



JOHN MYLER, winner of a Shell scholarship, is presented a special wall plaque by Refinery Manager Ed Ballman. Myler is one of three Shell offspring to receive the awards. The others, Margaret Hainsworth and Geoffrey Herbert, were unavailable for photos as the Review went to press.

## Bray named to Houston post

Bob Bray, Chief Engineer at Wood River, has been named Refinery Superintendent at Shell's Houston Refinery. He replaces J.D. Ramsey, who has been named Refinery Manager at Norco, replacing C.H. Plomteaux, who was recently killed in an automobile accident.

Bob began his Shell career at the Houston Refinery after receiving his B.S. degree in mechanical engineering from the Georgia Institute of Technology in 1949.

Following assignments in engineering, utilities, technological, and thermal cracking, he was transferred to Head Office, New York, in 1958 as Senior Engineer.

Bob came to Wood River for the first time in 1960 as Manager of Utilities. In 1965 he was promoted to Chief Engineer, and transferred to Shell's Anacortes refinery. He was transferred from there to the same position at the Wilmington

Refinery in 1968.

Bob returned to Wood River as Chief Engineer in 1969. He and his wife live in Edwardsville, Ill.

Bob will be replaced by John Nicholson, presently Manager Engineering Field at the Houston Refinery. John received his B.S. degree from the Massachusetts Institute of Technology in 1948, and began his Shell career here at Wood River in 1953, as an engineer in Engineering Services.

John served in various capacities in the Engineering Office, Technical Services, Construction, and Engineering Field, before being made a Technologist in the

Alkylation Department in 1961. He transferred to Head Office in 1963, and then to the Martinez Refinery in 1965. In 1967, he was transferred to the Houston Refinery as Manager Engineering Office, and became Manager Engineering Services in 1968. He assumed his present position in 1969.

## Niepert's peach seeds

Ralph Niepert is an operator in the Gas Department, and the practitioner of a "lost art."

No, he isn't involved in after-hours alchemy or anything of that sort. What Ralph does in his spare time is carve monkeys and other small animals from peach seeds.

"I got started on it when I was ill some time ago, and I needed something to do to occupy my time," Ralph says. Ralph remembered watching old timers do peach seed carvings when he was a youngster, and "it seemed like a good idea."

He carves mostly monkeys, since they are the fastest, easiest and the most popular. A finished carving takes Ralph from 30 to 40 minutes, after which he varnishes and paints them. Ralph estimates he has given away more than 2,000 of the monkeys on key chains in the last few years. In a way, the small carvings have become unofficial talismans for many Wood River employees.

Some years ago, peach seed carving such as Ralph does was a wide-spread hobby. Now there are only a few people left who engage in the pastime, leading a professor of history at Kent University to tag it a "lost art," a near-extinct piece of Americana.

Ralph has had a continuing correspondence with the professor for the last two years or so. "There's nothing like carving for keeping busy and relaxing at the same time," Ralph says.

In addition to the monkeys, Ralph sometimes fashions squirrels, elephants, and utensils such as baskets, pitchers, and cups and saucers. "I work from my mind, or pictures," he notes.

Carving the seeds is about the height of Ralph's ambitions in working with the knife. "I never could do too well with large wood carvings," he says.

So, for the foreseeable future, Ralph Niepert will continue to practice his "lost art" keeping alive a small part of American culture.

## Three win Shell scholarships

The children of three Wood River employees are among the fifty 1972 scholarship winners recently announced by the Shell Companies Foundation Incorporated.

They are: Margaret Hainsworth, daughter of Joe Hainsworth; Geoffrey Herbert, son of Steve Herbert; and John Myler, son of Barney Myler.

The scholarships are sponsored by the Shell Companies Foundation in its program for children of Shell employees, pensioners, or deceased employees. Now in its fourth year, the program has provided 200 such scholarships. The 1972 winners were selected by the National Merit Scholarship Corporation from approximately 700 candidates on the basis of their performance on tests administered in 1971 and on their leadership and citizenship attributes.

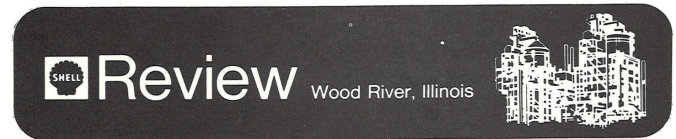
Each scholarship provides a renewable award of from \$500 to \$1,500 a year covering up to four years of full-time undergraduate study. The National Merit

Scholarship Corporation administers all phases of the program.

The Shell Companies Scholarship program is one of eleven aid-to-education programs supported by the Shell Foundation.

Margaret Hainsworth, Merit Scholarship winner, plans to attend Wellesley College and major in Political Science. Geoffrey Herbert is aiming for a Liberal Arts degree from the University of Pennsylvania, while John Myler plans to attend St. Louis University, also as a Liberal Arts major.

The Shell Companies Foundation has received substantial donations from the Shell Oil Company, Shell Chemical Company, Shell Development Company, and Shell Pipe Line Corporation. The Foundation makes donations for philanthropic purposes. Since it was established in 1953, it has made donations of more than \$30 million, including \$20 million for education.



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## Shell reintroduces city maps

In response to customer demand, Shell has reintroduced city maps for the top 34 metropolitan areas in the country.

The new two or four color city maps, made available to Shell dealers late in April, complement the Shell U.S.A. Travel Guides, state maps, and Shell Touring Service.

Shell Touring Service assists travelers in planning trips by furnishing trip routings and offering helpful travel hints in the Shell Touring Guide. Route request

cards can be secured at all Shell stations.

The U.S.A. Travel Guide is a 32-page booklet offered at Shell stations, combining an atlas and travel tips for motorists wishing to route themselves. The Shell map and touring program is offered free to customers.

Last year, more than 15 million Shell maps were distributed to dealers' customers. Most of these were state maps, which will continue to be furnished at customer request.



RALPH NIEPERT'S collection of carved peach-seeds. Niepert has carved many variations of monkeys, elephants, squirrels and pottery. Ralph estimates he has given away over 2,000 of the monkeys, on key chains.



JENNY LEE WAX, Receptionist in One Shell Plaza, Houston, looks over a proof copy of the 1973 Shell Desk Diary, which is now in production. The bound, 160-page gold-stamped diary contains 32 pages of color photographs featuring animals, birds and seashells and makes an excellent Christmas gift for friends and business acquaintances. Copies are available at \$1.50 each, including postage. Employees interested in ordering diaries in time for Christmas giving should send a check or money order to: F.H. Roberts, Shell Oil Company, Public Relations Department, P.O. Box 2463, One Shell Plaza, Houston, Texas 77001.

## Of deck shoes and gasoline

"We want to know why you put deck shoes with gas in one of your commercials," said the letter to Shell. "Our dads use Shell gas and they say it is good, but how do other people know that your gas is good when you talk about deck shoes?"

Signed by "your three 10-year-old friends," from Claremont, California, the letter was forwarded along with various others to Shell's Head Office Advertising and Sales Promotion Department for reply.

"Our current gasoline advertising campaign includes a number of technological advances for which Shell is responsible," W.E. Burch wrote to the three youngsters. "Rather than making claims or statements which would be difficult to document during a brief moment we have the viewer's attention, we have elected to show you cases of our 'aids to progress' in order that you might rightly conclude that we also make fine gasoline."

Burch, of course, was responding to a question about Shell's "Great Products" gasoline T.V. commercials, which were launched early this year on national television.

Panned by some while being praised by many others, the new gasoline television campaign is drawing good response from viewers all over the country--as evidenced by the youngsters' letter. Other requests run from a desperate plea from a housewife for a three-foot strip of tape made with Shell's EPON® resin for a much-needed home repair to inquiries from major suppliers wanting to know more about Shell's revolutionary new KRATON® thermoplastic rubber.

The two other commercials in the series also draw a lot of attention. One is on the OIL HERDER®, Shell's surface active collecting agent to control oil spills. The other is concerned with

"pancake" the non-greasy disk for lubricating railroad car centerplates.

"There is no denying these commercials are certainly creating a lot of interest," said J. H. Haines, retail advertising manager. "We've had letters from people all over the country on various aspects of the campaign and do our best to provide satisfactory answers for every one of them."

Haines said since the campaign does represent a new approach to gasoline advertising, it is not surprising it has drawn both praise and criticism. One writer described the campaign as "a whole new realm of advertising" and applauded Shell's effort to "equate its expertise in one field or area of manufacture with its achievements in another."

Haines said the campaign is doing such a good job for Shell, plans are to continue especially in view of the fact "We've had more comments and letters from viewers with this campaign than with any we've run in recent years."

When the campaign was launched, it was anticipated many viewers would want to obtain more information about the four products and response has not been disappointing. Letters of inquiry continue to be forwarded from various Shell locations to Burch in Head Office for referral to appropriate departments for prompt handling.

How long will the campaign continue?

"We will run it as long as it does a good job for us," Haines explained. "And a good job means, in the final analysis, that the campaign must improve our gasoline sales. If we are able to convince the consumer Shell is a company which can be trusted to produce quality products, whether it be an airplane adhesive or Super Shell gasoline, then the consumer is going to feel a little better about having his tank filled with our products."

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## Offshore drilling promising

Production tests off the coast of Nova Scotia have confirmed four zones capable of producing hydrocarbons.

The test well, known as Primrose N-50, is the 27th well in the offshore drilling program being conducted by Shell Canada Limited as operator in a joint venture with Shell Explorer Limited, a wholly owned subsidiary of Shell Oil Company. Primrose N-50 is located about 30 miles east of Sable Island in the Atlantic Ocean.

Shell Canada called the test results encouraging, while pointing out that additional drilling on the structure is required to determine commercial significance of the hydrocarbon accumulations. Primrose N-50, not capable of commercial production by itself, was plugged and abandoned.

In another action, Shell Canada, Shell Explorer, Mobil Oil Canada Ltd. and Texas Eastern Canada Limited have arranged jointly to drill an exploratory test well on pooled acreage about 20 miles south of Sable Island. Covering some 38,000 acres held 50 percent by the two Shell companies and 50 percent by Mobil, the pooled acreage encompasses

parts of adjacent permits held separately. Texas Eastern owns certain rights and interests in the Mobil permits.

Shell will drill the test well, Shell-Mobil-Tetco Eagle D-21, using the semi-submersible drilling vessel Sedco M. Drilling costs are to be split by the Shell companies and Mobil-Texas Eastern.

The Primrose N-50 well encountered two zones, each of which on test produced sweet gas at a rate of approximately 17 million cubic feet per day through a one-inch choke. A third zone produced sweet gas at 2.25 million cubic feet per day through a 36/64 inch choke. Small volumes of condensate were associated with the gas. In addition, one zone produced sweet medium gravity oil at 300 BBL per day through a 20/64 inch choke.

Additional detailed seismic coverage of the Primrose structure will be obtained this summer. Those results, combined with the Primrose N-50 findings and a review of extensive geological and geophysical data accumulated to date, will help determine plans for further drilling.

## SERVICE ANNIVERSARIES



Dick Schiefer  
35 years  
Engineering Field



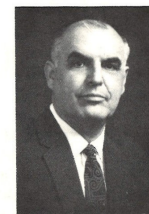
Hank Hendricks  
30 years  
Refinery Lab



Jim Watson  
40 years  
Refinery Lab



John Baker  
25 years  
Research Lab



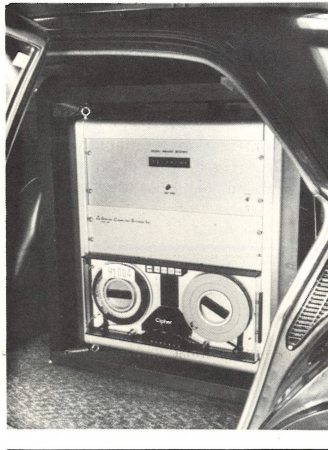
Jim Thompson  
25 years  
Engineering Field



Carl Mosser  
25 years  
Lubricants



The mobile instrumented vehicle in use by Shell scientists at the Research Lab at Wood River. The equipment in the car is continually upgraded at appropriate intervals to keep test results accurate and reliable.



## SRA bowling results

The SRA Bowling league Championship was won by Treasury, of the Supershell league, as they defeated Extraction, the previous winners. Treasury had defeated Engineering Field for the right to play in the finals, while Extraction had beaten Refinery Lab in the Premium league.

Members of the winning Treasury team were: Roy Stotler, Bill Krupski, Daniel Ottwell, Earl Fabik, and Norm Gautier.

Extraction was represented by Gale Crane, Ron Baggett, Roy Leathers, Hib Eberhardt, Tony Errandi and Bob Lewis.

There are openings in the SRA Monday night (Premium) league for new teams in the 1972-1973 season. Those interested should contact John Thomas, Technological department, at 739. New teams will be added on a first come, first serve basis.

## Classified ads

### FOR SALE

1972 Volkswagon, 5400 miles, automatic. Old ice cream freezer, 19 cu. ft. \$10.00, John Hummell 314-355-0882.

1966 Dodge Coronet 9 passenger station wagon. V-8, automatic, power steering, radio, luggage rack, power rear window, air shocks rear, dark blue, white sidewall tires with 80% rubber. One owner. \$895.00, Jim Brendle, 288-7657.

12,500 BTU Westinghouse air conditioner. \$100.00, Brenda White 259-0863.

1931 Durante sedan. 95% original. \$600.00. Runs good, 33,000 actual miles, Dale Ball, 377-6657, plant phone 581.

14' John boat, 95 pounds; \$60. 466-5708, E. Bensman

Two snow tires, 8.25x14, and wheels for 1966 Dodge. \$20. L. Leuck, 1-618-0769.

One ton Fedders air conditioner, 12,000 BTU, excellent condition. Clarence Ryan, 259-1702.

Bolen's garage tractor, with four attachments, 633-2351, after 5:30 p.m.

### LOST

White gold wedding band, with five diamonds inside, refinery. W. Kuethe, Refinery Lab, 487.

### ON THE MOVE

LYNN CLARK from Lubricants to Hydroprocessing as Senior Office Assistant.

PHYLLIS GRIFFIN from Hydroprocessing to Treasury as Senior Stenographer.

BOB LIGHT from Purchasing to Engineering Field as Office Assistant.

LYN NEESE from Engineering Field to Lubricants as Senior Office Assistant.

JOE CARRIERE from Accountant to Senior Accountant, Treasury.

## '10 and over'

The annual barbecue for men with 10 or more years of service and retired men will be held Saturday, July 8, at the American Legion Park in Edwardsville. Activities will begin at 11 a.m. and last till 8 p.m.

Eligible employees and retirees should receive admission tickets through the mail soon if they haven't received them already.

# On the road for cleaner air

One of the most difficult parts in modern scientific research is the gathering of useful data under operating conditions. Information garnered through laboratory research is not always complete enough, and even then it is necessary, and desirable, to have a realistic yardstick to measure lab results by.

This is particularly true in such areas as exhaust emissions. Performance data is needed to supplement lab test findings with actual operating conditions, as close to what the normal driver will encounter as possible.

In order to get this data, Shell scientists at the Research Lab at Wood River in 1967 initiated a mobile Instrumented Vehicle program. The program has been updated continually to keep pace with tighter emission controls and advancing technology. At present, the vehicle used is a 1970 full-sized passenger sedan, equipped with a 400 cubic-inch V-8. A 1971 400 engine with a lower, 8.5 to 1 compression ratio is also used in the car.

"What we are doing essentially, is taking a lab on the road," said Irv Doty, Senior Research Engineer in charge of the project. He took over from Larry Olejnik, Research Engineer, who helped start the project. Doty and Olejnik are the authors of a paper on the car published by the Society of Automotive Engineers in January of 1972.

Doty emphasized that while similar results could be gotten from lab tests, the results from the car are "under actual road conditions."

The heart of the highly instrumented car is a 40-channel magnetic tape datalogger, which is capable of recording around 1.5 million data point in a single hour test session. Ten channels sample engine operations, while the rest record engine temperatures. The tapes from the

machine can be used to make strip charts for visual reading, or for use with high speed computers to determine performance factors.

Other instruments on the vehicle includes an exhaust sampling system, temperature measurements, and exhaust gas analyzers.

To get all the gear into the car, and still maintain normal weight, it was necessary to take out the regular-production seats and replace them with two of the bucket variety; one for the driver, of course, and one for the systems operator, the man who really controls the car's functions. He sits in the right rear, with the datalogger and the instrumentation and control console.

In order to prove maximum repeatability in the tests, most of the car's control functions have been shifted to the operator. The driver still steers, and has an override on the operator's throttle control to stop the car if the need arises. There is an auxiliary power supply in the trunk of the car for the instrumentation.

The control console in front of the operator has a manifold, gauge, an engine speed tachometer, a water temperature indicator, and an ignition timing indicator.

"A lab is mainly a steady-state thing," Larry Olejnik said. "This vehicle gives us information closest to what the normal driver sees."

So far, the vehicle has been used to study the effects of tune-ups on both emissions and mileage, and to compare emission results on the road with data from the car on a chassis dynamometer.

At present, the car continues to be a highly useful research tool in helping Shell scientists gather information in the areas of driveability, performance, fuel economy, and exhaust emissions.

## 1972 SRA Queen



JENNIE OATES, Research Lab, was elected SRA 1972 Queen at the annual Queen Dance, April 28. Other candidates were Gerry Andrews Refinery Lab, Jane Rea, Lubricants, and Becky Edwards, Treasury.



**Renae Dixon**

# The copy girls

**Jane Tretter**



One of the things Jane Tretter likes about her job is that "it's something different each day." Jane and co-worker Renae Dixon are the ones who make all those copies of reports, management letters, bulletins and messages that it takes to keep the information moving at Wood River refinery.

And, Oh my, Virginia, it does take quite a bit. Something on the order of 4.2 million copies a year are made by Renae and Jane, using 85,000 reams of paper, or enough to fill 1700 five-drawer file cabinets.

In sum, it gets busy now and then in that basement office in the main building. To handle the load, Jane and Renae have

two copiers, an offset press, and an AM total copy system which, according to Renae "makes our work a lot easier and faster."

Renae, last year's Queen for the Elk's Paradise Temple in Alton, is just as enthusiastic about the job as Jane. "I enjoy the opportunity of working on my own," she says.

"We both enjoy the degree of self-sufficiency and responsibility the job affords," Jane added.

Jane enjoys spectator sports in her spare time, with baseball ranking as her favorite. Renae enjoys working with the Jr. girls and is chaperone for the Elks' Junior Girls' Marching Group.



## RETIREMENTS



**Bergie Bergstrom**  
Research Lab



**Doc Brandel**  
Engineering Field



**Bill Titus**  
Engineering Field



**Jim Fair**  
Lubricants



**Hubert Jones**  
Engineering Field



**Wilfred Sanders**  
Operations Lubricants



**Hugo Koehler**  
Engineering Field



**Alfred Uhlig**  
Engineering Field



**Wayne Bradshaw**  
Engineering Field



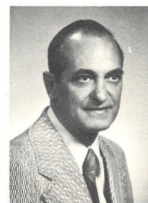
**Doc Tegemeier**  
Engineering Field



**Red Baird**  
Safety



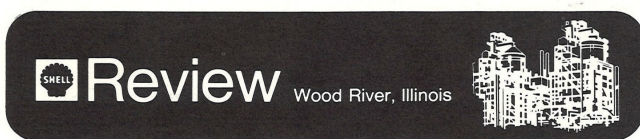
**Rudy Sharp**  
Engineering Field



**Paul Kindle**  
Refinery Lab



**Herman Rose**  
Aromatics



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Bill Morris, editor

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