



Super Regular meets customer demands

Shell's decision to replace nonleaded Shell of the Future with a higher-octane low-lead gasoline was based mainly on customer demands and the performance characteristics of late model cars, said vice president Marketing F.H. Staub.

Called Super Regular, the new Shell product will have an octane number and a suggested retail price between Shell's regular and premium grades. It will be introduced nationwide later this month and will contain half a gram of lead per gallon. Super Shell and Shell regular will continue to contain between two and three grams.

In Shell's case, sales of low-octane, nonleaded gasoline averaged only about three percent of total sales. Data from various sources also showed that low-octane fuels do not meet the requirements of many of the 1971 and 1972 model cars -- and about 80 percent of the pre-1971 automobiles.

The new fuel is called Super Regular because many of the high-octane components of a premium gasoline have been combined with the good driveability components of a modern regular grade. "Its excellent driveability characteristics should help deliver lively response and smooth performance, especially in those cars built since 1970," Staub noted.

"The higher octane number required

by Super Regular will come from blending in high-octane gasoline components," he said.

"We will not add more lead to the average gallon of gasoline in the overall mix we market. Shell's ability to make this significant improvement in gasoline quality results from completion of new facilities at several refineries and a quality improvement program now underway at others."

Staub said he feels most drivers who have been using nonleaded gasoline will be delighted with the new low-lead, higher octane product.

"We expect that the number of people switching to this low-lead product from a fully leaded gasoline will more than offset the number switching from a nonleaded one," he said.

The decision to market the low-lead gasoline is an interim move, since Shell expects to be marketing a nonleaded product again. Current plans of the Environmental Protection Agency set July 1, 1974, as the date for a nonleaded gasoline of 91 octane or more. The agency also wants to begin the reduction of lead in all gasolines on January 1 of that year, and Shell's schedule to reduce lead in gasolines will dovetail with the EPA regulations, Staub said.



Talking to the world

Hobbies, like the Asian Flu, are infectious. Take the case of Paul Simon, Painter 1. Paul's particular "bug" is amateur radio operation. He was smitten with it sometime in 1959, when his son took shop radio in high school.

Paul watched his son assemble a small transmitter/receiver and thought it might be fun to try it himself. That did it.

The first simple little radio eventually turned into a house and a car full of Collins' short-wave radio gear and a 64-foot tower in Paul's yard in Granite City.

Since then, Paul has talked to people all over the world, and made many a phone patch from countries which permit such third-party communications. A phone patch is when someone is a foreign country contacts an amateur operator in that nation, who then contacts an operator in the U.S. The American operator then patches through a phone call to whatever party the first person wishes to reach.

The most common phone patches are from American servicemen overseas to their families. For instance, the one that sticks out in Paul's mind the most occurred in the early 60s, when Paul put through a patch from a Coast Guardsman

on an icebreaker in Antarctica, to a serviceman's wife in St. Louis. Paul received a letter of recognition from the

USCG for his help in the matter.

"I haven't been very active lately," Paul said, "but I'm still on the air and still a member of the breakfast club."

The "Breakfast Club" is another by-product of Paul's hobby. The "Club" is composed of a rather fluid group of ham operators across the nation, and some in foreign countries. "You have to get up pretty early to check in," Paul said, as conditions for transmission and reception are better in the early morning hours. Hence the name of the group.

Ten check-ins qualify an operator for membership. Paul generally calls in from his car on the way to work. "I've reached halfway around the world from that car" Paul said. Among nations he has talked to on his way to Wood River are: Antarctica, Australia, England, Guam, and parts of South and Central America, not to mention numerous stations in this country.

As Paul mentioned, he isn't particularly active at the moment. However, he noted he would most likely return to his old level of involvement one of these days.

And he probably will. Unlike the flu, hobbies don't go "way in 48 hours. Once that particular "bug" bites, it is awfully hard to shake. Especially, as in Paul's case, if you don't want to.

Montana gets filmstrips

Montana has joined five other states in making extensive use of Shell's Perception of Driving Hazards filmstrip, which was updated following an additional year of research by The Center for Safety, New York University.

At the request of the Traffic and Safety Education section of the Office of the Superintendent of Public Instruction, 160 copies of the filmstrip and accompanying guidebook were furnished free by Shell for use in the film library of every high school in the state.

Oil industry pulls own weight

Despite oft-repeated allegations to the contrary, the U.S. oil industry does shoulder its fair share of taxes, American Petroleum Institute president Frank N. Ikard pointed out recently.

Ikard, in an open letter to all members of Congress, based his observations on separate studies by Price Waterhouse & Company and the Petroleum Industry Research Foundation, Inc. (PIRINC).

"For the 18 (major oil) companies, the direct U.S. tax burden as a percentage of domestic gross revenues was about six percent (in 1970)," Ikard said. "This percentage is higher than the average for U.S. corporations as a whole. If indirect taxes are included, the 18 companies' tax burden was 20 percent of domestic gross revenues--about three times as high as the

average for all U.S. corporations."

Ikard added allegations that "a selected group of oil companies had an effective Federal income tax rate of 8.7 percent of 1970 before-tax net income" were based on data which appeared in the *Congressional Record* of October 27, 1971.

He said this alleged effective tax rate gives a totally misleading picture for the following reasons:

"1. It attempts to relate domestic Federal income taxes to total *worldwide* income. This ignores the substantial foreign taxes paid to host countries on income earned within their borders and the operation of the foreign tax credit which is designed to avoid the imposition of international double taxation on

American taxpayers. Either domestic taxes should be compared to domestic income or worldwide taxes should be compared to worldwide income.

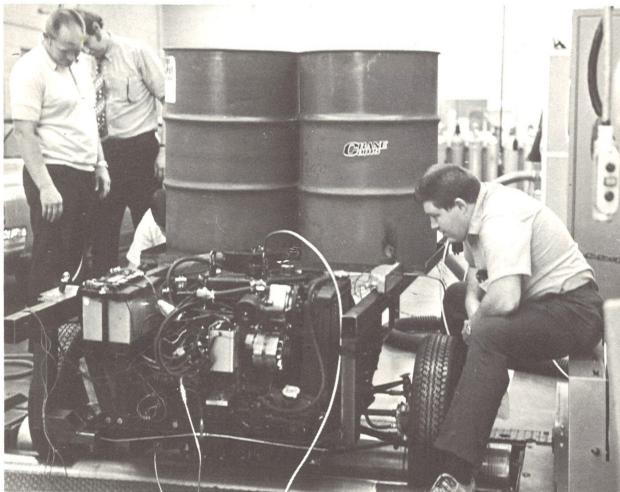
"2. The Price Waterhouse study shows the effective U.S. income tax rate of the 18 companies to have been more than 2½ times the effective rate asserted in the erroneous date included in the *Congressional Record* insert.

"3. Even this effective tax rate figure should be viewed in the light of the uniquely heavy direct tax burden imposed on the petroleum industry by state and local governments. In this regard the PIRINC study concludes that the petroleum industry's somewhat 'lower effective income tax rate... is more than offset by its relatively higher

burden of other direct taxes.'

The API president pointed out the tax question is more than an academic dispute over numbers, noting that Congress and the public are entitled to have accurate information on which to make informed judgments. This is particularly true in light of the acute energy supply problems facing the nation, he explained.

"To justify the commitment of investment capital on this scale of the high-risk and costly search for oil and gas, the economic environment must be such as to attract the needed funds," Ikard said. "The tax outlook is a vital factor in determining that economic environment."



Professor Richard Johnson, of the University of Missouri-Rolla, studies the engine of the Urban Car as Research Lab personnel observe.

Supervisor's conference

A third series of supervisory conferences concluded recently following six weeks of sessions. The conferences began as a result of a 1969 employee survey, which showed that supervision was one of the keys to job satisfaction.

The series of conferences were conducted by Refinery Superintendent Bill Durland. Durland opened the conferences with a short talk on the Refinery's continuing efforts to "improve the work climate and utilization of facilities and materials."

The conference centered around job

concepts, authorities and responsibilities. Following Durland's opening remarks, an outline of job concepts for several pertinent positions was presented.

After this, the floor was opened to comments and suggestions from those attending. Most of the comments made fell into one or another of three broad categories: changes in working relationships due to organizational and authority developments; the basics of supervisory authority and responsibility; and a discussion of these, in specific practical applications.

Shell earns praise

Shell and four other major oil companies were among a group of industrial firms receiving special commendations from the Board of Harbor Commissioners, Port of Los Angeles, for their successful efforts in cleaning up the Dominguez Channel and the Los Angeles Harbor.

Company facilities winning awards were Shell Chemical's plants at Torrance and Wilmington, plus Shell Oil's refinery at Wilmington. The commendations were presented during a mid-June luncheon meeting.

Wellhead in place

The world's first permanent underwater wellhead chamber has been installed on a working oil well in the Gulf of Mexico.

Installation of the 30-foot high, 10-foot diameter steel chamber was made in 375 feet of water off the coast of Louisiana by Shell and Lockheed Petroleum Services Ltd. of Vancouver, Canada.

The chamber was positioned atop a well recently completed by Shell. It will permit oilmen to work in a dry, normal atmospheric environment on the ocean floor and contains wellhead equipment which will be assembled into a conventional "Christmas Tree" later this summer.

Tiffany Centro

Ground was broken recently for the Tiffany Centro Bank Building, first of several structures scheduled to rise at Tiffany Centro, the 80-acre planned business community near Kansas City's International Airport.

The building's 2.5-acre plot will feature a landscaped plaza with pool and fountain, and a landscaped parking area for 75 cars.

This structure is the first stage of a 600,000-square-foot office complex and 40,000-square-foot retail plaza proposed in the Master Plan for 18 of Tiffany Centro's total 80 acres. Tiffany Centro is a project of Plaza de Oro Corporation, a wholly owned subsidiary of Shell Oil Company.

The shape of things to come

Webster's dictionary defines a "harbinger" as a "precursor; something that presages or foreshadows what is to come." The Research Laboratory played host to a harbinger of sorts recently, in the form of the Urban Car.

The car, developed by students and faculty at the University of Missouri at Rolla, is one of the competitors in this year's Urban Vehicle Design Competition. This competition is a college student-orientated program in regard to the problems, and solutions to them, of vehicular transportation in an urban (city) environment.

The Rolla car is one of 80 entered in the competition, sponsored by the national organization, SCORE (Student Competitions On Relevant Engineering, Inc.) which will be held in August at the General Motors proving ground in Michigan.

The Rolla car, according to Professor Richard Johnson of the University, was 18 months in the building. "We built (the car) out of shoelaces," he said, as

Research Lab Technicians set up the test. "We learned how to build it out of shoelaces."

The test at the Lab was the first full-fledged run of the car. Following the 1972 Federal Government test procedures for anti-pollution controls, the 23-minute run gave Professor Johnson and the two students who accompanied him their first empirical data on the functioning of the controls, and gave them a "good idea" of how well the engine might actually perform in the driveability portion of the competition.

"The engine ran very smooth," the Lab's Ben Visser said. "No cold starting problems, and a smooth idle," he added.

According to data gathered at the

Lab's facilities, the test engine, from an Austin America donated by the British Leyland Corporation, passed the very stringent 1975 anti-smog regulations. The test included acceleration, deceleration, idle, and according to Visser, was designed to encompass "all kinds of driving."

In order to meet those Federal Standards, the students who put the thing together had to change the compression ratio to run on no-lead gasoline. This was done by changing pistons. The engine heads were changed to accommodate different valve geometry, the overlap of the camshaft was increased as a means of internal exhaust gas recirculation. An air injector pump into the exhaust system at the valve, a leaner carburetor, and a catalytic exhaust converter completed the smog equipment.

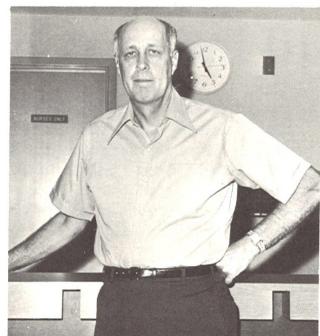
In short, Visser said, the students used just about every smog device now in use and a couple, such as the catalytic converter, that are experimental.

Smog however, is not the only test the car and other entrants will have to face. Passenger safety, fuel efficiency, improved urban traffic and parking characteristics are all among the criteria the cars must face.

Among the expected benefits from the competition is the experience gained by the students in putting together an actual vehicle, under realistic conditions, meeting real criteria.

So Rolla's Urban Car, and the others in the competition are actually "harbingers" in more ways than one: they must meet future standards, and in giving experience, knowledge and ideas to those who are students now, but who in the near future will be working on the cars all of us will be driving.

Refinery Safety Committee



George Myers



Boyd Kennedy

This is the second in a series of features to acquaint employees with the members of the Refinery's Safety Committee. This month introducing George Myers, Operator 1, and Boyd Kennedy, Machinist 1.



Larry Olejnik, Research Lab, describes concepts of automotive research to conservationists from the General Federation of Women's Clubs. The Women recently visited the Refinery as part of the GFWC/Shell Environmental Conservation Program.

Shell scholarship competition

A late trip to the mailbox could deprive your child of a \$6,000 college scholarship.

November 1, 1972 is the date by which completed entry forms for 50 college scholarships available to Shell children in 1972 must be received in Houston by the Shell Companies Foundation, Incorporated. The 1974 scholars will be the sixth group to participate in the scholarship program sponsored by the Foundation for the children of regular full-time, retired and deceased employees of Shell Oil Company, its Divisions, and Shell Pipe Line Corporation.

Each scholarship is a renewable award covering up to four years of full-time study. The amount of each scholarship is based on a computation which takes into account the cost of attending the college of the winner's choice and the family's financial situation. The maximum amount awarded will be \$1,500 a year; minimum award is \$500 a year.

To qualify for the 1974 competition, students must take the Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test, which will be given in high schools on October 24 or October 28, 1972. The 1974 Shell Companies Foundation scholarships will be awarded to students who will complete secondary school in 1974 and enter college the same year. Winners will be chosen by the National Merit

Scholarship Corporation on the basis of test scores, academic records, leadership and significant extracurricular accomplishments.

Booklets describing the competition and entry forms may be obtained from the Employee Relations office at any company location. Completed entry forms should be sent to Scholarship Competition, Shell Companies Foundation, Incorporated, One Shell Plaza, P.O. Box 2463, Houston, Texas 77001.

Classified ads

FOR SALE

Two 1971 500 Kawasaki motorcycles, Ben Pringle 654-3822

1971 12'x56' Mobile home, two bedrooms, completely furnished \$4500, Joan Laird, 254-9051

Magic Chef double over & under oven gas stove, coppertone, 1 year old. Slot car race set, H. Kuhlman 888-2427.

1966 Plymouth Barracuda, must see to appreciate, \$700.00, J. Huff, 107A Manor Ct. Alton, Ill.

30 Watt stereo record player; excellent condition; Dick Keeler, 694.

1972 350 Honda Motorsport, 450 miles, orange color, good condition, \$750.00 462-8436, after 5:30 p.m.

1967 Olds Delta 88, Custom, full power, air clean car, Hazel Campion, 839-3470, after 5:30 p.m.

1971 350 Honda street bike, 1700 miles, best offer, J. Izsak, 839-3723, Gillespie,

Free to good home, Doberman Pinscher, very good with children, not bred. E. Rucker, 635-3553

One-piece car top carrier for any year VW. Superb condition, \$25.00 new, want \$15.00. T. O'Donnell, 656-1887, after 5 p.m.

Conservationists visit Refinery

Over one hundred members of the General Federation of Women's Clubs attended a three-day conference in St. Louis, July 18-20.

The conference was part of the GFWC/Shell Environmental Conservation Program, designed to acquaint the women with environmental problems, and the efforts towards solutions by industry and government.

Those attending the conference included the State Federation Conservation Chairman, and another state officer from each of the 50 states and the District of Columbia.

Keynote speaker was Senator Jennings Randolph of West Virginia, Chairman of the Senate Public Works Committee. Highlight of the field activities was a day-long visit to Shell's Wood River Refinery and Research Laboratory.

J.W. Armstrong, Research Director at the Wood River Research Laboratory, also spoke before the women, as well as E.A. Ballman, Wood River Refinery Manager.

Gauging the success of a convention such as this is next to impossible, unless it is through feedback from the participants. Judging from the letters and comments received from the delegates, this one hit the mark.

For example, this comment from a Pennsylvania delegate: "Before attending the Conference, I felt that conservation was something that people liked to talk about, but few were willing to do something. However, now I feel differently. It was gratifying to be with people who are actively engaged in something constructive about the grave problem of pollution . . ."

And from the Tennessee delegate: "I have come back to my state, determined to act, not just talk, listen, or even to criticize, but to do something now, and get every club in our state involved . . ."

The New Mexico delegate wrote: "The information we acquired will be useful in presenting our environmental conservation program to our clubwomen . . ."

From these, and many other comments received, it would seem that the communications gap, the misinformation, and misconceptions about industry's involvement in environmental conservation were at least partially cleared up in the minds of many of the delegates. That in itself is a measure of the Convention's success.



The new computer data system at the Shell Wood River Credit Union offers faster and more comprehensive service to customers.

Credit Union offers service

The Shell Wood River credit union located at 217 East Ferguson, Wood River, has recently added a new computer data system to give its members faster, and more reliable service.

According to Bob Myers, office manager of the credit union, the new information system is designed to replace passbooks, and "give us facts faster and more accurately," he said. "The new readouts will give each member more detailed information concerning their accounts, and will eliminate errors through calculation," Myers added.

In addition to the new computer service, the credit union continues to offer many services to its members.

These include low-interest, short term

loans on such things as home improvements, a new car, or bill consolidation.

Any Shell employee is eligible for membership, Myers pointed out, as well as any member of their family living at home.

Among other advantages offered by the credit union, according to Myers, is a convenient savings program, with Federal insurance up to \$20,000 on a savings account. To join the credit union, Myers said, an employee has to deposit five dollars, sign a membership card and pay a 5-cent fee.

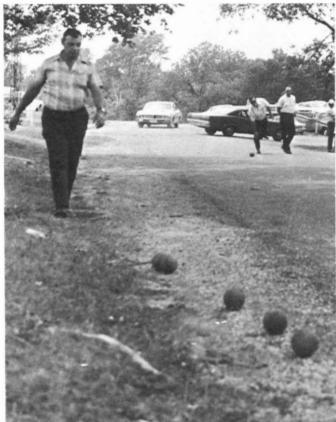
Although the credit union is not connected with Shell, all its directors are active Shell workers or retirees.

When the oil goes

Some people don't seem to understand the importance of oil and gas, according to Texas Railroad Commission chairman, Byron Tunnell.

Tunnell, speaking to civic club at Longview, Texas, related that a woman at a party told him she didn't worry about running out of oil and gas simply because "we'd switch to electricity."

"She didn't know, of course that the 97 percent of all electric power generated in Texas comes from burning natural gas, or that more than four-fifths of the nation's electricity is from the fossil-coal, oil and gas," Tunnell told the group.



"10 and Over"

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 **Review**

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