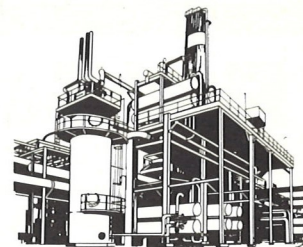




# WOOD RIVER REVIEW

WOOD RIVER MANUFACTURING COMPLEX



VOL. 46, NO. 8 AUGUST 1983

## Take Time - Get Around Tuit Safely

The Tuits are coming, the Tuits are coming. What are Tuits?

They are round tokens which will be presented to employees who dem-

### Matching Gifts deadline set

The Shell Matching Gifts Program will have its 12th match of contributions to approved colleges, universities, and private, independent secondary schools Sept. 30. All completed forms must be received by Sept. 1.

Gifts of cash, check or marketable securities will be matched two for one. The minimum contribution made each time must be \$25 per person, while the maximum is \$2,500 per person per calendar year.

Full-time employees who have in the aggregate at least one year accredited service with Shell Oil, Shell California Production Inc., Shell Off-shore Inc., Shell Pipe Line Corp., Pecten Arabian Service Co., Pecten Chemicals Inc., and Pecten International Co., and pensioners who retired directly from active service with a Shell company and members of the board of directors of any participating company may contribute.

The program is sponsored by the Shell Companies Foundation, Inc. Brochures describing the program and forms are available from Employees Relations.

Forms received by the foundation after Sept. 1 will be eligible for the April 1984 match.

### Credit Union to move

The Shell Wood River Federal Credit Union will be closed Aug. 19 but will reopen on the 22nd at a new location—Sixth & Lewis. To accommodate Credit Union members, it will remain open for business on Aug. 18 until 6 p.m.

To celebrate its new home and to give the public an opportunity to tour the facility, the Credit Union is sponsoring an open house from 1-5 p.m. on Saturday, Sept. 17. Drawings for prizes will take place and refreshments will be served.

onstrate safe work practices during a four-week period beginning Sept. 12. Tuits will be redeemable for gifts at the end of the program.

Supervisors and foremen will be given a quantity of Tuits based on the number of employees they supervise. Then, when in their judgment, employees take the extra step for safety, on the job, they will award Tuits. Suggested criteria include wearing appropriate protective gear, proper rigging, assisting other workers, proper lifting techniques, neat desk and work place,

and much more.

Employees will accumulate Tuits during the month-long program and turn them in for prizes the weeks of Oct. 10 and 17. Tuit redemption centers will be set up in the Cafeteria and Maintenance Training Center. Awards of varying value will be available for one, two, three and five Tuits.

Safety is always its own reward, but the Tuit program offers extra incentive to employees. As the program theme says, "Take Time - Get Around Tuit Safely."



*Harry Rollins, left, and Warren Saunders hold one of four awards recently presented to the Complex for safety performance in 1982. Behind them are members of the Safety and Health Committee. Three awards were given by the National Petroleum Refiners Association and one from the National Safety Council. The awards will be on display in the Main Office reception area.*

# First Sears run attracts over 100

One hundred six people participated in the first annual **Charlie Sears** 5,000-meter run held July 6 at Jerseyville. Sears was an electrician at the Complex who died in February. Proceeds from the run were donated to the Jerseyville Khoury League in honor of Sears, who was a longtime League supporter.

Men and women competed in six age categories and Shell's **Rene LeBrun** won the 50 and over group. Other employees in the run were **Jim Wortham, Frank Menke, Ari Schoen, Dennis Garofoli, Ron Adams, Dave St. John, Warren Wood** and **Louis Spano**.

## SHELL SHORTS

### Coed volleyball

A coaches meeting is set for 4:30 p.m. Aug. 25 in the Cafeteria to plan the SRA coed volleyball season. For more information contact **Bill Jacobs**, ext. 2667.

### Poster contest

"Safety For All Seasons - Winter, Spring, Summer, Fall" is the theme of the safety poster contest now under way. Winning entries will be published in the 1984 WRMC safety calendar. Entries will be judged in three age categories: 5-7, 8-10 and 11-13 years. Deadline is Sept. 1. Details are in July issue of the *Review*.

### Winning season

**Ken Goeke**, Customer Services, will be challenged to top the 1983 win-loss record of the girls' soccer team he coaches. The under-12 Sprite Team was 31-2 in the St. Louis Youth Soccer Association indoor and outdoor leagues. Following regular season competition, the team traveled to Minnesota in July and won the Coca-Cola International Invitational Tournament by beating state champions from Minnesota, Nebraska and Colorado.

### Camera Club

For the next few months, Shell Camera Club meetings will include short discussions on various technical aspects of photography. The Sept. 6 topic will be on focusing sharpness. In other club news, **Bill Durland** will present the program at the Oct. 4 meeting. Club meetings begin at 7:30 p.m. in the Cafeteria and are open to anyone interested in photography.



*Shell's Rene LeBrun had the fastest time in his age category at the July 6 Charlie Sears Run. Sears was a Complex electrician who died in February. The run was created in his honor and will be an annual event. Proceeds are donated to the Jerseyville Khoury League. (Photo by Lee Elder, Jerseyville Democrat News)*

### SHELL WOOD RIVER PENSIONERS' DINNER American Legion Park, Edwardsville

Enclosed is my \$6 check or money order. Please reserve a place for me.

Saturday, Oct. 15, 1983  
11 a.m. to 4 p.m.  
Meal served at noon.

Name \_\_\_\_\_ Dept./craft \_\_\_\_\_

Age \_\_\_\_\_ Date retired \_\_\_\_\_ Residence-town \_\_\_\_\_

Please return form with payment to **JOHN E. MCCONNELL** 3552 Aberdeen Avenue, Alton, IL 62002.

All reservations payable in advance by October 10. Please make checks payable to "Shell Pensioners' Dinner Fund."

# Advertising manager outlines 'game plan' for oil products

This time last year Shell was gearing up for one of its most dynamic marketing programs ever—a carefully planned, well executed campaign to solicit new credit card customers. The campaign followed Arco's decision to discontinue its credit card operation.

"We accepted the challenge to promote credit card usage when our competitors were actively encouraging cash only purchases at service stations, said **John Haines**, manager of Oil Products Advertising, speaking before the WRMC Community Rela-

tions Forum on July 8. "Our marketing research determined that credit card customers are generally more loyal and make larger purchases than cash customers, so we went after them."

Shell easily reached its initial goal of one million new accounts and went on to acquire 2.5 million, 200,000 of which are former Arco cardholders. The rest of the industry observed with interest Shell's campaign and several other companies eventually began similar promotions. But in terms of numbers, Shell's jump on competitors

made the difference.

In comparison to 1982, there currently are no major promotional programs under way by an oil company. Shell has prepared a "Match and Win" game that is "on the shelf" if needed. The game was tested and well received at Louisville, Ky. and Birmingham, Ala. service stations.

The three-point Shell advertising plan this year is to 1) capitalize on the success of the credit card campaign by presenting testimonials from customers on television; 2) shift emphasis from corporate advertising to gasoline and other oil products; and 3) develop test campaigns such as "Match and Win."

In addition to the television testimonial ads, Shell is promoting the total package of service station quality: Auto Care, hours of operation, cleanliness, radial tire rebates, image, products, competitive prices and more.

"We cannot sit back and expect the success of the credit card program to carry us through 1983," said Haines. "The Shell name must always be before the public."

He said people are receptive to advertising messages presented in an interesting and appealing way. The first step is to get their attention and make a favorable impression; the second step is to motivate them to buy Shell products.

The advertising program recognized industry-wide as one of the most effective is "Come To Shell For Answers." The Answer Books and Answer Man series have helped Shell maintain a high awareness level, according to Haines. Although no new books are scheduled (32 to date), the company is promoting three that were recently published - "The On-The-Spot Repair Book", "The Longer Car Life Book", and "The Fire Safety Book."

Haines describes Answer Man Don Morrow, who replaced Leslie Nielson as the Shell spokesman, as the best one since the program began in the mid-seventies. Morrow's voice, pace and presence are well suited to the image Shell wishes to project.

Haines also said Aeroshell® Oil W Multigrade 15W-50 advertisements regularly appear in national trade publications. This oil is produced exclusively at Wood River Manufacturing Complex.



**John Haines, manager of Oil Products Advertising, looks over a Shell Answer Book on display in the Main Office building lobby. Haines visited Wood River in July to speak at the Community Relations Forum. He described Shell's advertising strategies for 1983 and recapped the 1982 campaign.**

# Shellvis® additive a key ingredient in multigrade oil

Next time you come across a can of Shell Fire & Ice® multigrade motor oil, take a few moments to read the label. There is reference to an ingredient called Shellvis® which "helps car engines start cold and protects them when they are hot." In other words, Shellvis improves the viscosity of the oil by allowing it to perform efficiently over a wide range of temperatures.

Shellvis is just one of about eight additives in multigrade oils, and is less than one percent of the volume, yet it is singled out for special mention. What is this Shellvis, anyway?

Actually, there are two types of Shellvis: 40 is used in automobile motor oils, and 50 in heavy duty truck oils such as Rotella® T 15W-40 multigrade. Both are Kraton® thermoplastic rubber polymers manufactured in crumb and bale forms at the Marietta Chemical Plant, Ohio. Shellvis is supplied to overseas customers for their use and to Shell facilities where it is dissolved in a

base stock oil to make Shellvis concentrate.

The concentrate is produced at Wood River; Sewaren, N.J.; Wilmington, Calif.; Metairie, La.; and two contract locations. The Argo Plant in Chicago is scheduled to begin producing Shellvis concentrate this fall. Most of Wood River's concentrate production goes into Shell lubricating oils and the rest is sold to Shell Chemical customers as oil additives.

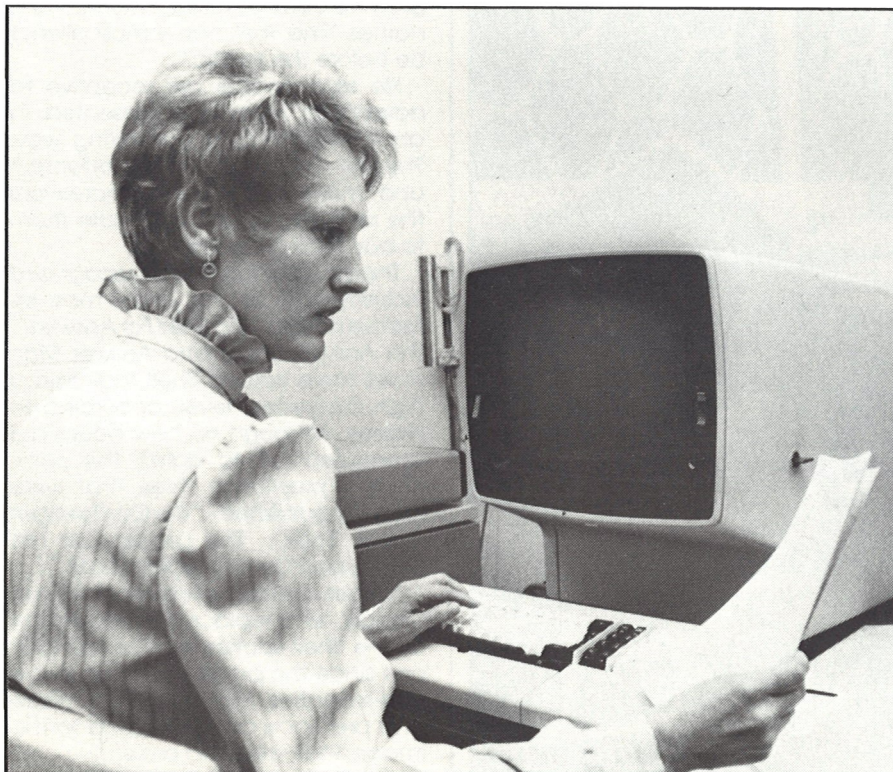
Although the viscosity of the concentrate is somewhat unstable, the actual dissolving process at Wood River is relatively simple, explained **Jim Thatcher**, process manager - Compounding. First, a polymer tank is filled with 31,000 gallons of HVI-100 oil and heated to about 250 degrees Fahrenheit. Forty-pound bales of Shellvis 40 or 50 are then loaded on a conveyor that feeds a chopping machine. The bales are ground into tiny granules, taken by another conveyor to the top of the tank and dropped into

the hot oil. The granules dissolve and are blended with the oil by high speed mixers. A completed batch is tested for quality before being pumped to one of three storage tanks. Off-specification concentrate is further blended in the polymer tank until quality standards are met.

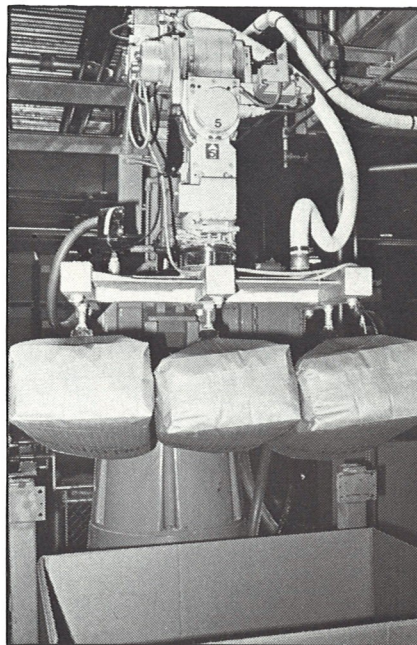
Each batch cycle takes about 40-48 hours and three batches are prepared a week. Total monthly production exceeds 360,000 gallons.

**Don Reynolds**, blend foreman, said the concentrate is six percent Shellvis and 94 percent base stock oil. A tankful of 31,000 gallons, for example, contains 15,300 pounds of Shellvis or 383 bales. The figures may vary slightly depending upon the properties of the Shellvis bales.

Shellvis 40 and 50 bales are delivered weekly to Wood River from Marietta. The bales are individually wrapped, stacked on pallets and stored in warehouses prior to shipment, said **Tom Eade**, of Marietta Distribution. The pallets are labeled ac-



Shellvis® concentrate sales to other motor oil manufacturers in the U.S. and Canada are processed by Karen Ruger, Customer Services. She fills orders based on the availability of concentrate at Wood River and five other Shell and contract blending facilities.



Sophisticated robot equipment at Marietta automatically loads Shellvis® packages into boxes for shipment. The robot has a vacuum mechanism to attach itself to the bags of Shellvis crumbs. Wood River uses Shellvis in the solid bale form.

ording to their content and blending instructions are included with each shipment.

**Jane Wells**, Customer Services, places orders for the Complex through her Head Office contact, **John Buchwald**. For the first half of 1983, Wood River received 424,000 pounds of Shellvis 40 and 551,000 pounds of 50.

The market for concentrate sales to other motor oil manufacturers is growing, according to Buchwald. The focal point for processing these outside orders is **Karen Ruger**, Customer Services. She deals with five major Shellvis concentrate customers in the U.S. and Canada who in turn supply their own customers. Orders are filled on an availability basis from any of the Shell and contract blending facilities. Con-

centrate is transported to customers in tank trucks and rail tank cars.

"We request 14 days lead time to deliver Shellvis concentrate but more often than not we beat the time frame by several days," Ruger said. "I work closely with John Buchwald in keeping track of Shell's inventory across the country. When an order is received, I fill it from the nearest location that has an adequate supply."

She added that balancing the demand for concentrate with the limited manufacturing capabilities provides a real challenge. Buchwald agrees. "Shellvis and Shellvis concentrate businesses are going strong," he said.

A variety of road tests and successful commercial use world-wide over the years have demonstrated the quality of Shellvis as an oil additive.



**Dave Bristol, WRMC Compounding, loads bales of Shellvis® onto a conveyor that feeds a chopping machine. The bales are ground into granules and dissolved in base stock oil to make Shellvis concentrate which is an important multigrade motor oil additive. The Shellvis is produced at the Marietta Chemical Plant, Ohio.**

## Shell reports earnings

Shell Oil Company earned \$390 million in the second quarter, an increase of \$10 million over the same quarter last year. First-half earnings were \$636 million, down \$88 million.

Earnings per share amounted to \$1.26 for the second quarter and \$2.06 for the first half, compared with \$1.23 and \$2.35 for the respective 1982 periods.

Revenues were \$4.9 billion for the quarter and \$9.5 billion for the first half, compared with \$5.1 billion and \$9.9 billion for the respective 1982 periods. The net income share of the revenue was 6.7 cents for the six months, compared with 7.3 cents last year.

Earnings in the oil products segment — which includes refining, marketing and transportation — were \$87 million in the second quarter. This compares with earnings of \$100 million in the second quarter of 1982, which included about \$30 million gain from the sale of Shell's Ciniza refinery.

"In 1983, second-quarter margins were higher, as the decline in raw material costs more than offset lower selling prices for refined products and increased operating costs," President **John Bookout** said. "Also, manufacturing yields were better as a result of increased utilization of refinery conversion units, and new facilities coming on stream with the completion of our West Coast refinery modernization program earlier in 1983."

Total refined product sales volumes were about the same as last year in the second quarter, and were up six percent in the half.

First-half earnings in oil products of \$47 million were \$87 million below the same period in 1982, reflecting the \$40 million loss incurred in the first quarter of 1983, when declines in crude oil costs lagged sharp decreases in refined product selling prices.

The chemical products segment earned \$5 million in the second quarter, essentially the same as last year. Earnings for the first half were \$24 million, an increase of \$8 million over the same 1982 period.

Overall, company earnings were up three percent for the second quarter over 1982, but down 12 percent for the first half.

# Shell training, quick thinking used in choking incident

Four Wood River employees were eating lunch together on June 20 and between bites of food the conversation was lively. One member of the group, **Irv Doty**, swallowed a piece of meat and suddenly was unable to speak or breathe. He tried clearing his throat and coughing but to no avail—Doty was choking and in trouble.

Doty then raised his hand to attract the attention of the others. They could tell by the gagging sounds and his expression the seriousness of the situation. **Chuck Walls** was the first to react.

"I stood behind Irv and wrapped my arms around his waist," Walls recalled. "I placed my fist thumb-side against his abdomen just below the rib cage, grasped my fist with my other hand and pressed upward. In a matter of seconds the meat was dislodged and Irv was breathing again."

The technique Walls described is called the Heimlich Maneuver, a first-aid procedure that forces the choking person's diaphragm upward, compresses the air in the lungs and expels the object blocking the breathing passage. Walls learned the Maneuver at a Shell cardio-pulmonary

resuscitation (CPR) course several years ago. The Doty incident was the first time he applied the training in a real life emergency.

Food-choking is a life or death situation. The victim will die of strangulation in approximately four minutes if the obstruction is not dislodged from the larynx or trachea.

Heimlich Maneuver is part of the annual CPR training course offered to

employees by the Safety and Industrial Hygiene department. The program began in 1979 and since that time more than 500 Wood River employees have completed the three-hour CPR program.

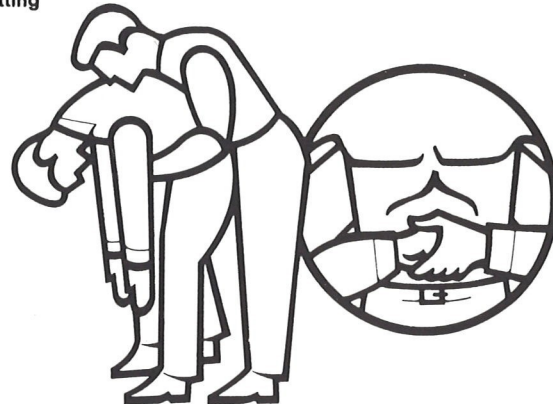
The next session is tentatively scheduled for early November in the Maintenance Training Building. Bulletins will be posted in advance that list enrollment instructions.

## HEIMLICH MANEUVER

- Stand behind the victim and wrap your arms around his waist.
- Place your fist thumb side against the victim's abdomen, slightly above the navel and below the rib cage.
- Grasp your fist with your other hand and press into the victim's abdomen with a **quick upward thrust**.
- Repeat several times if necessary.

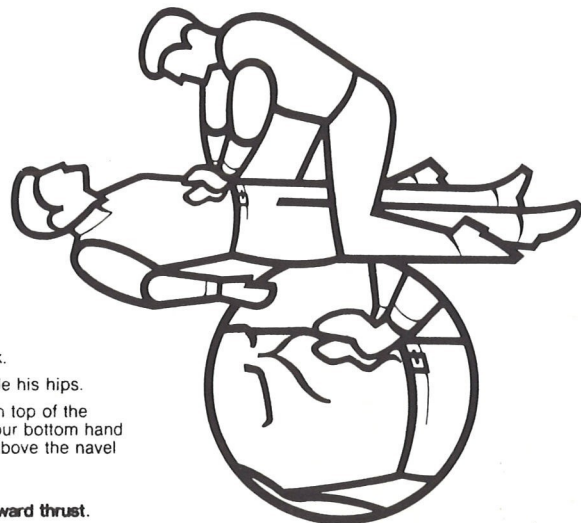
*When the victim is sitting, the rescuer stands behind the victim's chair and performs the maneuver in the same manner.*

### RESCUER STANDING Victim standing or sitting



OR

### RESCUER KNEELING Victim lying face up



- Victim is lying on his back.
- Facing victim, kneel astride his hips.
- With one of your hands on top of the other, place the heel of your bottom hand on the abdomen slightly above the navel and below the rib cage.
- Press into the victim's abdomen with a **quick upward thrust**.
- Repeat several times if necessary

## Kennedy Center

The encore season of the Shell-sponsored Kennedy Center Tonight series continues into September. All programs begin at 9 p.m. CDT on public television. Viewers should check local listings.

**Aug. 21** - Eubie Blake: A Century of Music. This special pays tribute to the late "king of ragtime." The program features 26 songs from the legacy of more than 1,000 the composer wrote.

**Aug. 28** - Broadway Plays Washington. A dazzling two-hour musical spectacular hosted by Debbie Reynolds and starring Bea Arthur, Pearl Bailey, Andrea McArdle, Chita Rivera and many more.

**Sept. 4** - Mass: A Theatrical Piece for Singers, Players and Dancers. This program has a cast of more than 200 and abounds in revelry and revelation, blending a full orchestra with a rock band, a blues band, two choirs, two dance groups and solo voices.

### Classified Ads

**For sale:** 1974 Ford Maverick, six cylinder engine, two-door, automatic with AC. Stan Pohlman, 377-8910.

**For sale:** Magnavox stereo theater, pecan finish, 23" black and white TV, automatic record player, AM-FM stereo radio complete with two 100-watt speakers. \$300 or best offer. Magnavox black and white 9" TV with stand, \$60. Builder's heavy duty 7" Skill saw with four blades, \$55. Clarence Priest, 259-7865.

**Lost:** Baseball glove at Kendall Hill on June 9. Contact Jim Spaulding, Boiler Fab Shop, ext. 2432.

**For sale:** 1979 Mustang hatchback, V-6, AC, PS, cruise control, stereo. Jim Thatcher, 656-0866.

**For sale:** 1983 Kawasaki KX 500 motorcycle. Excellent condition, raced four times. \$1,500 or best offer. 1982 Yamaha YZ 490 in great shape. \$1,100. Greg Belliss, 259-1176.

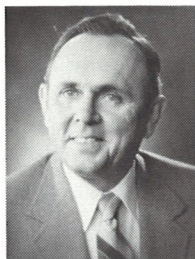
**For sale:** Suzuki TS-185 motorcycle with only 5,000 miles. \$500. Two General G-78-15 snow tires, one is mounted on Ford rim. \$30. Bill Carr, ext. 2488.

### Retirements



**W. D. Bill Johnson**  
Compounding  
29 years

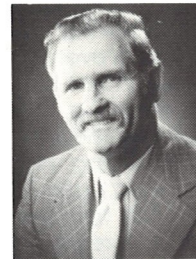
### Anniversaries



**Olin Pence**  
Maintenance  
30 years



**Red Raffety**  
EP&S  
25 years



**Jim Buster**  
Maintenance  
25 years

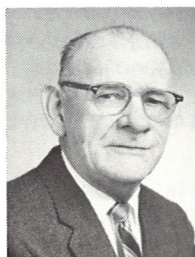
### In remembrance

**Carl O. C. Farnstrom**, 85, died April 27. Mr. Farnstrom was an auto machinist 1st, Engineering Field before retiring in 1963 after 29 years of service.

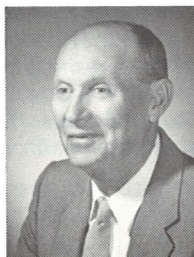
**Emil O. Schneck**, 74, died July 17. Mr. Schneck was an engineering foreman, Engineering Field before retiring in 1967 after 24 years of service.

**Irvin F. Fischer**, 79, died July 27. Mr. Fischer was a tinner 1st, Engineering Field, before retiring in 1959 after 24 years of service. (No photo available)

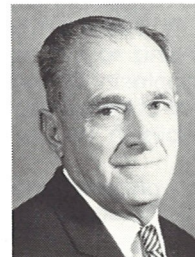
**Gilbert E. Freezeland**, 72, died July 29. Mr. Freezeland was a bus driver, Engineering Field before retiring in 1970 after 27 years of service.



**C. O. C. Farnstrom**



**E. O. Schneck**



**G. E. Freezeland**

### WOODY & CLYDE



**SPLAT**



# Retiree enjoys horseshoe competition

There are 37 trophies on display in Clifford Arnold's living room cabinet and he is proud of every one of them. The retired pipefitter (1970) won the trophies competing in horseshoe tournaments over the past 18 years.

"I started pitching horseshoes in 1943 but it wasn't until 1965 that I entered my first tournament," said Arnold, a Roxana resident. "A buddy of mine needed a partner for doubles and asked me to play. I told him 'Sure, if you don't mind losing.'"

As it turned out, though, Arnold and his friend won the match. The victory encouraged him to enter dozens of other tournaments as far away as 100 miles from home. Arnold said his most notable achievements were winning the Wood River Refinery championship in 1970 and placing third in the 1981 St. Louis Open.

In horseshoes, competitors pitch the two and one-half pound shoes at facing stakes placed 40 feet apart. The object is to encircle a stake (ringer) or come as close to it as possible. Games average 30 minutes for singles play, and a bit longer for doubles.

Entrants in horseshoe tournaments compete in classes according to their skill levels: "A" is for the most talented, "B" is next and so forth to "E" class. Arnold competes in "D" and "E" classes. To stay on top of the game, he installed horseshoe pits in his backyard last year.

"This is a wonderful game if you're interested in socializing while com-




*Clifford Arnold, a retired Shell employee, can tell a story about every one of the trophies he has won at local horseshoe meets. The Roxana resident is the 1970 Wood River Refinery champion and placed third in the 1981 St. Louis Open. He describes these as his two most notable achievements as a horseshoe competitor.*

peting," Arnold said. "But as fun as the game is, it still takes concentration

and lots of practice to become successful."

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