

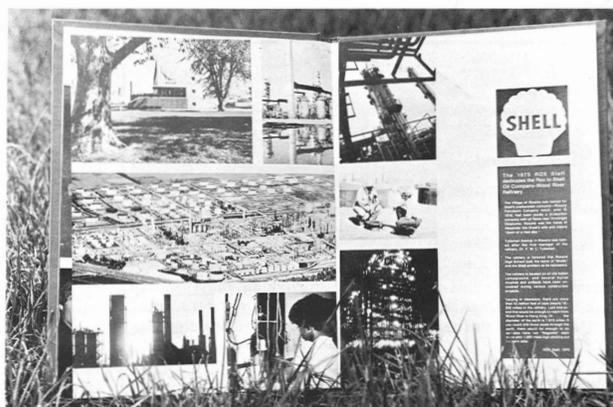
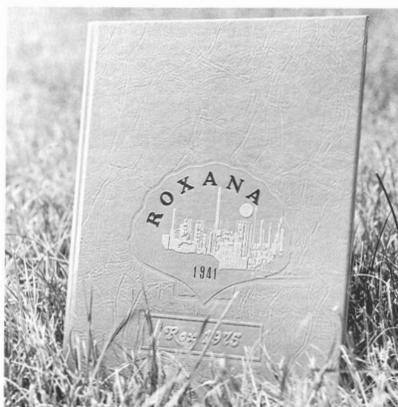
Roxana High yearbook dedicated to refinery

Traditionally, the Roxana High School yearbook, the Rox, is dedicated to a teacher, administrator, or student whose exceptional efforts and citizenship set them apart in the eyes of the student body.

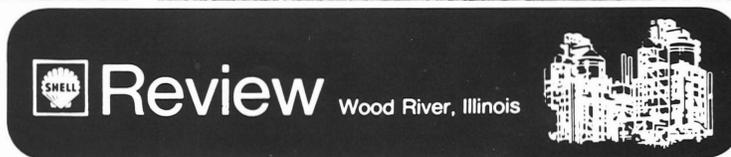
The Rox staff, on behalf of the students, features the honored one through pictures and words on the front several pages of the yearbook. This year the students broke tradition to some degree by picking the Wood River Refinery and its employees as the honorees. Even the hard bound cover depicts a refinery.

Mrs. Lolly Davies, yearbook counselor, explained that the students felt the refinery had been such a moving force in the community and a good corporate citizen for so long, the honor was very much justified. The school's nickname, chosen many years ago, is the "Shells".

Jerry Terry, refinery administrative superintendent, accepted the award for the



refinery at the school's annual awards assembly the last week of school. The refinery was presented a souvenir yearbook by Mrs. Davies and Misses Barbara Blacklock and Connie Barrett, yearbook editors.



VOL. 38, NO. 6

WOOD RIVER REFINERY

JUNE, 1975

Communication forums

Employees discuss the past present and future

"What is Shell doing with the record profits it earned in 1974?" "How are government regulations affecting Shell and the petroleum industry?" "What does the near future hold for Wood River Refinery?"

Questions like these -- and many others -- are being answered in the second round of employee meetings conducted at Wood River and throughout Shell. The first program was conducted a bit over a year ago and seemed to be quite popular.

Members of Wood River management are conducting the sessions which are com-

plete with facts and figures, charts and pictures. All Wood River employees are encouraged to attend, although it is completely voluntary.

To allow free exchange of ideas and discussion, as well as encourage questions, small groups have been scheduled. Of course, this means a large number of sessions must be run, over a period of several weeks.

Worth discussing

Some of the many areas covered in the discussions are described below.

Shell income in 1974 and capital reinvestments: Shell's income last year was a record for its history, but so was the

amount of money reinvested to step up the search for, and development of, energy for the United States. Break-downs of figures are included.

The world-wide energy situation comes into focus in a discussion of current petroleum reserves in the world. A projection for the future is put forth. Some may find interesting the data showing that the major oil producing countries don't have all that much consumption... and vice versa with most consuming nations.

Looking ahead

What does the future hold for the United States and its drive for energy self-

sufficiency? Some of the needs -- and potential stumbling blocks -- are reviewed.

There are a number of government regulations which directly affect Shell and the operation of the Wood River Refinery ... not to mention ultimate prices to the customer. Employees learn how these complicated regulations affect the business.

They hear what Shell sees as needs for the future to encourage energy independence. Employees are encouraged to voice their opinions on this and all related subjects.

Wood River

Closer to home, past and present efforts in energy con-

servation at Wood River are highlighted, and future refinery plans in the areas of energy and environmental conservation revealed.

Operational plans and refinery revisions/expansions will be reviewed ... all open to questions or discussion by attendees.

Other areas are covered as well. In fact, the main goal of the employee communications program is to provide two-way dialog. In that way, it is hoped all employees will gain a better understanding of the things affecting Shell and its business and get first-hand knowledge of future plans at Wood River.

More employees' offspring college bound on scholarships

Last month the *Review* carried an article about two Wood River winners of Shell Companies college scholarships. They were Don Baker, son of John Baker, senior staff research engineer, and Jeff Dodd, son of Ralph Dodd, research technician.

Don, from Roxana High School, intends to study geophysics at the University of Chicago, and Jeff will major in computer science at Michigan State.

Don and Jeff weren't the only Wood River offspring earning college scholarships or grants, however. There are at least four others (that we know about) who have earned advanced educational assistance through their exceptional efforts and abilities in high school. Their pictures and background are at the right.



Lori Appleby

Lori is the daughter of Dale Appleby, senior engineer in Engineering Office. She graduated from Roxana High School.

Lori, an Illinois State Scholar, finished in the top two percent nationally on the National Merit Scholarship test. She will use her scholarship at Mississippi University for Women where she will major in accounting.



Patricia Ann Gray

Patti is the daughter of Ed Gray, tractor operator, Engineering Field. She is a graduate of East Alton-Wood River High School.

She is the recipient of an Illinois State Scholarship Grant and will study at Northwestern University, majoring in pre-med.



Keith Edwards

Keith is the son of Russ Edwards, office supervisor in Compounding. He is a graduate of East Alton-Wood River High School.

An Illinois State Scholar, Keith will major in biology at SIU-Edwardsville on his Illinois State Scholarship award.



Lynda White

Lynda is the daughter of Bill White, operations foreman in Cracking. She graduated from East Alton-Wood River High School.

Lynda received an Illinois State Scholarship Grant and plans to attend Western Illinois University at Macomb. She will major in physical education.

Sports and shorts

Family Picnic

The time's here ... the annual SRA Family Picnic is being held Saturday, June 28, at the Chain of Rocks Park just south of I-270 and Riverview Drive in St. Louis. Activities run from Noon until 6 pm, and SRA families will get special prices on rides, swimming, soda, ice cream, and beer. Bring the family! This is one of the big events of the year!

Ten-and-over barbecue

Last reminder ... the Shell ten-and-over barbecue will be held at the Edwardsville Legion Park on Saturday, July 12, from 11 am to 8 pm. Those who attended last year can attest to the added comfort the beautiful new air-conditioned building affords.

Mystery solved

We finally discovered who the little boy holding the big bag was in the Easter Egg Hunt pictures. He's Patrick Adams, grandson of retired pipefitter Bill Adams.

Bowling champions

Dispatching, the Monday night league champs, defeated Lube, the Wednesday night champs, in a roll off for the refinery title. Carrying the banner in the roll offs for the refinery champions were Pick Pickerel, Roger Romani, Wib Grove, Ron Dahlen, and Clay Romani. Bowling for the runners-up were Sadie Hawkins, Dave Webster, Ron Hettinger, Ed Pohlman, and Don Lybarger. Record setters for the season for each league are listed below.

Monday League

High team series:	3097 (hdcp)	Purchasing
High team game:	1130 (hdcp)	Alkylation
High individual series:	645	Bob Garner
High individual game:	264	Jim Peat
High individual average:	189	Bob Garner
Most improved bowler:	19 pins	Val Mayfield

Wednesday League

High team series:	3341 (hdcp)	Engineering Field
High team game:	1202 (hdcp)	McAfoos
High individual series:	727	Don Lybarger
High individual game:	276	Bob Garner
High individual average:	200	Bob Garner
Most improved bowler:	12 pins	Francis Herzog

RETIREMENTS



Clarence Deist
Pipefitter
39 years



Tom Stipcak
Eng. Field
33 years

For your '76 appointments

To join with the rest of the nation in celebrating the Bicentennial, the 1976 Shell Desk Diary will depart somewhat from its normal pattern of presenting shells in the many ways they have contributed to our culture through the ages. Instead, through text, photographs, and art, we will try to provide a glimpse of how people lived in those far-off yesterdays of two centuries ago.

We'll take a look at the clothes our forefathers wore, for example, and how they were made. We'll visit the shops of merchants and craftsmen -- coopers, blacksmiths, tinsmiths, and shipwrights -- and watch them at work. We'll take a peek at customs and mores -- marriage ceremonies, religious prac-

tics, education in the one-room schoolhouse, what folks did for entertainment. We'll explore the arts, some lively and some not, and such institutions as the press and the town meeting.

With all this, however, shells will not be forgotten, for when we sit down to partake of a sample meal with a typical Colonial family, we'll find plenty of seafood on the table. We may even offer an old-time recipe or two, for oysters and other mollusks were eaten not only along the coast from Maine to Georgia, but in the back country as far as the Shenandoah River. "Whither they were sent packed in old barrels and flour casks lest the waggoners get foul of 'em." And certainly any discussion of trade

with the Indians will bring up shells in the form of wampum.

As in the past, the 1976 diary will be handsomely bound and stamped in gold and will offer more than 100 pages of useful diary space, along with fine reproductions of old engravings and beautiful photographs in color.

The Shell Desk Diary is a great gift for home by the phone or at the office. Get copies for yourself, your relatives, and friends. They only cost \$2, plus tax. That's almost as good a bargain as Peter Minuit got in 1626 when he bought Manhattan Island from the Indians for \$24 in beads and trinkets.

Orders must be in by July 15. Send your order to: F. H. Roberts, Room 1536 One Shell Plaza, Houston, Texas 77001.

ANNIVERSARIES



Bake Baker
Eng. Field
35 years



Frank Been
Dispatching
35 years



Charles Brisky
Field Machinist
35 years



Bley Jarden
Eng. Field
35 years



Tom Kelly
Eng. Field
35 years



Joe Kingery
Eng. Office
35 years



Omar Phelps
Gas
35 years



Red Redenbo
Dispatching
35 years



Robby Robinson
Master Mechanic
35 years



Al Strebler
Refinery Lab
35 years



Bob Clem
Lubricants
30 years



George Blackston
Dispatching
25 years



Ed Newell
Eng. Field
25 years



Orville Taake
Eng. Field
25 years

Brighten your year with a Shell calendar

On the cover, Uncle Sam waves the flags that have marked milestones in American history. Inside are twelve bright, colorful paintings presenting a month-by-month look at the early years of our nation.

It's Shell Chemical's Americana Calendar for 1976, and it follows the bicentennial theme from cover to cover. It's bound to become a collector's item.

As in the past, Los Angeles artist Charles Wysocki has done a delightful series of paintings in the American primitive style; a barn raising, an impromptu dance beside a wagon train, a general store, a country wedding, the Betsy Ross sewing circle, firemen responding to an

alarm, and Dr. Livingwell's snake oil wagon. Many people frame these excellent pictures.

Shell employees get a special price on the calendar: \$2.50 a copy. It'll be about twice that in gift stores and book shops later this year. These calendars fit in well at home or the office and are just right for that little extra Christmas gift.

Since the minimum order to a single address is 12 copies, Wood River will order as a group. To get your calendars, submit your request, along with your personal check, to your department manager.

All orders must be placed with Shell Chemical before August 1st, so act now.



COLORFUL '76 CALENDARS are at special prices to Shell employees between now and August 1st. Use them at home or the office; for yourself or as a gift. To place your order, contact your department. Shown are the December and May themes.

Mysterious toy truck brings nostalgic responses

Remember the picture of the mysterious toy Shell truck in the April issue? The same truck was not only featured in the *Review* but in other Shell publications across the country as well.

The response was pretty good ... and Wood River folks seemed to have the most recollections of all. Still, there seems to remain a bit of a mystery ... or that truck sure got around ... because the recollections ranged from 1918 to the early 50's and few remembered it exactly the same way.

Below are the responses received from Wood Riverites and others across the land.



RESCUED FROM THE RUBBISH. This Shell toy truck (left) drew a good deal of interest throughout Shell when first shown a few months ago. Wood River retiree, L. A. Hardison, (inset) not



only remembered it, he found one at home long since discarded.

From Wood Riverites

K. I. STOVER, who retired in 1966 as a boilermaker leadman, writes: "I see you have a mysterious truck. I remember this 1917 or 18 4-cylinder Reo-Speed wagon. They had (a real) one in Centralia, Illinois.

"It was used until 1925 to haul coke and coal. The holes in the end of the truck bed were for a water hose to keep the dust down.

"This Buddy L came from Buddy Louis Toy Works. The fender skirts came off to change tires. The dump operated from the drive shaft." Mr. Stover is currently living in East Alton.

GIL BARRETT, retired assistant manager of midwest public relations, recalls the toy itself and how it was used as a promotion: "In 1934, Shell Eastern Products, Inc., sold them at Shell service stations. They were displayed in a glass case set between the pumps. ... This was a 'subsidiary' deal with Buddy L Toy Company." Mr. Barrett lives in Godfrey.

L. A. HARDISON, retired boilermaker (1965) not only remembered the toy truck, he retrieved one from his "permanent junk pile" behind the barn on his farm west of Woodburn, Illinois. The bed-ragged, rusted truck is still in

surprisingly good shape considering the exposure it's endured over the years.

Of the toy truck Mr. Hardison says: "My brother bought them for my two sons when they were little. At the time, he lived in Tulsa, Oklahoma, so I guess that's where he bought them.

"Since my sons are now 24 and 25 years' old, I'd guess the toy truck itself is between 20 and 23 years' old. Don't know where the other one went."

WILTON RINKEL is a boilermaker still working at the refinery. Wilton says there was a truck like this right here at Wood River for a brief while. He says: "I remember it in either the late 40's or early 50's -- sometime after World War II.

"Seems to me it was either an International, or maybe a Studebaker. It was used to haul grease from storage ... also oil barrels. The slots were for placing bars across the back so the load wouldn't slip off.

"Maybe one of the old truck drivers or somebody at the compound house would remember it." O.K. Any of you ol' truckers or compounders remember such a truck at Wood River?

Verification of the mysterious toy Shell truck on a national basis begins with an article in the 1939 Christmas edition of *Shell Progress*, a Shell marketing magazine.

The issue carried a feature story on toys in general, and the cover of the magazine highlighted two Shell tank trucks manufactured by Buddy L. In the same issue a house ad urged Shell dealers to get on the bandwagon:

"The toy Shell Tank Truck -- now available for display at your station -- is a plaything that has everything -- sales appeal, correct modern design, attractive colors, and a sturdiness that will make it a joy to all children ... Plan to get your share of the EXTRA profits this Christmas NOW. Shell has made special arrangements with the Buddy L Company, one of the world's leading toy manufacturers, to supply you with the toy Shell Tank Trucks at COST PRICE."

Employees Recall ...

Here are some more recently received pearls of wisdom sent to other Shell publications across the U.S. What memories you all have!

From C. L. Hart, former marketing service manager of the Sacramento marketing di-

vision: "In the late 20's and early '30's, trucks that closely resemble this one were in use by Shell and were commonly called 'demountables'. On the actual trucks the windshields were not slanted, and the rear panel was rarely curved. The toy truck was made to look a little more 'racy'. The trucks were designed generally to carry barrels, tanks, or package goods. When small amounts of bulk products were to be delivered, the trucks were provided with removable rectangular tanks that held from 150 to 400 gallons each."

Maud style

From T. C. Bonner, retiree in Cushing, Okla.: "Yes, there was an actual truck like (the one in) the picture. Give or take a year, if it were still in service today, it would have served approximately 43 years. The particular truck was used as a small delivery truck by bulk depots and some company-owned service stations. They were marketed by hardware stores, general merchandise stores, etc. The toys were almost indestructible, safe and attractive. Sorry that I cannot find the company publication of the date, but I know that I was driving a 1931 car, lived at Maud, Okla., and purchased the toys at Kib Warren Hardware Company at Maud."

From Hal Curtis, retired Public Relations vice president: "Your problem about the Buddy L truck is about to be solved. In 1938 or '39, when I was advertising manager for Shell Union Oil Corp., we made

a deal with Buddy L for the Shell name on all their trucks -- 10c per unit. They had three or four body styles ... About the same time, we made the same deal with Lionel trains ... The deals both ended with World War II, and I don't think they were renewed after the war."

"Rosebud"

From Harold Kendall, a Michigan retiree: "I began to chuckle even before I began reading the article, for we had just such a truck at our Saginaw Plant for a number of years. We called it 'Rosebud'. Why? I don't know. I don't think anyone did. It was built on a 1939 or a 1940 Ford chassis. The body was half tank and half cargo-carrying area. There were two compartments, each holding 240 gallons. 'Rosebud' did yeoman duty in getting 480 gallons of gasoline to a dealer who had 'just run out' or couldn't afford to buy more than that at a time."

From Gordon Biggar, retired Public Relations vice president: "When I was manager of Public Relations, I made a deal with Buddy L to use Shell's name and colors on tank trucks they were manufacturing. Paid them, I think, \$c a truck. Later, and this must have been about 1947 or 1948, they came to me and said they wanted to put out a panel truck, and if we were willing, they would use the Shell name and colors -- at no cost. Of course, we agreed. It was not a Shell truck replica and was not used in any Shell sales promotion -- but it was 'for free!'"

Wordy one-upmanship

Confuse and conquer ... that's the motto. Whether it's in the business world, government, or just a backyard conversation, some people delight in stringing words together that even they don't understand, let alone some poor unsuspecting listener.

If you've been the subject of such lexical attacks, here's your chance to fight back! A system, euphemistically called the "Systematic Buzz Phrase Projector," now comes to your rescue. Devised by a government official (naturally) by the name of Philip Broughton, this system uses 30 carefully chosen "buzzwords". They are all you really need.

The procedure is simple. Just think of any three-digit number ... your victim's plant phone number for instance. Then select the corresponding buzzword from each column. For instance, the number 493 glides forth with "functional policy mobility" a phrase that can be dropped with authority in written report or casual speech.

The Phrase Projector author, Mr. Broughton, says, "No one will have the remotest idea of what you're talking about, but the important thing is that they're not about to admit it." (Especially if you move on quickly to another subject.)

Below is your ammunition ... go to it.

Column 1

0. integrated
1. total
2. systematized
3. parallel
4. functional
5. responsive
6. optional
7. synchronized
8. compatible
9. balanced

Column 2

0. management
1. organizational
2. monitored
3. reciprocal
4. digital
5. logistical
6. transitional
7. incremental
8. third-generation
9. policy

Column 3

0. options
1. flexibility
2. capability
3. mobility
4. programing
5. concept
6. time-phase
7. projection
8. hardware
9. contingency

By the way, your reporter conducted a brief, totally unscientific survey with some of Wood River's management, and although none admitted to actually using Mr. Broughton's system, they did express interest. ...

Classified ads

For sale

Super 8 movie camera. Kodak XL-33. Like new \$45. Gary Pilz. 618-462-8191.

1967 Starcraft tent camper. Sleeps four. Excellent condition. \$800. Wallace Davis 618-377-9718.

Sixteen foot travel trailer. Self-contained gas/electric refrigerator. Electric brakes. Sleeps six. \$1,500. E. Bensman. 618-466-5708.

Wrought iron Bistro Set. 24-inch glass top table. Two covered chairs, lime green. \$35. Dick Dreith. 314-878-4972.

1975 Yamaha YZ80 minicycle. \$400 or best offer. 618-635-3301.

Dress form. Singer adjustable. New was \$35. Will sell for \$15. Dick Dreith. 314-878-4972.

Wanted

Bowlers. For either the Monday or Wednesday SRA leagues. Each league bowls at 6:30 pm. Any SRA member interested in entering a new team contact John Thomas in the Tech Department or Charlie Gibson in Light Oil Processing.

Free

Siamese cat. Will you provide a good home for my two year old male Siamese? I am going away for an extended period and must give him away. Mrs. Edwin Wood. 618-254-2550.

Bloodmobile: a record drawing

Wood River employees displayed true colors and responded with great generosity in this year's annual Bloodmobile Drive.

The drive, held June 2nd and 3rd at the Rox-Arena in Wood River, set several recent records for a Shell-Wood River bloodmobile drive. First, more than 400 people signed up to give blood. Of these, 372 were able to meet their scheduled appointments, and 336 units of blood were collected.

According to Lois Cooper, the coordinator and monitor for Wood River's yearly bloodmobile drives, there has been a happy upward trend over the last several years.

Co-sponsor for the drive is the Alton Chapter of the American Red Cross. Local area doctors, nurses, and other volunteers give of their time to make these drives successful. Blood collected will be made available to local hospitals. Employees and members of their families may receive blood from the Red Cross whenever and wherever needed during the coming year.

Donors were also eligible for a drawing of United States Savings Bonds given by Shell. The winners' names are listed elsewhere on this page.



No wonder so many donors signed up, what with such cordial petitioners as Evelyn Kent, senior clerk-Treasury (left) and Lois Cooper, senior clerk-Employee Relations, on hand.



A taxi shuttle was kept busy during the blood drive. Ready to go are (from left) George Perrin, operator-Utilities; Al Moody, boilermaker foreman; Jerry Tille, containerman-Compounding; Bill Byots, compounding foreman; Marion Broers, insulator foreman; and Larry Basden, senior engineer-Light Oil Processing.



Retired refinery nurse, A. H. Mikkelson, volunteered his skills during the drive. Here, "Mik" checks the blood pressure of electrician apprentice, Gary Morrison, before giving him the OK to donate blood.



Yardman Jerry Farmer declares that giving blood isn't even a pain in the arm. Jerry gives one of 336 units of blood collected in the two day drive.



Dean Thompson, pipefitter, finds it easy to give blood and laugh with a volunteer nurse at the same time. There was an air of good spirit throughout the hall.

It brings smiles. From front-left: Kevin Kieffer, boilermaker helper; Lou Spano, electrician apprentice; Clarence Schwab, boilermaker; Don Hancock, instrument foreman; and O. K. Scott, operator, Aromatics-E. From front-right: Bud Whittaker, operator, Aromatics-E; Dave Bristol, containerman-Compounding; Dennis Feist, research engineer; volunteer worker; and Ora Harlan, machinist foreman.

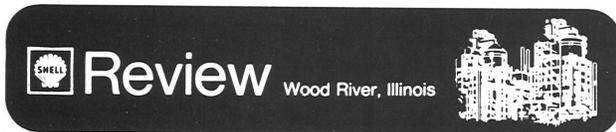


Blood donors bonded

Those donating blood in this year's Bloodmobile Drive got their names dropped into the hopper and became eligible for one of a dozen \$25 United States Savings Bonds given by the refinery.

Although everyone donating blood gained a rewarding experience, those listed below also happened to win a bond.

- | | |
|----------------------|-------------------------------------|
| Harry Baumeister | — counterman in Purchasing |
| Dick Beauchamp | — machinist trainee |
| Gary Bray | — inspector in Engineering Services |
| Allen Gaines | — insulator |
| Ed Hoffman | — asphalt foreman |
| Joe Karlovic | — containerman in Compounding |
| Jim Keraghan | — operator in Aromatics East |
| Phil Lamm | — boilermaker helper |
| O.K. "Scottie" Scott | — operator in Aromatics East |
| Bob Sibley | — opr helper in Aromatics East |
| Paul Simon | — painter |
| Winston Wallace | — inspector in Engineering Services |



SHELL OIL COMPANY
P. O. Box 262
Wood River, Illinois 62095

Bulk Rate
U.S. Postage
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Wood River, Ill.
Permit No. 229

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WOOD RIVER REFINERY

JUNE, 1975

Published monthly for the employees and pensioners of Shell Oil Company's Wood River Refinery and Research Laboratory.

Bill Gibson, editor