Shell to sponsor new tv series

Just as the industrial revolution dictated a new way of life for mankind over a hundred years ago, the scientific revolution of today will shape our destiny for the next hundred years.

This scientific revolution will be explored in a new monthly television series of documentaries sponsored by Shell this winter in conjunction with the Massachusetts Institute of Technology (M.I.T.) and the American Broadcasting Company (ABC).

Entitled "What About Tomorrow," the half-hour series will attempt to explain how new technology can be made to work for a better world. The first program, "Human Communication," will be aired January 22 at 10:30 p.m. EST on ABC affiliate stations.

This documentary will examine the relationship of humans and computers, with the objective to provoke thought as well as to inform. It describes research being conducted to develop a computer with "common sense." Scientists are designing computers that anyone can use which will be as simple to talk to as a child.

Subsequent programs being planned include analysis of urban problems; health and nutrition; romantic unknowns such as space, atomic energy and meteorology; the population explosion; and education.

To produce this series, ABC has assembled its finest team of documentary film experts. The narrator is ABC News Science Editor, Jules Bergman. The director is Emmy award-winning Thomas H. Wolf, and the writer-producer is James Benjamin.

Bergman is familiar to many for his award-winning coverage of manned space flights. He joined ABC as a news writer in 1952 and has concentrated since that time on coverage of scientific news.

After moving up to the position of science editor, Bergman distinguished

(Continued on Page 3)

Shell Review Wood River, Illinois

VOL. 35, NO. 10 WOOD RIVER REFINERY DECEMBER, 1972

Shell film lauded

"Air is for breathing," the Shell film seeking to broaden an understanding of the problems of air pollution, has been named "the finest submitted in the Ecology category" by the Public Relations Society of America.

PRSA, a national organization for professionals in public relations, made the presentation recently at its annual conference in Detroit. Harry Walker, vice president Public Affairs, accepted the award on behalf of Shell.

Released less than a year ago, the Shell film has been seen by more than 500,000 viewers during 14,000 showings. There are 600 prints available for circulation, but the film has proven so popular with ecology and educational groups that bookings have to be made at least two months in advance.

Air pollution is one of America's most disturbing ills and the Shell film reviews the technological arsenal being assembled to combat the problem and--more importantly--stresses the key to a solution: cooperation.

Judging from viewers' comments, the message is getting across. "This was the most provocative film we have shown," said a civic club in Aurora, Colorado. "It provoked the best audience participation in our group that we have ever experienced."

"Only wish all Americans could see this film," said another club, this one at the University of Kansas. "It really gets the point across."

"Our personnel who have had many years of experience in the air pollution control field were much impressed with the film," added a spokesman for the County of Los Angeles Air Pollution Control District. "We rate this film *excellent.*"

Sportscaster speaks at SRA winners' banquet

My, how baseball has changed. From the days of the "Wild Horse of the Osage" to today's stock market-oriented outfielder, the game and the men who play have come quite a distance.

This fact was driven home listening to France Laux, former baseball announcer, speak at the recent SRA Winners' Banquet, held this year at Lewis & Clark Restaurant in East Alton, Ill.

Laux was a gracious substitute speaker for Nelson Burton, of bowling fame, who bowed out on doctor's orders. Laux was for many years the voice of the baseball Cardinals, covering their glory years in the early '30s and then well into the post-war period.

Laux talked mainly on the players and managers of the old days, and the incidents, such as the switch hitter running the bases the wrong way, that don't seem to happen anymore.

His anecdotes harked back to a time when players fulfilled the ambition of having fun and getting paid for it; when the players were colorful characters known for their individualism and not their economic entanglements.

Laux received a standing ovation at the conclusion of his reminiscences, perhaps in part for the ball players he talked about as much as for himself. Following his talk, about 130 winners in various SRA activities were introduced to the general audience.

Gordon Rose posts 45-year mark

On November 21, the Refinery gained its third active employee with 45 years of service. Gordon M. Rose, Senior Technician at the Refinery Laboratory, joined Shell in 1927 as a Sample Carrier.

He became a Tester at the Lab in 1928, and continued in that capacity until 1941 when he began to enter the field of analysis. "I had intended to work here just a couple of years," Rose, a great-grandfather, reflected, "and then go on to college. The Depression and marriage put an end to that, though."

"I have found my work tremendously interesting," he said. As with other long-term employees before him, Rose, when he considers it, is almost incredulous at the change that has occurred at Wood River in the decades he has worked here. "Things have changed so completely," he said, "I don't know where to begin . . . "

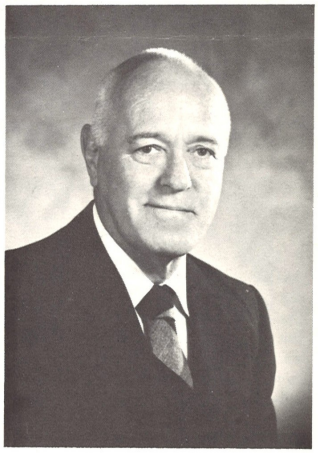
"Things" have perhaps changed at the Refinery Lab more than other departments in the Refinery; at least for Gordon Rose. He operates the spectrometer, the GLC equipment, X-ray, infra-red gear, and occasionally does instrumental analysis. All of this is a far way removed from the days of the late 20s when Rose began his Shell career.

That his career has been and continues to be, rewarding to Rose, is evident in talking to him. "I've enjoyed it here, and if my health stays good, I'd like to keep on working," he said.

Rose is the tenth individual to join the "45 year" gang at the Refinery. The others are Lou Roller, Engineering Field, who retired in 1968; Leonard Southard, gateman in Plant Protection, who retired in 1969; Cy Gorman, who retired in 1970; Noble Painter, also of the Refinery Lab, and who also retired in 1969; Theodore Rambo, who retired early in 1971, and two active employees, Walter Stark, into his 47th year at Wood River, and Cliff Talley in his 46th. Both Stark and Talley work at the Refinery Lab, part of Gordon Rose's generation.

Rounding out the list, Marian Teachout and Hazel Wardle gained the distinction of 45 years' service prior to retiring in late 1971.

Rose says he currently has no plans for retirement and intends, as mentioned, to keep on going as long as his health holds out. It seems safe to assume that when Gordon, Walter and Cliff finally depart an era will come to a close; these are the men who bridge the span from horse-drawn drays to spectroscopes, from XP-100 to 10W-50, from the Roxana Petroleum Company to Shell.



A quart now, a liter later

It's just a typical day. You're driving home from work on the freeway, watching the speed limit of 100 kilometers per hour, when you remember you need gasoline. At the service station, you get a 57-liter fill-up and find out your oil is a liter low. You stop by the grocery to buy a liter of milk and a kilogram of potatoes for dinner. Then you round out the evening by watching a televised beauty contest where the winner has measurements of 90-67-87.

Sound like life in a foreign country? It's not. It's what an average American might go through if a bill passed by the U.S. Senate recently becomes law. Although there's little chance that the House will act on the measure this session, many authorities believe that, sooner or later, the United States will decide to "go metric."

In recognition of the probable long-range benefits to the national economy, the oil and chemical industries support a nationally coordinated systematic conversion to an up-to-date version of the metric system called the International Metric System--System International d'Unites (SI for short).

Today the United States is one of only about a dozen countries--others include Nauru, Southern Yemen and Tonga--that have not adopted the metric system or decided to do so. Even Britain, with whom the U.S. for years has shared the awkward foot-pound-quart system, is proceeding on a program of "metrication."

R.K. MacIntyre, Chairman of the Shell Engineering Council, says the company is keeping up with developments regarding the metric system and its applications through close contacts with the American Petroleum Institute, Manufacturing Chemists Association, the American National Standards Institute and Shell U.K.

"We are somewhat concerned about current legislation since it emphasizes voluntary conversion instead of mandatory," MacIntyre says. "We think the time and the costs of the program may be greatly increased unless there is a commitment."

The only commitment feature in the present legislation is that federal government bodies convert within a ten-year period to metric terms for the government's purchasing. In other words, sometime within or by the end of the ten-year period, government contractors and suppliers would be using metric measurement.

"Shell supports legislation conforming to the Department of Commerce Report on the U.S. Metric Study, which was conducted by the National Bureau of Standards and recommends a systematic conversion to the metric system," MacIntyre says. "If and when Congressional approval comes, Shell will develop and execute plans for employee training, customer education and engineering and measurement standards revision, coordinating these with overall plans for the petroleum industry, industry in general and the nation as a whole."

What, in fact, would metrication mean to Shell? "The impact of shifting to the metric system will be felt most by equipment manufacturers, whereas process industries, such as our own, will experience less difficulty," MacIntyre explains. "In fact, field equipment used in the petroleum industry--such as pipes, flanges, bolts, valves and other fittings--are build to API/ANSI specifications, which are essentially *de facto* international engineering standards and could readily be described metrically."

One reason Shell is watching the metrication program in Britain so closely is to determine what costs are involved. There, the main cost for the oil industry is expected to be the ultimate conversion of gasoline pumps and other customer equipment, dipsticks and meters of various descriptions.

For most Americans, metrication may mean confusion--for a while. Learning a new language of measurement would not come overnight. But if you've ever added too much water to a recipe because you got mixed up between ounces, cups, pints and quarts--or cut a piece of flooring too short because the square yard measurement didn't coincide with your translation to feet and inches--you might side with those who advocate the simplicity of the metric system's decimal divisions.

Actually, there are only three basic metric units which apply to daily life: the meter, which measures length and is a little more than a yard; the kilogram, to measure weight, the equivalent of 2.2 pounds; and the liter, a measure of volume, just slightly more than a quart. All other units-- kilometers, centimeters, milliliters--are determined by multiplying or dividing by tens--adding or taking away zeros. It works the same way our money system does. For example, a dollar is a hundred pennies. The kilometer, the metric mile, is simply a thousand meters. And 250 milliliters of milk, a little more than an 8-ounce cup, is a fourth of a liter. When using flour, you might measure 125 grams (about a quarter of a pound or four ounces) from a 500-gram package, the metric equivalent of a pound.

Not all participants in the metrication controversy favor conversion. Many argue that the cost of changing the present system of measurement greatly outweighs the benefits. But Shell believes, along with many authorities, that U.S. posture in foreign commerce and effectiveness in international technical communication will require us to use the metric language.

"We think the costs and the difficulties are exaggerated," MacIntyre says. "We should, therefore, get on with the conversion, recognizing that this will require all of us to become and remain 'bilingual' for several years."

Several steps are necessary if the United States is to use metric terms effectively, he maintains. First, present legislation must provide a strong coordinating action for both private and public sectors. Schools would emphasize the metric language and technical and professional societies and standards institutes would proceed, as they are now prepared to do, to express national and international standards bilingually. And, a number of laws: local, state, and federal, which involve or relate to measurement will have to be revised to accommodate metric units. The changes in law will have to be synchronized with the public's readiness for such conversions and Shell's real commitment will come on those occasions. This means that we shall have to be prepared to move with the tide, MacIntyre says.

"Since in our judgment this conversion is in the nation's best interest," he notes, "we, Shell, should proceed helpfully in synchronization with a national plan even though we see little direct economic gain for our own domestic oil and chemical businesses."

The pipeline and the environment

(Editor's note: second in a series of articles on Shell's commitment toward environmental conservation.)

Improved operational procedures have been important in reducing potential pollution areas along the many miles of crude oil and product supply lines Shell utilizes.

In every division, programs have been initiated to inform land owners, tenants and public officials of the locations of the pipelines and to instruct them on reporting any leaks or mishaps to minimize pollution potential.

Emergency oil spill contingency plans, which include the shutdown of pipeline facilities, have been developed and are constantly updated. Equipment such as oil containment booms, skimmers and pumps located throughout the system are continually being augmented to improve handling of any spills.

For example, equipment of this type was purchased by the Argo, Illinois plant for use on the Chicago Sanitary Ship Canal in the event of an oil spill. Also at this plant, an air barrier across the canal was installed at a cost of $85,000 to contain possible oil spills at Shell and other upstream dock facilities.

In many locations, Shell has installed duplicate pipelines at river crossings. These lines are kept full to minimize corrosion problems. Crude oil in the spare river crossings was replaced with inhibited water to prevent corrosion eliminating the possibility of discharging oil into rivers and streams. All underwater pipeline crossings are periodically inspected by divers.

Oil effluent from pump station's oil-water separators is eliminated by pumping waste oil or oily water back into the pipeline for handling at major pipeline terminals.

To further prevent spills, a program started this year provides remote operation of block valves at major river crossings and other critical locations on a number of major pipeline systems.

Installation of supervisory equipment on pipelines in Louisiana will replace much of the existing equipment. The additional information the system dispatcher will receive provides him with a better control of the system and improves his ability to maintain surveillance. The project is expected to be completed this fall at an estimated cost of $60,000.

Scholarship winner

Pat Warren of Wood River Refinery, was recently named the winner of the 1972 Elegante Scholarship. The award was presented by the Tri Del Federated Clubwomen. Pat, who works in the Main Office Building's mailroom, won the award for her essay on the theme of "Who am I, and Where am I going." "I've never won anything before in my life," Pat said, "I was stunned when they called out my name."

Pat plans to use the scholarship to go to Lewis & Clark Junior College in the evenings. "It's an opportunity I never thought would come to me," she said.

Bob Murray's home-built airplane, on the strip and ready to go.

'Backyard' airplanes provide pleasure, fun

Private aviation in the United States has always, except for the early years of flight, been considered a poor relation by other members of the flying community.

The golden days when a young man could buy an airplane for $20, teach himself how to keep it in the air, more or less, and vagabond across the country, have long since vanished in the contrails of 707s. Now, if one is smitten by the flying bug, it costs quite a bit of money for flying lessons; no longer can a pilot be self-taught, and he needs a license. Once that initial investment in time and money is out of the way, the question arises as to how--and where--to use it.

Renting an airplane is one solution, buying is, of course, another, both costly propositions. Bob Murray, Operator 1 at Cat Cracker 1, found a better alternative: he built his own.

"I'd had the idea for quite awhile," Bob said. He gained the desire to fly while in the Air Force and earned his civilian license while still in the service. Following the service came wife and family, and responsibilities, and Bob had to "back off" for a few years. When he did come back, he faced the problems of the poor relation: cost, time, and a crowded sky.

Then, about five years ago, he came into contact with an organization that seemed to offer a solution to the problems and a spur to private aviation." "The Experimental Aircraft Association (International) was started in the Northeast about 18-19 years ago by eight or so people," Bob said. "Now there are about 65,000 members across the world."

In essence, the EAA is dedicated to helping private citizens fly through home built (read "experimental") aircraft. "They solved all of our problems," Bob said, "they got everybody to help."

"It wasn't legal to build your own when this started," he noted, "but since then we've been given a lot of latitude in building these planes," in regard to materials, and standards set by the FAA. "Our organization has been one of the strongest voices in Washington," for private flying, Bob said.

Now, how does one get down to actually building a plane in the back yard? "First you decide what kind of airplane you want, then the EAA gives you the plans and specifications," Bob said. "A lot of it, really, depends on how good a scrounger you are, what you are willing to pay to get the job done." Next, there comes what Bob termed "quite an education." "You need a little of everything to put one of these together," he said. "Welding, electronics, metal work, fabric work and many other things."

And here enters the prime advantage of the EEA, manpower and talent. "Other members came over and helped me build mine, and then I'll go over and help them; each person does what he can," Bob said. "If I can't weld, say, then somebody else in the group can. When he's building his, I'll do something for him that he can't do."

Simple, and effective. Still, it took Bob and his colleagues two years to complete his "bird," and another one that was under construction in his yard.

There is one other ingredient to the construction mix of one of these aircraft: an enthusiastic family. "My sons were very enthused all during the project," Bob noted. "My wife surprised me; she wants to take flying lessons now."

Essentially, the plane is of the acrobatic variety. It's a biplane , with an open "wind-and-birds-in-the-face" cockpit, and fixed landing gear. It is 15' long with a 17' wingspan. Its 1,000 lb. gross weight is lifted off mother earth by a 115 hp Lycoming engine that cruises at 120 mph, with a maximum of 145.

"You can't beat a home-built for flying pleasure," Bob smiled. "It's quite a sensation of accomplishment to build your own, and then flying it, well, that's a greater thrill than your first solo flight."

"Planes of this type," he went on, "are more responsive and more stable in the air," than other small planes. According to Bob, the only trouble one encounters with the small craft is on the ground. They are tricky to taxi, and it's not very difficult to loop one, thereby ruining the pilot's whole day.

Still, it's nice to know that civilian aviation, where it all started many years ago at Kitty Hawk, is still alive and well, thanks in good measure to individualists like Bob Murray and his colleagues and their home-built "experiments."

Shell wins plaque

Shell has been chosen recipient of a plaque presented by the American Association for Conservation Information in recognition for the company's efforts to protect the marine environment during the Bay Marchand fire.

The Louisiana Wild Life and Fisheries Commission, a member of the international association, presented the award to Shell, one of 11 companies or individuals nominated for special awards of merit in late June during the annual conference of the association in Salt Lake City.

The award of merit reads as follows: "The Shell Oil Company--in recognition" of outstanding efforts in protecting the estuarine environment and wildlife.

Speaking of safety

If you're like most people around the Refinery, you probably have spent the last month muttering bad things about ice. On the road and sidewalk, ice is indeed something to mutter about.

However, ice is more than frozen water you slip on. It has many medicinal values. For instance, in the treatment of burns, ice will prevent blistering and swelling, as well as relieve pain. In addition, the ice cube treatment halts infection by freezing the skin.

Another medicinal value of ice is the control of external bleeding. The cold again helps coagulate the blood and halts the flow. The efficacy of ice treatment on bruises is also well known.

Ice can be a major source of relief to itching, as well. If the area treated is large, as, say, in allergic condition, the cubes should be cracked into small pieces, then wrapped in a towel to form an ice pack.

This type of application is particularly good for such places as the shoulder, and in case of bursitis or for sprain.

Ice treatments, remember, are strictly for first aid where there is knowledge of what's causing the difficulty. Ice can help with the problem, but it can't solve them. However, ice is more than something slippery, but a useful first aid tool.

— Fred Hess

Classified ads

FOR SALE

1970 Honda Mini Trail 70, $225.00. 314-355-1829.

1965 Chevrolet Biscayne, 377-8424.

DEATHS

LEE F. GRAHAM, November 25, 1972. Lee was a Pipefitter 1st in Engineering Field before retiring in 1971.

HUBERT E. JONES, December 1, 1972. Hubert was a Field Machinist 1st in Engineering Field, prior to retiring in 1960.

(Continued from Page 1)

himself by narrating documentaries on the utility of the Air Force's F-111 fighter bomber, the alleged malfunctions in combat of the Army's lightweight M-16 rifle, the surgical methods involved in heart transplants, and many others.

Wolf is Vice President and Director of Television Documentary Programs for ABC News and has been largely responsible for the network's enlarged documentary programming schedules.

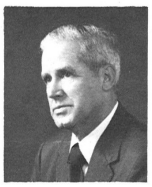
Most recently he has supervised the filming of ABC news specials such as: "Heroes and Heroin", a study of drug addiction among U.S. servicemen in Vietnam and returning servicemen in the U.S., and "Terror in Northern Ireland", an examination of the civil war in Northern Ireland that received an Overseas Press Club award in 1972.

Before joining ABC News in 1965, Benjamin developed his writing talents with the United Press International wire service, *Look* magazine, and Curtis Publishing Company.

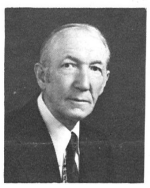
At ABC Benjamin has written and produced documentaries such as: "Red China"; "Year of the Gun"; "Take a Deep, Deadly Breath"; "Everett Dirksen's Washington"; "View From Space"; "Stakes in Asia"; and "Earthquake".

The producers have said that if "Threshold of Tomorrow" can ask the right questions, it can be a series of enormous public service and an undertaking of which MIT, ABC, and Shell will all be justifiably proud.

RETIREMENTS



Dale Schneider
Refinery Laboratory



Ed Bowen
Engineering Field

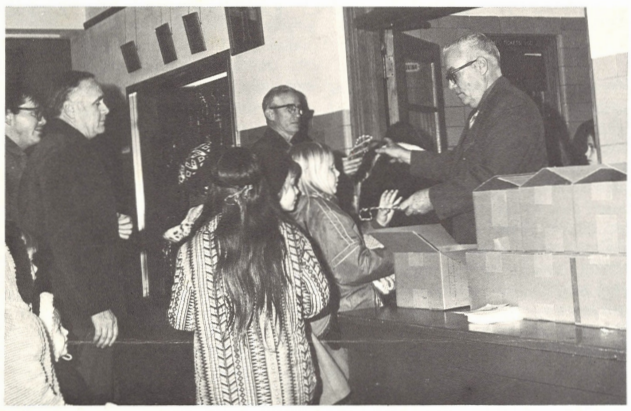
Hugh Wetter
Hydroprocessing

Bill Schipkowski
Engineering Field

Russ Stoddard
Utilities

Elmer Suthre
Lubricants

Christmas in Wood River



The Refinery Christmas Party was held on schedule this year despite recalcitrant weather conditions. Thanks to one of the largest and worst ice storms to hit the area in nearly a century, the streets and sidewalks were coated with Slick Stuff, up to an inch-and-a-half deep in some places.

All in all, it was the kind of day penguins, polar bears, and abominable snowmen thrive on, but plays hob with everything else.

Still, a respectable number of Refinery people and their families braved such conditions to see and hear the Russ David group play good music and be entertained by the various acts.

SERVICE ANNIVERSARIES

Urby Gubser
40 years
Refinery Laboratory

Ollie Holdenried
30 years
Engineering Field

Merk Merkel
30 years
Engineering Field

Everett Swinney
30 years
Engineering Field

Merle Jordan
30 years
Engineering Field

Hobby Hobson
30 years
Dispatching

Miles Lowis
30 years
Dispatching

Ferris Ford
30 years
Dispatching

Fred Merkel
30 years
Hydroprocessing

Al Amerin
25 years
Utilities

Press Voyles
25 years
L.O. Processing

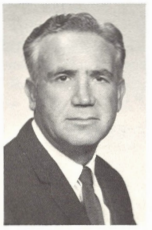
Mel Kirchoff
25 years
Dispatching

Frank Mikolasek
25 years
Safety

Tutti Fruth
25 years
Technological

Harold Hires
Hydroprocessing
25 years

Mil Arth
Hydroprocessing
25 years



Red Donaldson
Engineering Field
25 years

Ed Eberhart
25 years
Lubricants

Jack Dunphy
25 years
Engineering Field

Herman Doerr
25 years
Lubricants

Herb Kessinger
25 years
Engineering Field

Review Wood River, Illinois

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Bill Morris, editor

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