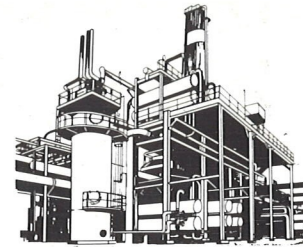




WOOD RIVER REVIEW

WOOD RIVER MANUFACTURING COMPLEX



VOL. 46, NO. 12 DECEMBER 1983

Survey results play a part in Shell decision making process

When you want to know how people feel about a particular issue, you go ask them. That is what Shell does through its Public Affairs Opinion Research group at Head Office.

Mike Stone, of Opinion Research, told attendees at the Complex Community Relations Forum Nov. 17 that Shell uses results from two types of surveys—proprietary and syndicated—as one of the many factors that go into making better, more informed business decisions.

A proprietary survey is conducted exclusively for Shell and is usually designed to identify specific public attitudes and opinions. This type of survey is coordinated by Opinion Research for the Shell client requesting the survey and the consultant that actually performs the survey.

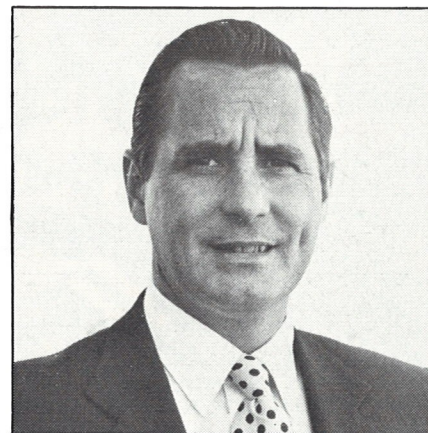
A syndicated survey is generally broad in nature and, unlike a proprie-

tary survey, its results are shared by companies that subscribe to a syndicated service: Yankelovich, Gallup and Cambridge Reports, to name a few. Stone said Shell often recommends survey questions so it can gain insight on issues of concern to the company.

His presentation to the Forum was a combination of findings from several syndicated surveys subscribed to by Shell and intended to provide a sense of the public mood thus far in 1983. It comprised four main areas: the public's attitudes toward society and its institutions, regulation of business and the environment, taxes, and attitudes toward the Reagan administration and its policies.

Highlights from Stone's presentation include the following survey results.

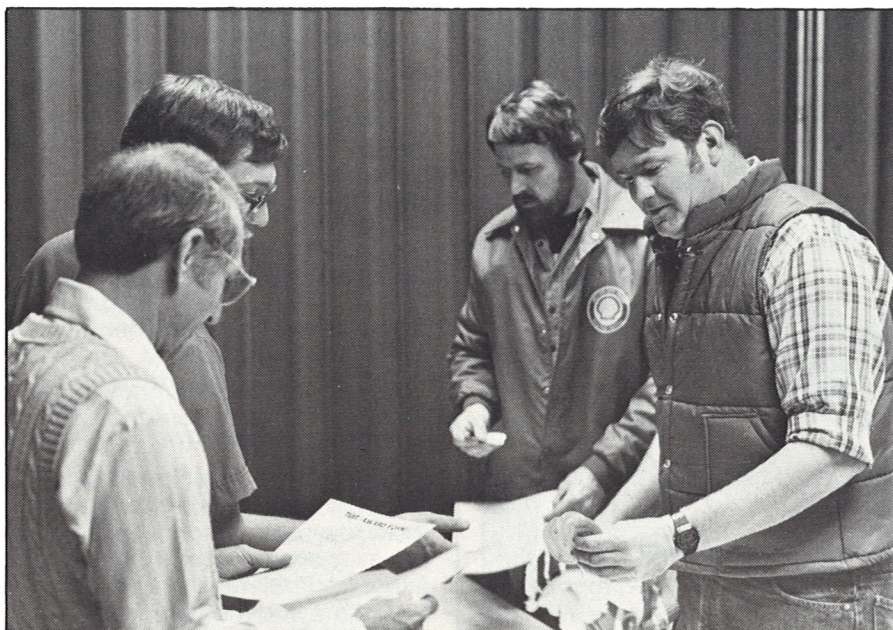
- The two most important problems



Mike Stone, Shell Opinion Research

facing the United States today are unemployment and foreign affairs.

- The general public believes oil companies made approximately 12 times more profit than they actually did in 1982.
- Between 1978 and 1983, more people have come to feel there is too much government regulation.
- Nearly three-quarters of the public are not satisfied with the progress on cleaning up hazardous waste.
- The majority of the public feels the energy problems of the 1970s will reappear in the 1980s.
- Two-thirds of the public favor solar energy development more than any other form of energy.
- When asked which taxes are fairest, people said taxes on liquor and tobacco were the most fair, followed by taxes of corporate income, sales and personal income.
- On rating President Reagan's overall performance, about half the public say "favorable." In regard to foreign affairs, less than half say Reagan has done a "favorable" job.
- Will Reagan run for office in 1984? A nearly unanimous "yes."

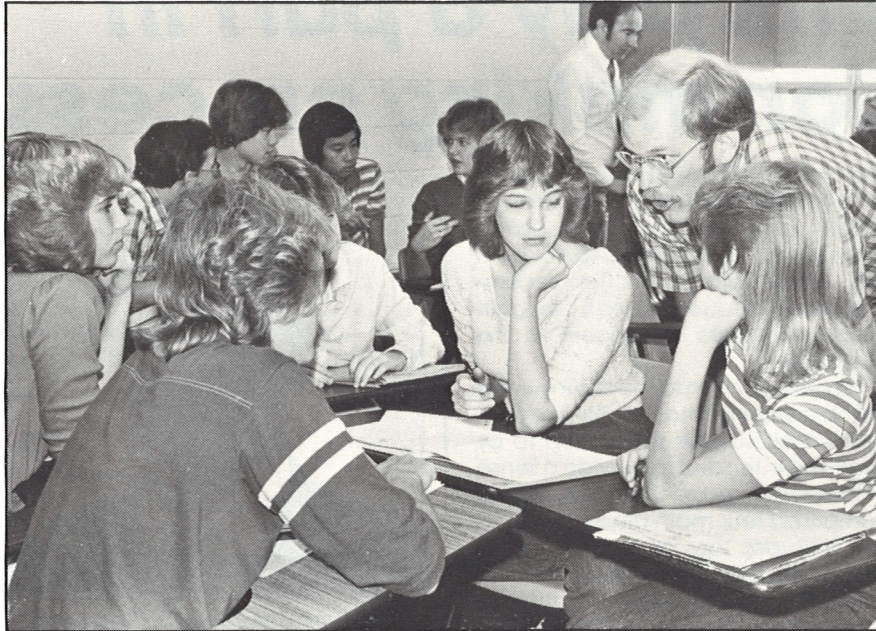


Jim Grizzle and Larry Forehand, left, of Safety and Industrial Hygiene, help employees exchange safety TUIFS for awards during the redemption makeup day Nov. 18. The two most popular awards were tote bags and socks.

Project Business blends the business and academic worlds

Each week, Complex employees bring a bit of the business world into area junior high school classrooms.

They are volunteer consultants in Project Business, an economic education program designed to supplement



Mark Smith works with Trimpe Junior High School (Bethalto) students during a Project Business class. As a volunteer consultant, one of Smith's goals is to try and involve all of his students in Project Business activities.



At one time, Dave Brown considered a teaching career. Project Business exposes him to both the business and academic worlds which he describes as a perfect combination. Brown is a first-year consultant at East Alton Junior High School.

existing social studies, economics or civics courses for eighth and ninth grade students.

Project Business is a division of Junior Achievement. Working with a teacher, the consultants share with students a practical, first-hand approach to seven business topics: nature of economics, different economic systems, principles of supply and demand, competition, consumerism, money and financial institutions, and career exploration.

First semester consultants are **Mark Smith**, Trimpe Junior High in Bethalto; **Dave Brown**, East Alton Junior High; and **Tom Rizzo** and **Hector Sotelo**, both at Edwardsville Junior High. Second semester consultants will be **Steve Hochberg**, **JoAnn Manning**, **Jim Weber** and **Kerry Prielipp**. Brown, Manning, Weber and Prielipp are all first time consultants; the others have participated before.

Project Business was started in the Alton-Wood River area in 1978 with 11 classes and 250 student participants. This school year, 47 classes are scheduled which will expose approximately 1,175 students to business and economics. The expense of the program and materials is contributed by the consulting firms which also provide the consultants to teach the classes.

In 1982 Shell-sponsored Project Business classes reached over 2,600 students nationwide with 39,000 hours of education. This year Shell is underwriting the cost of 102 classes throughout the country. The Complex increased the number of its consultants from four last year to eight in 1983-84. Plus, **Don Baker**, manager - Community Relations, serves on the board of directors of Junior Achievement of Alton-Wood River, which oversees Project Business in the area.

When asked why they chose to participate in the program the consultants offered the following comments.

Mark Smith - "I enjoy the kids—some are real active in class and others try to remain unnoticed. It is fun to get everyone involved. I believe the subject matter is very important. About 50% of my students feel business is a big rip-off. Only 33 percent were able to identify capitalism as the U.S. economic system. And 20 percent thought we were a communist nation. Basi-

cally I enjoy making at least some small difference in the lives of the eighth graders. The experience also helps to develop my own communication skills and allows me to look at life from a completely different perspective."

Dave Brown - "I learned about Project Business from another consultant last year and became interested. One thing I've learned is that the students, teachers and myself all benefit from the program. The kids learn about industry, economics and careers from the consultant and the teacher receives action oriented material to supplement his lessons. At one time, I considered a teaching career. Project Business lets me enjoy the best of the business and academic worlds. The class is an interesting, surprising and rewarding experience."

Tom Rizzo - "One thing I really enjoy is the spontaneity involved with teaching eighth graders. You always have to be prepared for anything because the subject matter is completely foreign to them. The kids are pretty sharp and won't believe everything they hear. Project Business teaches the students how to use 'business' now and later, regardless of the career they choose. One of the best reviews I have gotten came as a response on a questionnaire. The question was, 'Has Project Business changed your opinions about business?' One student answered, 'No, I still like it! What more can you ask?'"

Hector Sotelo - "I am involved in Project Business because there is a need for the program's objectives. Many students have a distorted view of the business community and that includes oil and chemical companies. By being in the classroom, we can humanize business and help dispel some misconceptions. The program also communicates to the parents through the students, and explains in writing what it is teaching and accomplishing. I have received feedback from the parents of last year's students. Many stated that their youngsters enjoyed the Project Business experience and have learned from the classes."

Steve Hochberg - "The program provides me with the opportunity to share and exchange information with students in our community. It is rewarding to see them respond to the program in such a positive fashion. I find that many of the students have little knowledge of business principles and the program serves as a valuable learning tool. In addition, Project Busi-

ness improves my skills in presenting materials to others and most importantly, it is fun."

JoAnn Manning - "I feel quite honored to participate in Project Business. Any community activity a company is willing to give of its time is worth my own involvement. I also believe that working with students will prove interesting, challenging and fulfilling for myself and the students as well."

Jim Weber - "I volunteered for Project Business after discussing the program with people who had served as consultants before. I think it is great that students can have an opportunity to talk about topics they have read

and studied with people who are active in the business world—like we are here at Shell. I am really looking forward to it."

Kerry Prielipp - "I am becoming involved with Project Business for a couple of reasons. First, it is something interesting that I haven't tried before and second, it seems useful for the students. I remember in college when graduate students would come back and give us a glimpse of their jobs and the 'real world.' These firsthand business experiences don't filter down to high school kids very often. I wish I had had similar exposure to business in high school. It seems very practical."

Shell Oil reports 3rd qtr., 9 month earnings

Shell Oil Company earned \$449 million in the third quarter of 1983, an increase of \$7 million over the same period in 1982. Earnings for the first nine months of \$1.084 billion were \$82 million lower than the comparable 1982 period.

"Third-quarter results are heartening, in view of the difficult business conditions we have been facing," said Shell President **John F. Bookout**. "As we assess the situation now, the net income of \$5.19 per share we earned in 1982 will not quite be equaled in 1983. Funds from operations, however, should be about the same as in each of the last two years. A key factor underlying this outlook is our belief that foreign producers probably will continue to balance oil supply with demand, resulting in reasonably stable oil prices."

Reviewing the major segments of

Shell's business, Bookout said third-quarter earnings of \$316 million for the oil and gas exploration and production segment declined \$25 million from the same 1982 period. Nine-month earnings of \$971 were \$53 million lower.

Earnings in the oil products segment, which includes refining, transportation and marketing, were \$111 million for the quarter, a decrease of \$27 million from the same 1982 period.

Major factors in the earnings decrease in this segment were lower margins, which were reduced as selling prices dropped more than raw material costs, and lower investment tax credit. On the positive side, refined product sales volumes increased 5 percent, as automotive gasoline rose 3 percent and jet fuel was up 20 percent.

For the nine-month period, oil products earnings were \$157 million, compared with \$272 million during the same period last year.

The chemical products segment earned \$14 million in the third quarter, compared with a loss of \$15 million in the same 1982 period. For the nine-month period, chemical products earned \$39 million, compared with a \$1 million profit in the 1982 period.

Earnings in other operating segments, which include non-petroleum energy fields and emerging businesses, improved \$44 million for the quarter and \$48 million for the nine months. "These gains were attributable to a profit of about \$50 million from the disposal of geothermal properties in the Geysers area of California," Bookout said.

Classified Ads

For sale: 8-room house with gas heat, storm windows and doors, large fireplace. Must see to appreciate. Reasonably priced. 254-6977.

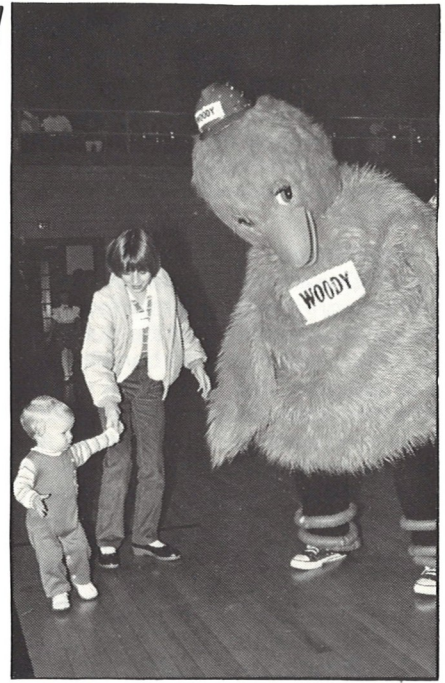
For sale: home and commercial sewing machines. **D. B. Ward**, 462-5936.

For sale: Kashan oriental rug made in Belgium of pure wool. 9' x 12'. \$375. French provincial chair, like new, \$50. Hand-painted china, a cashmere coat with mink collar, an antique vase, crystal bowl and silverware. Call for details. **Lucille Maloney**, 656-2144.

Nearly 2,000 attend Christmas party



The Alton High School Troubadours found time in their busy schedule to perform at the annual Shell Christmas party. The choral group concluded their session with a sing-along.



The kids loved Woody (alias Don Johnson, Alkylation). He served as official party greeter and even helped the Dixie Daredevils with their act.

Page 4, REVIEW

50th year as Santa Claus

This is Juda's favorite season

"It is better to give than to receive" is an adage that Jerome "Punch" Juda follows to the letter. He knows from experience that making others happy is the best way to bring happi-

ness to his own life.

The retired Wood River employee (1973) has indeed been a bearer of happiness to countless children and adults during the past 50 years. Juda

portrays none other than Santa Claus—some say he is the Santa of all Santas—and this time of year is a busy one for the Granite City man who has ho-ho-hoed for several million children over the years.

Juda doesn't just play at being Santa Claus, he puts his heart and soul into portraying one of the most famous figures of all time. With a great deal of assistance from his wife, Harriet, who makes all of his costumes, Juda delights in telling children of Santa's workshop, life at the North Pole, about being good boys and girls, ect. He does such a fine job that *Good Housekeeping* magazine selected Juda as one of its winners in a Santa Claus look-alike contest in December 1982.

How did Juda become a Santa Claus? It was quite by accident. In 1933 when the regular Santa at Dewey Avenue Methodist Church, Granite City, was sidelined by illness, the preacher asked Juda if he would play the part. The performance went very well and the calls came in for him to play Santa at people's homes, hospitals, civic groups and other organizations. Juda obliged and he has been at it hard ever since.



Children lined up all the way across the East Alton-Wood River gymnasium floor to visit with Santa Claus (Jerome Juda) during the Shell party Dec. 8.



The Brett Stamps Quintet entertains the crowd with a variety of jazz and popular music.



He makes it look so easy. Ty Cobb of the Dixie Daredevils thrills on-lookers by leaping over "willing" volunteers. The Daredevils brought the audience to its feet with a combination of gymnastics, acrobatics and basketball maneuvers.

Comparing today's children with those of 20 or more years ago, Juda said kids now ask for more toys than before, especially educational toys. They also seem smarter and a bit more skeptical, he added.

"One thing I never do is promise children they will get the Christmas presents they ask for," Juda said. "I mention that they may get the presents they want, but then again they may not. I tell them not to be too disappointed if their wishes do not come true, that they should be thankful for whatever they receive."

In the half century he has been St. Nick, Juda estimates he has made at least 2,000 appearances or about 40 each season. Those times brought with them some good and not so good moments and one that stands out occurred in 1958. The scene was Granite City and a large crowd including the mayors of Granite City, Venice and Madison, anxiously awaited the arrival of a helicopter that carried Juda (Santa Claus). As the helicopter landed on the ground, Juda stepped out ringing a bell and carrying a large bag of toys. Unfortunately, the drawstring of his pants got caught on the copter's seat belt and Juda lost his breeches. The incident made headlines in newspapers as far away as Paris, France. From that point on Juda wore heavy suspenders.

Another time Juda and his wife

were looking for a house where he was going to put on a Santa show. It was a dark night and they couldn't see the house numbers so Harriet got out of the car to take a closer look at the numbers. She didn't know that a pipe had recently been repaired underneath the ground she stepped on, and wound up waist deep in mud and snow. Juda had to call for help because he did not want to get his costume boots dirty.

One of the more satisfying memories took place during the Korean War. A few days before Christmas, Juda visited the home of a Granite City family whose father was a front line soldier. Juda arranged for a photographer to shoot 16mm sound film of the family gathering. The wife, two children and both sets of grandparents were there with Juda. Presents were exchanged, songs sung and the true spirit of Christmas prevailed. All of it was captured on film.

The government rushed the film to Korea and on Christmas Eve that Granite City soldier and hundreds of other soldiers were called together to view the film. The film was a complete surprise to everyone but the officer in charge.

Juda enjoys one-on-one contact with a child, but recalls with pride the time he entertained 40,000 people at the 1968 National Campers and Hikers Association convention in DuQuoin,



Harriet Juda uses a curling iron to touch up husband Santa's (Jerome's) beard during a Christmas show in 1962. Mrs. Juda makes all of Jerome's costumes and takes advantage of her hairdressing skills to care for Santa's many wigs and beards. Juda retired from the Complex in 1973.

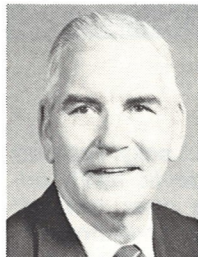
Ill. This was the largest group he ever played Santa before and it just happened to be in July. He stuffed ice cubes inside his Santa suit to stay cool.

Come Dec. 26 when the hectic pace of the Christmas season slows to a halt once again, Juda and Harriet will pack up their trailer and head for Texas until April. They will spend time with other Shell retirees and take it easy. After all, even Santa Claus deserves a break once in a while.

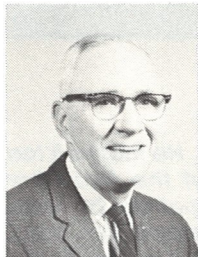
In remembrance

Chauncy P. Page, 78, died Nov. 1. Mr. Page was an operator 1, Distilling before retiring in 1969 after 37 years of service.

Louis Vander, 78, died Nov. 4. Mr. Vander was a counterman 1, Purchasing before retiring in 1968 after 34 years of service.



C. P. Page



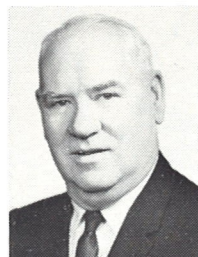
L. Vander



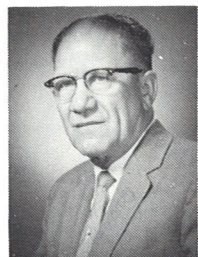
W. D. Johnson



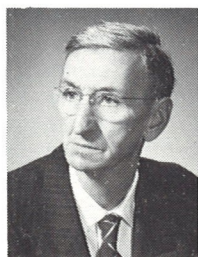
R. E. Cruthis



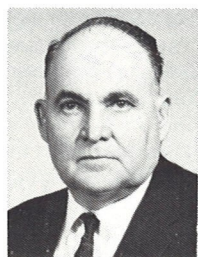
B. W. May



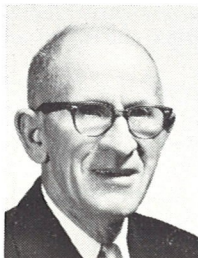
G. E. Townzen



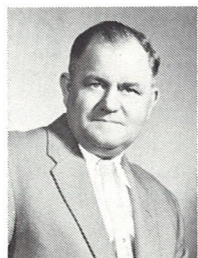
J. S. Bull



C. M. Twente



W. D. Riley



C. N. Weger

W. D. Johnson, 53, died Nov. 6. Mr. Johnson was an operations foreman, Compounding before retiring June 1, 1983 after nearly 29 years of service.

Rufus E. Cruthis, 90, died Nov. 6. Mr. Cruthis was a pipefitter 1, Engineering Field before retiring in 1951 after 28 years of service.

Bert W. May, 79, died Nov. 9. Mr. May was a boilermaker 1, Engineering Field before retiring in 1963 after 23 years of service.

George E. Townzen, 80, died Nov. 10. Mr. Townzen was an electrician helper 1, Engineering Field before retiring in 1963 after 24 years of service.

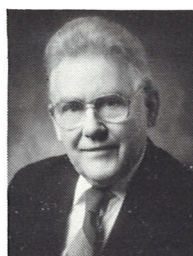
James S. Bull, 76, died Nov. 13. Mr. Bull was a yardman, Engineering Field before retiring in 1970 after 27 years of service.

Charlie M. Twente, 75, died Nov. 13. Mr. Twente was a yardman, Engineering Field before retiring in 1968 after 21 years of service.

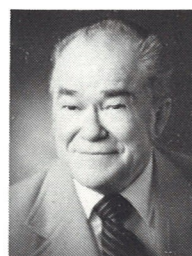
William D. Riley, 85, died Nov. 22. Mr. Riley was a pipefitter 1, Engineering Field before retiring in 1962 after 18 years of service.

Charles N. Weger, 73, died Nov. 25. Mr. Weger was a pipefitter 1, Engineering Field before retiring in 1963 after 29 years of service.

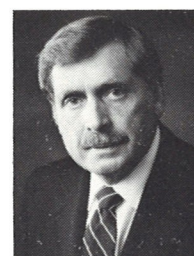
Anniversaries



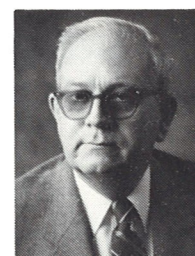
Ed Witis
Dispatching
40 years



Ray Thrasher
Drafting
40 years



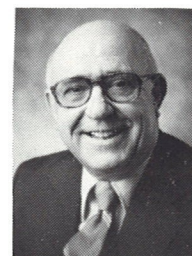
Bob Woods
Distilling
35 years



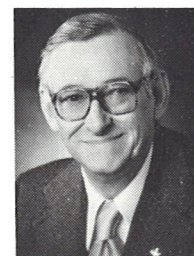
Jim Akers
QA/EC
30 years



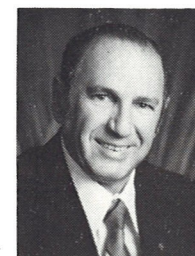
John Hodapp
Distilling
35 years



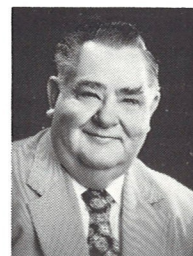
Bill Klokkenga
Aromatics
35 years



Merle Mosby
LF&E
30 years



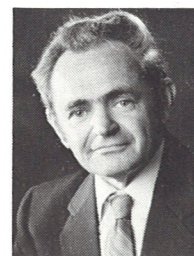
Tony Cafazza
Lubes
25 years



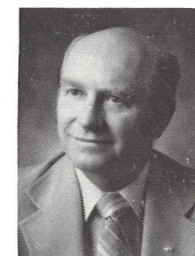
Clay Revenburgh
Utilities
35 years



Wes Wagner
Maintenance
35 years

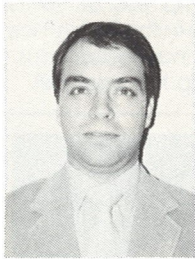


Gerald Kessler
Compounding
25 years

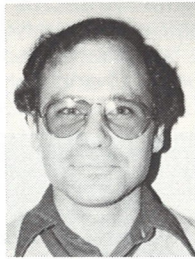


Bill Leady
Inspection
25 years

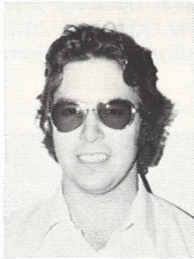
New to WRMC



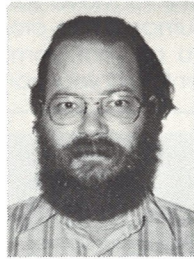
Phil Aultman
Purchasing



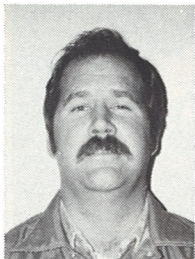
Ray Catlett
EOS



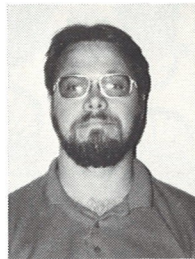
Tom Regetz
EOS



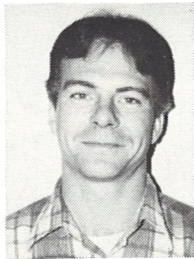
Danny Richards
Machinist



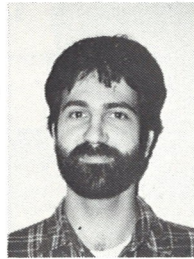
Stan Corey
Electrician



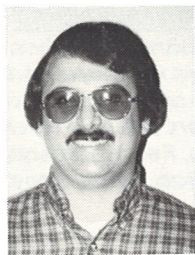
Jack Gottlob
Laborer



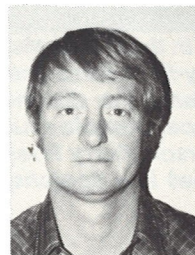
Jim Robinson
Pipefitter



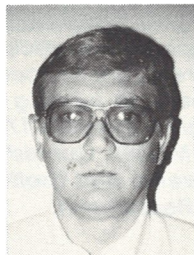
Jerry Sanders
Pipefitter



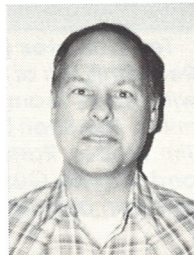
Mike Hagen
Laborer



Ron Mueller
Machinist



Arlin Schaefer
Machinist



Tim Tomko
Major Projects

The Review in review

Highlights from past issues

Five years ago (December 1978) - Demand for Shell gasoline jumped so much in recent months that it outstripped record production levels.

The youngest pensioner for the fourth year in a row at the annual Pensioners' Dinner was **Ed Fry**, Automotive '74.

10 years ago (December 1973) - This month, Canteen Corporation celebrated its 25th anniversary of serving meals to Wood River employees.

Paul Berney is heading Wood River's energy conservation team that was formed to reduce energy consumed at the refinery.

25 years ago (December 1958) - Site clearing and field construction of the Hydrogen Sulfide Recovery project are in the early stages.

Construction on the Distillate Hydro-treater—the largest unit ever to be built by Shell—began last month.

40 years ago (December 1943) - The War Chest Drive in the refinery amounted to \$12,679 which was \$8,400 over our quota.

WRMC 1984 Holidays

January 2	New Year's Day
April 20	Good Friday
May 28	Memorial Day
July 4	Fourth of July
September 3	Labor Day
November 12	Veterans Day
November 22	Thanksgiving Day
November 23	Day After Thanksgiving
December 24	Christmas Eve
December 25	Christmas Day

WOODY & CLYDE



900 respond to smoke detector offer

If you are one of the 900 Complex employees who turned in a fire safety checklist in order to receive a smoke detector, you made a good move. Time and again, detectors have been credited with preventing injury and death, and in minimizing damage caused by home fires.

Since this is the season of fireplace fires and heavy use of home heaters, it is appropriate to list some advice concerning the topic, courtesy of the National Safety Council.

Fireplace fires: don't burn trash in your fireplace. Paper can produce flying embers that can settle on your roof. Never burn home-rolled newspaper logs soaked in flammable liquids. Keep rugs, pillows, newspapers and other flammable materials away from the fireplace area, out of range of sparks. Use a spark screen. Make sure that the fire is completely out before going to bed or leaving the house.

Burning gas, oil, wood and coal to keep warm produces carbon monoxide (CO), an odorless, colorless gas. It takes only a small amount of carbon monoxide to threaten your safety. Common causes of CO poisoning are malfunctioning furnace vents or chimneys, which can become clogged. They should be checked periodically, particularly at summer's end, when animals and birds may have used them to construct nests.

Other ways to avoid CO poisoning are to make sure that heaters and furnaces are properly adjusted, and to prevent combustion gases from entering your home.


Although CO is odorless, there are some symptoms to tip you off to its presence. If everyone in the family has a headache and is nauseated, suspect CO and get into the open air.



Ten Complex employees participated in the Xerox Invitational Marathon Relay this fall at Forest Park, St. Louis. Sixty-five teams entered the marathon with each team member running one-tenth the distance, or just over 2.6 miles. The Shell team finished in 17th place. Complex runners are (top row) Jim Weber, Randy Millikin, Connie Patterson, Kerry Prielipp, Kenny Hudson and Wayne Gusewelle; and (bottom row) Lee Speicher, Bob Zwick, Jane Johnson and John Heinemann.

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