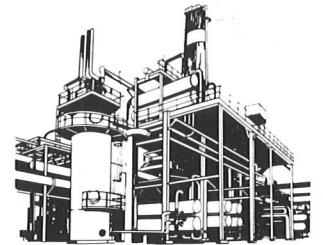


# WOOD RIVER REVIEW

WOOD RIVER MANUFACTURING COMPLEX



VOL. 47, NO. 4 APRIL 1984

## Employee suggestions lead to safety improvements throughout the Complex

Do you have a safety suggestion? Last year nearly 60 suggestions from Complex employees were considered and all but 10 were approved and adopted. Safety's **Paul Vogelbacher**, who coordinates the program, said the number of suggestions received so far this year compares with the same period in 1983.

Suggestion forms are available from supervisors and at the Main and South Gates. Completed forms may be turned in to supervisors or placed in specially marked boxes at the two gates. Carbon copies of each completed form are routed to the appropriate craft supervisor, maintenance coordinator, process manager, department manager and superintendent, to the Safety & Industrial Hygiene manager and others. Vogelbacher said employees who make safety suggestions are always

informed of any action taken.

Safety suggestions from 1983 include the following:

**Suggestion** — The boats at West Property need to be equipped with more safety equipment such as ropes that could be thrown from them in the event oars are dropped overboard. **Action** — Two 100-foot ropes were obtained and are placed in the boats when boats are used.

**Suggestion** — Purchase a small fire extinguisher and smoke detector for the cooking area of a control room. **Action** — Equipment obtained.

**Suggestion** — Install crossing signs at the intersection of Main Office Road and 14th Street. **Action** — Signs installed.

**Suggestion** — Safety chains needed on all seven openings of

Cooling Water Tower - 20. **Action** — A safety chain was installed across each opening.

**Suggestion** — Check for leak and repair if necessary excess water leakage at the northeast corner of the old Benzene Extraction Unit (BEU) control room. **Action** — Plugged sewer was repaired.

**Suggestion** — The area west of the BEU stack trench has a deep hole caused by a steam leak. It causes a possible hazard to pedestrians. **Action** — Steam leak was repaired and the hole filled in.

"The best judges of potentially unsafe work procedures and conditions are usually the people who work in the particular areas," said Vogelbacher. "All safety suggestions are seriously considered and whether accepted or not, they are appreciated."



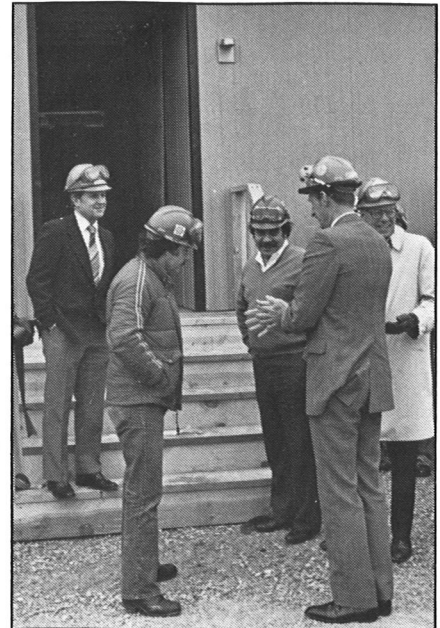
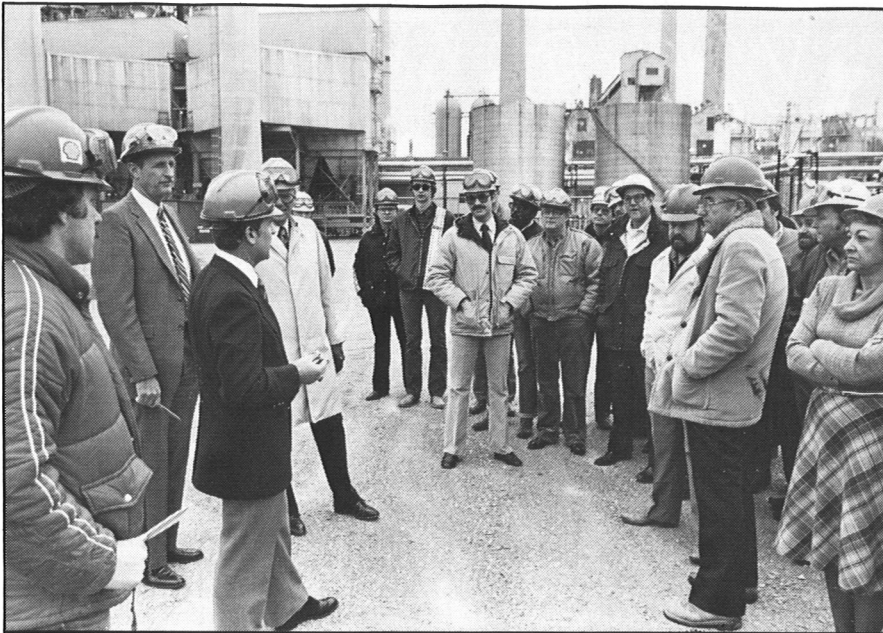
**Paul Vogelbacher, Safety Inspector, collects safety suggestions from the South Gate box. In 1983 nearly 60 suggestions from employees were considered and all but 10 were adopted.**

## Calling all graduates

Wood River Review will recognize class of 1984 high school and college graduates in the June issue. Employees as well as sons and daughters of Shell employees and pensioners who graduate this year are eligible for feature in the newspaper.

Submit to the editor, Main Office, a head-and-shoulders photograph of each graduate. Include the name of the graduate and school attended, academic major if college, type of degree, relationship to Shell employee or pensioner, and the department where the Shell employee works or worked before retiring. Also, provide a mailing address where the photo can be returned after publication.

Deadline for the June issue is Friday, June 1.



(Left photo) - Russ Herring, superintendent of Major Projects, addresses Major Projects employees outside the department's new trailer complex near the LOP office. (Right photo) - Herring's March 26 presentation is followed by a ribbon cutting ceremony to officially dedicate MPO's base of operations.

## Distilling group briefed on projects

Distilling employees were briefed on the upcoming DU-2 projects during meetings held March 6 and 13 in Edwardsville. Presentations by representatives from Major Projects, Operations and Maintenance were followed by question and answer sessions.

Agendas for both meetings were the same. Presenters and the topics they covered were: **Gil Baxter**, introduction, manpower assignment and schedule, and closing remarks; **Steve Franke**, Major Projects Organization overview; **Pat Nelson**, project implementation team - its concept, role and members, and DU-2 projects; **Art Kiehne/Betty Maslo**, process design description; **Paul Weinmann**, construction overview including contractor plans, schedules, manpower levels, etc.; **Bob McDonough**, daily work planning and role and relationship of Major Projects Organization and Operations; **Jim Grizzle**, design/field construction safety guidelines and contractor safety program; and **Gary Bourland**, permit process and Major Projects vs. routine operator safety role/responsibility.

Highlights from the meetings include the following items.

\*DU-2 work will mainly involve improvements in the area of energy conservation. About 60 percent of the revamping will take place while the unit is operating and the remainder during a one to two month shutdown beginning in October. The shutdown

schedule is to be finalized by May.

\*The costs of DU-2 projects are expected to exceed \$25 million for energy conservation, yield improvement and control room consolidation/instrumentation modernization facilities.

\*New equipment includes 40 heat exchangers, 29 pumps and seven vessels. Additionally, modifications will be made to eight heat exchangers, three pumps and 14 vessels.

\*The project will require 200 tons of structural steel, 250 cubic yards of concrete, 450 tons of pipe and 350 tie-ins.

\*Construction contractors will develop ongoing work schedules to be reviewed each day by Major Projects and Operations.

\*Major Projects will have a separate permit system from Wood River's. De-

partmental permits will need two signatures and fire and safety permits three signatures.

\*Safety and industrial hygiene consultants are being assigned to the DU-2 project to assist contractors with training, the permit system, general housekeeping, proper staging techniques, emergency procedures, asbestos handling and other matters.

\*Contractors will provide several hours of safety training to their employees.

\*Members of the DU-2 process implementation team are: Maslo, process engineer; McDonough, operations coordinator; Bourland, safety inspector; **Hooch Wallace**, pressure equipment inspector; Weinmann, construction coordinator; and Nelson, project engineer.

## U.S. Savings Bond campaign in progress at Complex

April has been designated as U.S. Savings Bond campaign month for all Shell employees. This annual activity provides an opportunity to purchase Savings Bonds through the company's Payroll Deduction Plan.

Today's Series EE Bonds earn a variable interest rate, 85 percent of market rates, when held at least five years. There is no upper limit on what bonds can earn. Bonds also have a guaran-

teed minimum return of 7.5 percent when held at least five years, and they offer tax advantages and safety features that have made them a favorite of Americans for years.

Employees who wish to enroll or to increase their current allotments in the Payroll Deduction Plan should contact **Kay Copeland** in Employee Relations, ext. 2370.





# SU 2000

## Shell Oil introduces two new unleaded gasolines

Remember when Shell became the talk of the industry after it introduced the "cash or credit card - same low price" marketing campaign in September 1982? Well, the industry is talking again, this time about the two new brands of unleaded gasoline Shell has developed. Now available at most Shell service stations, SU 2000 replaced Super Unleaded and RU 2000 took the place of Regular Unleaded. Shell Regular Leaded remains unchanged.

SU 2000, 92 octane in most areas of the country, is one of the highest octane premium unleaded gasolines on the market. Both SU 2000 and RU 2000 contain a patented additive called PDP 5400 which can benefit new cars by inhibiting the buildup of critical engine deposits, limiting an increase in engine octane requirements. In older cars, it can decrease existing engine deposits which reduces "knock" and allows the engine to run more efficiently.

When the octane requirement of an engine is higher than the octane rating of the fuel it is burning, engine knock will result. Light, occasional

knock normally doesn't harm an engine. But heavy, sustained knocking may lead to severe engine damage.

The changeover of gasolines was publically announced April 2 and is the culmination of efforts by employees at several Shell facilities, including Westhollow Research Center, Head Office, Wood River and Martinez manufacturing complexes, Sewaren, the Western, Mid-Continent and Eastern Products Distribution areas, and the 28 Retail Sales Districts across the U.S.

### THE FIRST STEP - INVENTION

SU 2000 and RU 2000 were developed after five years of work by a team of engineers led by **Dr. Len Graiff** at Shell's Westhollow Research Center, Houston. The team found that "ridge" deposits in engine intake ports contributed to the octane requirement increase. The PDP 5400 additive package was designed to control the buildup of these deposits.

"As far as I know, no one has attempted to control octane requirement increase in this way before," said Graiff, who earned a Ph.d. from

Purdue University.

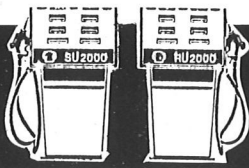
Westhollow engineers conducted extensive laboratory tests using four-, six- and eight-cylinder automobile engines. The results demonstrated that SU 2000 lowered the engines' octane requirements and maintained them at low levels.

With the successful introduction of the new gasolines, what is next for Graiff and the other research scientists? "We are already working on the next generation of gasoline," he said. "We have leads on several new products and are pursuing development of those with the same intensity we applied to the SU 2000 and RU 2000 projects."

### THE NEXT STEP - PRODUCTION

Raising the octane rating for SU 2000 (Super Unleaded was 91.5) is achieved by stepping up production of high octane reformat at Wood River's Catalytic Reformers. The reaction temperature in the units is increased to make a higher octane product. The Oil Movement Center

(Continued on page 4)



(Continued from page 3)

blends the reformat with other components before sending the gasoline by pipeline or barge to Shell Products Distribution plants.

**Howard Olsen**, manager - Economics & Scheduling, said there is a trade-off involved in producing the 92 octane gasoline. The process is more expensive than what was required for Super Unleaded due to the higher cost of operating the Reformers, the additional fuel needed to raise the units' reaction temperature, and the fact that it takes a greater amount of crude oil to produce the higher octane components for SU 2000.

Of course, it is PDP 5400 that makes the new gasolines unique. The additive consists of five components that are blended at Wood River, Sewaren, N.J. and Martinez, Calif. and then shipped in tank trucks or tank cars to Products Distribution facilities where it is injected into the gasoline.

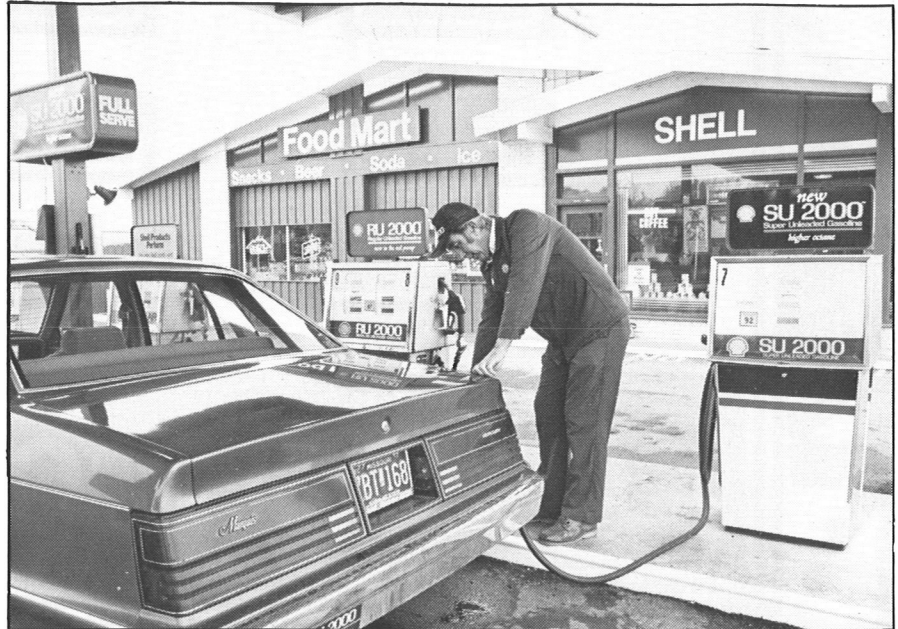
As early as last summer, WRMC's **Paul Pizzini** and **David Stuart** began process and project engineering work, respectively, in preparation for PDP 5400 production. Three component tanks were cleaned, piping, pumps and flow meters were installed and other details attended to in order to meet the Jan. 1 blending deadline. As of April 1, the Complex had blended approximately 10,000 barrels of PDP 5400. Pizzini estimates that about 25,000 barrels will be produced by the end of the year. This is in addition to more than 3,500 barrels of additive to be blended for Shell Regular Leaded gasoline.

The project also involved changes at the Complex truck loading rack. Storage tanks and pumps were cleaned and a new additive injector was installed for each of the three grades of gasoline. The facility was fully converted and ready for business by March 1.

## PRODUCTS DISTRIBUTION

PDP 5400 is stored in special tanks at the Products Distribution plants. The additive is added in precisely measured doses to unleaded gasoline just before the product is pumped into delivery trucks. At this point it becomes the complete Shell gasoline and is ready for delivery to service stations.

**E. E. "Ike" Eigenschenk**, manager - Mid-Continent Distribution Area, said the 20-plus plants in his region have been gearing up for the SU 2000/RU 2000 transition for more than six months. All additive injection systems were revised and some plants installed new



**Bob Powell, an employee at Bluff Shell station, fills another car's tank with SU 2000 unleaded gasoline. The 92 octane product replaced Super Unleaded which had a rating of 91.5.**

additive storage tanks.

"In anticipation of a surge in new business, Mid-Continent plants are keeping their gasoline and additive storage tanks at full capacity, at least during the first 'blitz' of advertising and consumer awareness," Eigenschenk said.

He expects that the number of plant gasoline deliveries to stations will increase for an indefinite period. The greater demand for gasoline will be met primarily by scheduling overtime for Shell drivers.

## RETAIL SALES

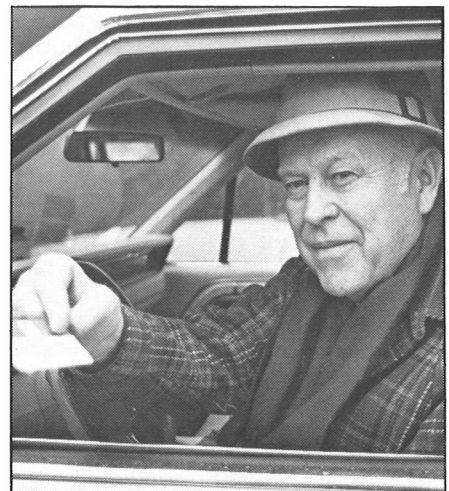
Prior to the April 2 publicity kickoff, maintenance crews were busy changing gasoline pump panels to black-and-gold for SU 2000 and red for RU 2000. For the area served by the St. Louis Retail District, this involved about 145 stations in metropolitan St. Louis and central Illinois, according to **John Ingram**, sales manager.

"Our sales people and dealers are very excited about the program," Ingram said. "SU 2000 and RU 2000 sales should provide a real shot in the arm for our retail business—we're hoping for a gasoline volume increase of approximately 10 percent."

Ingram explained that when a new product is introduced, sales typically go up at first. Then, when the "newness" is no longer what it was, sales tend to fall off. Close on the heels of the decline is another surge of busi-

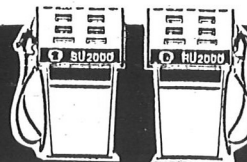
ness which usually reaches a higher level than the initial increase. Why does this happen? Because customers have had an opportunity to evaluate the product and, assuming they like what they have purchased, they come back for more. The quality of service and appearance of stations are also important factors customers consider when deciding whether to return to Shell or buy from a competitor.

Dealers are directly involved in promoting the sale of SU 2000 and RU 2000. Through the use of signs and



**"That new gasoline is something special," says Leeds Watson, referring to SU 2000. The Edwardsville resident said the gasoline helps his car engine run smoother and quieter.**





Customers at Bluff Shell in Collinsville have been asking questions about SU 2000 and RU 2000 gasolines. Many of the answers are found in informational brochures available at Shell stations. Above, dealer Don Patterson (left) and Paul Bischler, territory manager - St. Louis Retail District, look over one of the brochures.

other displays, Shell dealers are doing their best to attract customers—not only for the sake of business, but for the added incentive of winning an all-expense paid trip to the Olympics or Lake Tahoe this summer. Ingram said the 28 Retail Sales Districts will each send its dealer who does the most effective job of merchandising the new gasoline products.

## ADVERTISING

Sales of the gasolines are heavily supported by radio, television, newspaper and magazine advertisements, service station signs, gasoline pump graphics and other promotional programs. Advertising is focused primarily on SU 2000.

"Shell has an advertising campaign that will take us through the remainder of 1984," said **John Haines**, manager -Oil Products Advertising. "In terms of dollars being spent, the SU 2000, RU

2000 campaign is bigger than the credit card promotion."

Ads are running in such magazines as *Readers Digest*, *Life*, *National Geographic*, *Ebony*, *Newsweek*, *Sports Illustrated*, *People* and *Time*, and in locally and nationally distributed newspapers. Commercials are being broadcast in "spot" radio and television markets and on network television. **Don Morrow**, the Shell advertising spokesman, is featured in TV commercials shot on location in downtown Los Angeles, Big Bear Lake near L.A. and at the Mohave Desert.

A 1984 Chevrolet Corvette is shown bursting through a large paper banner in the television commercials. During filming, the car's sleek, aerodynamic shape presented a problem, Haines said. At first, the car sliced through the paper like a knife, not at all the effect Haines wanted to illustrate. Consequently, the paper was scored so



Dr. Len Graiff, a gasoline research scientist at Shell's Westhollow Research Center in Houston, is the inventor of SU 2000, a new 92 octane unleaded gasoline.

when it was struck by the car it "exploded" into many pieces. Such are the challenges of producing a commercial, Haines pointed out.

Another promotional tie-in was a Coke giveaway for customers who purchased a tankful of SU 2000 or RU 2000 on April 13, 14 or 15. Participating Shell dealers gave a liter of the soft drink to every motorist who "filled 'er up" at the sign of the pecten.

## CURIOUS CUSTOMERS

Shell dealer **Don Patterson** has been answering a lot of questions about SU 2000 and RU 2000 at his Collinsville station. "Many customers want to know what makes the new gasolines so different from other brands," Patterson said. "One woman told me that she was very satisfied with the 'old' gasoline. I told her to try the new products because she would like them even better."

**Leeds Watson**, a real estate agent from Edwardsville, filled his car's tank with SU 2000 on April 5. He said there was a noticeable improvement in the way his late model car performed with the gasoline.

"My car used to have trouble going up a hill near the high school—the engine would 'cough' and the change of gears was real abrupt," Watson said. "But with the SU 2000, I cruised right up the hill just as smoothly and quietly as could be. That new gasoline is something special."

## Matching Gifts program changed

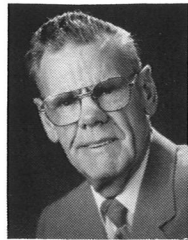
Shell's Matching Gifts program has been revised due to the overwhelming number of employee contributions to schools. Based on current levels of giving, the Shell Companies Foundation, which administers Matching Gifts, forecasts that requests would exceed the funds allocated to the program.

To head off that problem, the Foundation made three changes to the program effective in January 1984. First, precollege institutions will not be eligible; second, gifts will be matched annually on July 30 instead of semi-annually; third, the matching gift ratio will be determined each year based on the availability of funds.

The matching gift ratio remains the same for 1984. The Foundation will match eligible contributions on a two-for-one basis. Since it began in 1978, Matching Gifts disbursements and employee donations have amounted to \$7 million in aid to education.

Employee Relations has Matching Gifts forms.

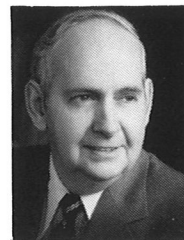
## Retirements



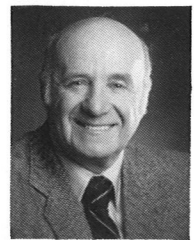
**Norm Prante**  
Dispatching  
42 years



**Jim Loffis**  
Purchasing  
40 years



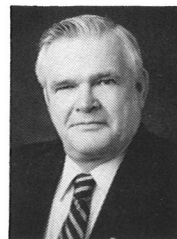
**Cleo Meredith**  
Dispatching  
36 years



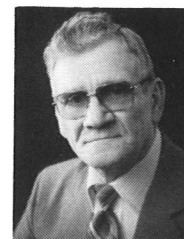
**Zeke Scanzoni**  
Maintenance  
36 years



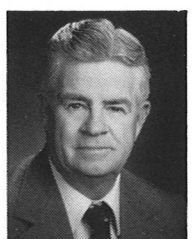
**Harold Kendall**  
Maintenance  
35 years



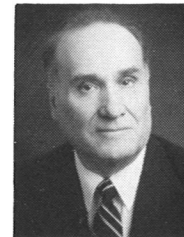
**Roy Goewey**  
Aromatics East  
35 years



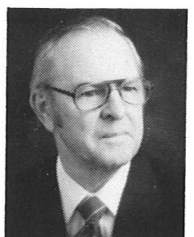
**Ray Fralix**  
Maintenance  
32 years



**Marion Broers**  
Maintenance  
31 years

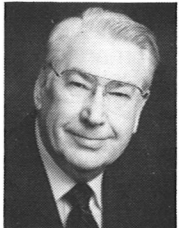


**Mac Tiburzi**  
Maintenance  
30 years



**Les Flaut**  
Maintenance  
28 years

## Anniversaries



**Novie Novitskie**  
EOS  
40 years



**Bob Davis**  
Compounding  
30 years

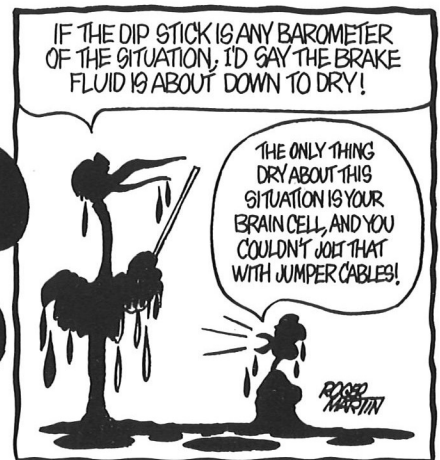
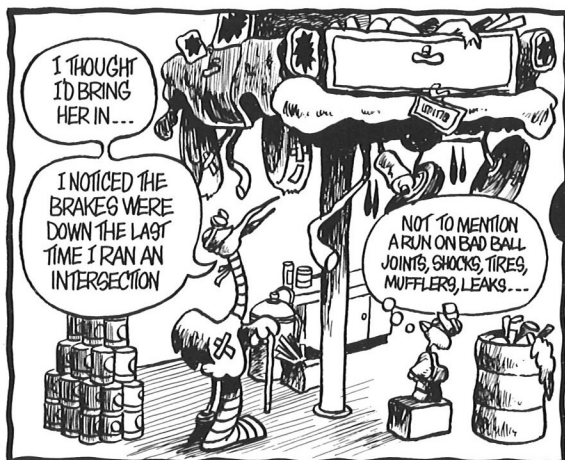


**Bill White**  
Maintenance  
30 years



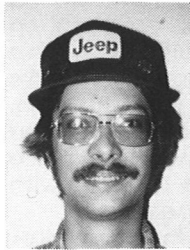
**Jack Rinehart**  
Purchasing  
25 years

## WOODY & CLYDE

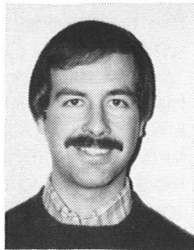




# New to WRMC



**Joe Allred**  
Laborer



**Rich Anderson**  
Aromatics West



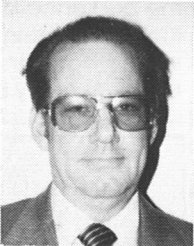
**Cathy Barnett**  
Financial



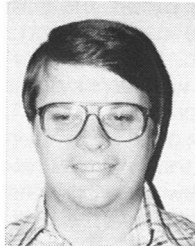
**Mike Bickline**  
Laborer



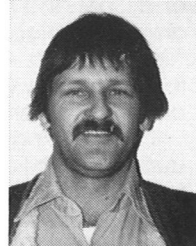
**Ron Cambio**  
EOS



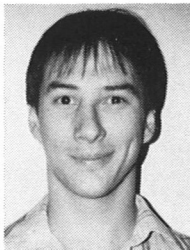
**Bill Davidson**  
Purchasing



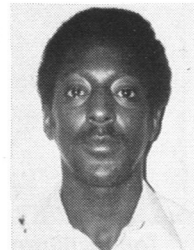
**Jeff Dial**  
Major Projects



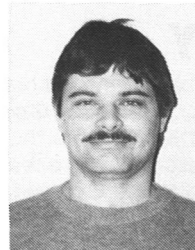
**Dean Dowland**  
Distilling



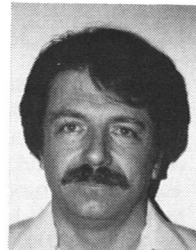
**Tom McEuen**  
Laborer



**Steve Mitchell**  
Laborer



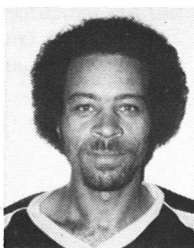
**Jerry Mueller**  
Purchasing



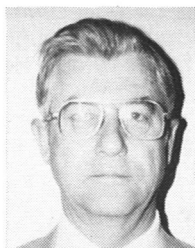
**Mike Shaw**  
Pipefitter



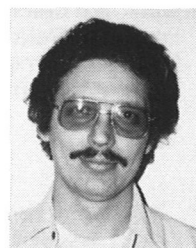
**Cathy Sly**  
EC/Utilities



**Robert Taylor**  
EC/Utilities



**John Ward**  
Major Projects



**Gary White**  
Purchasing



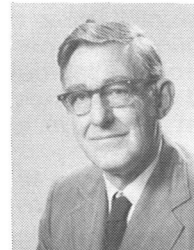
**Nancy Yarnell**  
Financial

## SHELL SHORTS

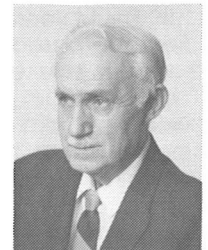
### Camera Club

The SRA Camera Club will meet at 7:30 p.m. Tuesday, May 1 in the Cafeteria. The program will be "Cruising the Caribbean" by **Ray Thrasher**. The slide/photo contest theme is "architecture - anything designed or built by man."

## In remembrance



**H. F. Laycock**



**R. D. Harrington**



**C. W. Schoenewels**

**Harold F. Laycock**, 65, died March 13. Mr. Laycock was an operator 1, Dispatching before retiring in 1974 after 33 years of service.

**Ralph D. Harrington**, 72, died March 14. Mr. Harrington was an operator 1, LOP before retiring in 1972 after 39 years of service.

**Charles W. Schoenewels**, 70, died March 22. Mr. Schoenewels was an operator 1, Distilling before retiring in 1967 after 27 years of service.

## Classified Ads

**For rent:** 3-bedroom furnished apartment in Wood River. Close to Complex. **Lois Cooper**, 618/254-3790 after 5 p.m.

**For sale:** Golden Shell pocket watch. Runs good, keeps good time, all original. \$175. **Red Sneders**, 618/254-6647

**For sale:** 1976 Apache - fiberglass, pop-up top, sleeps six, with stove, ice box and new tires. \$1,495. 1976 Yamaha 125cc street bike with windshield, sissy bar and carrier. Excellent condition. \$375. 1976 TEC 30-foot fifth wheel vehicle, sleeps eight, AC, excellent shape. \$6,200. **Harry Olive**, 618/633-2271.

**For sale:** A unicycle in new condition. **Joseph LeVora**, 217/368-2840

# No fooling, every Follies' show is a sell-out

It is just plain foolishness, but boy is it fun. For 14 years the Foolish Follies, a Bethalto-based contingent of performers, has entertained sell-out audiences in southwestern Illinois. Proceeds from Follies' shows go to local charities.

Shell is well represented in the 18-person cast that has earned considerable notoriety over the years. Maintenance's **Don Wiegmann** and **Don Klotz** are part of Foolish Follies, as are Klotz's wife **Jean**, and **Bob Eagan's** wife **Fran**. **Leon Little** was an original cast member with Wiegmann, but he "retired" from show business two years ago.

What began as entertainment for a



Taking part in a Follish Follies rendition of "Rum and Coca Cola" is Shell's Leon Little (left). The Follies parodies famous entertainers in annual stage shows that raise money for local organizations.

children's Christmas party has since grown into an annual season with three to four productions. Each show lasts about three hours, Wiegmann said, and requires many weeks of rehearsal. The group put on two shows this winter for Boys's Club of Bethalto and will probably do another show this spring to benefit a different organization.

Foolish Follies parodies famous people in the entertainment world such as Ray Charles, Tiny Tim, Sonny and Cher and many others. The cast dresses in elaborate costumes and "lip syncs" to music. The men performers usually wear women's clothes and the women wear men's.

Strange things can and do happen during Foolish Follies shows. While performing at Breesee a few years ago, the electrical power went out in the middle of a musical number. When power

was restored, the entertainers started the music over again and went on with the show. On another occasion a "plant" in the audience tried to make his way onto the stage when an unknowing security guard intercepted him. The confrontation that took place had the audience howling with laughter, Wiegmann recalled.

Klotz, a newcomer to Foolish Follies, said the cast seems to have more fun than the audience.

"I was nervous my first time before the audience but I soon got over it," Klotz said. "I think there is a little 'ham' in everybody and being a part of Foolish Follies really brings it out."

## Pipefitter returns lost money

Complex machinist **Bob Maher** has some nice things to say about **Gordon Bond**, a pipefitter. It seems that on March 14 Maher dropped an envelope containing \$14 in the Cafeteria while at lunch. Later, when he returned to search for it, the envelope was nowhere to be found.

"I had just about given up hope of ever seeing that money again," Maher said. "But before I did, I checked with Employee Relations and sure enough Bond had turned in the envelope. He is one honest man."



**Tom Williams, manager of Environmental Conservation - Manufacturing and Technical, was the featured speaker at the WRMC Community Relations Forum held March 21. Williams discussed major environmental issues and programs impacting Shell.**

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