Kellogg's display, as did officials from both the U.K. and U.S. embassies.

Booth Duty

Manning the display were Guy J. O'Connell, vice president of Kellogg Iran Incorporated; John C. Richards, commercial vice president of KIC; J. Michael Wentworth, director of KIC's advertising and public relations; and Hugo H.K.W. van Oordt, director of business development at Kellogg Continental, Amsterdam.

According to Michael Wentworth, they were aided in their work by "an attractive lady interpreter" from the office of Publiran, an Iranian public relations firm.

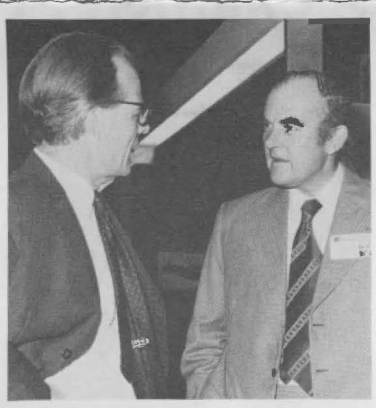
TV Tips

The Kellogg booth at the Energy and Petrochemical Engineering Exhibition featured a continuously running color television program, especially prepared on videotape for the exhibit. Commentators on the program—which featured KIC computer and scheduling operations—were Alan V. Dyke, manager of KIC's information systems, and William B. D. Reid, manager of scheduling. Their descriptions were dubbed in the local language, Farsi (Persian).

TELLING TEAM: Manning the KIC booth at the Iranian exhibition were: left to right: J. C. "Jack" Richards, commercial vice president at KIC; and Guy J. O'Connell, vice president of Kellogg Iran. Photographer was J. Michael Wentworth, director of KIC advertising and public relations, who also aided in designing and erecting the display.

HIGH-LEVEL VISIT: The Prime Minister of Iran (left), His Excellency Amir Abbas Hoveyda, meets members of the Kellogg staff at Iran's Energy and Petrochemical Engineering Exhibition.

TECHNICAL TALK: The Iranian Prime Minister (left), His Excellency Amir Abbas Hoveyda, speaks with Guy J. O'Connell (right), vice president of Kellogg Iran.



INTERVIEW IN IRAN: Guy J. O'Connell (right), vice president of Kellogg Iran, discusses the company with Sir Anthony Parsons, U.K. Ambassador to Iran.

An automatic color slide presentation of various Kellogg worldwide projects, captioned in both English and Farsi, also was included in the exhibit.

DISPLAY AMBASSADORS: Left to right: Simpton Orlebar, of the U.K. Embassy in Iran; Dennis Collins, of the Birmingham Chamber of Commerce; Hugo H. K. W. van Oordt, Kellogg Continental's director of business development; J. C. "Jack" Richards, commercial vice president of KIC; Guy J. O'Connell, vice president of Kellogg Iran; and Sir Anthony Parsons, U.K. Ambassador to Iran, meet at the KIC booth in Tehran. Shown on the TV screen at right is Alan V. Dyke, manager of information systems at KIC.

Pullman Ups Dividend, Splits Stock

In a press release dated July 16, Pullman Incorporated announced an increase in its quarterly rate and a split of its common stock on a three-for-one basis.

For the second quarter, Pullman's net income was $12,174,000 or $1.67 per share this year compared to $14,504,000 or $2.00 per share in 1974. The 1974 earnings include $3,447,000, or $.48 per share, unusual non-recurring gain from the sale of coal properties.

Revenues for the 1975 second quarter were $509,295,000, compared to $338,090,000 for the same period last year.

For the first half, net income was $21,301,000, or $2.93 per share on revenues of $976,562,000 in 1975. For the same 1974 period, earnings were $23,553,000, or $3.25 per share on revenues of $635,190,000.

Pullman's engineering and construction revenues and income more than offset the decline from the transportation equipment operations the release stated. Also, the financing and leasing subsidiaries maintained their steady contributions to earnings.

The quarterly dividend increase from 42½ to 45 cents on pre-split shares was the third in three years. It is effective with the dividend to be paid September 12 to shareowners of record on August 8.

This three-for-two stock split is the second voted by Pullman in recent years. The earlier split in late 1973 also was on a three-for-two basis. The new additional shares, to be distributed to owners of record on August 8, are scheduled to be mailed September 15.

New orders of $549,618,000 received during the second quarter boosted Pullman's consolidated backlog to $3,365,149,000, a record high. On June 30, 1974, the company's backlog of unfilled orders totaled $2,430,000,000. Of the current backlog, more than $2.6 billion is in engineering and construction contracts.

Where are we? Where are we going?

Three individuals responsible for answering some of the more important "crystal ball" financial questions concerning Kellogg's present and future position have made recent moves.

Charles R. "Chuck" Phillips has transferred to Kellogg International Corporation, London, and has been named manager of financial analysis and measurements for Eastern Hemisphere.

Replacing Chuck in Houston as manager of Western Hemisphere financial analysis and measurements is J. T. "Ted" Collar.

Philip G. Meynen moves to the position of manager of planning for Western Hemisphere operations, replacing Ted. Phil comes to the task from his most recent post as manager of systems planning and procedures with management information services.

Phillips

Collar

Meynen

Charles R. Phillips

The new manager of financial analysis and measurements for Eastern Hemisphere joined the Pullman family in 1972 as manager of internal audit for Pullman Incorporated, stationed at Kellogg headquarters in Houston. He previously had been a senior accountant with Price Waterhouse.

Chuck transferred to Kellogg in 1973 and was named manager of financial analysis and measurements, the position he held until his transfer from Houston to Eastern Hemisphere operations in London.

A certified public accountant, Chuck holds a bachelor of science degree in accounting and business administration from the University of Illinois.

J. T. "Ted" Collar

Ted Collar joined Kellogg in 1968, bringing seven years of computer and systems experience to his job as a business analyst in the information systems department, now management information services.

As manager of financial analysis and measurements, Ted is responsible for financial planning, budgetary controls and financial analysis. Ted also is responsible for the financial systems coordinating group in Western Hemisphere operations.

From his initial Kellogg assignment as a business analyst, Ted advanced to the post of manager of corporate systems. He later was manager of planning systems before his move to financial as manager of planning for Western Hemisphere operations.

Ted received a bachelor of business administration degree from Grove City College, Pennsylvania.

Philip G. Meynen

As manager of planning, Phil Meynen is responsible for Western Hemisphere business and strategic planning activities. He also is secretary of the Western Hemisphere operating and executive committees and is responsible for maintaining a record of all policies set by the Western Hemisphere executive committee.

Phil joined Kellogg in 1969 as a senior systems analyst, moving through positions as project supervisor of corporate systems, manager of operational systems, and manager of policies and procedures.

Before joining Kellogg, Phil was an engineer and senior computer programmer in the design, engineering and construction industry.

He holds a bachelor of civil engineering degree from Manhattan College, a master of civil engineering degree from Lehigh University and a master's degree in business administration from New York University.

Help Wanted

Twelve Oaks Medical Center, located near Greenway Plaza—off the Southwest Freeway at 400 Portsmouth needs volunteers to assist with such duties as carrying flowers and mail to patients, pushing carts, and generally helping where needed.

Those interested in either day or evening volunteer work should contact Miss Edwards at 623-2500, extension 297.

— The Smart Set—Kellogg R & D —

Most would accept as fact that Kellogg's research and development group includes employees with a well-above average intelligence level.

This level of intelligence apparently carries over into the R&D families as well, if recent events are any indication.

Pullman Incorporated sponsors two four-year National Merit Scholarships each year for dependents of employees of the corporation. These two scholarships go to the individuals who have the highest test scores, among Pullman dependents, on the Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test and who qualify as *finalists* for award consideration, by scoring in the upper one-half of one percent of those taking the test.

TOP ACADEMIC TALENT: Daughters of two members of the research and development group are this year's winners of Pullman-sponsored National Merit Scholarship awards. Leonard C. Axelrod (right), newly-named senior vice president of research and engineering, presents award certificates to Patricia A. Cronkright (second from right) and Johna Leddy (third from left) as two sets of proud parents observe the Houston-held ceremony. Left to right are: William J. Leddy, analytical research supervisor; Josephine and Johna Leddy; Tina Cronkright with husband, Walter, manager of analytical research; Patty Cronkright, and Len Axelrod.

High Scorers

Kellogg family students, to say the least, have done exceptionally well in the Pullman-sponsored competition for the past two years, and the R&D group can take the credit.

In 1974, Susan Sliger, daughter of Glenn Sliger, supervisor of environmental engineering with R&D, was the winner of a four-year scholarship award. Susan, who has worked with Kellogg's project management group this summer in a clerical position, has completed one year of study at Texas Technological University.

This year, *both* Pullman-sponsored National Merit Scholarship Awards were won by daughters of Kellogg employees, and both fathers work in the same research and development area.

Patricia A. "Patty" Cronkright's father, Walter, heads the R&D analytical group, and Johna Leddy's father, William J. Leddy, is a research supervisor there.

Rice Scholars

Both Patty and Johna have picked Rice University for their undergraduate studies. They both finished high school in New Jersey and chose Rice to be near their families, with the move of Kellogg's research center to Houston from Piscataway, N.J., this year.

Johna Leddy

Johna Leddy, who finished high school in three years, already has completed one year of work at Rice, majoring in chemistry.

A member of the National Honor Society at St. Pius X Regional High School in Piscataway, Johna was the winner of a National Science Foundation summer grant during her sophomore year in high school.

Patricia Cronkright

Patty Cronkright graduated from Bridgewater-Raritan High School East. She is interested in dramatics and plans to major in English at Rice. She was a member of the National Honor Society in high school and was a member of the New Jersey all-state chorus for 1974.

RESA Views Green Scene

Gardening in Houston was discussed at the second 1975 meeting of Kellogg's chapter of RESA (Sigma Xi, the Scientific Research Society of North America), held in June at Memorial Drive Country Club.

More than 100 members, spouses and guests heard Dewey Compton, agri-business director of KTRH radio, the Houston-area CBS affiliate, tell some of the practices and pitfalls of gardening in southeastern Texas.

The topic was especially timely for a portion of the audience—those RESA members who recently moved from New Jersey to Houston to work at the new research center located west of the city at Park 10.

The audience heard Dewey express what many already had experienced: insects are a primary problem in the warm weather environment of the Gulf coast. Dewey explained some methods of insect control and also spoke on some of the difficulties surrounding the pH of southeast Texas soils.

New Officers

A new slate of officers was announced at the meeting by process manager James B. Fleming, outgoing president of RESA.

Rudolph C. Frey, manager of project systems, has been elected president for the upcoming year. First vice president is John Cassidy, of the chemical research group.

Second vice president and program chairman is Stanley B. Adler, manager of technical data.

Secretary is Timothy H. Wasp, of process design. Eugene T. Donohue, assistant manager of technical services, is the newly-elected treasurer.

Members Sought

Those interested in joining RESA should contact any of the officers or members for additional information.

LIVELY TOPIC: Speaking on "Gardening in Houston," Dewey Compton (second from right), agri-business director of KTRH radio, found a responsive audience at RESA's second meeting of 1975, held at the Memorial Drive Country Club in June. Joining Dewey and Mrs. Compton are Joseph A. Crowley (left), manager of design engineering, and Leonard C. Axelrod, newly-named senior vice president of research and development.

FYI

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An Equal Opportunity Employer.

— Millisecond Furnace —

(Continued from page 1)

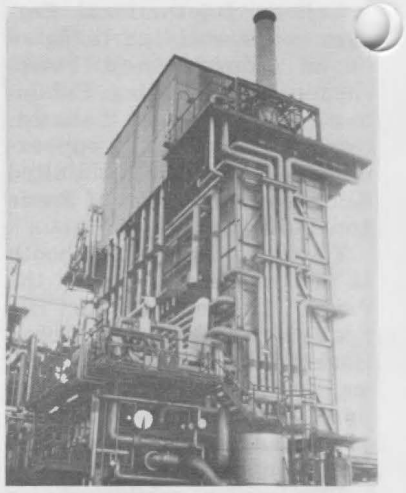
More Revenue

Bernard P. Ennis, MWK process manager, said that operating experience has shown that "it is apparent that, for a fixed feedstock quantity, more product revenue can be generated by the Millisecond Furnace than by a conventional pyrolysis furnace.

"Also," he said, "if a high-severity operation is desired, then a fixed quantity of ethylene can be produced from less feedstock. Reduced tail gas saves cracked gas compression horsepower . . . Recovery section costs also decrease when using Kellogg Millisecond Furnace technology."

The paper, co-authored by Harold B. Boyd, MWK manager of organic chemical processing, and Raymond Orris, process manager, concluded that, "with the successful commercialization of the Millisecond Furnace, Kellogg has now extended the range of pyrolysis."

The operating data were obtained from a 25,000-ton-a-year commercial furnace conceived and designed by Kellogg and constructed as an addition to Idemitsu Petrochemical Company's Number 2 ethylene plant at Tokuyama, Japan. At the time of its installation, the furnace was comparable in size to most pyrolysis furnaces commercially available. The results were obtained, Kellogg engineers revealed, applying state-of-the-art technology, and the furnace did not require "exotic" materials of construction.



HIGH HEAT: This 25,000-metric ton-a-year Millisecond Furnace is located at Idemitsu Petrochemical Company's Tokuyama, Japan, petrochemical facility.

Kellogg now offers the Millisecond Furnace, in conjunction with Kellogg's ethylene process technology. Detailed furnace design is provided by Heat Research Corporation, Houston.

Chatfield, Vaughn, Retire

SWING OUT: Charlie Chatfield takes a practice swing with one of the gifts presented to him at his retirement party, held at the Briar Club in Houston. Charlie retired after 38 years of service with the company, primarily in estimating and cost engineering posts, including the position as manager of those areas. Gene Donahue, assistant manager of technical services, and Foye Stuttig evaluate Charlie's golfing form.

APPRECIATIVE AUDIENCE: Helen Chatfield receives an ovation for the part she played in Charlie's successful career at Kellogg. Jim Johnson (right) of project cost services, was master of ceremonies of the event.

CONSTRUCTION GREAT: Vernon R. Vaughn (second from left) retires with 32 years of service. Most recently he was a resident construction manager in Western Hemisphere. Joining Vernon and wife, Ramona, at a reception at the Houston Oaks Hotel are their sons (left to right) Dan, Dale and Donald. All three are continuing the family tradition in construction work. Donald is a Kellogg home office construction manager. Dan and Dale have similarly responsible jobs with competitors.

HRC's Longview Plant Works For Thermal Efficiency

Heat Research Corporation, a wholly-owned subsidiary of Pullman Incorporated, operating within the framework of the Kellogg group of companies, has offices in Houston and New York, and a major fabricating facility in Longview, Texas.

The Longview plant recently has been enlarged and modernized to better provide its specialized products—fired heaters and heat recovery systems—for the higher thermal efficiencies required in the petrochemical and chemical process industries of today.

HRC's fabrication plant, located on a 54-acre site near highway and rail access, features 175,000 square feet of protected work area, and a full range of new tooling and equipment. The recent expansion and modernization program carried out by HRC added 80,000 square feet to the original manufacturing area, as well as improvements to boost production efficiency and extend the plant's overall capability.

LONGVIEW MANAGER: William J. Anderson is general manager of Heat Research Corporation's Longview, Texas, fabrication plant. Bill transferred to Heat Research from Kellogg's power piping facility in Williamsport, Pa., where he last served as manager of manufacturing engineering. He joined Kellogg in 1947.

Manufacturing facilities at the plant can be used to fabricate up to 800 tons of furnace steel a month. The work is carried out in three 80-foot-wide work bays designed for the production of complete heaters and furnace sections.

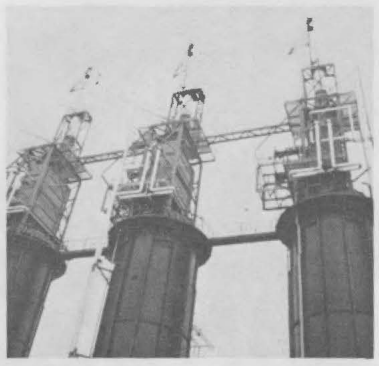
In support of the manufacturing operation, a single-story services building, integral with the plant and containing 7,000 square feet of office space, houses the engineering, accounting, estimating, purchasing and administrative offices.

Production management, which links engineering to manufacturing, is located within the fabrication plant, between the services building and the production bays.

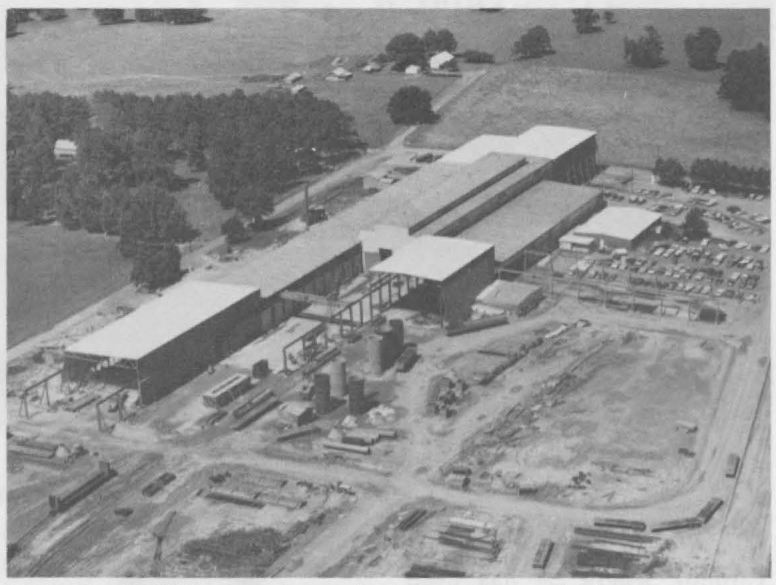
A separate quality control group is maintained adjacent to the services building. Operating independently of manufacturing, this QC group inspects the final product to insure that the workmanship and performance meet or exceed desired specifications.

In addition to heater manufacturing, the plant is equipped to handle straight-run structural work for process plant and office buildings, as well as the fabrication of a wide range of equipment involving close tolerances and the use of exotic metals.

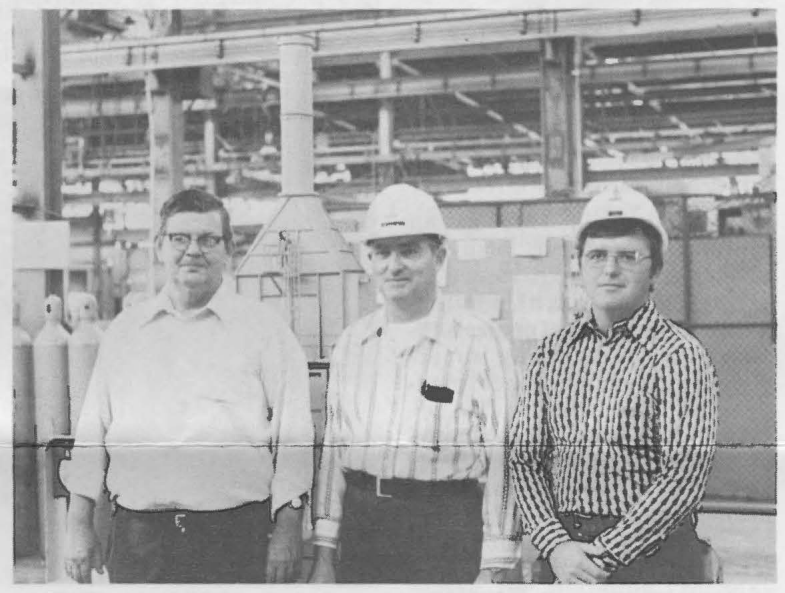
The plant also serves as a storage and maintenance facility for HRC's full compliment of construction tools and equipment which are used for on-site erection and a variety of repair and revamp work.



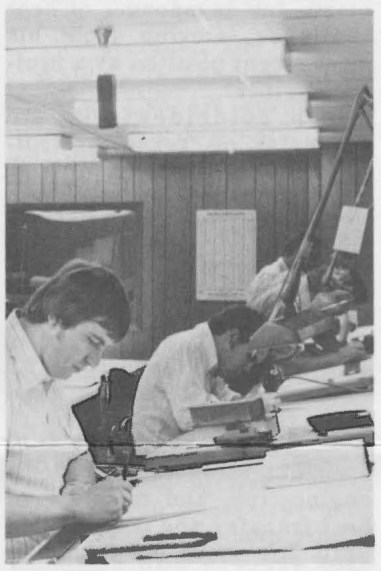
CONSERVATION REVAMP: Improving energy conservation at refineries and petrochemical plants is an HRC specialty. Revamp of these cylinderical furnaces increased thermal efficiency to more than 90 percent. New convection sections were fabricated in the Longview plant.



ENERGY MAKERS: Heat Research Corporation, a wholly-owned subsidiary of Pullman Incorporated, operating within the Kellogg group of companies, has its major fabrication plant at Longview, Texas. HRC provides a full range of heat application and related equipment for refinery and petrochemical plants from the Longview site. HRC offices also are located in Houston and New York.



KEEPING IT MOVING: Left to right are: Felix G. "Doc" Hahn, plant superintendent; Harvey A. Smith, general foreman; and Mark A. Cole, traffic, planning and scheduling.



LINE OF DRAFTSMEN: Left to right are: Randall Montgomery, Billy Broughton, Arthur Price, and Paul Ingram.

Service Awards

JULY

M. W. Kellogg—E&C

Procurement
Francis X. McCoy 35 years
Ronald Schielke 5 years
R&D
Walter C. Hathaway 35 years
Administration
John H. Kenefick, Jr. 30 years
Frank H. Shipman, Jr. 20 years
Technical Services
William R. Adams 15 years
Scheduling
Edward F. Pataky 10 years
Civil-Mechanical
Hazim A. Al-Sheikh 5 years
Design
Lawrence M. Keen 5 years
Joseph A. Verlander 5 years
Facilities
Barbara J. Brasseaux 5 years

TOP 20: Receiving his 20-year service pin from Kellogg's president Clark P. Lattin, Jr. (right) is Frank H. Shipman, Jr., recently-named executive vice president of the company.

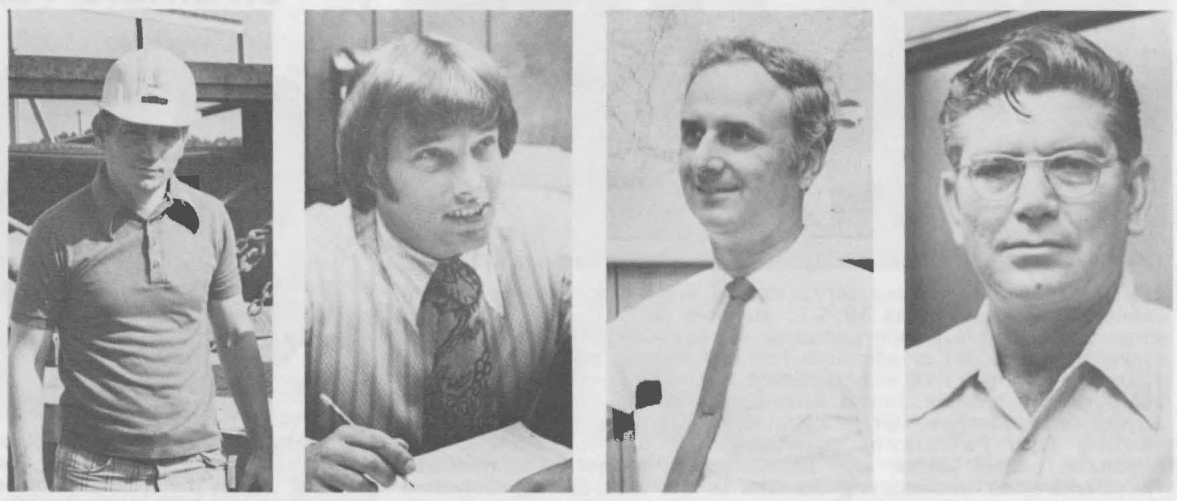
Financial
E. Everitt Brock 5 years
James R. Elliott 5 years
Donald R. McGraw 5 years
Lynwood G. Schultz 5 years
Richard L. Walker 5 years
General Facilities
Arturo F. Aranda 5 years
Patent & Licensing
Louise S. Baker 5 years
Process
Kathy Mattern 5 years
Project Engineering
Julie A. Grant 5 years
Project Systems
H. Frank Mebane, II 5 years

Power Piping—Chimney
Production Scheduling
Frederick O. Oswald 35 years
Shop
James B. Hamilton 10 years
Verdon P. Jury 10 years
Engineering
John F. Dobson 5 years

Kellogg International
Project Management
Gerhard H. Ohlhaver 15 years
Operating
Lewis G. Smith 10 years
Construction—Field
Jimmy T. Paul 5 years
Process
Frank Laurence 5 years
Sales
Ralph Pollard 5 years

Heat Research Corporation
Financial—Houston
Douglas W. Pillow 5 years
Jimmy W. Shaw 5 years

FOUR IN THE KNOW: Men who make it all come together at Longview are: left to right: William H. Sammons, plant construction manager; Howard E. Hall, manager of engineering; William D. McCarrell, purchasing manager; and Raymond H. Jordan, manager of planning and scheduling.



HRC KEYS: Heading Heat Research groups at the Longview plant are: left to right: Jeff Roe, yard and outside assembly; Arthur Weigand, accounting; Paul Harris, personnel; and Dallas Smith, quality control.

Belote to Canadian Systems, Machemehl to MWK Heat Transfer

WITH THE SYSTEM: James C. Belote (right) moves to Canadian Kellogg as manager of systems engineering. Walter Leitner, manager of C-K operations, discusses a Canadian job with Jay in Walt's Toronto office.

James C. Belote has transferred to Canadian Kellogg, Toronto, where he has been named manager of systems engineering. Jay moves from MWK in Houston, where he was manager of heat transfer.

Leroy H. Machemehl, Jr., replaces Jay as manager of heat transfer, moving from his most recent position as a project engineer.

Both, coincidentally, are graduates of Texas Agricultural and Mechanical University.

Machemehl

James C. Belote

Jay Belote worked as a process and utilization engineer before joining the company in 1967 as a piping analytical engineer. With Kellogg, he has held increasingly responsible positions as a job leader, project engineer, assistant manager of systems engineering, and manager of heat transfer, the post he held until his move to Canadian Kellogg.

A registered professional engineer in the state of Texas, the new manager of C-K systems received his bachelor of science degree in chemical engineering from Texas A&M.

Leroy H. Machemehl

Leroy Machemehl began with Kellogg in 1970 as an equipment engineer, bringing seven years of experience in petrochemical plant maintenance engineering, project engineering, engineering supervision and maintenance management consulting to the job.

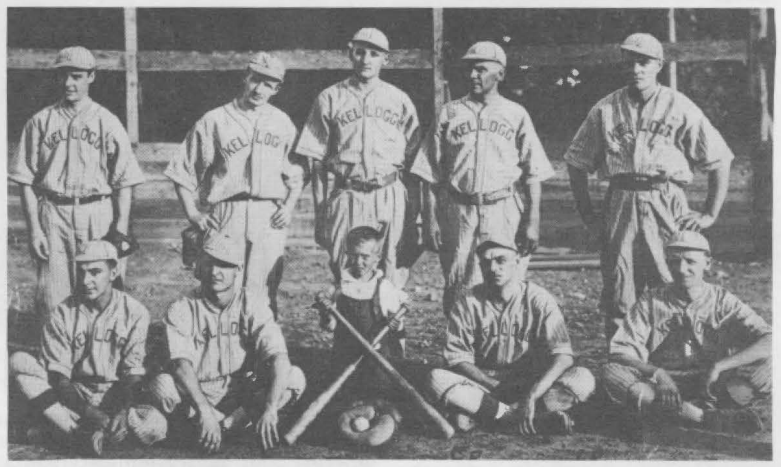
In 1971, Leroy was promoted to senior equipment engineer and, in 1973, was was named a project engineer, the position he held until his recent transfer and assignment as manager of heat transfer in Houston.

Leroy, a registered professional engineer in the state of Texas, is a member of the American Society of Mechanical Engineers. He received his bachelor of science degree in mechanical engineering from Texas A&M.

Appreciation for Achievement

CERTIFICATION: Presenting certificates of appreciation to the Kellogg employees who served as 1974-75 advisors to KILO, a Kellogg-sponsored Junior Achievement company, is Edwin M. Bramwell (right), senior vice president of administration and finance with MWK. Charles J. Donovan (left), MWK vice president and general counsel, is on the board of directors for Junior Achievement in the Houston area. Receiving certificates are: left to right: Murray Covens, contract financial services; Patti Patterson, advertising and public relations; Earl Shephard, project status; and Jim Campbell, analysis and methods. Those interested in becoming advisors to the next Kellogg-sponsored JA company should contact Ray Wieckowski, manager of manpower development.

Having a Ball— Yesterday & Today

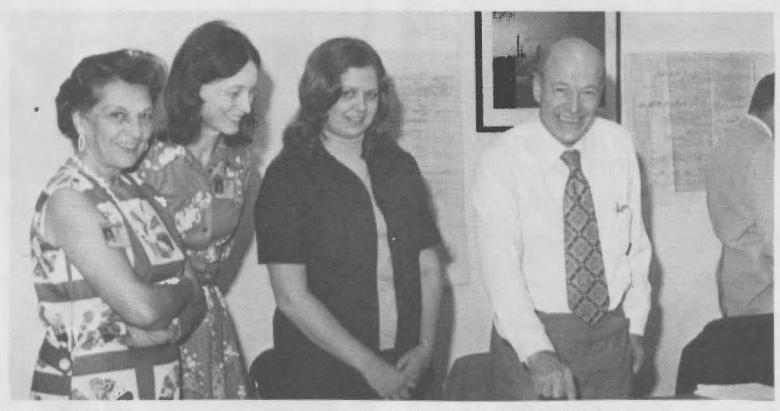


ANOTHER ERA: Taken at Muscle Shoals, Alabama, in 1918, this photo of a Kellogg baseball team was sent to Jim Kelly, of construction, from Verna McIntosh, wife of construction retiree Jim McIntosh. Of the photo, she says, "two of the players, Jim Shoemaker and Jim McIntosh stayed with Kellogg until retirement. Jim Shoemaker has died, but 'Himself' is going strong. He joined the company in 1916 and retired in 1961." Verna identifies the players as: left to right, standing: Barnes, Constantine, Riffe, Grant, and Shoemaker. Seated: McIntosh, Newhart, team "mascot", Newson, and McAllister. (With nearly a 60-year time lapse, Verna could not identify their first names.)

TODAY'S Q.T.'s: Kellogg's ladies softball team in Houston, the "Q.T's" includes: left to right, standing: Mary Steck, procurement; Janis Arsement, procurement; Karen Murray, financial; Beverly Jones, management information services; Peggy Castille, project systems; Margo Johnson, procurement; Donna Hair, patent and licensing; Isabel Litzman, legal; Mary Majorwitz, civil-mechanical. Kneeling: Janie Glaze, project engineering; Irma Garcia, assistant manager; Mary Steadman, facilities; Marge Bean, project engineering; and Georgia Tecca, procurement.

NOC, TOO: Softball also is a prime leisure activity at the Northeast Operations Center in Hackensack, New Jersey, where four teams are competing for the Kellogg NOC softball trophy.

—Struthers Takes the Cake—



TO CANADA: Toronto-bound Robert I. Struthers (right), manager of Canadian Kellogg construction, was treated to a going-away party on his last day in the Houston offices. Helping him in the cake-cutting before his move to C-K headquarters are: left to right: Rose Dempsey, Betty Howe, and Susan Kennedy, all with home office construction.

Inquiring Photographer

QUESTION: How would you describe your summer job with Kellogg?

Ana Pujol, operating and technical services.

"I like it. Last summer I worked here in equipment and engineering. You learn by working in different departments. I learned a lot about people, about different type personalities that I'll be working with in the business world."

Edward Hoeppner, project management.

"I'm-coordinating different functions of making a plant work. You get to see how the loose ends of all the projects tie together. I applied for the job because people in my frat mentioned Kellogg to me."

Celia Kaltenbach, advertising and public relations.

"It's good experience. I'm a journalism major and I'm getting to see first hand how people with journalism training work; under what conditions they operate. I've gotten to do some photography and writing."

Mark Schietinger, civil-mechanical.

"I'm making books — design practice manuals, drafting manuals, uniform filing system books. I'm a catch all, a gofer. This summer has been a continuation of my responsibilities from last summer."

Susan Sliger, project management.

"It's a lot of fun. I copy and distribute things to engineers. Basically I'm a file clerk. I also run errands. I help Mr. Kostner and Mr. Anderson, project managers."

Christopher Hays, project engineering.

"I'm working on an ammonia job in project engineering. I like the way Kellogg's organized. I shoulder a lot of responsibility, but they delegate it to you in such a way that you understand it."

Colebrand Protective Coating Now Offered by Kellogg

Kellogg has gained exclusive North American marketing rights for a proprietary fluoroelastomer heat-resistant coating to protect industrial chimney liners from acid corrosion. In an announcement made jointly by A. B. "Bud" Cassidy, vice president of sales and development for Kellogg's power piping and chimney operations, and by Nicholas Tusch, director of Colebrand Limited, of London, the agreement was described as applying specifically to "CXL 2000," a product developed and manufactured by Colebrand.

The coating was developed in response to a problem which has become critical to industrial chimney installations in recent years. Most modern industrial chimneys consist of a concrete outer shell for support and wind resistance, and contain one or more internal liners of steel, concrete or brick. It is the liners which conduct flue gases high into the atmosphere for dispersion and dilution.

The concern for environmental safety has led many industries to add special treating equipment, such as desulfurizers, between the boilers and the chimney. This pollution abatement process reduces the temperature of the gases before they reach the chimney and results in condensation of corrosive compounds in the liners of the chimney.

"CXL 2000" has shown itself able to withstand the rigors of modern chimney operation. When applied on steel liners to a thickness of 40 mils, the coating not only resists acid corrosion, but also withstands temperatures in the range of 300° C. (572° F). The product can be applied to new or existing chimneys and is expected to find primary applications in electric power generation and smelting.

The marketing responsibility for this product and its application will be handled from Kellogg's New York office, under the direction of John S. Taylor.

— Dollars & Sense —

Ever need money for a rainy day? If the answer is "yes," the Kellogg Employees Federal Credit Union could be well worth your interest.

The Credit Union is a cooperative association of employees organized to promote thrift among its members and to accumulate a fund from savings to make loans to members for useful purposes at reasonable interest rates.

Any permanent, full-time Kellogg employee on a U.S. payroll can join the Credit Union for $1.00. Those in the Houston area can join by applying at the Credit Union offices on the 11th floor of the Travelers building. Others should contact their Credit Union representative, or contact the Credit Union office in Houston.

Currently, more than 2400 individuals are members of the Kellogg Federal Credit Union, representing assets of more than $2.8 million.

Earnings are returned to the members as dividends, after setting aside the required reserves and paying expenses.

Free Insurance

Another feature of the Credit Union is the free insurance that is provided. For example, the unpaid balance on a loan is covered by insurance, in case of permanent disability or death.

In addition, free life insurance coverage is provided for every dollar on deposit, to a maximum of $2,000 per individual. All deposits are insured by the National Credit Union Association to $40,000.

ADVISORY SESSION: Meeting with Milt Beidleman (right), manager of the Credit Union, are these Kellogg member-advisors: left to right: William H. Tait, of systems engineering, member of the board of directors; Joseph M. Carroll, of treasury, president of the board of directors; Philip J. Lanzisera, of design drafting, vice president of the board; Glynn Holmes, of Heat Research's financial group, member of the Credit Union supervisory committee; and Shirley J. Chambers, of material control, secretary to the board of directors.

CASH BASE: Jean Marshall checks account for Warren Hammons, of piping design. The Kellogg Employees Federal Credit Union was established in 1953.

DEELIGHTFUL LOAN: Dee Kinser checks records of one of the more than 2400 members.

Chimney Heads Study Problem Prevention

CHIMNEY THINK TANK: On hand in Williamsport for a semi-annual chimney project management seminar are (standing, left to right): A. H. "Herb" Elliott, sales engineer; William C. Herrera, project manager; Donald C. Caudill, project engineer; William D. Elder, project engineer; Arthur Clark and Forest Leedy of Clay Moore & Associates (MWK chimney representatives in Atlanta); and Bruce Allison, cost analyst. Sitting are: Arthur E. Duncan, project manager; Thomas G. Farber, project manager (Kansas City); Norse C. Bear, manager of chimney projects; William H. Meyer, project manager; and John J. Crowley, chimney administrator.

As part of a program to provide new methods and techniques for project management control, Kellogg's chimney department in Williamsport, Pa., has instituted a semi-annual "think-tank" seminar for project engineers and project managers.

"The growing sophistication of chimney design and construction has made the role of project management more important than ever," explains Norse C. Bear, manager of chimney projects. "There are more details to watch, more functions to coordinate, and more technical aspects to understand. Through our seminars, we try to keep our managers and engineers abreast of potential problems. We try to solve those problems before they arise in a critical situation."

Taller and More Complex

Until the past decade or so, chimney design and construction had remained virtually unchanged for centuries. However, a variety of technological and social factors—not the least of which is the growing awareness of environmental preservation—have since had a significant impact on chimney design.

For example, chimneys have grown taller. The taller the chimney, the greater the dispersion of gases, thereby keeping ground-level concentrations well within safe limits.

Environmental considerations also have led to the addition of internal equipment to monitor flue gas composition and to detect leaks in the liner.

Since the chimneys are taller, they have created new problems for access by maintenance men and inspectors. The ladders of years gone by are often not enough because of the burden which a long climb places on a normal man's endurance. Therefore, it is not at all uncommon for tall chimneys to include powered elevators and special working platforms.

The magnitude of construction materials increases considerably as the chimney grows taller. Since chimneys are self-supporting structures which must withstand great stresses, they are much more massive at the bottom than at the top. So, although a 1,000-foot chimney is twice as tall as a 500-foot chimney, it contains about four times as much concrete.

"Chimneys have evolved into sophisticated processing systems for pollution abatement and control," says Norse. "The difference between the tall industrial chimney of today and its predecessor of 50 years ago is like the difference between an office skyscraper and a residential home."

Planning, Pouring & Welding

Good planning and follow-up are stressed as the prime factors in good project management. But along with that, project managers and project engineers in the chimney department have been studying quality control in detail. "We strive for planning, scheduling and controlling to achieve balanced quality, progress and cost," says Norse. "However, in no case is quality sacrificed for progress and/or cost." During the most recent seminar, the list of subjects included concrete formulation, welding and overall scheduling and coordination.

Because of the massive volume of concrete used in a tall chimney, the quality of the concrete is critical and requires constant control to assure absolute conformance with job specifications and acceptable standards. A watchful eye on concrete quality also can have a significant effect on keeping the dollar cost of the finished project under control. To keep concrete costs and usage to a minimum without sacrificing quality, the project managers and engineers were instructed on proper testing techniques to determine and control exact composition of the concrete placed.

Welding, Too

Welding techniques and inspection also are covered in detail at the seminars. Project managers and engineers visit with welders at the Williamsport power piping fabrication plant and are shown how different types of welds are made and how to visually inspect welded seams to determine whether they are acceptable for service. For the purposes of instruction, small steel plates with sample welds are fabricated to demonstrate various types of flaws which can result in weak structures. This training can help project managers and project engineers establish good quality control programs for the erection of steel chimney liners.

Scheduling and coordinating also are reviewed through charts, graphs and other visual aids.

"Our project managers and engineers are experienced professionals," says Norse. "Much of the material we cover in the seminars is already familiar to them. Nonetheless, because they are dedicated professionals, they continually strive for self-improvement and for new ideas to help them do their jobs better. By conducting these seminars and exchanging ideas, we are able to prevent many possible problems before they arise at the construction site. This saves time and money and results in better service to our customers."

Kellogg at the Golden Gate

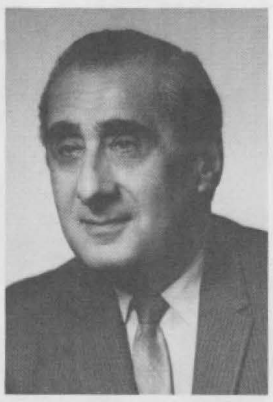
WEST COAST VISIT: Arthur L. Dowling (left), vice president of advertising and public relations, recently was greeted in San Francisco by Sheldon F. Griffin, district sales manager for chimney, located there. Art Dowling was returning from a Far East assignment.

Major Changes Announced

Dwyer

Wall

Buryn



Tarnpoll

(Continued from page 1)

versity.

He moved through various research, development, process, project design and engineering, and project management positions prior to his transfer, in 1967, to KIC as project manager on Iran's Bandar Shahpur petrochemical complex.

Mr. Kenefick returned to the United States in 1972, and was named general manager of the company's Northeast Operations Center in Hackensack, New Jersey, when it opened in 1973. In January, 1974, he became vice president of contract management, and relocated to Houston.

The new senior vice president is a member of the American Institute of Chemical Engineers and of Sigma Xi, the Scientific Research Society of North America. He is a licensed professional engineer in the state of New York.

John B. Dwyer

John B. Dwyer, the new vice president of Western Hemisphere engineering, began his Kellogg career in 1941 as a laboratory operator. He moved quickly into engineering, serving as head of furnace operations, as assistant manager of design engineering, and as manager of administrative engineering.

In 1957, he became design engineering manager and, in 1962, was named manager of the company's computer department. By 1967, he had risen to the post of director of engineering and, three years later, to director of process and development engineering.

He became vice president of research and engineering development in 1969; vice president of research and engineering in 1972; and vice president of planning research and engineering in 1974, the post he held until his new appointment.

Mr. Dwyer holds bachelor and master of science degrees in chemical engineering from Massachusetts Institute of Technology. A licensed professional engineer in the state of New York, he is a member of the American Institute of Chemical Engineers; the American Institute of Chemists; and Sigma Xi, the Scientific Research Society of North America.

Matthew J. Wall

The new vice president of Western Hemisphere contract management, Matthew J. Wall, joined the company as a design draftsman in 1950, after receiving his bachelor of science degree in mechanical engineering from Newark College of Engineering. Recipient of an M. W. Kellogg graduate fellowship, he attained his master of science degree in chemical engineering from Stevens Institute of Technology in 1958.

He rose through diverse engineering posts at Kellogg until his appointment as project manager in 1966. He became development engineering manager and, subsequently, director of research and engineering development prior to his appointment as vice president of research and development in 1973, the post he last held.

Mr. Wall, who has moved from the company's R&D center to the company's Greenway Plaza headquarters, is a member of the American Institute of Chemical Engineers and of Sigma Xi, the Scientific Research Society of North America.

Walter M. Buryn

Walter M. Buryn brings 27 years of Kellogg experience to his new post of vice president of Far East operations, the last one as general manager of Far East operations.

Mr. Buryn, who holds a bachelor and a master of science degree in chemical engineering from Rensselaer Polytechnic Institute, joined the company's project management department in 1948. Prior to his move to Far East operations, he was a senior projects manager, overseeing other project managers on diverse projects throughout the world. One of his last assignments as a senior project manager was the overseeing of eight 1000-ton-a-day fertilizer ammonia plants to be put into operation in the People's Republic of China.

The new vice president is a registered professional engineer in the state of Pennsylvania. He is a member of the American Institute of Chemical Engineers, the American Chemical Society, and Sigma Xi, the Scientific Research Society of North America.

M. "Mike" Tarnpoll

In light of the anticipated "growth and development of . . . Latin American" operations, M. "Mike" Tarnpoll, vice president of Latin American operations, now reports directly to Mr. Shipman.

Mike Tranpoll joined Kellogg in 1936 as a laboratory control tester, and moved through posts in process engineering, technical services, and contract sales. He was named general manager of commercial operations for Latin America and the Caribbean area in 1965, and was appointed a commercial vice president in 1970.

In 1973, he was elected president of Kellogg Pan American Corporation and Kellogg Overseas Services Corporation. He was named vice president of Latin American operations in 1974.

Mr. Tarnpoll, who holds a bachelor of science degree in chemical engineering from New York University, is a member of the American Chemical Society, the American Institute of Chemical Engineers, the Argentine Institute of Petroleum, and Sigma Xi, the Scientific Research Society of North America.

Related Changes

K. Dexter Miller, director of business planning, who now reports to John J. McKenna, vice president of market development, has been with Kellogg for 26 years and has been director of planning since

Miller

Crady

1972. He holds both bachelor and master of science degrees in engineering from Princeton University.

C. W. "Bill" Crady, manager of patent and licensing, who now reports to Charles J. Donovan, vice president and general counsel, joined Kellogg in that capacity in 1970. He received a bachelor of science degree in petroleum engineering from the University of Pittsburgh, and a bachelor of laws degree from George Washington University.

AE&CI Unit Nears Completion

UREA FOR SOUTH AFRICA: A 750-metric-ton-a-day urea facility for AE&CI—formerly African Explosives and Chemical Industries Limited—nears completion at Modderfontein, located near Johannesburg. Kellogg Continental, Amsterdam, provided basic design, engineering, procurement, civil work, and supervision of construction on the unit, based on Stamicarbon technology. This project makes use of the prilling tower at left which is part of a previously built urea unit, constructed by Continental Engineering, Kellogg Continental's predecessor company.

KC MEETING: Discussing the Modderfontein urea project for AE&CI are: left to right: Carol Immig, secretary with project management; Mike Lindeman, project engineering; Joop LeBelle, construction; Han Wolfrat, procurement; and Jaap Frantzen, project manager.

Financial Job No Act For Lydia Viksten at C-K

"All the world's a stage, and all the men and women merely players."

These lines from Shakespeare's **As You Like It** have more than an indirect relationship to one member of the financial group at Canadian Kellogg in Toronto.

Lydia Viksten, who marked 20 years with C-K in June, has truly spent her time upon the stage—first as a professional actress in her native Estonia, now as a mainstay in the Estonian National Theatre of Toronto.

With the Estonian theatre, Lydia has had roles in plays by Eugene O'Neal, George Bernard Shaw and Shakespeare, and has played in such contemporary works as **Mary, Mary.** Her classical roles include Ophelia in **Hamlet.**

As a part of the Canadian Kellogg financial group for the past 20 years, Lydia reports that she has seen a great deal of change, especially during the past year as the Toronto office grew from fewer than 50 to past the 2 employee mark.

As a member of the Kellogg cast, Lydia contributes to the company's total performance, for, as Shakespeare says, "the play's the thing."

LONG RUN: Lydia Viksten, with 20 years of service at Canadian Kellogg, also has years of experience upon the stage—both in her native Estonia, now a part of the U.S.S.R., and in the Estonian National Theatre in Toronto.

October 8, 1975

Ms. Sheelagh McGrew
M.W. Kellogg Company
1300 Three Greenwan Plaza East
Houston, Texas 77046

Dear Sheelagh,

I have only just returned from the West Coast and this is a belated note of thanks for your invaluable help as a member of the Organizing Committee for the Houston visit of the CCPIT delegation.

The program you organized and the arrangements you made gave the Chinese a marvelous introduction to Houston and particularly to the petroleum industry. And of course, we all warmly appreciated the Houston hospitality and the opportunity to get to know you personally.

I do hope our paths will cross again soon. Again, many thanks for everything.

With best regards,

Sincerely,

Christopher H. Phillips

CHP/alm

cc: John McKenna

THE M.W. KELLOGG COMPANY

A Division of Pullman Incorporated

1300 THREE GREENWAY PLAZA EAST

HOUSTON, TEXAS 77046

ARTHUR L. DOWLING

VICE PRESIDENT

ADVERTISING-PUBLIC RELATIONS

October 27, 1975

Mr. Nicholas H. Ludlow
Editor
U.S. China Business Review
1100 Seventeenth Street, N.W.
Suite 513
Washington, D. C. 20036

OK - 10-30-75

Dear Mr. Ludlow:

Many thanks for sending the U.S. CHINA BUSINESS REVIEW in which you so kindly included a picture of our group in Enid.

I would certainly appreciate it, and be glad to reimburse you for the costs, if you would send a copy of the magazine to the men who have made a tremendous contributions to improving our relations with The People's Republic of China. These gentlemen are Bill W. Threadgill, Vice President, Farmland Industries, Inc., P. O. Box 7305, Kansas City, Missouri 64116 and James D. Atwood, Plant Manager, Farmland Industries Inc., P. O. Box 1027, Enid, Oklahoma 73701.

In addition, I would appreciate receiving two more copies sent to the attention of William M. Hill, Project Manager, The M. W. Kellogg Company at the above address. Bill will undoubtedly keep one copy and give the other to the Chinese group who are still with us.

I am sending copies of this correspondence to the individuals to eliminate any necessity on your part of writing a letter of explanation. Should you have any trouble filling this request, please telephone me, collect.

Sincerely yours,

Art

ALD/dr
cc: B. W. Threadgill
J. D. Atwood
W. M. Hill

Kellogg

MEMO

Called Ray Waters at Kellogs.

He said there were no pics taken of training Chinese but more Chinese will be coming soon & if you like they will take some pics fr us. I said that we would appreciate that.

If you would like pic. in FYI, it was taken by merkle (as you know) and it is no. 14778-7A on sheet # 14778-1. That is the best shot.

Use caption as ~~is~~ but You might add that Tom O'Leary

USAID in charge. Also some pics.

~~[redacted]~~ ...in Commerce Today

Oct 14. on page 22 with a 3 paragraph story.

News: The first person from Kellogg to be sent to China just left last week with wife (Benedict L. Smith + Diane.) and will stay more than a year. He will be Chief Site Representative, coordinating ~~construct~~ and assisting in construction of one plant but also overseeing construct. of other plants until more reps. are sent. Before going he took a two week briefing course at the Foreign Service Institute.

in language, history, political eco
etc. briefing by visiting experts.

Smith is the first of a group
of about 15 who will be sent
in December. He will oversee a
plant in Szechwan Province.

Please put Kay Waters
or Micky Genty on
mailing list.

December 5, 1975

Mr. Walter M. Buryn
Vice President - Far East Operations
M. W. Kellogg Company
1300 Three Greenway Plaza East
Houston, Texas 77046

Dear Mr. Buyyn:

I certainly enjoyed the opportunity of seeing you last fall with the CCPIT delegation.

I am taking the liberty of attaching the general minutes of a discussion I had with Mr. Tsui, Managing Director of the Technical Import Corporation. These remarks were not solicited by me. I have kept the minutes general, but Mr. Tsui did mention your company by name, since you were the first U.S. company to sell a complete plant to China. He also mentioned that they had had good intercourse with your President during his visit to China. He did not direct any specific criticism towards Kellogg, but I thought I should convey to you the general remarks he did make.

I hope this information is useful to you and we would be glad to discuss the situation with you. I really was quite surprised that Mr. Tsui launched into this monologue at our first meeting but, as you know, contact between the U.S. Government and the Corporations is quite limited and they are probably using us as a kind of conduit in this case, and we are passing this on to you in this spirit.

Sincerely,

Melvin W. Searls, Jr.
Vice President

MWS:mfc