

PLAINTIFF'S
EXHIBIT
ETCO-135

ETHEL
BELLER
BOARD

1951

ETC 12765

ROY N. CLOTHIER

ETC 12766

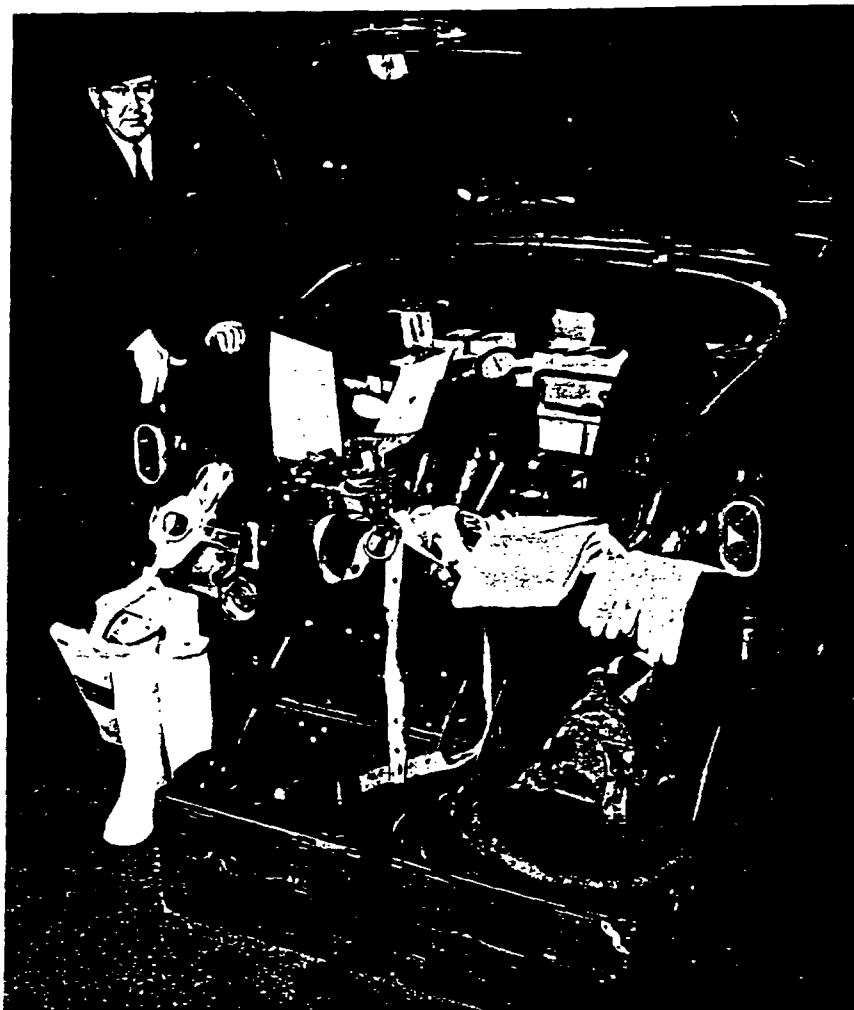


Joins Oil Defense Agency

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Ethyl BULLETIN BOARD



Mac McCoolley's car resembles a hardware store—he has over 45 pieces of equipment ranging from screw drivers to pumps. Here he checks over his supplies before starting out on his rounds. It's a good trick to make it all fit inside. For more about Mac and his rounds read story on page 6.

ETHYL BULLETIN BOARD

by and for Ethyl employees Marceline Marquis, Editor

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Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea,
President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

Ollie Jones Named to PAD Post

Ollie Jones, manager of marketing analysis, has been called to Washington to serve with the newly-organized Petroleum Administration for Defense.

Merritt Collins, assistant manager of the Gasoline Testing division, comes to New York from Yonkers to assume the responsibilities of marketing analysis.

Ollie will work with Deputy Administrator Bruce K. Brown and other key oil industry men who are being called to Washington to staff PAD. The agency is just getting under way on its job of gearing the oil industry for the mobilization program. Operating under the Department of the Interior, it has started work on the development of an over-all program to assure a supply-demand balance for petroleum and natural gas and their products during the present emergency.

For two years during World War II, Ollie served in Washington as special assistant to the director of Petroleum Administration for War. He returned to Ethyl in 1945 as special assistant to Julian Frey, general sales manager, was appointed manager of customer services in 1947, and last September was named manager of marketing analysis.

Before joining the PAW, Ollie was associated with Ethyl for 11 years. Originally he served as a field representative in New York state, and later in New Jersey. He was appointed head safety engineer on the West coast in 1937, later transferred to the Kettering laboratory in Cincinnati on a special safety assignment. At the time he left to join PAW he was staff safety engineer with the Safety department in New York.

A native of Columbus, Ohio, Ollie attended Cornell University and graduated from Massachusetts Institute of



Merritt Collins, now handling the responsibilities of marketing analysis in New York, replaces Washington-bound Ollie Jones.

Technology in 1924 with a B.S. degree.

A trustee of the Cornell Delta Phi association, he is a member of the American Petroleum Institute, Veterans of Safety and the Chemists' Club.

Although he will be working in Washington for an indefinite period, Ollie will continue to maintain his home in Rockville Centre, L. I. where he will return for weekends with his wife and son.

Merritt Collins, who comes to New York to take over as manager of marketing analysis, has spent his working years with Ethyl. He joined the Company in 1930 and was placed in charge of the Gasoline Testing laboratory in Omaha, Nebr. When the Kansas City test lab was completed, Merritt was appointed manager and spent the next eight years there. In 1938 he was sent to California to manage the San Bernardino Gasoline Testing lab. He came to Yonkers as assistant manager of the Gasoline Testing division in 1941.

Merritt grew up on a farm outside of Ord, Nebr. He attended the College of Idaho and graduated from the University of Nebraska. He belongs to Sigma Tau, the honorary engineering society, is an associate member of Sigma Xi, science research honorary, and belongs to SAE. He lives in Crestwood, N. Y. with his wife, Gertrude, and two children, Doris and Robert.

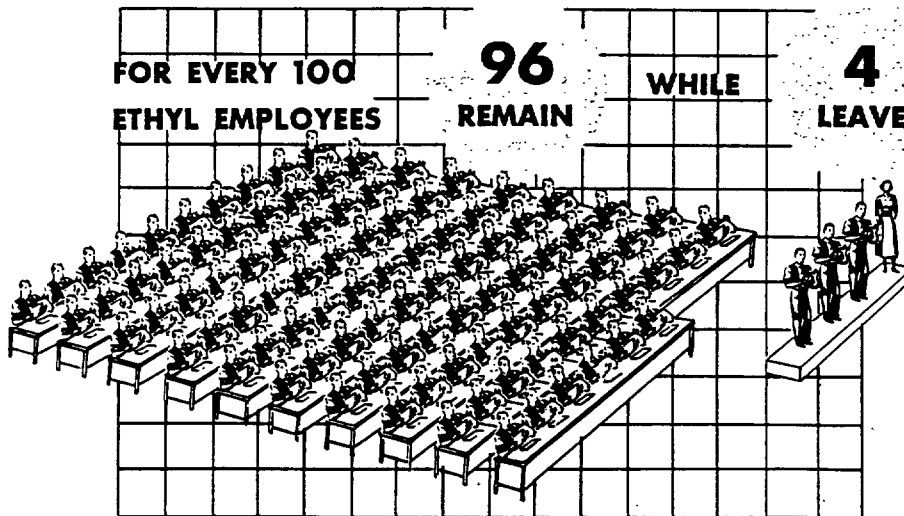
Ethyl Has Taking Ways

Remember getting vaccinated, then waiting to see whether or not the vaccination was going to take? Well, we've just discovered that Ethyl treatment "takes" in a big way.

After a long and comprehensive study of facts and figures about the comings and goings of Ethyl em-

the Company for any reason, including lay-offs, quits, military leaves, etc.

Now the reason we say Ethyl "takes" is because people are loathe to leave Ethyl. At least that's what the figures indicate, since the rate of turnover through the manufacturing industry is much greater than it is at Ethyl.



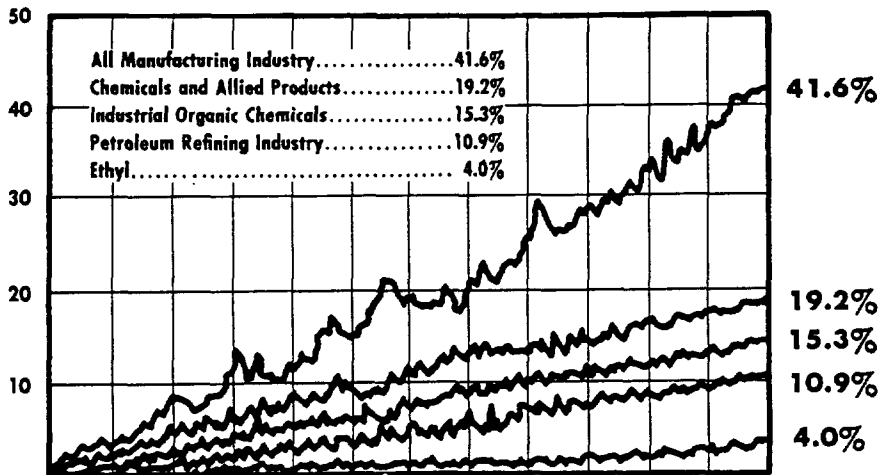
For the 12-month period ending Nov. 1, 1950, Ethyl's labor turnover was only 4%.

employees, the Industrial Relations department came up with the information that the percentage of turnover at Ethyl is 4%. Of course that figure changes slightly from month to month, but a 4% average was established during the past year from November 1949 to November 1950.

When you think of turnover you most likely think of apples, but that's not what we're talking about. Industrial relations people use the term "turnover" to indicate the percentage of employees who leave the service of

The rate of turnover for all manufacturing industries during the same period we're talking about was 41.6%, more than ten times greater than Ethyl's.

The rate of turnover in the petroleum industry during the same twelve months was 10.9%—more than two and a half times greater than at Ethyl. A comparison with closely related industries within the petroleum business shows even more favorable figures. Take the industrial organic chemicals industry, for instance. Their rate of turnover was four times greater than



Ethyl's labor turnover is one of the lowest of any industrial concern in the country. This chart compares Ethyl's rate with that of various industries during the same 12-month period last year from November 1, 1949 to November 1, 1950.

ours, or 15.3%. And the chemical and allied products industry had a 19.2% turnover—almost five times greater than Ethyl's.

If your mind runs to statistics and figures there they are and they have a

story to tell. Ethyl's turnover figure of 4% is for the entire Company, including sales, research, office and plant people all over the country. Like we said in the beginning—it looks as if Ethyl "takes."

Detroit SAE Visits Research Labs

One hundred and eleven members of the Junior section, Detroit SAE visited the Detroit Research labs recently to observe how the Company's research program serves automotive manufacturers and petroleum refiners

through the development of improved fuels, fuel additives and engines. In the picture below Marty Alspaugh, fourth from left, Refinery Technology section, explains the details of some equipment to part of the group.



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New Posts For Nine

ROY CLOTHIER

Appointed works manager at Houston plant.

Organizational changes in Company personnel have shifted four Baton Rouge men to key positions on the staff of the new Houston plant which is scheduled for completion this year. They are Roy Clothier, Wallace Armstrong, Jim Bergin and Clarke Burdick. Changes in the Baton Rouge line-up as a result of the shift have moved up Harry Wheeler, Glenn Hayes, George Kirby, Sam Roberts and Harry O'Connell.

Works manager in Houston will be Roy Clothier, formerly manager of



WALLACE ARMSTRONG

Named assistant works manager of new plant.



JIM BERGIN

Goes to Houston as operating superintendent.



CLARKE BURDICK

Receives engineering superintendent post.

operations in Baton Rouge. Now in his 12th year with Ethyl, Roy began work as an operations supervisor. A native of Oklahoma, he entered the petroleum industry as an operator for the Marlin Oil Company in 1922. Before joining Ethyl, he worked for the Cosden Oil Company, the Foster-Wheeler Corp., and Alco Products.

Working with Roy as assistant works manager will be Wallace Armstrong, who has been superintendent of ethyl chloride since 1945. Wallace joined Ethyl in 1939 at the Detroit labs. After three months he was sent to Baton Rouge as a data engineer, later became a plant supervisor, then ethyl chloride superintendent.

Jim Bergin, who has been assistant superintendent in TEL since 1945, was named as operating superintendent. Jim's career began with DuPont in 1934. The following year he was named chemical supervisor and in 1937 he became operating supervisor in TEL at Baton Rouge.

Clarke Burdick has been named maintenance superintendent. Clarke came to Ethyl in 1939 from the DuPont plant at Deepwater. Since 1947 he has been engineering superintendent at Baton Rouge.



HARRY WHEELER
Now operations manager at Baton Rouge.



GLENN HAYES
Named BR assistant operations manager.

Baton Rouge changes have elevated Harry Wheeler to operations manager. An old timer in length of company service, Harry went to work with DuPont at their Belle, W. Va. plant in 1928. Since coming to Ethyl he has been a TEL supervisor, chief supervisor in TEL and superintendent of TEL operations.

The post of assistant operations manager will be filled by Glenn Hayes, formerly superintendent of the sodium area. Glenn's Company-service dates back to 1933 when he joined the engineering department of DuPont's Electro-chemical department at Niagara Falls. He came to Baton Rouge in 1938 as engineering supervisor in the sodium area.

George Kirby will take over the duties of a newly-created position of chief engineer, which includes the Development, General Engineering, Process Engineering and Inspection groups. George joined Ethyl in 1940, working in the Development section.

In 1947 he was named to head the Technical Service group, and in 1948 became head of Process Engineering.

Sam Roberts has become group head of the General Engineering section. Sam came to the Company as junior engineer in 1941. Since then he has served as an engineer, draftsman, maintenance engineer, design engineer, and design supervisor. He became assistant engineering superintendent in 1949.

Group head of process engineering is now Harry O'Connell who has been acting manager of process engineering since last May. Since joining the Company as a chemical engineer in 1941, he has been supervisor of the development section and supervisor of process design in the process engineering section.



HARRY O'CONNELL
Becomes group head of Process Engineering.

GEORGE KIRBY
Newly - appointed chief engineer at BR.



SAM ROBERTS
Named group head of General Engineering.

Which Nose Bag Is Best For a Nag?

Anyone want a horse nose bag? A brand new 1950 model, that is.

The Advertising department received one in the mail the other day. Everyone was delighted. But since they couldn't find a horse on file they were a trifle perplexed. Should they: A) loan it to the girls as a handbag; B) use it for a wastepaper basket; C) plant petunias in it?

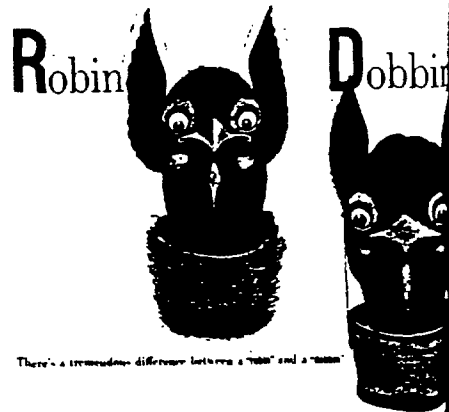
It all happened as a result of the Ethyl advertisement pointing out that "There's a tremendous difference between a robin and a dobbin." Dobbin in this case was pictured happily munching at his lunch from a nose bag.

The Carl A. Wagner Manufacturing Company of Denver, Colo. took exception to the drawing and wrote the following letter:

"As the world's leading manufacturers of HORSE NOSE BAGS we wish to protest about the gross errors shown in your drawing of which I enclose a copy. Consequently I am enclosing herewith one of our 1950 models for you to note the vast improvements made over the 'GAY NINETIES' model shown in your drawing.

"We make these things by the thousands and sell them to the Navajo, Ute, and Havasupi tribes and to the dude ranchers who cater to the tourist trade. Incidentally, I suppose our NOSE BAGS improve the performance of the animal as much as your "Ethyl" fluid improves the performance of an automobile."

The letter is one of hundreds the Advertising department has received in response to their current campaign indicating the wide interest it has created. But, although the department appreciates the interest of the



This is the Ethyl ad which interested the nose bag manufacturers. Complaining that the nose bag is a "Gay Nineties" model, they sent along their latest 1950 version as a case in point.

Carl A. Wagner Company, they are standing up for Ethyl's version of dobbin's nose bag.

"We believe our nose bag is better", says Frank Howard, assistant advertising manager. "Note the excellent construction. Our nose bag has a leather bottom which comes up around the sides for extra firmness. We also have a leather rim around the top as an added feature."

However, if you want to judge for yourself, stop in the Advertising department. They have the Wagner nose bag on display.

Ethyl S-Man

The wind which swept up from the Delaware River was damp and piercing. The group of men who stood huddled in a bunch before the huge grey storage tank stamped their feet to keep warm. Finally a figure stooping before the dark manhole entrance straightened up. He glanced at the gas indicator meters on the square box slung over his shoulders. "O.K. to enter," he said.

Four men dressed in white, wearing heavy rubber boots and rubber gauntlets approached. Two of them were equipped with masks which were quickly slipped into place and adjusted. Looking like strange insects with their odd headgear and their long, trailing air lines, they crawled into the small round entrance and disappeared.

This procedure was carefully scrutinized by a tall, ruddy man who stood nearby. He was Mac McCoolley, Eastern region safety engineer. Mac was present to observe the cleaning of a damaged 50,000 barrel leaded gasoline storage tank. Tank cleanings such as this are one of the many jobs which are not performed unless an Ethyl safety man is on hand to make sure that every safety precaution is taken.

Mac is typical of the 33 safety engineers who serve Ethyl's customer companies across the country—watching, advising and constantly alert against hazards to their personnel and the

Mac explains to Walter Boon, Sunoco safety director, the important points in a new tank cleaning booklet recently published by the American Petroleum Institute. Ethyl keeps its customer companies constantly informed on the latest developments in the safety field.



At the Sun Oil Company in Marcus Hook, Pa., Mac discusses a tank cleaning job with Authority and Notification man William Noctor. Each customer company has "A & N" men who are responsible for notifying Ethyl when a tank cleaning is to take place. Above, left to right, are Mac, William Noctor, who is also Sunoco's chief safety engineer, and Richard Quinn, assistant safety engineer. The picture was taken in the safety engineering building.

public. Vigilantes of accident prevention, these men work by the old adage—"An ounce of prevention is worth a pound of cure."

Like his fellow safety engineers, Mac combines the qualities of public relations man, diplomat, salesman and engineer. He travels thousands of miles each month through all kinds of weather, over all sorts of terrain. He sleeps with one ear attuned to the 'phone, ready to adjust his schedule to meet any emergencies which arise. In addition to his routine inspections, he is constantly available for advice and consultation.





In the safety equipment room Mac inspects an air-line mask which will be worn by workers inside the tank to be cleaned. This mask affords complete respiration and excludes any hydrocarbon or lead hazard. Looking over the equipment are, left to right, Sunoco safety inspectors John Imburgia and John Oberle, Mac and assistant safety engineer Richard Trickett.



Sunoco safety men adjust air-line masks as men prepare to enter the 50,000 barrel tank which has been pumped down for cleaning. It took eight men on five eight hour shifts to clean this tank. An Ethyl safety engineer and a Sunoco safety engineer are present while a leaded tank is being cleaned to be sure that every precaution is taken for the protection of the men who go inside the tank to work.

Mac's domain includes the highly industrialized area around Philadelphia. But his work also takes him through the rich farmlands of Eastern Pennsylvania as far west as Harrisburg, down through historic Delaware and Maryland and across the busy Delaware river to the flat coastal plain of Southern New Jersey. In all, he is responsible for the safety measures connected with "Ethyl" fluid in about 16 oil refineries and terminals concentrated in a 300 mile area.

No two days are ever alike for Mac who is constantly at the beck and call of the customer companies in his area. His plans must be built around their needs and operations.

Wherever he goes, his supplies and equipment go with him. The trunk of his shiny black car resembles a hardware store display. Everything from overalls, long woolen underwear and rubber gloves, to screw drivers, spare parts and pumps are fitted in. The standard equipment for a safety man includes 45 separate items plus report blanks, labels, pamphlets and signs.

But, although his job is varied, it falls into certain definite categories. As a safety man he must supervise 1) the transportation of "Ethyl" fluid in drums, tank cars, tank trucks and cans; 2) the construction, operation, and maintenance of installations for mixing "Ethyl" antiknock compounds with gasoline; 3) the handling of "Ethyl" fluid in experimental and testing labs; 4) the cleaning, repairing, dismantling and disposing of leaded gasoline storage tanks.

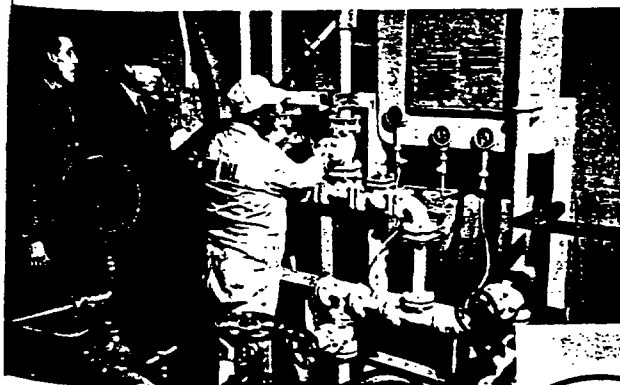
In addition to his routine duties and the handling of emergencies, Mac has the tough job of selling an intangible—of selling safety. He must promote a feeling of cooperation and friendliness between the Company and its cus-

tomers, convince the customer companies of the importance of doing the job right. It is important, too, to keep customer companies informed on the development of new safety techniques, and to impress them with the value of adopting new, simplified and safer procedures in handling TEL.

Like most of Ethyl's safety men, Mac has many years of service behind him. He joined the Safety department in 1936 after spending a year as a field engineer in Richmond, Va., and was on hand for the Company's first safety

Four years later he became a salesman for Frigidaire, but after three years he returned to his railroad job.

It was in 1935, the year that Mac became an Ethyl employee that the Safety division came into existence. Previously all safety problems had been handled by the regular sales staff under the guidance of the Medical department. The great increase in geographic range and volume of business along with new hazards and safety problems made the situation too complicated to be dealt with in this man-



With George Parris, supervisor of light oil treating, Mac inspects the eductor manifold in the blending plant to be sure the valves are in good condition and operating properly. Sunoco blender Bill McLaughlin works the valves.

meeting at Deepwater in May, 1937. He was promptly moved farther south. Working from a home base in Atlanta, he covered Georgia, Florida, Mississippi, Alabama, Tennessee and Cuba.

Baton Rouge was the next step where, in 1938, he took over the guardianship of Louisiana and Mississippi. In 1942 he was shifted to the New York division, working out first from Elizabeth, N. J., and since 1944 from Philadelphia.

Philadelphia is old home territory for Mac—he was born and reared in the Quaker City. He studied mining engineering at Penn State during the mid-twenties and after graduation went to work for the Pennsylvania railroad as a construction engineer.



Mac observes the unloading of a tank car and making a mix in each of his customer company plants at least once each year. Here he watches Bill McLaughlin preparing to connect up the unloading lines and begin operations.

ner. Consequently, safety engineers were trained to take over the supervision of equipment and mechanical procedures in the transportation of "Ethyl" fluid, the construction and operation of mixing installations, the control of hazardous procedures at refineries and terminals and the handling of "Ethyl" fluid at special points.

Through the years the Corporation engineers have perfected maximum efficiency systems and methods of handling "Ethyl" antiknock fluid. In mixing, for example, the entire system is designed so that no individual comes into contact with it. Their set of precautions for cleaning of leaded gasoline storage tanks is now generally accepted by the petroleum industry, and their special protective clothing is standard apparel for tank cleaning personnel.

Mac works under the jurisdiction of the Eastern regional office in New York. He sends in a weekly itinerary which enables Eastern Safety Chief Jim Baldwin to reach him quickly in case of emergency or special assignment. Field activities are coordinated in the regional office. For example, if

In the knock-testing room of the automotive lab, Mac makes a routine inspection of the TEL hood for safety in laboratory handling of lead. Mac holds a piece of paper under the hood to see if the blower is working correctly. The blower carries the toxic vapors up and away from the operator who leads samples for knock-engine work. Mac also looks for lead spills and inspects the equipment for cleanliness and operating order.

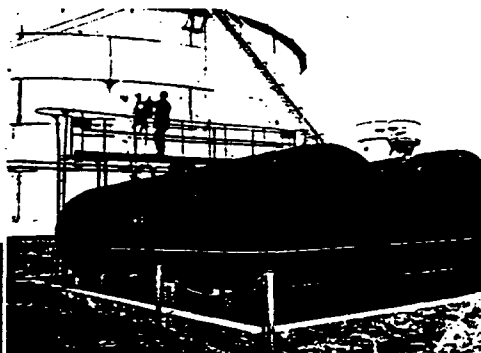


At the Atlantic Refinery in South Philadelphia, Mac discusses the contents of the clothes closet in the "Ethyl" mixing plant with Joseph Kern, supervisor of the light oils division. Safety engineers make regular inspections of wash-room facilities, lockers and clothes closets.

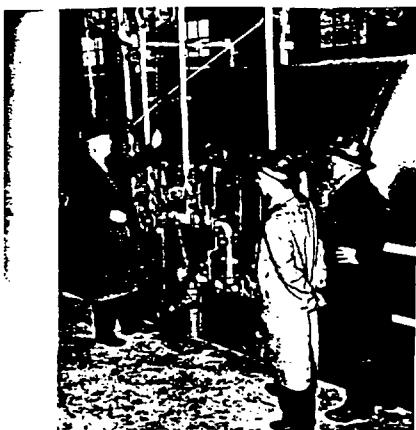
Mac finds that he is unable to attend a tank cleaning in his area, he notifies Jim Baldwin who rushes another safety man to the scene.

Mac "wouldn't want another job." He enjoys his work, likes his trips to the customer companies where friends greet him with a cheery "Hi, Mac!" He likes the action, the outdoor life. And he even enjoys the unpredictability of his days.

He's been stuck in snowstorms and



Mac climbs up on the asbestos covered reserve storage tanks to gauge the reserve storage amount with a pressure gauge. Safety men check reserve storage supplies at least once a year with refinery men to be sure the supply is adequate. Discussing results with Mac, left to right, are "Ethyl" operators John Makara and William Partridge.



With Joseph Kern and Walter Lopley of the Atlantic Light Oils Division, Mac checks the operation of a valve on the line between a reserve storage tank and the weigh tanks.

stranded on back roads. There are few places in the Middle-Atlantic and Southern states where he hasn't been. He has used practically every means of transportation, and knows most of the eating places and hotels between New York and Cuba.

"It's a good life," says Mac. "I certainly couldn't go back to a desk job now."

His attractive fieldstone home in Drexel Hill, Pa. serves as Mac's headquarters and his wife will testify to his efficiency.

"I don't dare disturb his papers even to dust," she admits laughingly. "Mac has a rather unique way of filing, but he can put his finger right on anything he wants, even if it's a paper pertaining to something which happened ten years ago."

Meticulous about detail, he is just as meticulous about keeping appoint-

After a busy day, Mac relaxes before the television set in his basement rumpus room which he built himself in ten days. With him are his wife, Evelyn, and their two tow-headed grandchildren, Gayle and Janice.

But even as they relax, Mac listens for the phone. He knows from long experience that it could suddenly ring. That a voice on the other end could say, "Mac? A rush tank cleaning job for you tomorrow morning. Can you make it?"

ments and is always on the spot on the dot. He is conscientious, dependable and thorough. He likes people and people like him. Throughout the Company, other Ethyl men like Mac, by doing a good job day in and day out, have helped build and hold our business.

All of Ethyl's safety engineers are strategically located in our four sales regions to serve customers in all parts of the country. Thoroughly trained in the complex safety problems involved in the handling of "Ethyl" antiknock compounds, their training and experience serve to protect the employees of Ethyl's customers and to protect Ethyl's own employees.

No. 1 safety man is Ellis Locher, who, last summer succeeded Ollie Jones as manager of safety, when Ollie took charge of market planning and analysis. Van Fleck is assistant manager of safety. There are four chief safety engineers, one for each sales region: Jack Maynard, Central; Hank Ball, Southern; Hume Chenault, Western; and Jim Baldwin, Eastern. Chief safety engineer in Canada is Ben Penrose of Ethyl Anti-knock, Ltd.

Guiding light behind the Company's safety policy is Medical Director Robert A. Kehoe, who is primarily responsible for the safety standards and methods used in the manufacture and distribution of TEL. But it is the men on the line, like Mac McCoolley, the Ethyl S-Men, who, constantly working with refinery personnel to promote safety, write the capital "S" into Ethyl Corporation's Safety Services.



What an Invention . . . the Convention

When the oil industry holds a convention, it's a big one. It's got to be because there are lots of people in the oil business, enough to keep more than 34,000 individual, private firms exploring, drilling, refining, transporting, and marketing oil and its products.

When these people get together to exchange ideas and discuss their mutual problems it takes a lot of arranging to provide meeting rooms for the more than 100 committees, the group sessions and the big general sessions, as well as hotel rooms for all the people who attend them. In addition, many companies have hospitality rooms where they hold open house for their customers and friends during the convention. This, too, takes some arranging, which usually falls to the lot of the sales staff in the host city.

Last Fall when the American Petroleum Institute met in Los Angeles for the first time in 15 years, the men in our Western regional office went all out on arrangements. The traditional hospitality of the West is no myth, especially when it's in Ethyl style.

Our Western regional staff started working on reservations for the November 1950 meeting in November 1949, with a serious follow-up beginning in July 1950. They had the difficult task of arranging for accommodations not only for all the Ethyl people who were planning to attend, but for many customers as well. This was in a city which was reported way back last May to be booked solid for API convention week. With enough forethought, telephoning, persevering and follow through, it seems that reservations can be had as nobody on the Ethyl list had to sleep in a hotel lobby or commute from Palm Springs.

Another bit of arranging that re-

quired special attention was a suitable place in the convention hotel (the Biltmore), for Ethyl to maintain its hospitality headquarters for customers. It seemed that nothing was available but small sample rooms.

Ethyl ingenuity came into play when Ted Littlefield, Fred Naylor, Ray Wyrick and Bo Weill put their heads together to figure out what to do about it. What they did was to turn a seeming handicap into an asset. They called in Jones Bausé, Inc., the firm that made the props for Ethyl's Services Show in 1949, and had them turn the long, narrow and rather small space they drew into a Mexican fiesta room. Though other companies had larger, more spacious suites, none was so unusual or so colorful as Ethyl's.

Everything in the room was typically and authentically Mexican—Monterrey furniture, wagon wheel chandeliers, serapes, draperies with a cactus design, gourd clusters, ceremonial masks, checkered table cloths, and an authentic Mexican bartender. The specially painted murals and pictures of cactus and dancing girls and peons jogging along on their donkeys set the scene. Evenings were made festive with Mexican music, played by beaming senores.

Various members of the Western regional staff were on hand at appointed intervals to welcome customers, arrange for cars to take them about, offer whatever other help they could, and present them with straw hat mementos from Mexico.

Stepping across the threshold of Room 1228 was like taking a magic carpet to Mexico. Though it may have seemed like magic to the customers, the Western region staff knew better. The magic was spelled WORK.



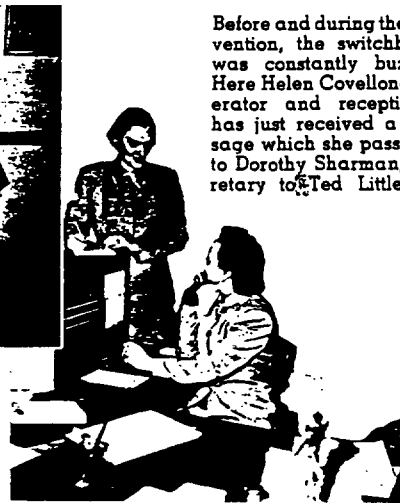
Behind the scenes of any convention there is a lot of work. Here three Ethyl secretaries in the Western regional office are checking over the reservation list of Ethyl people and customers before the API meeting in Los Angeles last November. Alberta Soffel, at the teletype, has just received a request, which she relays to Delle Cardwell and Frances Oppenheimer.



Further work on reservations was handled by the men shown here following through with a phone call—one of many. Bo Weill, resident manager, Los Angeles, is on the wire. Ray Wyrick, office manager, left, and Fred Naylor, assistant regional manager, wait to hear results of call.



Colorful little Mexican hats were used as name plates for the Ethyl hosts. Ray Wyrick shows his to Ted Littlefield. Fred Naylor, looking on at left, also gives his nod of approval.



Before and during the convention, the switchboard was constantly buzzing. Here Helen Covellone, operator and receptionist, has just received a message which she passes on to Dorothy Sharman, secretary to Ted Littlefield.



It was always fiesta time in Room 1228 at the Biltmore, hospitality headquarters for Ethyl customers during the API convention last Fall. Here Ted Littlefield, western regional manager, welcomes O. W. Johnson, of Standard of Cal.



24-hour a day guest at the bar was Pancho—and he was always on his feet. Bo Weill decides to give him a helping hand with a light.

TEN YEARS AGO IN THE BULLETIN BOARD

We're Building a Bigger, Better Lab at Detroit . . . Baton Rouge gets Fifth Lead Plant . . . Military Leave for Ethyl Eligibles . . . New Office Building Completed in Deepwater.

Ed Kurt Heads Technical Division at Baton Rouge . . . Ethyl Show Goes on the Road With GM Parade of Progress . . . Midgley Awarded Priestley Medal, Highest Award of American Chemical Society.

All-Out Knitting for Britain . . . First Aid Teams Organized in Baton Rouge . . . More Ethyl Men Leave for Camp . . . Ethyl Changes Manufacturing Process to Aid Defense Program.

Gas Testing Labs Expand Personnel . . . Operations Start at Baton Rouge's New Ethyl Chloride Plant . . . More Ethyl Fellowships for Scientific Research.

New Recruits for Sales Staff

Four engineers-in-training have completed their initial training with Ethyl and are now carrying out assignments in the field.

They are: William Dixon, from the University of Texas, who will serve in the Southern region; Richard Husta, a Lehigh graduate, and George Smith, Cornell alumnus, who have both been assigned to the Central region; and William Quigley, from Stevens Institute of Technology, who has been added to the Eastern region staff.

After completing the first phase of their training in Detroit, the men were sent to the Yonkers training center for courses in public speaking, salesmanship, gasoline testing, and safety. The class was the first to receive these courses, which from now on will be included in the engineer-training program.

The Detroit and Yonkers training was further supplemented by four weeks of working with an experienced Ethyl man in the field.

Bound Volumes of News and BB

Bound copies of the 1950 issues of **Ethyl News** and **Bulletin Board** will be available again this year. The **News** may be obtained in red buckram for \$2.75 and the **Bulletin Board** in blue for \$2.40. If you would like your name stamped in gold on the cover, just say so and that will be done with no extra cost to you. Send your orders to the Publicity department, 100 Park Avenue, New York 17, before January 29. Make your checks payable to Ethyl Corporation.

We're sorry the story on the Analytical Conference in the November **Bulletin Board** conveyed the impression that the conference in Baton Rouge next year would be the last one of the series. The plan is to continue these annual meetings as long as they prove to be beneficial.

Milestones 25



Randolph Charlton . . . 25 years

Randolph Charlton, New York office manager, transferred from Baton Rouge two years ago to take charge of the newly-organized General Facilities section. Before his transfer, he handled a similar position in Louisiana.

Randolph attended Louisiana State University. In 1926, he started on his business career as an office boy for Esso Standard in Baton Rouge. He quickly moved up to shipping clerk, then lab assistant and secretary. On March 1 1939 he transferred to Ethyl as office manager of the Ethyl Chloride unit. Named chief clerk of the Purchasing section in 1941, he held the position until he entered the Navy in 1942. After three and one-half years' service in the Atlantic and Pacific Theaters, he returned to Ethyl as office supervisor in Baton Rouge. Randy, a native of Louisiana, is married and has two children, Randolph and Patricia.



Fred Dykstra 25 years

Fred Dykstra, project chemist at the Detroit labs is the second laboratories employee to ring up 25 years of service with Ethyl. He came to work for Ethyl when our labs were in an old Yonkers garage and knock-testing was done on one Delco engine. Fred was fresh from college then with an M.S. from M.I.T. and an A.B. from Central College, Iowa.

When the Chem Research lab moved to Detroit in 1932, Fred moved with it and continued his research. His projects have included work on the oxidation of hydrocarbons and the production of pure normal heptane and isotane. He has also worked on lead compounds and improvement of valve steels, and is currently investigating other engine problems.

Fred is married and has three daughters. A sports fan with a green thumb, he takes particular interest in his tulip-raising. He also enjoys the labs bridge tournaments.



Tom Ronan 25 years

Tom Ronan, sales administration manager, New York, began his Ethyl career on January 4, 1926 as a research chemist at the Yonkers lab. Two years later he was assigned to the sales staff as field representative and worked in the Denver, Chicago, and New York divisions. When the Gasoline Testing division was set up in 1929, Tom was appointed manager, and subsequently supervised the erection of both the Kansas City and the Tulsa Testing labs. He returned to the East in 1930 as manager of the New York division. In 1932 he was put in charge of the Tulsa office which he ran until he was brought back to New York as assistant director of field personnel in 1939. He has held his current position since 1945.

A native of Athens, Pa., Tom earned his A.B. and M.S. degrees at Holy Cross. He has two sons—Tom, 18, and Dick, 17.

20-15-10-5



Henry Ball . . . 20 years Harold Beatty . . . 20 y

Henry Ball, chief safety engineer, Southern region, came to Ethyl from Standard of New Jersey to serve as field representative in Albany, N. Y. In 1936 he was appointed safety engineer for the former Boston division. He moved west in 1941 to become senior safety engineer of the Tulsa division.

Born in Elmira, N. Y., Hank graduated from Lafayette College in 1927. He and his wife, Elsa, now live in Tulsa. They have one son, Henry K. Ball III. Hank is a member of Sigma Alpha Epsilon Fraternity, the American Society of Safety Engineers and Veterans of Safety. In his leisure time he fishes on the Gulf coast, or heads for the golf course.

Harold A. Beatty, assistant director of research at the Detroit labs, has a 20-year history with Ethyl which closely parallels the development of our laboratories. Hal came to Ethyl as a chemical researcher after earning his PhD degree from Princeton in 1931. In 1938 he became assistant director of chemical research, and in 1947 was appointed technical assistant to the general manager of the laboratories. A year later he was named to his present position.

Hal and his wife, Elizabeth, live at Grosse Pointe Farms, Mich. They have two sons, George, 18, and David, 15.

Lowell Dollahan, Central region account representative, transferred to Ethyl after a year of student training with Standard of New Jersey. His first position was field representative in the Chicago division. Later he traveled throughout the Middlewestern states in charge of Motor Clinic No. 2. Dolly was shifted to the Safety department in 1943. During the war he toured the Pacific Theater under the auspices of the Air Transport Command, briefing AAF personnel on safety techniques. He flew 40,000 miles and spoke before 74,000 men.

A graduate of the University of Illinois, Dolly is married and has two sons, Bruce and Craig. They live in Huntington Woods, Mich.

Donald S. Flynn, Eastern region sales coordinator, came to Ethyl in 1931 as a field representative in New England after completing a training course with Standard of New Jersey. Four years later he was appointed assistant manager of the Boston division. Don was transferred to the Kansas City division in 1939 where he later became division manager. He moved back East in 1948 as sales coordinator in the Eastern region.

Born in Providence, R. I., Don graduated from Brown University in 1930 with the degree of Sc.B. in Civil Engineering. He and his wife, Anne, have two sons, Richard and Douglas.

Everett Garnsey, project engineer in the Yonkers Gasoline Testing laboratory, began his Ethyl career there 20 years ago. He has been there ever since except for four years spent in Chemical Research at the Detroit labs where he worked on equipment design. Ev did much of the research in the development of the shoulder suspended bouncing pin.

A native of the Empire State, Ev attended Columbia University where he captained the rifle team. He is a one-time holder of the Eastern States Rifle Championship. Today he uses his spare time to experiment with ballistics and design and construct parts for his favorite interests—shooting and boating.

Herbert Green joined Ethyl 20 years ago this month as a CFR Engine operator at the Yonkers lab. After five years there, he was transferred to Tulsa in the same capacity. He was sent to Detroit in 1942 where he was assigned to aviation and automotive fuel test engineering. Three years ago he was named to his present position of CFR Engine group leader in the chemical division at Detroit.

Herb is a native of Boston, Mass., and still plans his vacations in that section of the country—particularly around Buzzard's Bay. The Greens have two daughters, Cele and Carol, and a son Herbert Franklin, Jr. Herb is a graduate of M.I.T., class of '29.

Lowell Dollahan . 20 years Donald Flynn . . . 20 years Everett Garnsey . 20 ye



ETC 12784

JOHN R. CARLSON
Branch Manager



SUITE 304 • 200 PARK AVE. • FALLS CHURCH, VA. 22046
TELEPHONE 533-7570 • AREA CODE 703

ETC 12785



Herbert Green . . . 20 years



Dan Guy 20 years



Fred Naylor . . . 20 years

Dan Guy has the dual role of agricultural section head and assistant director of the technical service division at the Detroit labs. Dan joined the Company in 1931 as a field engineer in the Sales department. As an agricultural engineer, in the mid 30's he took an active part in the work which led to the production of high compression tractors by farm machinery manufacturers. He was transferred from the Southern region in 1942 and assigned to the Agricultural section of Technical Service in Detroit. He became head of the Agricultural section in 1945. A graduate of Georgia Tech., Dan lives in Grosse Pointe, Mich. with his wife, Louise and their children, Dan, Tom and Margo.

Fred Naylor, assistant Western regional manager, got his start with Ethyl as field representative for the Sales department in Eastern Pennsylvania. He managed the Ethyl display at the 1932 Atlantic City Exhibit and the Chicago World's Fair in 1933-34. After several years as sales representative in Indiana and Minnesota he was named a clinic manager in the Chicago division in 1938 and assistant division manager of the Seattle division in 1940. Appointed Western region sales coordinator in 1947, Fred held that job until given his present post last Fall.

A Lehigh University alumnus, Fred is married and has two children, Johnny and Shirlee.

Walt. Resler, manager of Statistical Research, New York, came to Ethyl in 1931 after several years of free-lance work. He organized the Statistical staff whose purpose is to produce statistical studies at the request of Ethyl departments and customer companies.

Born and raised in Brooklyn, Walt specialized in math and economics at CCNY. His studies were interrupted by a 2½ year hitch in the Navy, but he returned to night school after his discharge. Walt, an active member of the American Legion, devotes much of his time to benefit work for servicemen. He is married and has one daughter, Barbara.

Jack Taylor was appointed assistant director of research at the Detroit labs last August. He has charge of research on automotive and aviation products. Starting as a field engineer with the Baltimore division in 1931, Jack dealt with the many varied applications of fuels and lubricants. He was transferred to the Tech Service division in 1934. As a coordinator during the war years and later as assistant director of engineering research, Jack supervised research and development programs for the Armed Forces.

A native Virginian, Jack graduated from Virginia Military Institute. He is married and lives in Birmingham, Mich.

Alan Tully, sales department representative in Baton Rouge, joined Ethyl in 1929 as a field engineer in the Midwest. Later he was assistant division manager in Chicago. In 1934 Alan was sent to Melbourne as Australasian representative. He returned five years later with an Australian bride, and was appointed to the Dayton division. Subsequently he became division manager at Atlanta and later Southern sales coordinator in Dallas.

Born in England, Alan came to the U. S. when he was eight. He received a C.E. degree from Illinois Institute of Technology in 1928. He has two children, Belinda and Charles.

15-Richard Sneed, Detroit Research labs
Richard Rice, San Bernardino terminal

10-Frank Sergeys, New York Manufacturing
Merlyn Beane, Detroit Research labs
William Wanderer, Detroit Research
Marshall McDorman, Eastern region

5-Manual Brandt, Detroit Research labs
Angeline Colosimo, Detroit Research
Ann Selfridge, Dallas sales office
Catherine Henderson, Yonkers lab
Nelson Hough, Los Angeles sales office
Genevieve LeRoy, Eastern region sales
George Sexton, New York Finance

Resler 20 years

Jack Taylor 20 years

Alan Tully 20 years



Giant Dentist Goes to Work

With equipment suggestive of a giant tooth extractor at work, drag line operators at the Baton Rouge plant recently pulled out the poles formerly used for the ugly overhead power lines. These lines have been transferred to cables which run underground.



Outstanding Cadet

John S. Cole, Jr. was one of three ROTC cadets from Salt Lake City high schools to receive distinguished award medals as outstanding cadets of October. Johnny, who is 15 years old and six feet three inches tall, is the son of Jack Cole, Western region safety engineer. The Coles live in Salt Lake City.





Called to the Colors

Throughout the land American men and boys in ever increasing numbers are hanging their civilian clothes in the closet and being fitted out in G.I. togs. Army, Navy and Marine bases are again echoing to the beat of marching platoons, staccato reports from the rifle range, the rumble of jeeps and tanks. Troop trains whistle through the countryside and troop ships set out for strange-sounding destinations.

As the country gears itself for national defense, Ethyl men throughout the Company are leaving their jobs to answer the need for trained veterans and new recruits. And once again our Company publications will follow these men, bringing them news of their friends and associates at Ethyl and of the Company's operations and activities.

Among the first Ethyl men to leave are those listed at right. We'll try to keep you posted on their addresses—maybe you'd like to write them a letter. We'd appreciate your passing on to us any news you get from them.

Detroit

Pvt. William J. Brown, AF 16339410
3767 Student Training Squadron
Sheppard Air Force Base,
Wichita Falls, Texas

Recruit Bobby F. Jackson
787 Ordnance Depot Co.
Camp McCoy, Wisconsin

Captain Emerson Blair, U.S.A.F.
2242-D A.F.R.T.C.
Selfridge A.F. Base, Michigan

Captain Idan E. Flaa
9332 T.S.U., Ord.
Tank Automotive Center
Detroit Arsenal, Centerline, Michigan

New York

Lt. David J. Donovan, A.O. 932 436
U.S.A.F.
Box 396
Westover Air Force Base, Mass.

Eugene J. Lenahan
U.S.S. LSM 397
Care of Fleet Post Office
New York, N. Y.

San Bernardino

Lester A. Garringer, 356-37-14
QMS 1, U.S. Navy
634 E. H Street
Colton, California

Recent Arrivals

Detroit

JEROME and ALLENE BROWN—a son, Michael Lynn, born at Henry Ford hospital, Detroit, on December 1. Weight: six pounds, eleven and one-half ounces. Jerome is a research chemist at the Detroit labs.

New York

FRANK and ELEANOR McNALLY—a son, John Gerard, born October 7 in Bronxville, N. Y. Weight: seven pounds, eight ounces. John has two brothers, Francis, 7, Peter, 2, and two sisters, Mary Anne, 5, and Paula, 3. Frank heads the N. Y. tax division.

Boudreau Honored

When Jim Boudreau, manager of sales marketing, went to the West Coast early in December, he had an eventful stopover in Chicago. Jim, who recently moved to New York from Chicago where he had been Central regional manager, was honored guest at a luncheon held in the Blackstone hotel on December 4.

He was presented with a sterling silver ice bucket inscribed: "To Jim Boudreau With Affection and Best Wishes from His Chicago Oil Industry Friends." Engraved below are signatures of the 58 men who gave the party.

Extra-Curricular

Bill Adams

At the request of the Ferndale city government, Bill Adams, public relations representative in Detroit, will act as publicity chairman of the local civil defense organization.

Martin Alspaugh

Marty Alspaugh, Detroit labs, acted as campaign chairman of the recent United Foundation Torch Fund Drive. To assist in the solicitation, he appointed a committee consisting of Jean Cameron, William McCracken, Henry Maliszewski, Dave DePree, Maurice Granger, George Emery, Al Sechrist, Lacy Guthrie, Phil Savage, Mike Remondino, Pat Farley, Margaret Graham, Nora Peisner, Ed Reeber, and Marge Kammann.

Ralph Clark

Ralph Clark, publicity manager, was principal speaker at a luncheon of oil company publication editors in Dallas on December 8. The luncheon meeting was part of a one-day conference sponsored by the Oil Industry Information Committee for editors in the Gulf-Southwest and Mid-Continent areas.

Jack Cole

Jack Cole, Western region safety engineer, was unanimously elected to the Board of Directors of the Rocky Mountain Oil and Gas association last month.

John Furr

John Furr, training supervisor, Baton Rouge, addressed the Le Tourneau Foremen's club in Vicksburg, Miss. recently. His talk, built around the Kettering story and the history of tetraethyl lead, was under the auspices of the National Association of Foremen.

Steve Henry

Steve Henry, manager of plant and employee services, Baton Rouge, was principal speaker at the annual initiation banquet of Delta Sigma Pi (International Honorary and Professional Commerce Fraternity at LSU). His speech was on: "Leadership and Human Relations at the Place Where People Work."

Don Jennings

Don Jennings, accountant at the Detroit labs, has been named president of the Ferndale Exchange club. He is also a member of the Ferndale Board of Commerce and treasurer of the Ferndale Community Building association.



Jack Cole

George Krieger

George Krieger, assistant manager of chemical sales, participated in a 30 minute round table discussion on insect control problems and the crop and insect outlook over station WHBQ in Memphis on December 7. Other participants were J. B. Hayes, of Huntsville, Ala., Dr. Clay Lyle, State College, Miss., T. C. Richardson, Dallas, and Hal Dilworth of Memphis. The broadcast was arranged in connection with the fourth annual Cotton Insect Control Conference held in the Peabody hotel in Memphis on December 7 and 8. The conference was attended by representatives of the U. S. Department of Agriculture, state colleges and experiment stations from 20 cotton belt states, and chemical companies who manufacture insecticides.

Lovell, Hesselberg & Gibson

At the SAE's National Fuels and Lubricants meeting in Tulsa, Okla., in November, Wheeler Lovell, associate director of research on combustion at Detroit, read a paper entitled "The Potentialities of Fuel Antiknock Quality." The paper was prepared by Wheeler and Howard Hesselberg, a research supervisor at Detroit. A paper dealing with the antiknock requirements of passenger cars on which Harold Gibson, research supervisor, collaborated was presented at the same meeting.

Jane Thompson

Jane Thompson, Detroit labs, was recently installed as Worthy Matron of the Hazel Park chapter No. 486, of Eastern Star. The ceremony took place at the Masonic Temple in Detroit.

Jean Vincent

Jean Vincent, head of Detroit photographic, recently addressed 40 members of the Pontiac Motor Division's Camera club in Pontiac, Mich. Jean discussed color transfer, and illustrated his talk with a display of his own Princeton prints.

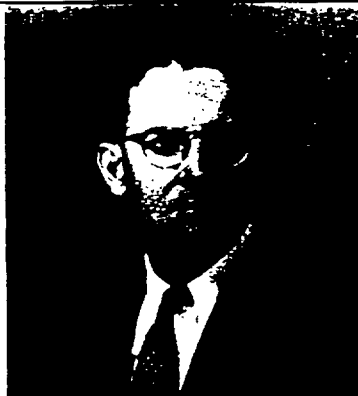
Ben Weil and Claire Olsen

The editorial and advertising office of *Chemical Literature*, news bulletin of the American Chemical Society Division of Chemical Literature, has moved to Ethyl's Research laboratories in Detroit along with the editor Ben Weil. Ben, supervisor of the newly-organized technical information division at the labs, started the bulletin last year while at Georgia Tech Engineering Experiment Station. Claire Olsen, technical information division, will be assistant editor of *Chemical Literature*.

Emily Whitfield

Emily Whitfield, N. Y. Stenographic, wrote, directed and produced the second annual children's show given by the youngsters of the Saint Thomas church in Bellerose, L. I. on December 1. Emily spent eight weeks rehearsing a cast of 70 children from 3 to 10 years old. She did the choreography for the show which included ballet, tap and specialty numbers, and designed and made all the costumes. Entitled, "Three Act Revue," the performance was staged in a school auditorium in Floral Park, Long Island.

Don Jennings



Jim Beckwith, who has been appointed Eastern regional office manager in New York.

Moving Up

Jim Beckwith, formerly a safety engineer in the Boston area, has been named Eastern regional office manager. Jim went to Boston in 1944 after several months as a safety engineer in the former New York division.

Deane Birkes has been named regional office manager of the Central region. He has served as deputy manager of the Tulsa lab since 1949, and previously filled a similar post at the North Kansas City Gasoline Test lab.



Deane and Berta Lee Birkes admire the presents they received at a farewell party given in their honor by members of the Tulsa Gas Testing lab. Deane was presented with a two-suit for his trip, and equipped with a pair of ear muffs which he donned immediately. Berta was given a zodiac necklace. Deane has moved to Chicago to take over the post of office manager for the Central region.

Helen Elion, New York Stenographic ... comes to Manhattan from New London, Conn. where she was born and brought up ... awarded B.A. degree from Ohio State in 1946 ... formerly employed by United Fuel Company in Conn. ... enjoys swimming and golf.



Welcom

John R. Cummings, clerk in New York Order and Shipping ... born and reared in Manhattan with five sisters and two brothers ... graduated from High School of Commerce ... clerked for three other New York firms for six years before coming with Ethyl as senior clerk.



Russel A. Frank, dynamometer operator, Detroit labs ... formerly worked for Dodge and Chrysler Corporations ... born, raised, and still lives in Detroit ... he is married and has two children—Charles, 5, and Arlene, 9.



Lloyd G. Hall, Detroit maintenance staff ... born in Dryden, Mich., attended high school there ... played football and baseball in school; now enjoys hunting and fishing in his spare time ... married, he has one son, Richard Lewis Hall who is 11 years old.



Margaret C. Libby, stenographer, Detroit labs . . . comes to Ethyl from Dearborn Motor Corp., Birmingham, Mich. . . . Pennsylvania born, she was educated in Hazel Park, Mich. . . . Peggy's husband, Spence, is now serving in the U. S. Navy "somewhere in the Pacific".

to Ethyl



James B. McCoy, research chemist, Detroit labs . . . graduate of Bay City Junior College and Univ. of Detroit . . . served with occupation forces in Germany . . . active sportsman, enjoys hunting, fishing, painting and ping-pong . . . lives with his family in Bay City.



Barbara C. Moore, editorial assistant on the *Bulletin Board*. Pennsylvania-born, reared in South Jersey and Virginia. B.A. from Syracuse U. in 1948 . . . comes to Ethyl after two years in public relations and publicity work in Rochester, N. Y. . . . special interest: trucks.



Marilyn O'Connell, typist, Public Relations, New York . . . hails from New Oxford, Pa. . . . salutatorian of high school class . . . B.A. from Gettysburg College, Pa. . . . married in May; now lives in Long Island City . . . current hobby: keeping house for her husband.



You've Got A Full Calendar

Have you ever said, "I simply don't have a minute to call my own?" The words were probably truer than you knew. There really isn't a day left on the calendar you can literally call your own. Practically every day, week and month of the year has been set aside by national or state governments (or both) for one or more special groups or occasions.

They range from a National Expectant Father's Day to a Honey for Breakfast Week and a Hollywood Bowl Salad Month.



If you are a gourmet, there are all sorts of special days and weeks to attract you—Hot Tea Week, Iced Tea Week, Ice Cream Fiesta, Cheese Week, Cherry Pie Time and weeks for eating pickles, donuts, cranberries, butter, kraut and frankfurters and peanuts. There is even a Frozen Foods Week. And in October there is a National Wine Week to promote the proper use of American wines. Wives will be happy to know there is a Restaurant Week when, of course, husbands will be expected to take them out to dinner every night.



The first week in March you will be expected to grin from ear to ear—that's National Smile Week. By the time you have recovered from that, you will be ready for National Laugh

Week, which is designed to "put a smile on the map of America."

Men will be glad to learn that National Save Your Vision Week takes place in March thus giving you plenty of time to get your eyes in shape for National Sweater Week, that comes along in September.



The hat manufacturers have really gone to town. Not only do they have a National Hat Week to focus attention on the quality, style and health benefits available in men's headwear, but also a Straw Hat Day and a Felt Hat Day.

If you are a sportsman, you will find weeks set aside for table tennis, baseball, fishermen, swimming for health, tennis and hunters. Take your pick.



If you know any horses (or mules) that need to be saved you should take care of them from October 14 to 21—Save Your Horse Week. Save up your correspondence for then too, because it's also National Letter Writing Week. In case you still don't have any likely projects lined up, the 14th to the 21st is also National Posture Week and National Bible Week.

Noise Abatement Week comes in April, the same time as the Sleep Show sponsored by the bedding manufacturers as well as National Want Ad Week.



Each dog used to have his day. Now he has a whole week which is set aside to dramatize man's obligation to the dog. The feline population rates double for some reason. There are two National Cat Weeks. One is to help save America's cats and the other is to raise the standard of cats in the eyes of the public.

And, of course, there are days for baby, family, mother, father, daughter and grandmother. (Somehow grandfather and Great-Uncle Louie missed the boat.) All these days are in addition to the religious and historic holidays.

In the face of all this, you'll be glad to know that April 1 to 8 has been set aside as National Leave Us Alone Week. But it doesn't mean a thing. On the calendar with N. L. U. A. W. is National Laugh Week and National Negro Health Week. Besides that the week includes April Fool's Day, Army Day, Arbor Day and is part of Cancer Control Month and Perfect Shipping Month. If you want to be left alone we suggest a spot in Death Valley.



Howard Appointed

John Howard, formerly of the Technical Service division, has been named coordinator of technical publicity at the Detroit labs. In his new position he will be responsible for initiating and coordinating the development of technical publicity according to the needs of the Company departments. He will also handle the editing of various publications relating to Technical Service and will coordinate the laboratories' exhibits and demonstrations.

John joined Ethyl in 1932 after studying mechanical engineering and business administration at Harvard University. During World War II he served four years with the Army Ordnance department. He belongs to the Society of Automotive Engineers.

Look Mom! No Legs!

According to a hot tip from usually reliable sources in Detroit, the Company is considering the manufacture of a new type of women's leg make-up. This wonder cosmetic will be marketed as Caffskin. The product has one strange characteristic, however, which Ethyl's chemists have been unable to change—it makes legs invisible. The picture at left shows how Lucy Glaser, of the Detroit laboratories, looks when wearing one layer of the new Caffskin.

ETHYL PLAYS SANTA

Ethyl folk from the New York office played Santa to children in the Sloane and Harlem Children's Centers on December 22.



The Children's Aid Society

100 EAST 23RD STREET
NEW YORK 10, N.Y.

December

Mr. Ralph Hutchinson
Ethyl Corporation
100 Park Avenue
New York 17, N.Y.

Dear Mr. Hutchinson:

I want to thank you and the other employees of the Ethyl Corporation for the Christmas joy you brought to children under our care.

The 250 wonderful gifts arrived, delighting us all, for it meant that a large group of children at our Sloane and Harlem Children's Centers for whom we were hoping to provide a gift would know the thrill of being remembered on Christmas.

The gifts were distributed at parties given for the children at these two Centers and you may be sure were most happily received.

It is encouraging to have your thoughtful and generous help for it is certain that without such kind friends the spirit of Christmas could not be spread so far and wide.

On behalf of the children and for the Society I want to express our appreciation and extend to each of you heartiest good wishes for the New Year.

Most sincerely

Morgan D. Wheelock

Morgan D. Wheelock
President



The true spirit of Christmas was at work in the Detroit labs long before the holidays as employees and wives volunteered their time to dress dolls for the underprivileged children of Detroit. The project was in connection with the Goodfellows' annual campaign to assure every child a merry Christmas. Left to right are doll-dressers Lucy Glaser, Marion Joyce, Dorothy Wilson, Winifred Natschke, Carrie MacMillan, and Marie Kilmer. Polly Metz, Ruth Ellison, Peggy Osip and Mrs. Henry Hofmeier also dressed dolls, but were not present when the picture was taken.

ETC 12795

"Deck the Halls With Boughs of Holly..."



The New York office closed at noon on December 22 and everyone trooped over to the Park Lane hotel for lunch and dancing. The party committee, which is pictured at left, looks pleased with the results of their planning. Left to right are Erma Harris, Mike Maroldy, Jud Biehle, Betty Beach, Ralph Hutchinson and Gertrude Melloh.

Dancing was held during and after lunch in the hotel ballroom. Ethylites found the music to their liking—there wasn't much empty space on the dance floor, please note.



Winners of the door prizes were Ed Cunningham and Jessie Halton. They each received a 15 dollar gift certificate to spend in nearby stores.



Special guests at the party were, left to right, Jay Goux, retired assistant secretary, Corinne Hill, former secretary to the President and Earle Webb, former president and board chairman.

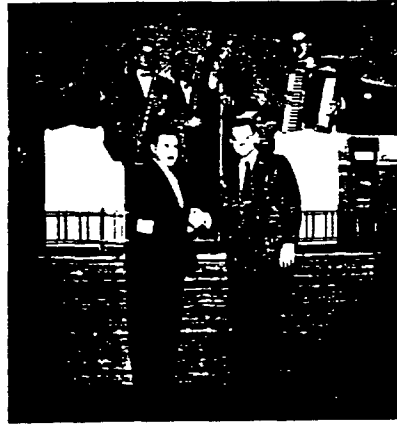


Waiting for the next course to arrive are, left to right around the table, Bill Brinn, Julius Dammann, Bill Kanavy, Margaret Gee, Margaret Orzio, Rosemary Murphy, Joan Halligan, Jessie Halton, Marie Anderson and Dotty Campion. Standing together in the background are Jules Zelph and Randy Charlton.



"'Tis the Season To Be Jolly ..."

Three hundred and forty Ethylites attended the annual Detroit labs Christmas party which was held December 22 at the Star Ballroom near Pontiac, Mich. Highlights of the party were dinner, dancing and an informal songfest.



Leading the singing above are, left to right, Stephanie Ciul, Lee Warzel, Ellie Eskola, Pat Farley and Laurel Wilkinson; seated at the table, Neal Hepner and Phyllis Wilkinson.

Party co-chairmen Laurel Wilkinson and Art Jennings congratulate each other on the success of the affair as the orchestra tunes up for the dance against a Christmas background.

"Toll the Ancient Yuletide Carol ..."



This group of songsters from the Detroit labs serenaded their fellow workers on the Friday before Christmas. The carols were transmitted throughout the labs over the P.A. system. Singers are, May McVicker (standing, in plaid dress); seated, left to right, Dick Taylor and Carl Michael; standing on lower step, Marion Joyce, Angie Colosimo, Berleigh Green, Stella Shafer, Ruth Ellison, Rita Joseph, Shirley Stickles, Jean Cameron, Pauline Anderson, Irene Wilhammer; behind, Marion Joyce, left to right, Winifred Natschke, Sophie Perzanowski, Laurel Wilkinson, Jerry Redoutey & Frank Fricker.

The gals from the Detroit labs gathered 'round the festive board on December 19 for their annual Christmas party. Following dinner they joined in a carol fest. Later they clustered around the tinsel tree as "Santa" Ruth Simons distributed the presents. Left to right are Rita Joseph, Ann Hefler, Ann Harmon, Ellie Eskola, Ruth, Marge Kamman (chairman of the party), Margaret Dullinger, Wanda Zang, Rose Terrera, Berleigh Green and Alice Griesmer.

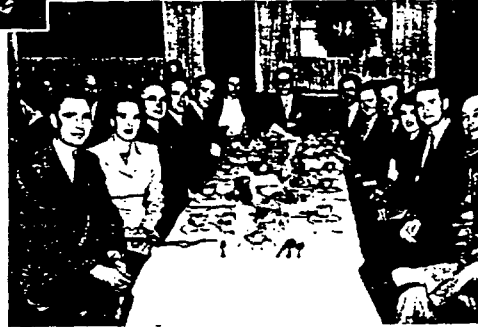


"Don We Now Our Gay Apparel..."



All set to start on the fruit cup, these Ethyl folk paused to look at the camera. Left to right around the table are Marko Paluch, John Hallay, Hudson Kellogg, Catherine Henderson, Fred Robinson, Emma Reiss, Cliff Pope, Elmer Mahlke, Laurretta Towers, John Jones, Louise Hill & Everett Garnsey. Behind Ev is George Carpenter. Against the wall, left to right, are George Gier, Virginia Mitchell and John Melody.

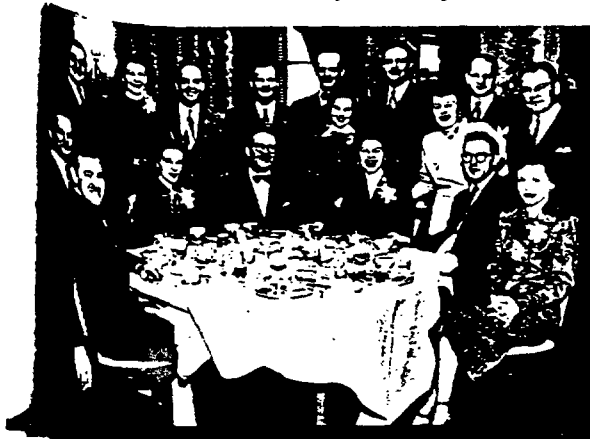
The Yonkers staff gathered for dinner at the 44 Club on Thursday evening Dec. 22. Pictured at right, left to right around the table are Chris Bruhl, Irene Buckley, George Carpenter, Merritt Collins, Harold Flood, Virginia Mitchell, John Melody, Fred Ramin, Jack Travis, Gil de Malvilain, Marie Pettit, Wallace Lane, Harold Ritchie and Al Morschauser. The three faces in the background belong to Elmer Mahlke, Cliff Pope and George Gier.



The committee on arrangements takes a bow. Pictured at left with Cliff Pope, manager of the Gasoline Testing division, are, left to right, Emma Reiss, Cliff, George Gier, Virginia Mitchell and John Melody.

All dressed up for the party and having a fine time are members of the Chicago regional office staff. Their luncheon Christmas party, held in the Blackstone hotel, featured gifts for the men and corsages for the girls.

"Strike the Harp and Join the Chorus..."



Seated around the table, left to right are: Bill Polacheck, George Rose, Alice Rhodes, William Lynch, Barbara Heim, Warren Green, and Bette Stogentin. Standing, left to right, are: Clarence Kautz, Ruth Gallaway, Jack Maynard, Wally Distler, Joe Hopkins, Mary Lou Cramblet, Deane Birkes, Kae Broderick, Len Huxtable and Jack Pruitt.

Public Health Enemy No. 1

"Cold" Facts About America's Most Prevalent Sickness

Next month about 25 million Americans will be sniffing and sneezing with colds. The "cold" wave reaches its annual peak during the blustery, changeable February weather.

But even if you escape the sniffles in February, your chances of getting through 1951 without catching a cold are very slim. In fact the odds are 16 to 1 against you. Unpleasant as the prospect is, recent studies indicate that 94 per cent of the American people will have one or more colds before the year is out. Sixty per cent will have two or three colds, and 23 per cent will have even more.

Americans will share a grand total of 500 million colds this year. With a total population of 150-odd million, that means plenty to go around! These colds will cost about two billion dollars including the expense to victims and the loss in production man hours. The average cold will put you out of action for three days. Colds cause 50 to 60 per cent of all absences from work. Conservative estimates put the cost at about 100 million man days lost during the year in ordinary times.

If you want to avoid a cold, the best thing to do is follow a few simple rules:



1. Avoid people with colds.



2. Beware of fatigue.



3. Dress properly for the weather.



4. Keep out of drafts.

But, if you are disabled by a cold, the following tips should help speed your recovery and prevent serious complications.



1. Go to bed and rest.



2. Eat light meals with nourishing foods—drink plenty of water, fruit drinks, soups, etc.



3. Don't blow your nose like a bugle—it forces the infection into your sinuses and ears. Just sniffle.



4. Call the doctor, if you have fever, aches or a racking cough for more than 24 hours.

Wedding Bells and Farewells



Ethyl friends gathered on December 13 for a surprise luncheon in honor of Marian Clarke of New York Public Relations. Marian left the following day to prepare for her December 30th wedding. Seated at the table, left to right, are Lois White, Dot Watson, Marian Clarke and Gertrude Anthony. Standing, left to right, are Marceline Marquis, Betty White, Clem Parchen, Mary O'Hern, Beverly Zimmerman, Bernadette McNeill, Sylvia Varis, Barbara Moore and Mary Dumville.



"This is certainly going to look nice in my kitchen," declares Marian, as she and Dot Watson discuss the 22 piece set of Stangl pottery she received from her Ethyl friends. A place setting of the dishware is on the table.

She's A Housewife, Now!

Ethyl girls drink a farewell toast to Marg Einarsen who left the Company on December 15 to devote herself to housekeeping in her Teaneck, N. J. home. Left to right are Alice Wygand, Traffic, Helen Dowd, Marg, and Joan Simonsen, all of Statistical Research. Marg was guest of honor at a farewell party at the Commodore Hotel on December 15 when her friends presented her with silver butter spreaders, a cocktail fork and a cheese server in her silver pattern.

They're Engaged

Hazel Anderson, secretary to Charlie Wasserman, to Allen C. Werner, of Philadelphia. No date has been set for the wedding.



...to the attention of Technical Service and Sales department representatives...
 ...new projects. The same...
 ...on new projects...
 ...date in the Maintenance department. These suggestions will...
 ...project possibilities. If it appears...
 ...information...
New Address for New York
 ...most...
 ...specialists in a particular field...
 ...her the project leader, nor the...
 ...who work with him...
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 ...the project leader makes use of...
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 ...arrangement whereby our library...
 ...obtain it from various sources...
 ...throughout the country. Frequently...
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 ...languages are consulted. Since...
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 ...of these activities...
 ...to the technical aspects of each...
 ...but this is only the beginning!...
 ...the Machine Shop is called upon...
 ...to make special equipment, the Main...
 ...section is asked to install...
 ...electrical lines, appa...
 ...and the Instrument section...
 ...special instrumentation for...
 ...Carter goes to Tokyo...
 ...let us follow...
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 ...representatives sometimes become...
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 ...Gasoline...
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 ...Program...
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 ...New Information...
 ...at Detroit...
 ...Five Engineers...
 ...Training in Detroit...
 ...William C. Munding...
 ...Dies of Heart Attack...
 ...MILITARY LEAVE...
 ...POLICY REVISED...
 ...Western Regional...
 ...Regional Manager...
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 ...powerful difference...
 ...Test Lab Starts...
 ...Let's...
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 ...mpounds which the chemists be...
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 ...were blended in different propor...

Headlines of 1950

What's Your Measure?

As Americans we take pride in the fact that we live in a country where men are limited only by their ability, initiative and courage to face the challenges which confront them. Individual freedom of opportunity has always been our byword.

Opportunity exists today just as it did in the days when America was an unsettled wilderness. We no longer have a new land to conquer, but we have the opportunity of growing with our jobs in still-expanding businesses and industries.

Do you know that there is actually a shortage of people for the better-paying, more responsible jobs in practically every business? These positions will be ultimately filled by people who started out in lower-paying jobs but climbed the ladder to success through their own efforts.

Most of us want a better job. But simply wanting it isn't enough. No employer really promotes us, nor does he owe us a promotion. The truth is that we must promote ourselves into a better position.

We are hired in the first place because of qualifications and experience to do a job which our employer assumes we can handle. If business continues and we perform what our job requires, we will probably hold it.

Yet if we do only what we are paid to do we haven't earned the right to expect promotion. Have we demonstrated that we can handle more than the job we already have? Have we made an effort to study our work, to improve? Do we look ahead to a better job and prepare ourselves for it?

It's easy to blame the company for our not getting ahead. But is it fair to expect promotions just because we've been on the job longer than the next fellow, even though he may have much more ability and initiative than we do?

As we start a new year, it may be a good time to size ourselves up in relation to our jobs—to see what we are doing toward getting ahead.

Let's try this check list and see how we measure up.

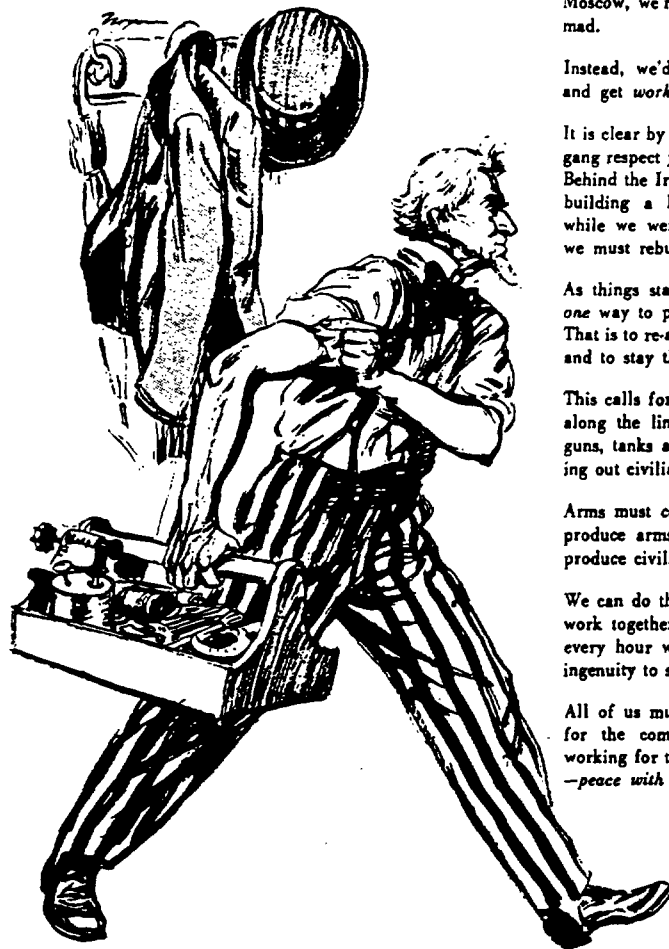
- 1 If you were the boss and needed a man for your job, are you the man you would pick to fill it?
- 2 Are you delivering a big day's work, or average, or just enough to get by?
- 3 Have you reason to be proud of the accuracy and quality of your work or do you have a lot of alibis?
- 4 Do you do your work conscientiously and well, regardless of whether or not your supervisor is watching you?
- 5 Do you need a lot of supervision, or do you study your job and deliver maximum service of your own accord?

If our answers show that we can honestly measure up to our jobs, and more, then we can go ahead confident that we will succeed; but if not, we had better take stock and improve our methods.

After all, the individual who does his own job and prepares for a better one picks out his own promotion by earning it.

Adapted from Chrysler Motors Magazine.

It's time we got working mad!



As we listen to the latest insults from Moscow, we're likely to get fighting mad.

Instead, we'd better use our heads and get *working* mad.

It is clear by now that Stalin and his gang respect just one thing—strength. Behind the Iron Curtain they've been building a huge fighting machine while we were reducing ours. Now we must rebuild our defenses—*fast*.

As things stand today, there is just *one* way to prevent World War III. That is to re-arm—to become strong—and to stay that way!

This calls for better productivity all along the line. Not just in making guns, tanks and planes, but in turning out civilian goods too.

Arms must come first. But we must produce arms *at the same time* we produce civilian goods.

We can do this double job if we all work together to turn out more for every hour we work—if we use our ingenuity to step up productivity.

All of us must now make sacrifices for the common good. But we're working for the biggest reward of all—*peace with freedom!*

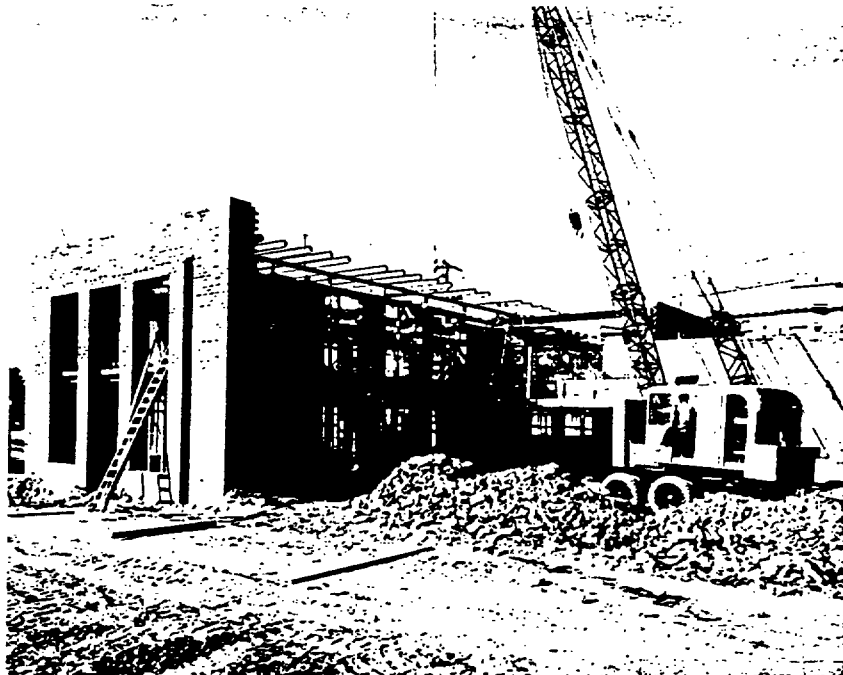
THE BETTER WE PRODUCE THE STRONGER WE GROW



Honors to Fumtu
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Ethyl BULLETIN BOARD



Ethyl's new building in Los Angeles is nearing completion with the opening scheduled for sometime in April. The above picture, which was made the end of January, is a side view of the structure taken while work was progressing. The large two-story windows are in keeping with the modern design of the building, which is of reinforced masonry construction with steel frame. The exterior is brick and concrete with cast concrete entrance, copings and window trim. Offices for the western regional staff will be in the two-story wing shown at left, while the one-story wing at right will house the auditorium. It opens directly onto the automobile entrance and parking lot. High up on Huntley Drive and Miramonte Street, the building is ideally located in a commanding position overlooking the new Harbor Freeway, currently being constructed, and the Los Angeles Parkway. It is easily accessible to downtown Los Angeles and to automobile traffic both coming in and going out of the city.

ETHYL BULLETIN BOARD

by and for Ethyl employees Marceline Marquis, Editor

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Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. She
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Record of Progress Related At Customer Meetings

To point up the tremendous progress in automotive transportation which has been made through the cooperation of the automotive and petroleum industries, the problems involved, and Ethyl's part in the record of achievement, a series of customer company conferences are being conducted.

A joint effort of the Sales Department and the Research Department in Detroit, these informal conferences were begun in the Eastern Region last month. Meetings were held in New York and Philadelphia with nine customer companies. Similar meetings will be held in the other regions.

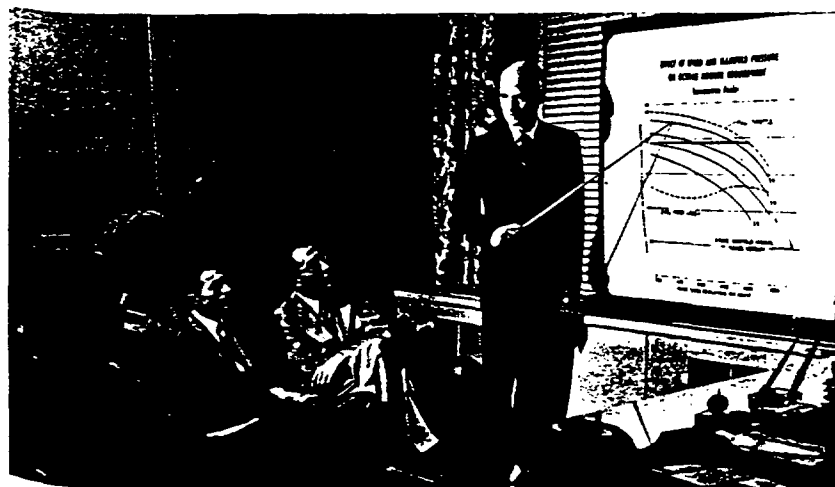
The conferences are designed to show the relationship between mechanical and chemical octane numbers, and to present the story of Ethyl's accomplishments in the creation of mechanical octane numbers. The programs are being presented at the customer company offices for top officials from the refining, research,

products application, and occasionally the marketing departments. The conferences are built around an illustrated talk by Earl Bartholomew, general manager of research.

The idea of holding these customer conferences grew from a meeting held at the Phillips Petroleum Company in Bartlesville last November. At the suggestion of Harold Berg, southern regional manager, Earl Bartholomew visited Phillips on his way to attend an SAE meeting in Tulsa. He gave a talk on mechanical octane numbers before a large group of company officials. The meeting was highly successful and created great enthusiasm for the technical research work Ethyl is doing.

The enthusiastic reaction at Phillips led Dick Scales, director of technical service in Detroit, to suggest that the regional managers adopt the meeting idea as a project in their regions.

The conferences are arranged by the regional managers, and attended by



Earl Bartholomew, general manager of research, explains a diagram he uses at the customer company conferences. In the preview audience are, from left, Account Men Don Flynn and Redg Bushell, Mike Remondino, technical representative, and Dick Murphy, eastern regional manager.

technical representatives and account representatives. Present at the Eastern Region meetings were Dick Murphy, eastern regional manager, a technical representative—either Mike Remondino or Ben Brewster, and the account representative for each company.

Cooperation Stressed

Earl's discussion emphasized that the progress made during the past 15 years in the refining of gasoline and in the design of automotive engines could not have resulted without increasing cooperation between technical groups in the oil and automotive industries. He showed how Ethyl, with its research on the relationship between engines and gasolines plays a key role in serving as go-between for these industries.

A large part of our research effort, he stated, has as its objective the improvement of engine performance and economy obtainable from currently available gasoline. Toward this end, our research, he reported, is divided into: 1) basic research designed to

throw light on the mechanism of combustion and on the factors which affect combustion and 2) design of engines reflecting the results of basic research.

The conferences touch on the work that Ethyl research men have done toward 1) better utilization of higher octane numbers and sensitive gasolines, 2) future mechanical and chemical octane numbers, 3) combustion chamber design, 4) the carbon problem and 5) more uniform ignition timing.

Research Important

Looking to the future, Earl concluded by stressing the importance of the research laboratories of the oil and automotive industries as the foundation on which tomorrow's developments in fuels and engines will be built.

"In the last analysis," he declared "the motoring public will dictate the design of engines and the properties of gasolines as it has in the past . . . Competitive forces within the oil and automotive industries, supported by the research laboratories, will determine the ultimate balance."

TEN YEARS AGO IN THE BULLETIN BOARD

Jack Martin and Dick Murphy Named Regional Managers For Sales Department . . . New Offices At Deepwater Completed . . . Midgley Heads American Chemical Society for Seventh Year . . . Baton Rouge Credit

Union Declares Dividend . . . DeForsdick Engaged . . . Accounting and Statistical Departments Move Back Into Chrysler Building . . . Pat Harding and Tommy Roberts Bring Big Catch of Fish.

Moving Up

Adeline Edwards has been promoted from relief receptionist to typist in Order and Shipping.

Louise Genet is now secretary to Bayard Browne, N. Y. Order & Shipping. She formerly held a secretarial post in Baton Rouge.

Ed Hendrick, formerly a tractor engineer in Tulsa, has been made an

account representative in Houston.

Joan McCabe, formerly secretary Roy Goltz in Eastern Region is now secretary to Lou Shank. Her old job has been taken over by **Helen Ellis** who moved up from Stenographic.

Sylvia Varis has been transferred from the Stenographic Section to a new post in the Sales Department.



Representatives of Ethyl and the Pure Oil Company join in a technical meeting in Chicago. Ethyl men in the picture are Jack Taylor, John Wintringham, Wheeler Lovell, Dan Guy, Harold Gibson, Max Roensch, Tom Risk, Dick Sneed, Mac Murdock, George Rose and Jack Fuller. Dick Sneed served as chairman.

Heads Across the Tables

A joint technical conference was held in December with the Pure Oil Company to familiarize their technical personnel with the scope of Ethyl's research activities and give the men a chance to become better acquainted. The meeting, first of its kind with Pure, was held at their Chicago office.

Dick Sneed, technical representative, arranged the conference and served as chairman. Fourteen Ethyl representatives from the Detroit Labs and the Central Region and 20 Pure Oil men attended. Topics of mutual

interest to refiners and our engineers were discussed.

Among other things, the Pure Oil men were told of the changes and improvements in the composition of "Ethyl" antiknock compounds over the years, as well as what it takes to make a satisfactory formula. The Ethyl Labs' studies of the effects of sulfur compounds on TEL susceptibility were also discussed.

Speakers included Harold Gibson, Wheeler Lovell, Jack Macauley, Tom Risk and John Wintringham.

Discussing the significance to refiners of Ethyl's extensive research activities are, left to right, John Wintringham, Ethyl; P. S. Nisson, of Pure Oil; Jack Taylor, Ethyl; W. B. Ross of Pure Oil and Wheeler Lovell, of Ethyl.

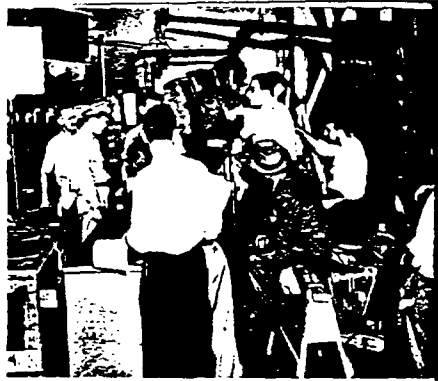


Care and Feeding of Motorists

A new Ethyl film entitled "There Is A Difference" has been prepared under the direction of Mac McCulloch, sales promotion manager, and is now being distributed to customer companies throughout the country.

Dealing with the relation between gasoline service station operators and their customers, the film takes a new approach to the subject. Instead of the usual "nuts and bolts" treatment, or a pat and standardized line, the movie deals with the philosophy of selling and suggests that the operator should adopt a personal approach to each customer.

"Swap places at the wheel with the fellow who drives into your station," is the recommendation suggested by the movie. "Make his problems your problems and give him the best service and advice you can. Don't try to sell him everything in your store whether he needs it or not. Remember that no two customers are the same and when you are dealing with people you may



Soundmen, cameramen and technicians prepare to shoot a scene on the set at the Fox Movietone studios. That's Warren Murray who directed the film perched on the sawhorse. The man wearing a cap, in background, is Bill Perry who played the leading role. It took four days to shoot the indoor scenes.

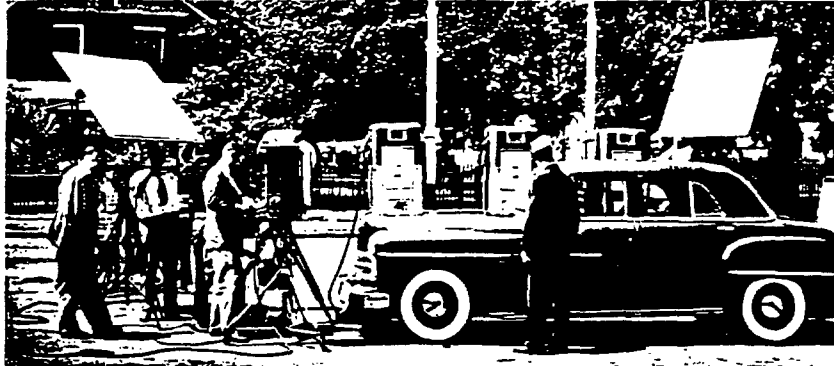
have to use a different approach every time."

Leading character in the movie is a gas station attendant named Bill who is preparing to manage a station of his own. As he enthusiastically plans the routine treatment he will give each customer he is interrupted by a mysterious voice. The voice explains to him why his pattern technique with customers is wrong and shows him why the personal approach is better.

The movie has been previewed by sales executives of a number of cus-



The outdoor sequences were filmed on location in Floral Park, N. Y. Because of the precision in lighting necessary for kodachrome film, it took 12 days to shoot this portion of the movie which originally called for a five-day schedule. Above, the lightmen set up their equipment.



Lighting technicians adjust the giant reflectors used to equalize the light intensity as an actor gets ready for the next scene. The curious youngsters were ever-present during the location shooting; often grown-ups, too, would cluster around and watch with interest.

tomer companies and enthusiastically received. Another Ethyl extra, the film is designed for the use of customers in their training programs.

Filmed in color with professional actors, "There Is A Difference" was produced for us by Pathescope. It is 22 minutes long. Producing the film was a six months' project which started with story and sales ideas that Mac discussed with representatives of several customer companies and then presented to the script writers.

The novel viewpoint which is presented in the film created difficulties in polishing the script to final form. There were repeated conferences with the writers. Finally the script was sent to the regional personnel in the field who submitted some excellent suggestions. After these were incorporated into the script, it was ready for production.

The outdoor scenes were filmed on location in Floral Park, N. Y. where all the people in the neighborhood took a great interest in the proceedings. Drove of curious children con-

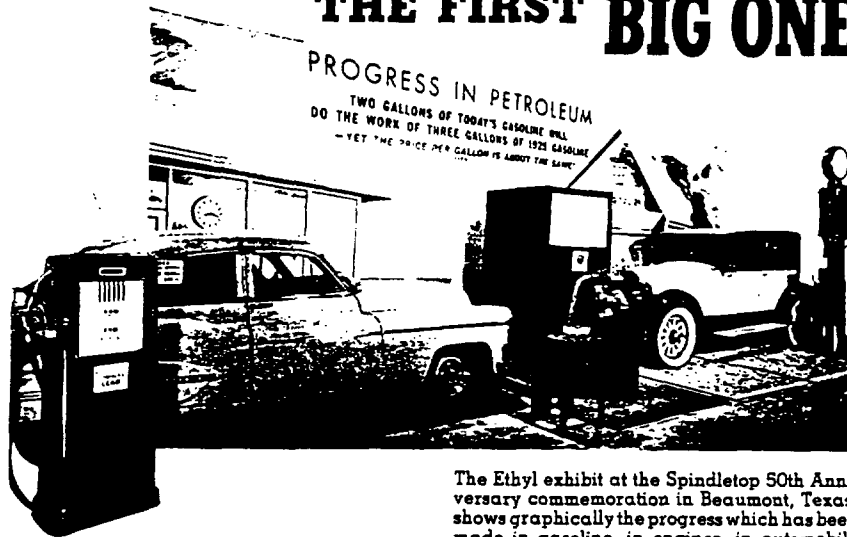
tinually clustered around to watch. Another problem was the close proximity of the Long Island Rail Road. Despite careful planning around the scheduled runs, there always seemed to be an unscheduled freight to rumble by in the middle of a sound recording. One day the shooting was halted briefly so everyone could peer at the flying saucer which the lightmen discovered playing tag with the sun.

"The result of this effort," Mac states, "has been a film containing some superior kodachrome photography and realistic character portrayal. We hope that this high technical quality will add to the effectiveness of its use by customer companies."

Pausing between takes are, left to right, Donald Novis, an actor in the movie, Mac McCulloch, Ethyl's sales promotion manager, and Boris Kaplan who wrote the script.



THE FIRST BIG ONE



The Ethyl exhibit at the Spindletop 50th Anniversary commemoration in Beaumont, Texas, shows graphically the progress which has been made in gasoline, in engines, in automobile design and in service stations since 1925.

On the morning of January 10, 1901 at a point four miles from Beaumont, Texas, a great stream of oil gushed out of the ground. Spindletop spewed and spurted, shooting its black treasure 200 feet into the air.

It was a historic spectacle. Captain Anthony Lucas had brought in the first gusher the world had ever seen. For nine days it ran wild, flowing at the rate of 100,000 barrels a day, and covering 100 acres of surrounding land with a huge black lake of oil.

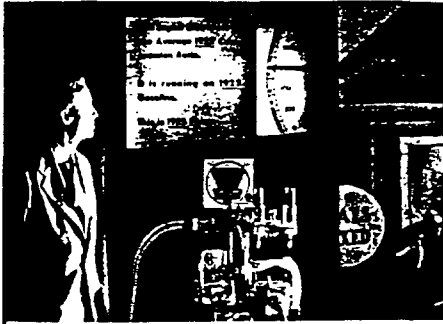
News of the Spindletop discovery electrified the nation. Fifty thousand people, dreaming of oil as black gold, swamped the small town of Beaumont, Texas. Soon derricks dotted the horizon. By the end of the year, 585 oil and leasing companies were doing

business, and you could walk from end to end of the Spindletop field on derrick floors without touching earth.

For the first time American industry had reason to believe there was enough oil to permit its use as a commercial source of fuel and lubricants. It was the beginning of an unprecedented and dramatic period of expansion within the nation's young oil industry. In the brief span of 50 years, petroleum has altered man's way of life. It has revolutionized industry and transportation, created untold wealth, built cities, furnished employment for hundreds of thousands, put America on wheels. Today, aided by the vast supply of petroleum and natural gas, which gives over half the total

Bill Dixon, of the Southern Region, demonstrates 1925 and 1950 gasoline values at the Ethyl exhibit. The grey-haired man in the foreground is Anthony Lucas (with Mrs. Lucas), son of Capt. Anthony F. Lucas who brought in the famous well.





The first slide on the shadow box at the Ethyl exhibit points out the power obtained with 1925 compression ratio and 1925 gasoline.

energy used in the United States, we have developed an unparalleled productive capacity pouring out an endless stream of goods.

To honor the golden anniversary of Spindletop—*Where Oil Became an Industry*, an elaborate, year-long celebration is under way. Events were planned by a commission appointed by Gov. Allan Shivers of Texas and headed by John W. Newton, vice-president of Magnolia Petroleum Company. The celebration is designed to commemorate the significance of Spindletop, pay tribute to those who participated in the development of Spindletop and the Southwest's oil industry and to obtain general recognition of the importance of these developments to the nation's welfare.

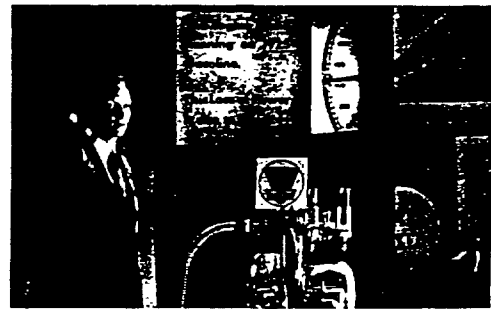
Hundreds of oil industry leaders collected in Beaumont early in January for a series of special events and entertainment, including addresses by speakers of national prominence. Throughout the year the Spindletop anniversary will be marked by oil industry meetings in Beaumont.

The central point of the January celebration was the *Hall of Exhibits* at the State Fairground, where Ethyl Corporation was one of 40 exhibitors. The historical and current displays featured will remain intact for several months and may be made into a permanent oil museum.

The dramatic Ethyl display, *Progress in Petroleum*, was designed to show simply and effectively how two gallons of today's gasoline will do the work of three gallons of 1925 gasoline,



Bill Dixon raises the compression ratio of the demonstration engine to the average 1950 level to show the effect on engine power.



The indicator moves down, showing the loss of power due to knock resulting when the high compression engine runs on 1925 gasoline.



There is a tremendous upswing of power when the high compression 1950 engine is run on high octane 1950 gasoline. The demonstration proves that two gallons of 1950 gasoline do the work of three gallons of 1925 gasoline.

while the price per gallon (excluding taxes) remains the same. The demonstration was similar to the ones held several months ago in Detroit and in Washington, D. C.

Against a background mural contrasting a modern service station with an old-fashioned one, were two cars—a modern Oldsmobile and a 1925 Hudson. An engine demonstration was set up to show that today's gasoline furnishes 50 percent more power than the gasoline of 25 years ago. This was graphically shown by means of a screen and a series of four slides of engine power readings.

Matches with "2=3" on the cover were handed out and caused much interest and speculation. Ed Hendrick reports that one man examined the "2=3," cleaned his glasses, peered at it again, shook his head and then, looking up at the mural, grinned with pleasure at discovering the answer to the enigma.

The exhibit was planned and prepared by Russ Weston, Mac McCulloch and Frank Howard, who carefully shipped murals, meter, demonstration engine and other essentials for the show to Texas. Southern Region men took it from there, got the gasoline pumps, signs, curtains, and, with the

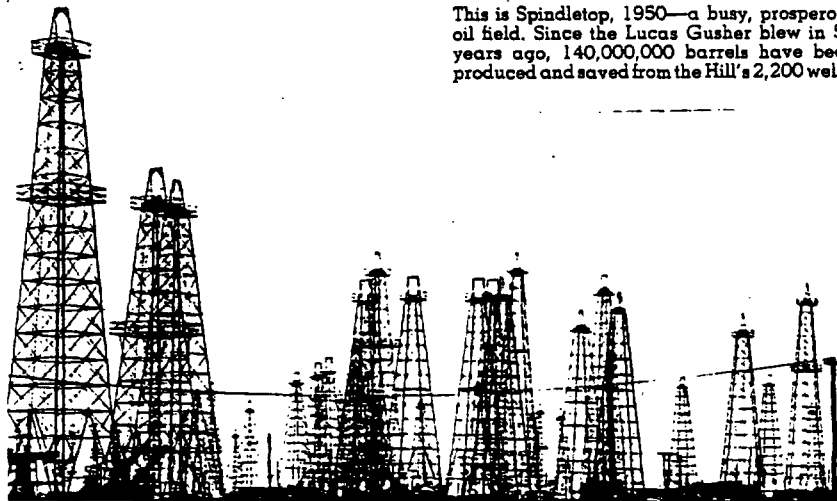
help of a carpenter and a paper hanger, set up the booth.

The exhibit proved most successful. The Texas contingent modestly reports that it was "the most spectacular, attracted the most attention and comment, and certainly impressed people with the 2 for 3 story considered so important by customer people."

Those involved in the project and responsible for putting on the show were Jake Balzer, Bill Dixon, Howard Gerber, Ed Hendrick and Ed Muller.

Nearly 15,000 people visited the *Hall of Exhibits* during the four-day celebration, January 6 to 9. On several occasions as many as 40 to 50 people were counted watching the Ethyl demonstration.

The Lucas well, "heard, 'round the world," half a century ago, takes the limelight again today to tell the American story. It is the story of men whose faith and enterprise led to the discovery of Spindletop, the founding of a new industry and the beginning of a new way of life. It is the story of democracy with the unlimited opportunities that exist when men of vision and courage are permitted to apply their talents for the betterment of humanity in an atmosphere of free and competitive enterprise.



This is Spindletop, 1950—a busy, prosperous oil field. Since the Lucas Gusher blew in 50 years ago, 140,000,000 barrels have been produced and saved from the Hill's 2,200 wells.

Cooperation Our Keynote

by Loren Knowles

Cooperation really works at Ethyl. At our Research Laboratories in Detroit, as in all of our departments, the daily practice of complete cooperation is a functional must. It may come as a surprise to many to learn that of the 350 some employees at the Detroit Labs only about 80 are actually engaged directly in research, while the rest furnish the necessary supporting services.

These "non-researchers" make Ethyl research possible by their joint efforts. For example, field problems which come to the attention of Technical Service and Sales Department representatives sometimes become the basis for new projects. The same is true of ideas on new products which may originate in the Manufacturing Department. These suggestions are all reviewed by the Research heads as to their project possibilities. If it appears that new and valuable information may be obtained, a project leader is assigned to the job.

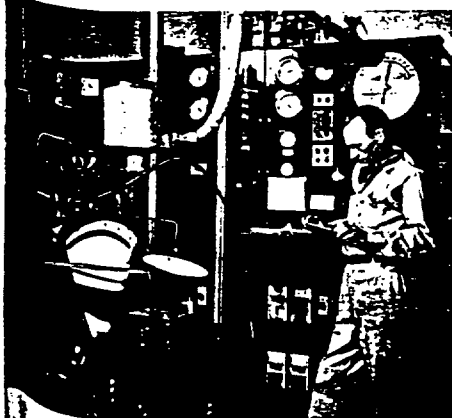
The project leaders are, in most



Ed Desmond, at left, and Rose Lipsitz collaborate on the preparation of the final project report with Bob Kerley, associate director of research on aviation products at the labs.

cases, specialists in a particular field. Neither the project leader, nor the men who work with him, is expected to know everything about the many phases of each project assigned. Instead, the project leader makes use of the laboratories' extensive technical files and library facilities maintained for the purpose. Here he may familiarize himself with the fine points of his assignment. When some particular book or other piece of literature is not available at the laboratories, we have an arrangement whereby our library can obtain it from various sources throughout the country. Frequently periodicals in German, French, Rus-

Approximately 40,000 single-cylinder engine test hours were accumulated at the Research Labs during the scavenger investigations. Here Aero Technician George Vaughn notes engine performance characteristics while operating a "17.6" engine on an experimental blend.





sian, Italian, Scandinavian and Oriental languages are consulted. Since few of the personnel have a ready knowledge of these languages, many foreign articles are translated by the Chemical Technical office section.

All of these activities are directly related to the technical aspects of each project, but this is only the beginning! Often the Machine Shop is called upon to make special equipment, the Maintenance Section is asked to install plumbing, electrical lines, or apparatus, and the Instrument Section may devise special instrumentation for the project.

To see how a typical project progresses, let us follow—from the original germ of an idea to the final report—one which began four years ago in the Aeronautical Division of the Research Laboratories. This project, an investigation of the effectiveness of various types and concentrations of lead scavengers, was intended to further our understanding of the scavenging process and provide clues as to how aviation gasolines may be improved

Chemical Research provided Aero with a number of scavenger compounds for consideration and testing. Chemical project leader Rex Closson forces scavenger-forming reaction to completion by azeotropic distillation.

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BULLETIN BOARD—FEBRUARY

Provision was made for storage of special reference fuels and experimental additives before the engine tests began. Art Felt of Aero (right) suggests this shed in the rear of the Aero Lab as a convenient storage location, to Karl Schmid, head of the Fuel Handling Section.

to keep pace with the increasing demands of modern aircraft engines.

"Scavenger" is the term applied to portions of the antiknock fluid which carry away as exhaust the lead compounds formed during the combustion process. Action of the scavengers thus helps to insure continued peak engine performance under all types of operating conditions.

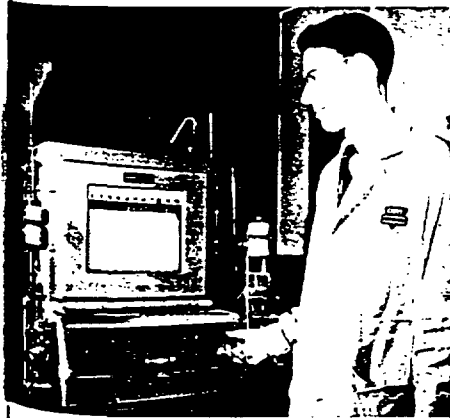
When it was decided to undertake the scavenger project, the Chemical Research Operations Division was called upon to suggest possible compounds for trial. While this was going on, the Maintenance Section was installing electrical wiring, plumbing and ventilation connections in the rooms set aside for the project. The Instrument Section, too, was consulted on instrumentation problems. Simultaneously special purchases were being handled by the Purchasing Department. Likewise the engines in which the proposed scavengers were going to be tested, were being readied. Storage



ETC 12815

of fuel for the engines was also worked out with the Fuel House. Then actual testing began.

Compounds which the chemists believed showed good scavenger possibilities were blended in different proportions with typical engine fuels and run in the special single-cylinder engines installed in the Aeronautical Division building. Often, after a typical run, the engine deposits were submitted to



At the conclusion of test runs, combustion products were removed from the engine and analyzed to determine how much of the scavenger material was present in engine deposits. Gordon Wilcox, research chemist in the Analytical Section, is shown operating a Recordomatic Titrometer which is used for this analysis.

the Analytical Section for analysis. All data so obtained were then given to the Chemical Technical office for statistical appraisal and the results used by the Aero and Chemical labs to re-evaluate the scavenger problem.

On the basis of this re-evaluation, modifications in the proposed scavengers were made and new blends were tested in the engines. This continued until, finally, some 40,000 single cylinder engine test hours were logged on this project at Detroit. In addition to the Ethyl laboratory test runs, 1,000 hours of full scale, multi-cylinder dynamometer work was done by such

organizations as the University of Kentucky, Pratt and Whitney Aircraft, Wright Aeronautical Corp., and Rolls Royce, Ltd.

While the engine tests were being run, antiknock compounds containing experimental scavengers were also being checked for stability under severe storage conditions. Near El Centro, Calif., drums of aviation fuel containing the experimental mixes were placed out in the scorching sun of the Imperial Valley for two years. During this time employees from our San Bernardino Laboratory withdrew samples from the drums at regular intervals. These were sent to Detroit for analysis. At the same time, the Detroit Laboratories were conducting "accelerated" storage stability tests indoors.



Tests to determine the storage stability characteristics of various scavenger compounds were conducted over a two-year period at El Centro, Calif. The drums of aviation fuel blended with experimental antiknock compounds were exposed to the weather in the Imperial Valley where summer temperatures frequently exceed 100 degrees. Employees of our San Bernardino Lab took samples from the drums at regular intervals. These were analyzed in the Chem Lab at Detroit. In this photo, Claude Guinn, at left, San Berdu test driver, and Earl Ellis are pumping fresh air into the drums. Air space allows for expansion and also permits the researchers to observe the oxidizing effect of the air on the gasoline and additive.

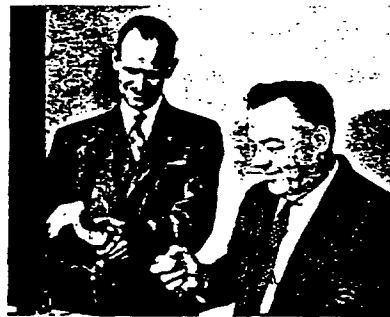
When a research project requires a change in the system which supplies fuel to the test engines, the Maintenance Section at Detroit is called in. Pipefitter Carl Michael is discussing some proposed changes with Al Sechrist who is an engineer at the Aero Laboratory.

Results of the storage stability tests and test data accumulated at the "outside" aircraft engine laboratories were combined with Ethyl's Detroit Laboratories' findings. After final evaluation, this material was assembled as the project report by Aero Research personnel.

In addition to the "typical project" which we have just described, similar scavenger projects have been conducted by the engineering laboratories at Detroit and San Bernardino to determine what physical properties motor fuel scavengers must possess in order to maintain a uniform ratio of tetraethyl lead and scavengers in the various cylinders of automotive engines. Preliminary chemical studies on these compounds were followed up with actual automotive engine operation in the engineering laboratory and on the road.



The scavenger projects are expected to continue for some years, as engine studies often do, but we have already come a long way. And, perhaps very soon, the operation and maintenance of aircraft and automotive engines may become even more economical because of such projects as this—an example of the Research Laboratories' cooperative efforts.



Detroit Pioneers

When Fred Dykstra celebrated a quarter of a century of service with Ethyl last month, he became the second man at the Detroit Research Laboratories to join the 25-year club. Charter member is Pat Harding who reached the score-and-five mark in May 1948. Fred, left, and Pat, right, compare the anniversary watches which they received from the Company.

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BULLETIN BOARD—FEBRUARY

Milestones

Eight Ethyl employees from Detroit and New York received awards this month as a tribute to their years of faithful service. They join a large fraternity of Ethyl folk who wear the pins proudly.

15 Years

Robert Hogan, Eastern Region Sales

10 Years

Esther Lyman, N. Y. Secretary's Office; Roland Ostrander, Detroit Labs

5 Years

William D'Arcy, Frances Lamb, Jack McCullough, Arthur Myers of the Detroit Labs and Russell McGuiney, of Eastern Region Sales.

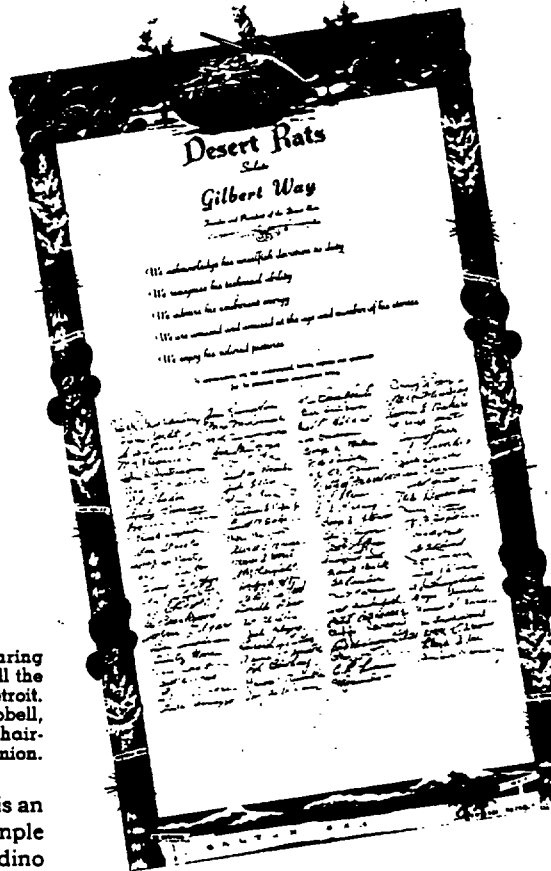
Brother Rat

Gil received this testimonial scroll bearing the Desert Rat insignia and signed by all the Rats who attended the 1951 reunion in Detroit. The scroll was presented by John Campbell, General Motors Research, who served as chairman of arrangements for the Rat reunion.

There are times when being a rat is an honor. Current outstanding example is Gil Way of the San Bernardino Laboratory.

Ninety Rats, an aggregation large enough to interest history's famous rat collector, the Pied Piper of Hamelin, gathered in Detroit on January 9 for a testimonial dinner in Gil's honor. These were Desert Rats, an organization of 173 men from the petroleum and automotive industries who served in the California desert on Coordinating Research Council projects during World War II. Gil is president and founder of the organization.

In recognition of his untiring service and enthusiasm in organizing the annual Desert Rat reunions, Brother Rats surprised Gil with a carefully-planned ceremony in his honor. He was presented with an elaborate testimonial scroll and a number of gifts. The scroll, which saluted Gil, among



other things, for "the age and number of his stories," bears the signatures of all Rats who attended the reunion. Among the gifts he received were a specially made ash tray embedded with rattlesnake rattles, reminiscent of the after-hours rattlesnake hunts the Rats used to have on the desert; a chrome-plated rat trap suitably inscribed; and a bow tie that lights up and says "Kiss Me." Pièce de résistance was a certificate for a Dumont television-radio-record player which Gil and Bess Way will pick out and have delivered in San Bernardino.

The collection of Desert Rat contributions for the television combination was handled by Jim Livingstone of Gulf Research. The smorgasbord



Gil opens his electrified bow tie which lights up and says "Kiss Me." Enjoying the joke almost as much as Gil are Jack MacGregor, California Research, at Gil's side, Max Roensch, applauding at back, and Kenneth Boldt, Pure Oil Research, in the foreground.

dinner, held in the Stockholm restaurant, was preceded by cocktails and the annual showing of Gil's color views of the scenic California countryside.

During World War II the Desert Rats operated from bases at Camp Seeley, an old cavalry post in the Imperial Valley and from Camp Young near Indio, Calif. They conducted field tests for the Army Quartermaster Corps and Ordnance Department on wheeled and track vehicles, using different types of gasoline.

Rat President Way supervised the transportation of fuel samples from the desert outposts to Ethyl's San Bernardino Laboratory. Here the Gasoline Testing Laboratory crew, under Bob Adams, ran ASTM distillation, Reid vapor pressure and knock tests. Gum tolerance tests on stationary engines were also run at San Bernardino at the same time.

Ethyl mechanics at the West Coast laboratory who are eligible for Rat membership by reason of their par-

On the cover: Gil Way, technical representative for the western region, receives a certificate for a Dumont television-radio-record player combination from Errol Gay, Ethyl consultant. The gift was presented to Gil, president of the Desert Rats, by fellow Rats. Looking on is John Campbell, General Motors Research.

ticipation in the projects are Ed Lindsay, Ray Seymour and Whitey Gruwell. Charter Rats Dick Rice and Rollin Gish, also of San Bernardino, were in the desert during the tests, but were unable to attend the Detroit reunion this year.

Among the 130 men who did attend the Rat rally at the Stockholm were Ethylites Jack Macauley, Max Roensch, Wheeler Lovell, Tom Risk, Marty Alspaugh, Mike Remondino, Gil Way, Chuck Shepherd, and Ethyl consultant Errol Gay. Charter Rat Jack Fuller of the Central Region was unable to attend.



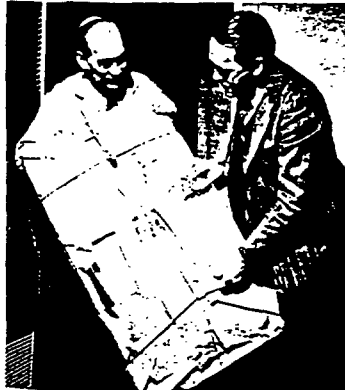
The Rats examine a mask which represents Slim Boldt's appearance after three days on the desert minus razor. The plaque bears mysterious inscriptions intelligible only to Desert Rats. Left to right above are: Gil Way, Walter Ainsley, Sinclair Research, Jack MacGregor, California Research, and Slim Boldt, Pure Oil, foreground with cigarette.

Registering Surprise

Folk in the New York offices have been a trifle perplexed of late to see Bayard Browne, manager of order and shipping, bustling merrily through the corridors with a small door tucked under his arm. They are even more perplexed when they discover the door is a Christmas card—of sorts.

Bayard is very proud of his card. He's sure it is the most unique one he will ever receive and he loves to tell the story behind it.

Bayard owns an island in Georgian



"Is it 'The Thing'?" wonders Bayard Browne as he inspects the mysterious package which has just arrived by air express from Canada. He and Julius Dammann examine the glass door knob which shows through the wrappings.

Bay, Ontario, where he goes to fish whenever possible. The Browne's cottage, *Ardilaun*, (which is Gaelic for high rock) is frequently full of relatives and guests. Ever since 1904 all visitors have signed their names on the back of the front door.

Last Fall, Ethyl Antiknock, Ltd. held a weekend fishing party at *Ardi-*

Bayard beams happily over the top of his unique "Christmas card" sent by six guests who forgot to sign the door of his cottage in Georgian Bay (a tradition of 46 years' standing). Behind is Bayard's own painting of Georgian Bay as seen from the porch of *Ardilaun*.



"A door! Now what kind of joke is this?" muses Bayard, much perplexed, after opening his package. "Did someone think I was building a playhouse in my yard to entertain midgets?"

laun for six members of the British-American Oil Company. Apparently the guests were so busy with the muskies, pike and bass that they didn't ever get around to "registering." Bayard was disappointed to learn that the tradition of 46 years' standing had been broken.

His six guests made elaborate plans to correct their oversight. They carefully constructed a door, complete with panels, hinges and knob. They painted the back white and wrote across the top "Sorry we didn't register at *Ardilaun* (hope this substitute will be acceptable)." Underneath was a photographic blow-up of each man's head, attached to bodies which had been sketched in with appropriate fishing rods, nets and lures in hand. They carefully packaged their masterpiece and shipped it to Bayard, who has happily added it to his collection of registrations.





Harry and the Boys—Looking like a proud father surrounded by his stalwart sons, Harry Mack and the men in the Dayton resident area pose for their picture. In the front row, left to right, are: Dolly Dollahan, Jack Pruitt, Wally Distler, John Fischer, Nick Carter and Al Bingham. In the back row are Dr. Les Sanders, Mac Murdock, Bill Wilson and Norm Linstromberg. Lou Slack is behind the camera.

Murdock Meets With Men of Central Region

Three meetings were held in the Central Region during December to introduce new regional personnel and to discuss the shift in responsibilities resulting from the decentralized Sales Department set-up.

Mac Murdock, central regional manager, arranged the conferences to discuss these matters with resident managers Harry Mack, Bob Mead and George Rose and the men in their bailiwicks. Staged in Chicago, Kansas City and Dayton, the two-day sessions also covered current and future business problems and prospects.

Cameramen Lou Slack in Dayton and Don Hornbeck in Chicago kept their shutters clicking during the meetings and sent in the pictures which appear on these pages.



Dayton Conference—Against the lavish tropical background of the Van Cleve Hotel in Dayton, Ethyl men discuss current projects with Mac Murdock, central regional manager. The Dayton conference was held December 29 and 30. Seated clockwise around the table are Dolly Dollahan, Jack Pruitt, Mac, Bill Wilson and Wally Distler.

Shirt Sleeve Session—In the evening the men relax with a friendly game of poker. Trying their luck at the table, left to right, are: Nick Carter, Bill Wilson, Mac Murdock, John Fischer, Jack Pruitt, Dolly Dollahan (a very redoubtable man with a poker hand, we hear) and Norm Linstromberg. Kibitzing from the sidelines are Harry Mack and Wally Distler.



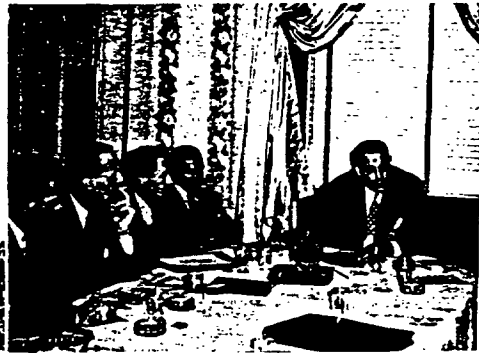


Why So Glum, Chum?—
The news is rather serious judging from the expressions on the faces here. Glancing over the newspaper during a break in sessions, are left to right, Harry Mack, Al Bingham (seated), Norm Linstromberg, and Dolly Dollahan.

Story Time—Nick Carter, left, entertains Lou Slack, Dr. Les Sanders and Bill Wilson with tales of his recent adventures during eight months in Japan as a visiting expert.



Chicago Sessions—At right, Mac Murdock, central regional manager, presides over a session in Chicago's Blackstone Hotel. Meetings were held December 7 and 8. Left to right around the table are: Deane Birkes, Joe Hopkins, Ham Greenup, Jack Pruitt and Mac.



And Now, To Chow—Dinner waits as the men pause to face the camera. Clockwise around the table are: Bill Lynch, Jack Fuller, Deane Birkes, Jack Maynard, Mel Olson, Clarence Kautz, Joe Hopkins, Mac Murdock, Dick Husta, Pete Smith, Doug Baker, Bill Polachek, Al Basye and George Rose.

Ethyl Inventor Patents Safety Device

A new air-line mask, with features improving greatly upon the standard equipment now in use, has been invented and patented by Bob Palmer, who is a safety engineer at our Baton Rouge plant.

Known as the "Palmer Air-Shield," the new device will eliminate sticky rubber "down-the-front" hoses and uncomfortable straps and goggles.

Bob's invention consists of a face shield with an attached pressure nozzle which sends a steady stream of fresh air under the shield near the wearer's chin. No fumes can get behind the shield because the fresh air is constantly flowing out from under it.

Since it protects the entire face, the shield eliminates the need for goggles. The small tube supplying the fresh air is attached to the shield, goes over the center of the forehead and is connected to an air line on the wearer's back. This does away with the "hose-in-front" which is a part of the old



The "Palmer Air-Shield," an innovation in air-line masks, is modelled here by its inventor, John Palmer, who works at the B.R. plant.

type air-mask. Thus, workers who go into an area where fumes or gases are present, will have complete protection as well as freedom of movement.

This fresh-air principal can be adapted easily for use on a welder's shield. The shield would then give the wearer full protection from fumes and gases.

Bob began to work on his idea in 1941 and completed a satisfactory model in 1945. He applied for a patent in 1946 and finally obtained it last October. When final testing is completed, Bob hopes to mass-produce his new Air-Shield.

Lewis Hess Heads New Section

Lewis Hess has been named head of the Literature Abstracting and Searching Section of the recently-formed Information Division at the Detroit Laboratories.

Lew joined the Company in 1937 as



a research chemist and for the past several years has been a member of the technical office staff of the Chemical Research Operations Division. He holds B.S. and Ph.D. degrees from M.I.T. and is a member of the American Chemical Society and the American Association for the Advancement of Science. Since 1948 he has served on the nomenclature committee of the A.C.S. Petroleum Division.

A resident of Detroit, Lew is married and has a seven-year-old son.

Lewis Hess who has been appointed to head the Literature Abstracting and Searching Section, Information Division, at the Detroit Labs.



Pat Barnett



Kathleen Boylan



Jean Candelora



Edward Carson

Welcome to Ethyl

Pat Barnett, bookkeeping machine operator, N.Y. Order and Shipping . . . hails from the Midwest . . . she grew up in Ohio and graduated from high school in Iowa . . . married, she lives in Manhattan . . . she is interested in sports, particularly swimming and bowling.

Marian Geiger, secretary to Harry Mack, Dayton resident manager . . . Dayton-born and educated . . . vocalist with Dayton dance band on weekends . . . belongs to Beta Sigma Pi, business girls' sorority . . . collects records . . . enjoys summer sports, especially swimming.

Kathleen Boylan, microfilm operator in New York Finance . . . lives with family in Bellerose, N. Y. . . graduated from Our Lady of Wisdom Academy in Ozone Park, N. Y. . . formerly employed by Arabian-American Oil Company and Emigrant Industrial Savings Bank in N. Y.

Ara Haitaian, typist at the Detroit Laboratories, comes to Ethyl from the Jones-Dabney Corp. . . Michigan-born and reared, he graduated from Highland Park High School and attended Highland Park Junior College . . . veteran of three years' service in the Navy.

Jean Candelora, stenographer, N.Y. Statistical Research. . . Brooklyn-born, she now lives in Bellerose, N. Y. . . she is a graduate of Floral Park High School (N. Y.) . . . follows in the footsteps of her sister Anne who left Statistical Research in November to be married.

Edgar Oldenburg, chemist, Detroit Laboratories . . . comes to Ethyl from the University of Michigan . . . received his B.S. degree in August . . . an officer of Sigma Pi fraternity, he was a student member of the American Chemical Society. . . lives in Royal Oak, Michigan.

Edward Carson, chemical operator, Detroit Laboratories . . . Canadian by birth, reared and schooled in Michigan . . . served with the U.S. Navy for three years in the European, African and American Theaters . . . formerly worked for Chrysler Corp. . . married, has two daughters.

Anne Siefert, stenographer, Detroit Laboratories . . . Ohio-born, educated in California . . . worked four years on the West Coast before joining Ethyl in Detroit . . . enjoys swimming, sailing and horseback riding . . . she is particularly interested in interior decoration.



Marian Geiger



Ara Haitaian



Edgar Oldenburg



Anne Siefert

They're Married

New York

Caroline Baldwin, daughter of Eastern Region Safety Chief Jim Baldwin, was married to Robert B. Timmons of Montclair, N. J. on December 26. The wedding took place in the chapel of the Presbyterian Church in Westfield, N. J. Rev. Ralph Williamson, uncle of the bride, performed the ceremony. Following a reception at the Baldwin home for relatives and close friends, the couple left for a wedding trip through the Smokey mountains. They will live in Cincinnati.

Philadelphia

Betty Jane, daughter of Mac McCooey, eastern region safety engineer, became the bride of Lt. Sam Polis on December 27. The ceremony took place in the rectory of St. Dorothy's Church in Drexel Hill, Pa., with a reception immediately following at the Drexelbrook Inn. Lt. Polis is stationed in Alabama.

Recent Arrivals

Detroit

FRED and FLORENCE HUGHES—a son, Thomas Lee, born January 10 in the Saratoga Hospital. Weight: seven pounds, six ounces. Thomas has a sister, Pat, 10, and two brothers, Freddie, 7, and George, 4. Fred is a technician in Automotive Research. JIM and CAROLINE MASON—a girl, Diane Elizabeth, born January 15. Two other children, Marilyn and Stephan. Jim is a project engineer in Automotive Research.

San Bernardino

FLORENCE and ROLLIN GISH—a son, Rollin Edington, III, born January 20. Two other children, Nancy, 12, and Barbara, 9. Rollin is a research engineer in the Gasoline Testing Laboratory.



Bells and Yells

Tommy Roberts, tool maker at the Detroit Laboratories, took his Ethyl friends by surprise recently with a double announcement. After receiving congratulations on his marriage to Helma Pauna last March 4, he passed out candy and cigars to celebrate the birth of a daughter on December 20 in the Florence Crittendon Hospital.

Shift Key

Osborne Fremd, southern region safety engineer, has been transferred from New Mexico to the Eastern Region for re-assignment.

Betty Hench, formerly secretary to Bayard Browne in N. Y. Order and Shipping is now a secretary in Public Relations.



"... and if you get thirsty during the night, just turn this."

Extra-Curricular

Earl Bartholomew

Earl Bartholomew, general manager of research, will participate in the Career Conference at the University of Oklahoma on March 6 and 7. He will speak on fundamental and applied research to give to the students a conception of industrial research and the opportunities which it provides.

The Career Conference, which was started at O.U. 11 years ago, is an outstanding national event which has served as a model for scores of other colleges and universities.

Earl holds B.A., B.S. and M.S. degrees from O.U. While earning his advanced degrees there from 1921 to 1923, he was an instructor in math and mechanical engineering.

Dolly Dollahan

Dolly Dollahan, an account representative in the Central Region, was initiated into the Detroit Oil Men's Club last month and promptly appointed publicity chairman.

On the home front, Dolly's household won an award as one of the most elaborately decorated houses in Huntington Woods, Mich., this past Christmas. The prize was an engraved gold loving cup and an enlarged photograph of the display. All the Dollahans worked on the decorations including sons Bruce, 13, and Craig, 12, who acted as co-chairmen of the work committee. (See picture.)

Ted DuBose

Ted DuBose, who is resident manager in San Francisco, has been elected chairman of the Northern California State Oil Industry Information Committee.



Harold Berg, southern regional manager, convened with fellow members of the Kansas-Oklahoma Oil Industry Information Committee recently to outline OIIC area activities for the coming year. Harold is seated third from the right in the photograph. The meeting was held in Tulsa.



These beautiful Christmas decorations won a community award for Dolly Dollahan's family.

Al Gassman

Al Gassman, assistant head of the analytical section, Detroit Laboratories, has been elected a national councilor of the Detroit Section of the American Chemical Society. Elections were held in December. Al has just completed his second term as treasurer of the group.

Carroll Hebert

Carroll Hebert, supervisor of safety at the Baton Rouge Plant, has been elected to the Board of the East Baton Rouge Council of the Camp Fire Girls. The election was held at the organization's annual meeting on January 16.

John Melody

John Melody, a technician at our Gasoline Testing Laboratory in Yonkers, became an attorney and counsellor-at-law on December 20 when he was sworn in by the second judicial department of the Supreme Court of the State of New York. John, who graduated from the Brooklyn Law School in June, passed his bar examination in September.

John Thompson

John Thompson, of the Baton Rouge Plant, is co-author of a recently published novel. The book, entitled "Male Virgin" was released to the public in December by the Arco Publishing Company in New York City.

An Evening With



Ethyl Society members and friends chat as they wait for the program to begin. This meeting was the first event on the society's social calendar for the new year. Arrangements for the meeting were in charge of social chairman Laurel Wilkinson, who also acted as master of ceremonies for the evening.



Early arrivals at the meeting were, left to right, Mary Willans, Gwen Carlsen, Pauline Rife and Russ Carlsen. The man with glasses, dimly visible through the revolving door is Ross Rife who was chairman of the Detroit Ethyl Society steering committee last year.

Joyce Myron, right, of the Laboratories Analytical Section, discusses an issue of *Ethyl News* with guests Ed Myron and Pat Wilson.



Ethyl



The Detroit Ethyl Society held their January meeting at the Labs on Tuesday, the 23rd. About 75 employees, their families and friends came to hear Nick Carter, central region safety engineer, relate his adventures during his recent eight-months' mission to Japan.

Laurel Wilkinson, social chairman of the society, made the arrangements for the meeting and acted as master of ceremonies. Following Nick's talk, refreshments, prepared by members of the cafeteria staff, were served.



The meeting is over, the refreshments are gone, and now it's time to head for home. Clem Morrill of the Fuel Handling Section, gallantly assists his wife, Eva, with her coat.



Judging from his smiling face, Laurel Wilkinson must be telling a few good stories as he introduces Nick Carter. Nick entertained the audience with tales of his adventures in Japan where he worked with the U. S. Government.

Our Contributing Editors the EYES and EARS of ETHYL

Our contributing editors would like to know and chat frequently with all of you, the better to know you and the better to report news of your activities and accomplishments.

This is somewhat difficult in view of Ethyl's far-flung operations and widely-scattered personnel. So we've decided to introduce the contributing editors to you and hope that you will get in touch with them whenever you have news, or a good snapshot of yourself, your children, the family pet, a prize catch of fish, or some product of your handiwork—a model train, a cabinet, a barbecue oven. This month we introduce Phil Savage.



Phil Savage, chemist, fisherman and humorist, is one of the newshounds at the Detroit Research Laboratories. This is his second year as a chronicler of the life and times of Ethylites.

Phil was born shortly before the turn of the century in the small Ohio town of Blanchester. It was there he grew up and (according to Phil) because of the generosity of the teachers and principal, graduated from Blanchester High School.

Sometime during these early years

the young Ohioan read "Memoirs Of A Physician" by Alexandre Dumas. The book stimulated his interest in chemistry and he immediately decided to learn more about the subject.

He went to Ohio Northern University in Ada, Ohio where he worked for his room and board, and in his senior year acted as an assistant in the chemical laboratory. Despite his work and long hours of classes, he found time to serve as business manager of the University Yearbook. He graduated with a B.S. in chemical engineering.

After graduation he went to work for Revere Copper and Brass Inc. in Detroit, and for 20 years was chief chemist and spectroscopist. He joined the Chemical Research staff at the Ethyl Laboratories in April 1947.

Phil, with twinkling eye, will tell you that his main project is keeping his semi-monthly pay check coming in. During the past 18 months this has been accomplished by writing and editing the "Analytical Methods of the Research Laboratories." One volume has been completed and another one is in the works. Before tackling this project, Phil worked at the bench making analytical studies.

An enthusiastic angler, Phil haunts the myriad lakes of the north-central section of Minnesota during fishing season. One of his memorable experiences was the day he caught a five-pound bass while idly trailing a line and a bare hook behind the boat. With this encouraging beginning, imagine his chagrin on discovering that he had left his bait behind!

An active member of the American Chemical Society, Phil is married and lives in Detroit with his wife, Frances.

-AND ALL FOR THREE CENTS A POUND

"We in the oil business are engaged in handling and moving about a very heavy, bulky, rather low-grade commodity. We search for it in the bowels of the earth, we lift it out of the ground, put it in tanks, pump it out of the tanks and through a pipe line, perhaps several hundred miles long, to a refinery where we lift it again with temperature and pressure, put it in more tanks, clean it up, mix it up, put it on a ship or in a tank car or a truck or a pipe line, move it again perhaps hundreds of miles to a terminal of some sort, unload it, load it up again and haul it to a bulk plant, unload it, load it again, and take it to a service station, put it in a tank again, pump it out into the customer's automobile tank, wipe his windshield, give him air and water, and charge him three cents per pound. What other product that requires all of that human labor and energy in its handling can you buy for three cents a pound? Bread is about 20 cents, milk is about 15 cents, lumber is about 12 cents, an automobile about 80 cents. And that three cents is for gasoline, one of our very fanciest products. Fuel oil is only $\frac{1}{4}$ to $\frac{1}{2}$ cent per pound, down in the range of prices of rock and gravel."

From a talk by
Robert L. Minckler
President of General Petroleum Corporation

ETC 12830



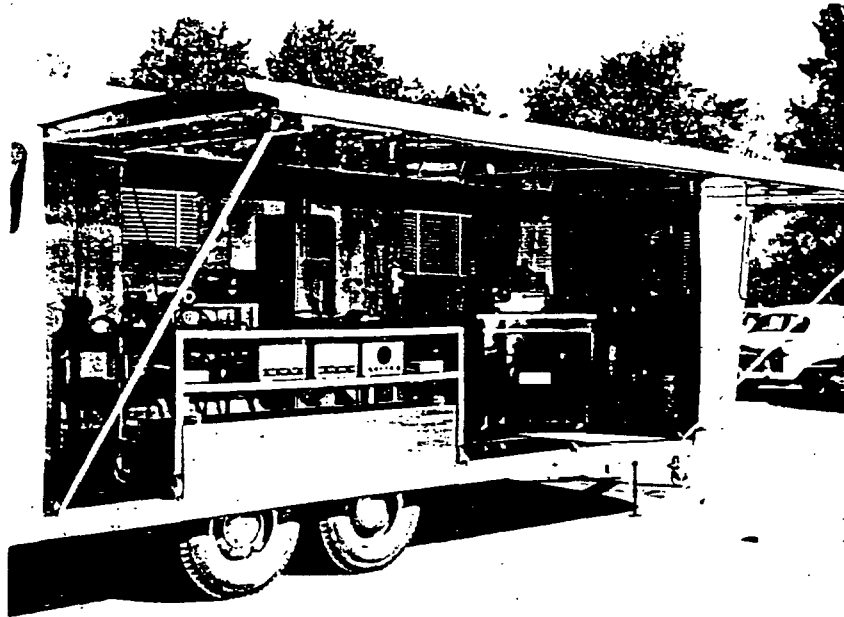
In the current campaign to enlist the aid of 500,000 volunteers for civilian defense work in New York City, industrial firms were called upon to supply interviewers for the recruiting program. As always, when it's a case of supporting a program for the safety and welfare of the nation, American industry responded with full cooperation and provided several thousand employees to help with the recruiting job. As one of the companies participating in the program, Ethyl is supplying the services of four employees who each spend 10 hours a week at recruiting centers. They are pictured above discussing their jobs with an official at Civilian Defense headquarters. In the group are, from left, Randolph Charlton, Jim Beckwith, Betty Beach, Ronnie Peterson (OCD) and Ed Nieser.



The 13th Trip
(See Page 10)

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Ethyl BULLETIN BOARD



This streamlined, mobile classroom is one of the three specially designed house trailers Ethyl tractor engineers are using to tell the story of precision engine service. Mel Olson, Grant Scott and Charlie Welch are now taking the trailers through the Central states where they are demonstrating the latest techniques in precision engine service to tractor dealer mechanics right in their own shops. When the trailer unit arrives at the dealer's place of business, its right side is opened and a 16-foot section is raised and locked into position. This forms a canopy and provides an unobstructed view of the demonstration for as many as 30 mechanics. When the wall is raised a completely equipped valve service shop is revealed. On the shelf under the workbench are various tune-up instruments, including an exhaust gas analyzer and equipment for checking ignition timing. The trailercoaches were built to Ethyl specifications by the Spartan Aircraft Company in Tulsa, Oklahoma. See page 8.

ETHYL BULLETIN BOARD

by and for Ethyl employees

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Barbara Moore, Editorial Assistant

Contributing Editors

Baton Rouge: Douglas Price, John C. Renfro, J. T. Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selridge; Detroit: George Betker, Bernadine Burdick, Margaret Dullinger, Claude Hoffman, Bob Mescher, Adele Rosek, Philip Savage, Al Sechrist, Margaret Welp, Art Zeits, Fred Green; photographers: Loren Knowles, Alyce Peterson; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Don Chapman; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Erma Harris, Alice Lahn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Gladys Roney; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl.

Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

Ethyl's Role in the Allocation Program for Tetraethyl Lead

By Julian J. Frey

Sales Manager (Operations)

Soon after the Petroleum Administration for Defense was organized as a Government agency to handle petroleum problems, the subject of antiknock compounds came under study. The balance between supply and demand in this important ingredient in gasoline has been close ever since last summer, and a 10% swing one way or the other could have meant balance or unbalance at any time.

As most Ethyl people know, PAD Order #1, which governs the use of TEL in motor fuel, was put into effect as of March 1, after a great deal of discussion and an open hearing with oil company representatives.

This order is directed to the oil companies using tetraethyl lead and not to the manufacturers of antiknock compounds. It limits the amount of antiknock compound containing tetraethyl lead which any oil company can use to a percentage of the amount used during 1950. Refiners who used less than a million pounds last year can use up to 100% of the same quantity, and those using more "will be restricted, during the 12-month period beginning March 1, 1951 to a base allotment of one million pounds plus 80% of their 1950 consumption in excess of the base allotment." The statement issued by PAD said that the allocation of tetraethyl lead is necessary "to overcome existing shortages and to permit accumulation of inventories to meet future eventualities."

Since the PAD order, the Depart-



Julian Frey

ment of Trade and Commerce in Canada has adopted similar restrictions for Canadian refiners. They are different from the regulations in the United States in that they restrict shipments by the suppliers as well as quantities used by refiners.

Orders in both countries provide for "hardship" appeals for additional allotments to individual oil companies, and so the exact amount which will be used during the coming few months cannot be determined.

A number of questions about details of the program are not altogether clear, and we have been asked to clarify some of these points by people

who are not as close to the situation as we have been. Naturally, we would like to be helpful wherever we can, but it is not our job to interpret PAD's order in any way; therefore, we have adopted a strict policy in the Sales Department of suggesting that all such questions be directed to the PAD itself. The same policy holds true for any Canadian Government orders.

We are continuing to operate our manufacturing plant at maximum capacity, and will put all of the "Ethyl" fluid we make, in excess of the quantity shipped under the restrictions issued, into inventory. However, there are some facts about the situation which we do want known, particularly by those people who do not understand why demand suddenly exceeded supply.

\$100 Million Expansion

As you know, we have been in an almost continuous program of expanding manufacturing capacity since V-J Day. Our Baton Rouge plant produced 70% more product in 1950 than in 1944 at the peak of World War II, and will produce substantially more this year than last. When our petroleum chemicals plant in Houston is completed, we will have made an investment of over \$100 million in new plant facilities and improvements since V-J Day and total capacity in the United States at that time will be about one-third greater than at present.

However, the factors which have increased the demand for antiknock compounds within the last 12 months have been very large in their cumulative effect. They are:

1. Substantial increases in the total quantity of gasoline refined in the United States (production in week ended March 3, 1951 20,489,000 barrels, 15% over week of March 4, 1950 production of 17,707,000 barrels).
2. Substantial increases in TEL concentrations per gallon of gasoline.
Premium Gasoline:
Average concentration, February 1951—2.20 cc's.
Average concentration, February 1950—1.98 cc's.
Increase—11%.
Regular Gasoline:
Average concentration, February 1951—1.84 cc's.
Average concentration, February 1950—1.50 cc's.
Increase—22%.
3. Increased production of aviation gasoline (about twice as much Aviation Mix fluid was used in February this year as in February 1950).
4. Diversion of high octane fractions to aviation gasoline.

In short, since the start of the Korean War all factors making for an increase in the use of antiknock compounds have worked together to push the demand into an abnormal peak.

While for the present we must contend with the immediate problems arising from the sudden increase in demand, the outlook for the future is reassuring—not only for ourselves but from the standpoint of the oil industry and national defense. With one plant at Houston scheduled to go into operation in the Spring of 1952, and with the second one expected to be completed during the latter half of next year, Ethyl will have a substantially greater capacity for producing antiknock compounds than at present. When the expansion of tetraethyl lead capacity which has already been announced is completed next year, there can be no question of adequate manufacturing facilities for TEL in the United States.

Kitzmiller Appointed Associate Medical Director



Dr. Karl V. Kitzmiller, well-known veteran member of Ethyl's medical staff, has been appointed associate medical director of the Company. He will keep his office at the Kettering Laboratory of Applied Physiology in Cincinnati as headquarters, but his new position will take him to all Company locations frequently.

As associate medical director, Dr. Kitzmiller will relieve Dr. Kehoe of nearly all administrative duties and will take over active direction of the medical work of the Corporation. He also will act in a supervisory and advisory capacity on medical problems of the Sales, Research and Manufacturing Departments, except for unusual occasions when he may call on Dr. Kehoe's long experience and knowledge of the field.

Karl joined the Company's medical staff in 1926 and has devoted most of his time to pathological research at the

Kettering Laboratory in Cincinnati and to Ethyl's extensive industrial and hygiene activities with its customer companies. He was named medical supervisor in 1942 and assistant medical director in 1946.

He was born in Kitzmiller, Md. and took his medical training at the University of Cincinnati where he received his M.D. degree in 1923. He is a member of Sigma Alpha Epsilon and Alpha Kappa Kappa (medical fraternity), American Medical Association, and the American College of Physicians. He is also a diplomate of the American Board of Internal Medicine.

Ten Years Ago in Bulletin Board

Percy L. Griffiths Elected Vice-President . . . Wally Distler Wins Farmers' Institute Blue Ribbon . . . Joe Costello and Alan Tully Head Atlanta and New York Divisions . . . Boston and Tulsa Divisions Move to New Quarters . . . Ed Kurt Named Chairman of Detroit Section ACS . . . Oscar Lewis Praised For Government Defense Work . . . Harry Prince Announces Completion Of His "Five Man Champs" . . . Andy Pally and Jack Bailie Called To the Colors.

We've had a number of inquiries about the third cover of last month's Bulletin Board, titled "—And All For Three Cents A Pound." The article was reprinted through the courtesy of *The Flying Red Horse*, of Socony-Vacuum Oil Company, who will be happy to supply 9 x 12 prints upon request.

Oklahoma Offspring

This bright-eyed tot is Gary Childers, 11-month-old son of Verniece Childers, receptionist at our Tulsa office. Apparently Gary has worn out his faithful playmate "Spot" who is pausing for a brief rest before the next round.



Petroleum Club Officers

Al Bingham, account representative in the Central Region, was recently elected first vice president of the Cleveland Petroleum Club. He is pictured here (right) with Roy D. Packard, (left) second vice president, Cleveland division manager, Standard Oil Co. (Ohio), and M. A. Bauer, (center) president, district sales manager, Socony-Vacuum Oil.

Home on Leave

Pvt. Bill Brown relaxes with some of his Ethyl friends at the Detroit Labs. Bill stopped in for a visit while home on furlough from Shepard Air Force Base in Texas where he is attending aircraft and engine mechanics school. Bill left for the service on October 12. He was formerly a dynamometer operator in the Automotive Research Section. From left to right are: Bill Faugert, Bill Brown, Laurel Wilkinson, Art Huffman and Harold Lindholm.



From the Photograph Album

Looking quite dapper and very pleased with themselves, Harry Mack, left, Dayton resident manager, and Vice President San Wagner, exchange greetings at the entrance of the San Bernardino lab. If they look different it's because the picture was snapped in 1935.



New Group Insurance Plan Announced

A new Group Insurance Plan which, for the first time, extends hospital and surgical insurance to eligible dependents, is now being offered by the Company. It provides substantial increases in the employee's personal hospital and surgical insurance benefits, but has no effect on the employee's group life insurance coverage.

Under the new plan, employees will no longer have to purchase hospital and surgical protection for their families from outside organizations. Thus double coverage for the employee can be eliminated and family protection obtained at a reduction in cost. If employees wish to continue their outside coverage, they can collect under both contracts.

The increased benefits will provide employees and their dependents with: 1) up to \$10 per day for 70 days for hospital room and board expenses, plus payments up to \$100 for special hospital services; 2) surgical operation insurance up to \$225 which represents a 50% increase in payment for each operation.

This benefit plan will cover any non-occupational injury or sickness for which the employee and his dependents are not entitled to receive benefits under any workmen's compensation or occupational disability law.

Dependents covered by the policy include a wife, and unmarried children over 14 days but under 19 years old. You may also list as a dependent any children which are supported in the home provided you are related by blood or marriage, or have been appointed their legal guardian.

Because of these increased benefits and high employee claims, the costs of our hospitalization and surgical plan have gone up. This, along with higher

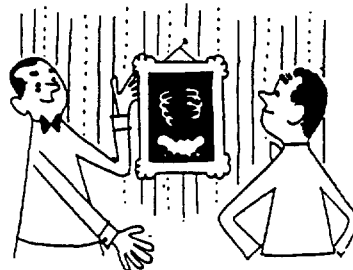
hospital costs, necessitates an increase in the employee's contribution for his personal hospital and surgical coverage. The Company is enlarging its contribution to the new plan to provide increased benefits to the employee and family.

This is what the new plan will cost you each month:

Employee only	\$1.00
Employee and child(ren)	2.75
Employee and wife	3.75
Employee, wife and child(ren)	6.00

All regular employees on the New York payroll are eligible to join this new Group Insurance Plan. The effective date of the hospital and surgical insurance will be announced after 75% of our eligible employees have enrolled. The insurance will start on the day the new plan goes into effect if you have already enrolled. Otherwise, you may enroll within 31 days after the effective date of the new plan and your insurance will start immediately.

Whether or not you enroll in the new plan, any hospital and surgical insurance you have under the present Company plan will be discontinued when the new plan goes into effect.



"I hated to see this X-ray go to waste. After all, my Group Insurance paid for it when I was in the hospital last month!"

Touring the Grass Roots Circuit

Without benefit of Hollywood fanfare, a new motion picture has hit the grass roots circuit. Its purpose is not to amuse but to inform. The movie, titled, "You're the Doctor," is part of Ethyl's educational program to help the farmers get better service out of their tractors. The better the service they get, the more they'll use them, our agricultural people deduce. And . . . that means more sales of leaded gasoline for our customers and more sales of "Ethyl" antiknock compounds for us in the long run.

"You're the Doctor," this latest addition to our farm film library, is a training film for and a tribute to the nation's tractor mechanics. With American farmers supplying food not only for this country but a large part of the world, their production is of vital importance. The movie points out that just as the country doctor helps keep "healthy manpower" working on the farms, the tractor mechanic helps keep "healthy horsepower" in operation. The movie shows in detail a number of the steps in the correct servicing of a tractor engine. For a lasting reminder, movie audiences will receive a 32-page pictorial booklet which covers the main points in the precision maintenance story.

In addition to the film, Ethyl is also sponsoring demonstrations which amount to post-graduate courses for mechanics. Conducted by Ethyl tractor engineers from streamlined, mobile classrooms, the demonstrations are a real "how to do it" session for tractor mechanics. Presiding over the demonstrations are Mel Olson and Charlie Welch in the Central Region and Grant Scott in the Southern Region.

The new service program, planned and prepared by the cooperative efforts of the Advertising, Sales and Technical Service people, also includes a "Precision Engine Service" advertising campaign. The current farm program really got under way last summer when 50,000 copies of an instructive wall chart and an accompanying 22-page booklet, "A Good Valve Job Pays," were distributed.

Ethyl's continuing effort toward greater mechanization on the farms started back in the 1930's when George Krieger made history by high-compressing a tractor for a farmer in Illinois. That was the first. Today 95% of the tractors sold in the United States are high compression and use gasoline rather than a lower grade fuel.

Dan Guy, head of the Agricultural Section, believes our current farm pro-



Flexing the hinges of the side canopy during demonstration rehearsals in Detroit are Wally Distler, at work on the far post, and Heinie Mueller and Mel Olson, at the front post. Watching from behind the venetian blinds is Jack Bailie. Al Tandrup and Grant Scott are in the background at left. That's Dick Scales standing in back at right.



Another fine point in precision service is demonstrated by Charlie Welch as he shows an onlooker how to use the valve spring tester.

Here Mel Olson checks the valve seat runout following a grinding job as two mechanics of Newport, Mich. pay close attention.



gram will help the farmer get better service from his tractor. Dan and Punch Pfundstein and Jack Bailie are happy to see the mobile units start rolling and the movie take to the screens. So are Heinie Mueller, head of the Engine Development Section, and Herb Sumner at the Detroit Labs, and Mac McCulloch, sales promotion manager in New York. They've been working on the new service program for about a year.

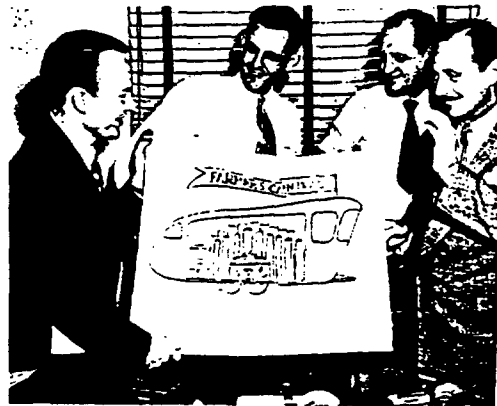
Jack Bailie wrote the booklet "A Good Value Job Pays." Heinie drew up the specifications for the trailers and followed through on their production with Spartan Aircraft in Tulsa. Herb and Mac worked closely with Audio Films in New York, while they were producing "You're the Doctor," with Herb serving as technical expert.

Now that the film is out, Herb continues to serve as liaison between the tractor engineers running the demonstrations and the Detroit Labs.

"You're the Doctor" is being shown through 35 affiliated associations of the National Retail Farm Equipment Association to small dealer-mechanic audiences throughout the country. It is also being made available to farm equipment manufacturers for use in their own dealer service programs.

These showings, along with Ethyl's own Dealer Service Demonstrations at which the film is shown, will reach a large and important group of tractor dealers and mechanics. By helping them to do a better job, Ethyl hopes to help the farmer produce more crops to feed not only America but the war-ravaged countries of Europe.

Grant Scott presents Tech Service men with one artist's (his) conception of the demonstration trailer—calliope built in. Dan Guy, head of the Agricultural Section, gives the sign of approval as he accepts. But Punch Pfundstein (second from left) and Jack Bailie claimed it to hang in a place of honor on their office wall. That's Heinie Mueller, head of the Engine Development Section, standing next to Dan.





Ernie Lange signs up for his 13th contribution to the Red Cross Blood Bank. Here he registers with Veteran Staff Aid Mrs. Benjamin Moritz at the Red Cross Blood Donor Center in Manhattan. Since donors may choose the destination of their contribution, Ernie specified his for the Armed Forces in Korea.

Lifeline to the Front

Every time the clock ticks off two minutes someone in New York City needs a blood transfusion. Multiply this by the needs of the country as a whole, and by the requirements of the fighting forces in Korea. This will give you an idea of the job which the Red Cross Blood Donor program has undertaken.

The program has a three-fold responsibility. Through the Red Cross the vital lifelines of blood must flow to the Armed Forces, to the Civil Defense stockpile and to the hospitals across the country. So far the job has been excellent. At the end of two years of operation, the program has been responsible for 562,505 donations. The quota requested for our fighting men has been exceeded without lowering the reserve needed to meet contingencies at home. But the need continues to grow.

The gift of blood is a priceless contribution to life. There is no substitute for it. Blood means life to the battle casualty, to the disaster victim, and to the ill and injured in our hospitals.

To share your health with a sick or injured person takes less than an hour of your time. It is safe, painless and easy. Any healthy adult between 21 and 60 years of age, or minors at least



Pulse and temperature are taken by Veteran Nurses Aid Marguerite Ernsthil. Several hundred volunteer donors are handled at this Red Cross Center daily by a staff which consists, to a large extent, of volunteer workers.

Mrs. Mary Napolitano, RN, determines the amount of hemoglobin in the blood and takes the blood pressure. Ernie is then passed on to a doctor for a careful examination. These precautions are necessary to protect both the donor and the recipient of the blood.





After a glass of orange juice, Ernie is checked in on the master list of donors and delivered to nurse Charlotte Holland. The blood-giving process is painless. It takes between five and twelve minutes. The body will replace the lost blood in about 24 hours.

18 years of age, with parental consent, may donate. Supporting the Red Cross Blood Program brings protection to your family, your fellow workers, your neighbors. It prevents needless suffering and loss of life.

Under the Red Cross Program donors are allowed to choose the purpose for which their blood is given. And they are protected, because the Red Cross makes blood available for a donor or his family in event of need within one year of time of donation. No charge is ever made for blood donated through the Red Cross.

To discover how the program works, BULLETIN BOARD went with Ethylite Ernie Lange, N. Y. Finance, as he made his 13th donation at the Greater New York Red Cross Blood Donor Center. Ernie gave his blood first in 1942, and has continued with the program ever since. The pictures on these pages show the steps in his trip through the smooth-running, well-equipped Blood Donor Center.

(Other New York office donors include Dottie Hayes, Dot Watson, Betty Beach, Jean Candelora and John Fink.)

Because of the constant supply of blood and plasma shipped to the front lines, thousands of American fighting men have been saved through the miracle of battlefield transfusions. Here, a wounded U. S. Marine reads a letter from home as he receives a transfusion of plasma near a battlefield south of Wosan.



Beneath a poster which shows graphically the final destination of his blood contribution, Ernie relaxes with a cup of coffee and a doughnut. A few minutes later he was on his way back to the office with no ill effects.



At the Detroit Labs 11 Ethylites participated in a local "Whole Blood for Korea" drive. Getting ready to go to Red Cross headquarters are, left to right, Al Breuleux, Jerry Brown, Dave DePree and Hank Hoftezer. Doug Ewen is seated in the front with the Red Cross driver. Other donors not shown here were Don Pulleyblank, Jim Rissman, Bill Adams, Bill Gilpin, Jack McCulloch and Emil Gillig.



Baton Rouge Employees Make Record-Breaking Contribution

A total of nearly \$12,500 was contributed by Ethyl employees at the Baton Rouge plant to the recent March of Dimes campaign.

This record-breaking sum is three times larger than any previous contribution the plant's employees have made to the drive. The large increase is a reflection of the fact that a number of Ethyl employees and employees' children are among the patients re-

ceiving treatment for polio at the Baton Rouge General Hospital.

Three plant groups participated in the drive. The largest group of employees, those who belong to Local 12,900, District 50, United Mine Workers union, raised the major portion of the fund. They collected over \$9,000—more per capita than any other organization in the United States. This represented a 200% increase over previous years. Other groups participating were the Collective Bargaining Agency and the Management Club.

"Words will not express our gratitude to Ethyl employees," stated Mrs. I. E. Lobrano, head of the Baton Rouge chapter of the National Foundation for Infantile Paralysis. "This is a record of which they can be proud."

For Those Things We Take For Granted

Most of us just seem to take these things for granted. But—

"For the rights I have been privileged to enjoy," Arie Van Belle, a 74-year-old janitor who died recently in Long Beach, California, bequeathed \$1,500 of his \$15,000 estate to the United States Government "in order to pay my approximate share of the national debt." Mr. Van Belle came to our country from The Netherlands.

And They Call It "Workers' Paradise"

If you are ten minutes late getting on the job—

If you leave the job ten minutes early—

If you take five minutes too long for lunch:

Each one of these counts as a lost day against you.

When you have missed four such days, your factory supervisor can and will hale you into court. The court can then cut your wages anywhere from ten to 25 percent. If you won't go back on the job, you may be thrown in prison for a six-months' stretch.

This is a new law—in Poland, which the Communists have taken over. They call it "the Socialist discipline of work." And the Reds call Poland a "workers' paradise!"



"I'm afraid you're taking the sign much too literally."

Human Relations Conferences

Today the most important criterion of executive talent in industry is the ability to lead other people. To aid supervisors in developing this executive talent, the Company has held series of human relations conferences for supervisors in Baton Rouge, Detroit, Yonkers and New York.

The series in New York, the last to be held, was completed in February, and was attended by 44 people, who met in four separate groups. All conference groups were kept small so that the meetings could be informal and everyone would have a chance to take part in the discussions.

Ray Faller, the conference leader, started off the first in the series of four sessions by presenting seven fundamentals of human relations, which, he pointed out, everybody knows but may at times forget. They are:

1. Treat each employee as an individual
2. Make the best use of each employee's abilities
3. Tell each employee how he is getting along (in private)
4. Give credit when due (in front of associates)
5. Tell employees in advance about changes that will affect them
6. Be sure you keep your promises
7. Use authority judiciously

"The Golden Rule is always a good thing for supervisors to remember," Ray said in summing up these points.

He next presented a procedure for handling any job problem. It consists of five steps which he explained.

During the last three sessions specific case histories were presented and discussed. The supervisors tackled the problems presented and figured out how they would try to solve them. In



Ray Faller, manager of training, was leader of the human relations conferences held in Baton Rouge, Detroit, Yonkers and New York.

every case that was considered there were complicating factors and extenuating circumstances involved, which made the problems knotty.

"But then any problem in human relations is bound to be complicated," Ray pointed out, "because people are so complex. They're all different, they're all strictly individual and no two will react the same to a given set of circumstances. Just as their hopes, ambitions, interests, and sense of values vary, so their actions and reactions vary. To know how to help a person make the best use of his abilities the supervisor must understand what makes him tick, know what latent talents he may have, what his goals are. The supervisor must face problems squarely, analyze them carefully and handle them diplomatically to keep the people in his group working harmoniously and happily together."

For the perfect supervisor the wisdom of Solomon, the diplomacy of Benjamin Franklin, the insight of Abraham Lincoln and the leadership of Dwight Eisenhower would be great assets. Although the Ethyl supervisors who attended these human relations conferences may not have all these qualities, most of them feel that as a result of the meetings they are equipped to be better supervisors, and have requested more conferences of this type.

Across the Resident Manager's Desk

EDITORS NOTE: This column is reprinted from the current issue of THE ANTIKNOCK, plant publication at Baton Rouge, as we believe it will be of interest to all Ethyl people.

We all know that the coming months will bring many additional changes in our daily lives. Our nation's huge defense program is swinging into high gear. More shortages and further controls and restrictions seem to be ahead, so do higher taxes.

All these things will affect us as breadwinners, consumers, and investors. Of course, the degree to which they affect us will depend upon our individual circumstances.

No one can say definitely that inflation will continue for several years. Nor can anyone say that we'll soon have a recession.

However, we can look at past performances and judge, with a fair degree of accuracy, how things are going. For the past ten years prices have gone up and the value of the dollar has gone down. Our nation's re-armament program and foreign aid program promise to keep production up for some time, although we as consumers may not be able to buy all the things we want. Employment is at an all-time high. So are wages. All indications—all these factors—point to continued inflation for several years. So—let us assume this true.

What can we do about it? This is the \$64 question. There is no pat formula which can be given which will guarantee us against financial hurt during these inflation years.

There are some things we should have and can do which will make our financial future secure, come inflation or recession. These are:

- (1) We should have a secure job.
- (2) We should have a family budget and we should stick to it.



Clint Bond, resident manager in Baton Rouge.

- (3) We should build a "cash reserve" to meet emergencies.
- (4) We should invest surplus cash or savings in property which will retain a relative value.

First, let's look at No. 1, "job security." All of us know that Ethyl is producing a compound which is essential to the production of better gasolines. That we've done a good job is evidenced by our high standing in the oil industry today.

Our Company will always take every step possible to better our position in the competitive field. With the continued cooperation of each Ethyl employee it will continue to be "good business" for the oil refineries to use our antiknock compounds.



As long as you and I and all of us work for the efficient production of "Ethyl" antiknock compounds, Ethyl pay will remain above average, so will working conditions, and we need have no fear of our "job security."

No. 2, "the family budget." This is the most important step we ourselves can make in guarding against financial difficulty. It doesn't do any good to gripe about high prices—and let it go at that. We must determine what percentage of our income we can afford to spend on any item, or group of items, and we must stay within this budget.

Government economists, in making up the so-called cost-of-living index, estimate that the average person of modest means spends the following percentages of his income on various living expenses:

Food	40.0%
Rent	13.1%
Clothing	11.7%
Fuel, etc.	5.3%
Home furnishings	4.5%
Miscellaneous	25.4%



As a practical matter, everyone's living expenses are different, depending upon his personal circumstances. But, these percentages may be used as a guide. Obviously, there should be some arrangement for regular savings. If there are only two people in the family unit, savings could come out of the percentage spent for food. Otherwise, the savings may come from the 25 percent listed under miscellaneous. It is essential, though, that we save a portion of our monthly earnings.

This brings up No. 3. Every family needs a "cash reserve" to take care of any emergencies which arise. We can build this reserve by investing a portion of our earnings regularly in something which is secure, and pays interest—something which can be readily turned into hard cash when the emergency arises. Our Ethyl Employees' Federal Credit Union and Government bonds are two such good investments. There are others.



When we have our "cash reserve" built up to the proper size—again depending upon the size of our family and individual circumstances—we should begin work on Point No. 4, investing in property which will retain a relative value through the years.

As we reach this phase, we are beginning to make a place for ourselves—we are "getting ahead"—building for our own future and our family's future. A home, a small business, or a farm are excellent investments provided we use care in making our selection.

These four things—job security—a family budget—a cash reserve—and some real property—all deserve our close consideration.

With Ethyl we have job security as long as we give a "day's work for a day's pay." If we plan our expenditures and follow the other suggestions our financial future will be much more secure.

C. W. Bond
Resident Manager



What We Do and How We Do It Interests Many



A group of 33 mechanical engineering students from Michigan State College. These engineers made the tour to observe the equipment and methods used in Ethyl research and development projects directed toward improvement of fuels, fuel additives and engines. Ethyl guides for the tour include Ted Carron, George Thomson, Art Hawkes, Earl DeWitt, Jim Hughes and Art Zeitz.

Through the white-columned doorway of our Research Laboratories in Detroit pass important industrialists, great scientists and tomorrow's men of science. These guests come from all sections of the country and frequently from foreign lands. They range from young high school students who have been granted a day's reprieve from their Bunsen burners and books to top-ranking men from the fields of chemistry and engineering. They come to inspect the labs' modern facilities and special equipment, to observe research methods in operation, and to study the latest developments in fuels and engines.

The common denominator of the labs' visitors is an interest in chemistry and engineering. Otherwise they are a varied group. Last October we were host to a group of 11 army officers from Brazil. Their mission was to

study American methods of automotive maintenance. Quite a contrast to the young members of a local high school science club who had made the rounds several months before.

Several university student groups made the tour last year as well as high school lab assistants from nearby towns. Two SAE groups came to call, including 110 members of the Detroit Junior Section. In addition, the roster of 1950 guests includes U. S. Army personnel, American Chemical Society convention delegates, oil company representatives and members of the local press.

With labs' personnel as guides, the visitors are taken on a complete tour of Ethyl's principal research establishment. They visit the workshops, and the chemical, aeronautical and engineering laboratories. Frequently they are served lunch in the labs' cafeteria.

A visit to our Detroit Labs was included in the itinerary of 11 Brazilian Army officers who were in the States to study automotive maintenance in our large automotive, commercial and research concerns. They were guided through the labs by Idan Flaa, Al Tandrup, Dick Scales, Ted Carron and Chuck Shepherd. Ethyl hosts shown here (in civilian clothes) are Idan Flaa and Chuck Shepherd, at the back table; and Dick Scales in the foreground.



Although it isn't possible to handle all the groups who seek permission to go through our research center, the Company puts out its welcome mat as often as it can. Through this policy of opening its doors to the public, partic-

ularly the student groups, the Company stimulates a long-range interest and appreciation for the work its chemists, engineers, and technicians are accomplishing on the problems of engines, fuels and lubricants.



Nineteen members of the merchandising department, Standard Oil Co. (Ohio) visited the labs to inspect the facilities and discuss mutual problems. Ethyl men shown above are Dick Scales, Dick Sneed, Al Bingham, Ed Paige, Punch Pfundstein, Casey Jones, Heinie Mueller and Dan Guy.



Called to the Colors

Gilbert de Malvilain, machinist at the Yonkers Gasoline Testing Lab, has been called to active service with the Air National Guard. He reported on March 1. Gil joined the U.S.A.F. in 1939, and served in Iceland, England, and France. He was awarded the Air Force Distinguished Service Award for designing and building special machines and tools. Gil was discharged in October 1945, and came to work for Ethyl four years later.

Who Knows What's Next—Not Ed



Jovial Ed Enoch, whose infectious grin and constant quip are familiar to everyone in the New York office, never knows what he is going to be doing next.

It may be books, it may be bandstands, or it may be baseball caps.

It falls to the lot of Russ Weston's Advertising Department to plan and produce presentations, booklets, displays, exhibits and other promotional material for all the departments throughout the Company. Producing them is Ed's business.

"I guess I'm sort of a roving cowboy without portfolio," Ed laughs, thinking back over the wide variety of jobs he has handled since he came with the Company in 1943 to assist Ralph Champlin. "I never know what will land on my desk next."

A look at Ed's desk would convince you that **EVERYTHING** lands on it. It is really an amazing profusion of proofs, papers and paste pots. Yet Ed has an uncanny knowledge of its contents. He can unerringly extract the paper he is looking for from under six

layers of assorted material without disturbing a thing—a technique developed from over 25 years in the advertising business.

At his well-known paper-laden desk, Ed Enoch confers with a printer. Ed sometimes has as many as 68 calls in a day, and once had 40 callers. Some day he's going to keep tabs on the number of messengers who stream into his office bringing proofs from some 30 printers and engravers throughout the city.

layers of assorted material without disturbing a thing—a technique developed from over 25 years in the advertising business.

Since 1946 Ed has served as advertising assistant under Russ Weston. Specifically, he handles all production for the Advertising Department except the space advertising and acts in a service capacity for many of the other departments of the Company.

A large proportion of the printed material used throughout the Company goes across his famous desk. He designs and produces books, pamphlets, technical presentations, charts, displays and exhibits of all sizes and types for Ethyl folk from Baton Rouge to Detroit.

This usually means that Ed is working on about eight or ten jobs at the same time—sometimes as many as 15.

Ed points out one of his recent projects—"Good News About Gasoline Value" which was produced for the Public Relations Department. All the varied jobs shown in this display represent work put out by the Advertising Department for the use of other departments in the Company as a special service to them.



Since he does business with about 30 suppliers—printers, engravers, artists, etc.—his working day is a combination of ringing phones, persistent salesmen, and perpetual messengers. Convinced that he must be setting some sort of a record for interruptions, he kept track one day. By the time 5 p.m. had rolled around, he had chalked up 68 phone calls and 40 salesmen!—

Representative of the scope of his projects are the current batch. In the works at the moment are three handbooks for Public Relations, a Sales Department folder, a book on tetraethyl lead by Earl Bartholomew, a series of new feature heads for *The Antiknock*, a passenger car data book, and the quarterly Gasoline Quality Survey.

Ed's jobs have varied from securing

100 Yankee baseball caps for visiting Baton Rouge Boy Scouts to supervising the building of bandstands for the Army-Navy "E" award in Baton Rouge. One of his favorite projects was helping with the production of a unit for the Safe Handling of Gasoline display. This required a model of an actual service station. The model appeared to explode with a puff of smoke. When the smoke cleared, a charred ruin remained. The secret of this display, which intrigued audiences all over the country, was simple. The model was merely flipped over behind the smoke screen.

Born in Philadelphia, he studied architecture at the University of Pennsylvania and Drexel Institute. He later went to New England where he remained until he came to Ethyl.

Ed is never happier than when he is making something. He is particularly skillful in woodworking, and his New Rochelle home contains many examples of his work. He is married and has a daughter and a married son who is based with the Army Air Forces in Japan, and frequently flies on missions to the fighting front in Korea.

Here the delegates pose as they wait for discussion to begin. Far row, from left are Punch Pfundstein, Ed Ellerbe, Jimmy Zars, Frank Devore, Grant Scott, Jack Bailie, Al Tandrup and Harry Toulmin. In the center row are Ed Paige, Dick Sneed, Casey Jones (on Dick's right), Frank Jobes, Preston Berry, Don Hornbeck, Herb Sumner, Jack Laubach and Doug Baker. In the foreground are Wally Distler and Bill Polacheck. This picture was taken while the Central, Southern and Canadian (Ethyl Antiknock, Ltd.) Regions held their sessions



Waiting for the next course to arrive are, from left, Ed Paige, Herb Sumner, Art Zeitz, Marv Russell, Al Basye and Glen Grant. Fritz Mercer and Harry Manning are in the foreground.



AUTOMOTIVE

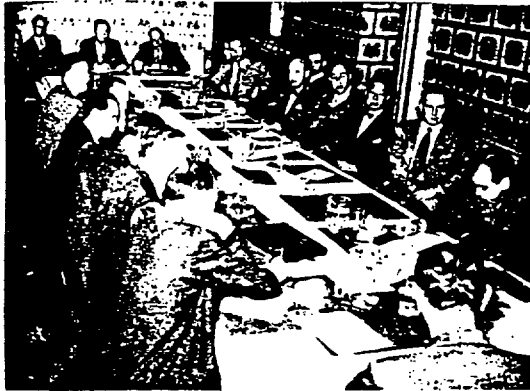
The third annual conference of regional automotive engineers with members of the Research Laboratories' Technical Service Division was held January 16-19 and 23-26 at the Dearborn Inn, just outside Detroit. The sessions were held in Detroit for the first time this year, instead of out in the regions as they have been in the past.

Purpose of the conferences was twofold: 1) to review technical developments of the past year as they affect our business and 2) to provide an opportunity for a full discussion of field problems and stimulate an interchange of ideas for their solution.

Men from the Eastern and Western Regions gathered in Dearborn on January 16 for their four-day conclave. The following week the Central, Southern and Canadian (Ethyl Antiknock, Ltd.) groups came in for similar sessions.

The program included talks by members of the Technical Service Division, individual conferences and a

Enjoying food and fellowship together are, facing camera, Frank Elliott, Jack Bailie, Bob Kimpton, Harry Manning, Fritz Mercer and Punch Pfundstein. The backs in foreground belong to Glen Grant, at left, and Al Basye.



Pencil and paper ready and water pitchers filled, the men are snapped during one of the sessions at Dearborn Inn. Clockwise around the table are, from left foreground, Bob Hogan, Harry Manning, Glen Grant, Harry Toulmin, Jack Bailie, Spike Speaker, Frank Elliott, Bob Kimpton, Art Zeitz, Ray Wyrick, Casey Jones, Dick Scales, Dan Guy, Ed Paige, Bill Quigley, Marv Russell, Punch Pfundstein, Fritz Mercer, Larry Blatchford, Gil Way, Al Tandrup, Al Basye and Heinie Mueller's back.

CONFERENCE

tour of the laboratories. Dick Scales, director of technical service, welcomed the men and outlined the points to be covered in the meetings. Casey Jones discussed recent passenger car developments; Ed Paige reported on Ethyl's Selective Study of Commercial Fleets; Punch Pfundstein outlined the new agricultural program; Heinie Mueller reported on engine development activities; Mike Remondino and Dick Sneed (alternately) summarized the work now in progress at the Research Laboratories. The rest of the time was devoted to a discussion of specific field problems as presented by the regional automotive engineers.

On the final day the visiting engineers toured the labs. Among the points of interest were the Lashograph demonstration conducted with a Reo truck engine by Herb Sumner, of Tech Service, and a demonstration of the glass intake manifold in operation, staged by Art Huffman, of Engineering Research Operations.

A table of refreshments makes a pleasant interlude between sessions. Left to right in the group above are: Mel Olson, John Fischer, Preston Berry, Dan Guy, Grant Scott, Carl Bartholomew, Dick Sneed and Oscar Lewis.



The four-day conclaves brought men from all over the country together. Here, Bob Douglass, left, of the Southern Region, talks over notes with Frank Huyler, center, of Ethyl Antiknock, Ltd., and Casey Jones, Detroit Labs.





The wisdom and serenity gained through 90 years of living are mirrored in the faces of Mr. and Mrs. Edwin Elmer Neal of Keota, Iowa. This remarkable couple, who are the grandparents of Herb Neal, Detroit Labs, recently celebrated their 70th wedding anniversary.

Herb Neal, research chemist at the Detroit Labs, has been married for 19 years. That's a pretty good record already, but if he follows in the footsteps of his grandparents, his married life has just begun! He can look forward to at least another 50 years.

Herb's grandparents, Mr. and Mrs. Edwin E. Neal of Keota, Iowa, are the pride of the Neal family. A remarkable old couple, they quietly marked off their 70th wedding anniversary on December 30.

The family had a party in honor of the occasion with both sons of the honored couple on hand for the event. Herb's father, Roland Neal, a chemistry professor at Drury College, came from Springfield, Mo. to attend the celebration. Paul Neal, a Des Moines realtor, flew over to Keota in his private plane. Also present were other relatives and friends.

The years have passed swiftly since the winter day in 1880 when Samantha Elizabeth Glaze became the bride of Edwin Elmer Neal. During those years they have planted firm roots in the soil of Iowa, which lured Edwin's grandfather to make the trek from Allegheny County, Pa. in 1838.

For more than 60 years the Edwin Neals have lived in Keota. Here their two sons, Roland and Paul, grew up. And here Samantha and Edwin Neal, still live, surrounded by familiar scenes and lifelong friends. He was actively in business as a photographer until two years ago when he retired.

Healthy and active despite their age (Mr. Neal was 94 last month; Mrs. Neal was 90 in January) they live alone in their Keota home. Although the days pass more slowly since Mr. Neal retired, they find plenty to keep them busy. Sturdy and



Third and fourth generations. Here are five of the Edwin Neals' 14 great grandchildren. This picture shows Herb and Ida Neal and their five offspring at Christmastime 1949. Left to right are: Susan, 8, Herb, Marcella, 5, Ida, David, 2, and James, 15. That's 18-year-old Herb, Jr. looking over his father's head.

strong as the pioneer stock from which they came, they still do all their own work, even to firing the furnace and caring for the house and grounds. Every year they plant several acres on which they produce fruits and vegetables in their beloved Iowa soil.

Milestones

Anniversary congratulations are in order this month for 14 Ethylites from Detroit, Yonkers and New York who received service awards and emblems.

Fifteen Years

Edward Kurt, Detroit Labs, and William Trelease, Eastern Region Sales.

Ten Years

Emerson Ide, Detroit Labs and Fred Ramin, Yonkers Gasoline Testing Laboratory.

Second generation—Dr. Roland Neal (Herb's father) is an enthusiastic amateur photographer, following in his father's footsteps. Mr. Edwin Neal was a professional photographer until he retired two years ago. Dr. Neal is a professor by profession—he teaches chemistry at Drury College in Springfield, Mo.



Grandson Herb finds Michigan soil quite satisfactory for his gardening. How it will affect the Neal record for longevity remains to be seen. Herb is still going strong but feels it is a little early to make any predictions about beating his grandfather's record.

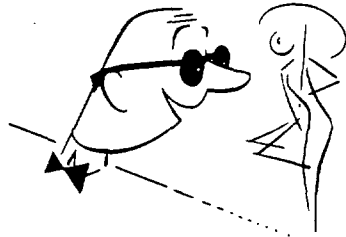
Five Years

Theodore Carron, David DePree, Eugene Hill, Mitchell Kapron, Stella Shafer and Melvin Wood, Detroit Labs; Ruth Hall, Ernest Lange and Frank McNally, N. Y. Finance; Thom Yates, New York Public Relations.

Shift Key

John Renfroe has been transferred from Baton Rouge to the Tulsa Gasoline Testing Laboratory where he replaces Deane Birkes as deputy manager.

Margaret Gee is filling the new post of librarian in N. Y. Publicity. She moved up from the Mailroom.



EYE, EYE, SIR

If you don't take proper care of your teeth, you can always get a new set. But your eyes are different. You only have one pair and they must last you through life. They're pretty important, too, since about 83% of all impressions you receive come through your eyes.

Probably no other sense is so vital to human happiness as vision, yet millions of people are largely ignorant of the proper care of their eyes. Wrong habits of reading and study, improper posture, and poor lighting lead to eye fatigue, eye strain and defective vision. Most of this could be prevented.

March 5 to 11 was set aside this year as National Save Your Vision Week. So this is an appropriate time to take stock of your eyes and see if you have been mistreating them.

DO have your eyes examined periodically. This is important since about 53% of all office workers have visual difficulties which will handicap them unless they are corrected.

DON'T assume that the glasses you have been using for some time are suited to the close work your job demands. Find out.

DO watch the lighting. Good lighting should be bright enough for clear seeing. It should be shaded so as to prevent glare and yet not throw shadows on your work. Your working area

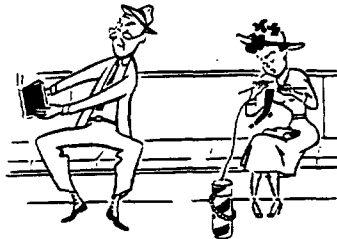
should be bathed in light so you don't look up into darkness.

DON'T delay your visit to the doctor if you don't feel up to par for any length of time. Headaches or other trouble signals may mean eye fatigue. The doctor is better equipped than you to find out.

DO remember that your eyes share your body's ups and downs. The habits that help you stay healthy generally help to keep your eyes in good shape. That means the right kinds of food every day, including a good breakfast, eight hours of sleep most nights and some regular exercise in the fresh air and sunshine.

DON'T put off getting glasses because you think they are unattractive. With such a variety of styles and shapes to choose from, you can find a pair that suits you. And certainly glasses would be an improvement over a near-sighted scowl. Glasses don't weaken your eyes. Neither do they strengthen them. But if you go without glasses when you need them, you will probably tire your eyes and make your vision worse.

The three common visual defects, farsightedness (hyperopia), nearsightedness (myopia) and astigmatism are caused by an imperfection in the structure of the eye. Properly fitted glasses can usually correct all three conditions.



Welcome to Ethyl

... in Chicago ... in New York



Barbara Heim, secretary to Deane Birkes, Chicago office ... comes to Ethyl from the Katharine Gibbs school in Chicago ... a native of the "Windy City," she won a scholarship to the University of Chicago ... interested in dramatics, dancing, reading, also tennis and badminton.

Florence Ludwig, messenger, N. Y. Finance ... Brooklyn-born ... attended grammar and high schools in Queens ... graduated with a commercial degree in 1948 ... married ... commutes from Pelham, N. Y. ... special interest: raising poultry on parents' farm in Connecticut.



Alice Rhodes, secretary to Jack Maynard, Chicago office ... formerly worked for Ingersoll Steel ... Chicago-born ... attended Northwestern University evening school ... belongs to Newman Club and Y.W.C.A. ... enjoys dancing and collecting snapshots ... lives with parents.

Donna Martwick, messenger, N. Y. Mailroom ... hails from Plainfield, N. J. ... graduated from Dana Hall in Wellesley, Mass. ... spent two years studying drama at Harcum Experimental Theatre in Bryn Mawr, Pa. ... belonged to Philadelphia musical comedy & theater group.



... in Tulsa



William Andreae, field representative, Southern Region, Tulsa office ... B.S. degree from University of Tulsa in 1949 ... member of Phi Gamma Delta fraternity ... served in Marine Air Corp in Pacific during W. W. II ... hobbies include golf, swimming & bowling ... married.

Edna Vorwerk, N. Y. Stenographic ... born in Jamaica, L. I. ... graduated from high school in St. Albans, N. Y. ... formerly worked for U.S. Steel Corp. ... lives with parents in Hollis Woods, N. Y. ... belongs to Hollis Civic Assoc. ... particularly enjoys swimming, tennis, driving.



Dolores Bennett, receptionist in Tulsa sales office ... Oklahoma-born and reared ... recent graduate of University of Tulsa where she belonged to the honorary secretarial and scholastic fraternities and Phi Mu ... enjoys playing piano and organ, and several spectator sports.

Ed Ellerbe, fleet engineer, Eastern Region ... returns to Ethyl after a three year absence ... born in Panama Canal Zone ... reared in South Carolina ... B.S. from Clemson College (S.C.) ... formerly worked as fleet engineer in Southern Region ... married ... has two daughters.



... in Philadelphia

... and in Detroit



Robert Aiken, dynamometer operator, Automotive Research . . . Detroit native . . . educated in Ferndale, later attended Henry Ford Trade School . . . comes to Ethyl from Ford Motor Co. . . . veteran of Army and Merchant Marine service . . . hobby: working with motorcycles.

Ada Nadeau, cafeteria assistant . . . native of Massachusetts . . . attended high school in Whitinsville . . . has worked in Detroit since 1930 . . . comes to Ethyl from an A & P cafeteria position . . . married . . . has one son, Wilfried, 15, who is her principal interest and hobby.



Thomas Coffield, research chemist . . . Detroit native . . . awarded Ethyl and Research Corp. fellowships to Wayne University . . . pledged to chemistry honorary . . . earned M.S. in January . . . served two and one-half years in U.S. Army . . . married . . . ACS member . . . golfer.

James Retzloff, research engineer at the labs . . . hails from Indiana . . . earned B.S.M.E. and M.S.M.E. from Purdue University . . . belongs to SAE and ASME . . . spent two years in the U.S. Army . . . married, has a son, Mark, two, and a daughter, Susan, one . . . lives in Detroit.



Lillian Imperi, secretary in Administration. Michigan-born . . . earned B.S. in Chemistry from Marygrove College, Detroit, in June . . . elected to scholastic and activities honorary . . . veteran of 17 months service with WAC . . . interests: sewing, reading and photography.

William Worthington, multilith operator, Information Division . . . born in Colorado, grew up in California . . . spent four years in U.S. Army . . . comes to Ethyl from a Civil Service position . . . married, has a son, Kenny . . . hobbies: sleeping and photography.



William Johnson, cafeteria attendant . . . born, reared and schooled in Philadelphia . . . until he joined the army in the thirties, music was his vocation . . . comes to Ethyl from Hotel Detroit . . . married, has three grown children . . . hobbies include music and spectator sports.

David Zutaut, laboratory technician, Chem Research . . . hails from W. Va. where he grew up with eight brothers, and three sisters . . . U.S. Navy veteran . . . earned B.S. from W. Va. University in June . . . interested in photography and sports . . . enjoys constructing model aircraft.



Accident Rate Drops 46% at B. R. Plant

Ethyl employees at the Baton Rouge Plant put 1950 on record as one of the safest years in Company history.

They lopped a sizeable 46% off the accident frequency rate for the year and recorded only three time-losing injuries for each million man-hours worked.

A recent Safety Office summary showed that only 22 major injuries occurred last year as compared to 37 in 1949. This is a decrease of 41%. Even more impressive is the 46% decrease in accident frequency.

"With our plant employment at an all-time high of 3800, accident frequency is the real key to our improved safety record," Safety Supervisor Carroll Hebert stated. "Our '49 frequency was 5.64 and our '50 frequency was only 3.04.

"This means that only three time-losing injuries occurred for every million man-hours worked," he pointed out. He explained that a time-loser is an injury which causes an employee to lose one day's time or more, and added that each man injured last year has returned to work.

The highlight of the 1950 safety program came on September 25 when plant employees set a new record by completing 68 days, or 1,345,969 man-hours without a time-losing accident.

Did you know that some baseball players soak their bats in oil all winter? They've found that oil fills chinks and cracks and strengthens the wood. They believe it makes for solid hits, better distance, and more bases. One National Leaguer soaked 16 bats in oil during last winter in order to get ready for the current season.

**don't gamble
with
fire-**



**keep plenty of large
ash trays around**



never smoke in bed



throw out rubbish



**don't abuse
electrical appliances**



check your chimney

**the odds are
against you!**

Extra-Curricular

Marty Alspaugh & Cap Hall

Marty Alspaugh and Cap Hall, of Automotive Research, Detroit Labs, discussed "Road Antiknock Performance of Gasoline" before the Mid-Continent Section of the SAE at Tulsa, on February 20.

Jack Bailie

Jack Bailie, of the Agricultural Section, Tech Service, Detroit Labs, spoke before an audience of several thousand during Michigan State College's annual Farmers' Week held at East Lansing in January. Jack's topic was "Things to Come in Farm Tractor Engines."

Earl Bartholomew

Earl Bartholomew, general manager of research, has been elected secretary of the Engineering Society of Detroit. Earl is also serving his first year of a three-year term as director of the society, is a member of the finance committee and serves as a sponsor and board representative of the publications committee.

Al Bingham

Al Bingham, account representative in the Central Region, was recently elected first vice president of the Petroleum Club of the Cleveland Chamber of Commerce. Al is serving a three year term on the Board of Directors. For the past four years he has been chairman of the hospitality committee, and also heads the program committee. (See picture, page 6.)

Steve Henry

Steve Henry, manager of plant and employee services, Baton Rouge Plant, was the featured speaker at a dinner meeting of the University Methodist Men's Club in Baton Rouge on February 12. His topic was "Getting Things Done Through People." An active worker on community projects, Steve was recently appointed a member of the Baton Rouge Community Chest Board of Directors.

Ellis Locher

Ellis Locher, manager of safety services, discussed tank cleaning at the 17th annual Philadelphia Regional Safety and Fire Conference. His talk, given during the afternoon session on February 7, was sponsored by the Atlantic Division, Petroleum Section, of the National Safety Council.

Ed Paige

Ed Paige, Tech Service, Detroit Labs, addressed the Denver section of the SAE on February 6. His subject was "Some Fundamentals of Exhaust Valve Operation."



Mike Porch, right, receives the Silver Beaver citation and a hearty handshake from Frank Tham, of Esso Standard, a close friend and fellow award winner.

Mike Porch

Mike Porch, safety engineer at the Baton Rouge plant, was recently awarded the Silver Beaver for outstanding service to boyhood. Highest award given by the national Boy Scout Council to a volunteer worker in a local council, the presentation was made at the annual meeting of the Istrouma Area Boy Scouts. Mike has been a scout leader in the area for over ten years, as well as troop committeeman, district committeeman and member of the executive board. (See picture above.)

Herb Sumner

Herb Sumner, Tech Service, Detroit Labs, spoke on "Valve Rotation" before the Buffalo Section of SAE on February 15. Herb has delivered similar talks before the Cincinnati and Boston sections of the organization.



Herb Sumner



They're Married

Detroit

Mary Winsor Orr became the bride of Leland Earl Bartholomew, son of Ethyl's General Manager of Research Earl Bartholomew, on Friday evening February 2. The ceremony took place in the Bushnell Congregational Church in Detroit. Following a reception at the Plum Hollow Golf Club, the couple left on a wedding trip. They live at the Forest Plaza apartments in Ann Arbor, Mich.

— New York

Catherine T. Radigan was married to John R. Cummings on Saturday morning, January 27. The nuptial mass took place at 11 a. m. at St. Pius Roman Catholic Church in the Bronx, N. Y. Following a wedding reception at the Bronx Irish Center, the couple left for a two-week honeymoon in Miami Beach. They now live in Astoria, L. I. John is a clerk in N. Y. Order and Shipping.

Mr. and Mrs. John R. Cummings

Recent Arrivals

Detroit

TED and JO ANNE CARRON—a daughter, Christine Anne, born January 31 at Harper Hospital in Detroit. Weight: seven pounds, twelve ounces. Ted is a chemical engineer at the Detroit Labs.

ALGRID and NANCY PAULS—a daughter, Patricia Mary, born February 1. Weight: six pounds, two ounces. The Pauls have two other children—Roger, five, and Lucinda, three. Algrid is a dynamometer operator in Engineering Research.

PUNCH and JANE PFUNDSTEIN—a daughter, Kathy, born January 22 in the New Grace Hospital in Detroit. Weight: eight pounds, ten and one-half ounces. Kathy has a two-year-old brother, Donny. Punch works in the Technical Service Division at the Detroit Labs.

New York

DON and KAY FORSDICK—second son, Gregory Knox, born February 11, in Greenwich, Conn. Weight: five pounds, nine ounces. Don is in the Eastern Region, New York office.

BILL and LORAIN PERDUE—second son, David King, born February 15 in New York Hospital. Weight: seven pounds, nine ounces. David's brother, Peter, will soon be two years old. Bill is Counsel for the Company.

They're Engaged

Detroit

Don MacDonald, of the Detroit Labs, to Theodosia Davis, of Bloomfield Hills, Mich. Don, who came to Ethyl as an engineer-in-training in August, 1949, was recently appointed an engineer-writer in the Information Division. A June wedding is planned.

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BULLETIN BOARD—MARCH

ETC 12860

Our Contributing Editors the EYES and EARS of ETHYL

Ann Selfridge, our pretty, vivacious contributing editor from the Dallas office, can knock out her Bulletin Board scoops on a brand new streamlined portable typewriter from now on. Ann is still pinching herself, but she's not dreaming. She is the winner of an essay contest sponsored by a New York publisher.

Last March Ann entered the contest which was held in connection with the publication of "Writing for Love or Money," edited by Norman Cousins. The months rolled by, but she heard nothing about her entry. So you can imagine her surprise when a letter arrived the middle of January announcing that her essay on "How Writing for Love or Money Has Helped Me in My Writing" was the unanimous choice of the judges. The new typewriter was her prize.

Ann's life began in Okmulgee, Okla. She recalls a pleasant childhood there, the only dark spots being her reluctant appearances in piano recitals. She later continued her musical studies at the Oklahoma College for Women in Chickasha.

Ann's friends were probably less surprised than she at the news. They know her as a friendly, competent person with a wide variety of talents, interests and activities. Her interest in writing has led to her hobby of collecting first issues of magazines. An adventuresome gal, she once took flying lessons. Ann is an active member of the Rambouillet Club, a lecture group, and is serving her second term as corresponding secretary. Her latest project is teaching a Sunday School class of 10-year-old girls at the First Presbyterian Church in Dallas. ("They



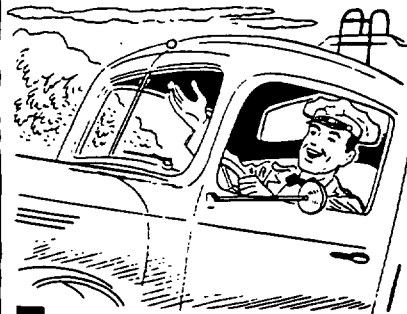
Ann Selfridge, *Bulletin Board* correspondent in Dallas, receives a portable typewriter from George Frymire, regional manager of the Underwood Corp. Holding the case is Sam Hawarth, Dallas office manager for Underwood. Ann won the typewriter for her essay on the book "Writing for Love or Money."

invariably ask me questions I can't answer, though," she confesses.)

Being born and brought up in an oil state, it isn't surprising that her first job was with the Independent Petroleum Association of America. During the war she worked for Spartan Aircraft, later moved to a secretarial post at the Gulf Oil Corp. She joined Ethyl in 1945 as secretary to Harold Berg in the Tulsa office. When Harold was sent to Dallas the following year, Ann packed her bags and went along. The only disturbing thing about the move was the loss of her collection of first issues. They got thrown out as old magazines.

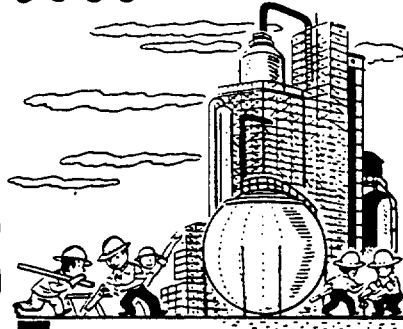
Girl Friday for the Southern Region staff in Dallas, Ann received her Five-Year pin in January. She has been Bulletin Board reporter for the Dallas Sales office ever since it opened.

OIL QUIZ....



1
MOTOR VEHICLES OPERATED BY THE OIL INDUSTRY ATTAINED AN ENVIABLE SAFETY RECORD IN 1949. HOW MANY MILES DID EACH AVERAGE WITHOUT AN ACCIDENT?

- A - 500 B - 75,000
C - 10,000 D - 200,000



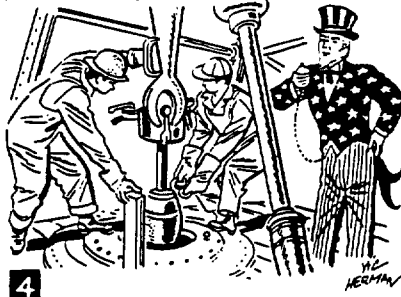
2
HOW MUCH DID OIL COMPANIES INVEST IN 1950 TO EXPAND AND MODERNIZE FACILITIES TO PROVIDE MORE OIL FOR AMERICA?

- A - \$50 MILLION C - \$1 BILLION
B - \$500 MILLION D - \$2 BILLION



3
MUD IS A VITAL OIL DRILLING TOOL. IT COOLS THE BIT, FLUSHES OUT ROCK CUTTINGS AND HELPS SEAL THE HOLE WALLS. HOW MUCH DID OIL COMPANIES SPEND ON MUD FOR EACH OF THE

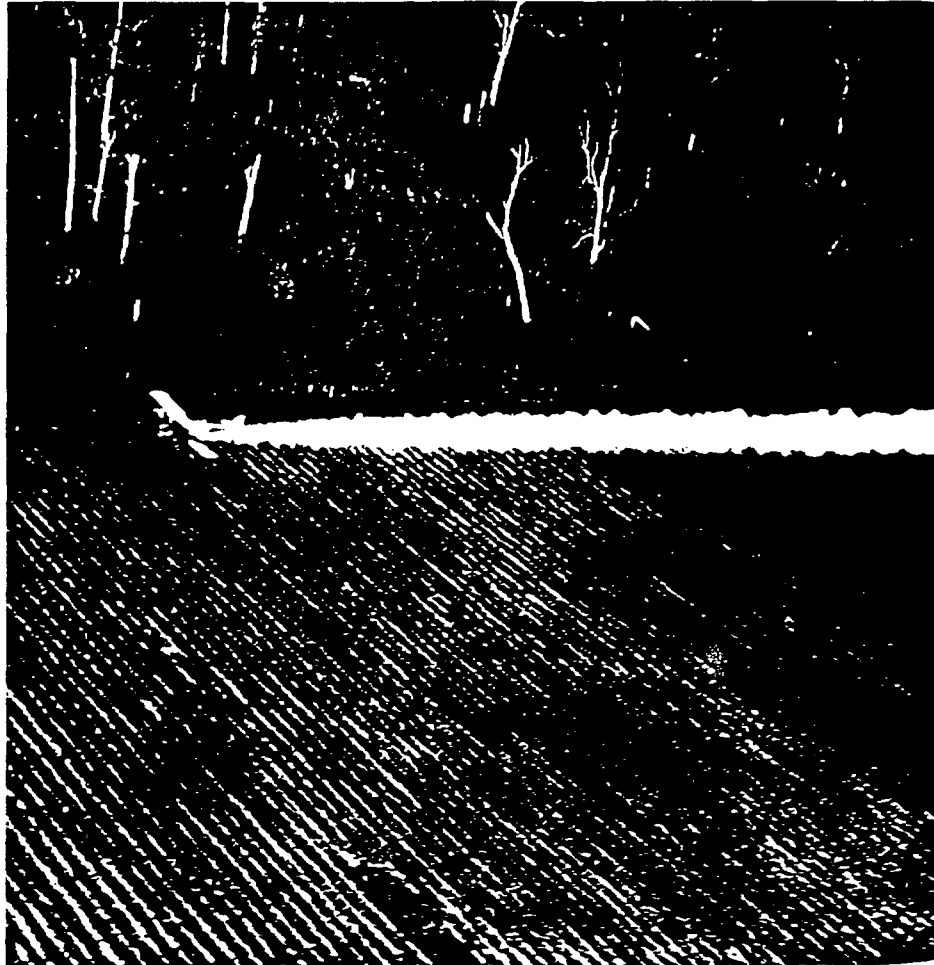
138 MILLION FEET DRILLED IN 1949? A - 25¢ B - 5¢ C - 1/2¢ D - \$1.10



4
THE MEN WHO DRILL AMERICA'S OIL WELLS WORK ROUND THE CLOCK. ON THE AVERAGE, HOW OFTEN IS A NEW PRODUCING WELL BROUGHT IN?

- A - 23 MINUTES
B - 11 MINUTES
C - 30 MINUTES
D - 55 MINUTES

ANSWERS
1. B 3. A
2. D 4. A



This month, while midwestern states were freezing under the blasts of a record-breaking March blizzard, Texas farmers in the Rio Grande Valley were busy with their Spring planting. Among the biggest problems of farmers are the hordes of insects which annually threaten to destroy their crops. To combat them, the farmers have at hand a whole armory of modern chemical weapons. One of the most effective insecticides against cotton pests is benzene hexachloride, more often called BHC. Our Baton Rouge plant is an important producer of this knockout powder for pests. Mixed with other bug killers in a "cotton dust," BHC is dusted on the crops by plane, as shown in the picture above, to control the boll weevil, aphid, flea hopper, thrip and other cotton destroyers. BHC will kill off boll weevils and other harmful pests within a matter of hours—and thus help a farmer to obtain maximum crop yields. Thanks to the new organic pesticides, plus such new and better fertilizers as anhydrous ammonia, made by the oil industry, it is now possible for farmers to produce twice as much cotton per acre. Last year, U. S. consumption of BHC alone was 50 million pounds. For the greatly increased cotton crop that is needed this year to use in such essentials as bandages, gauze, tents, tires and clothes, the Department of Agriculture has requested a minimum of 65 million pounds.



Fighting An Unseen Foe
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Ethyl BULLETIN BOARD

APRIL, 1951



It's Spring

In the Spring a young dog's fancy lightly turns to thoughts of posies. Rusty, the esthetic cocker shown above happily sniffing a tulip, receives encouragement from his mistress, Anne Gassmann, daughter of Al and Mary. Her admiring friend with the bouquet is Rocky Carlsen, son of Russ and Gwen. Al and Russ are both in Chemical Research at Detroit Labs.

ETHYL BULLETIN BOARD

by and for Ethyl employees Marceline Marquis, Editor
Barbara Moore, Editorial Assistant

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Seltridge; Detroit: George Becker, Rita Blaisus, Margaret Dullinger, Peggy Osip, Andy Pallas, Jim Retzlaff, Adele Rozek, Phil Savage, Al Sechrist, Anne Siefert, Nora Wirick; photographers: Fred Green, Loren Knowles, Alyce Peterson; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Don Chapman; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Erma Harris, Alice Lahn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Gladys Roney; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock: H. J. Philp.

Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

E 107
REGIONAL CONFERENCE

TWO ON THE AISLE at a Sales Conference

An insight into Ethyl's plans and objectives for this year, together with an analysis of our current problems, is provided by the annual Ethyl sales conferences, held in February. The conferences were held in each of the four regions, so that all of our field representatives could know, at first hand, where we stand and where we're headed.

The meetings were conducted in their respective areas by Ted Littlefield, Harold Berg, Mac Murdock, and Dick Murphy, our four regional managers. Ethyl men from New York and Detroit addressed each conference,

discussing every phase of the Sales Department's activities. For an idea of how much ground these sessions covered—and what the subjects discussed mean to us as Ethyl employees—let's sit in on a typical conference.

Outlining our sales policies for this year, San Wagner, vice president in charge of sales, pointed out that 1951 is a year of decision for us. "This year," he said, "we must maintain and strengthen our position. The times call for bold and decisive action. Whatever we do now will affect our fortunes for years to come."

The 1951 sales program, San ex-



Although it was the middle of February, delegates to the Western Region sales conference lined up without topcoats to have their pictures snapped under the shaggy palms of Palm Springs, Calif. The conference was held at the Wonder Palms Hotel on February 19, 20 and 21. In the picture above, from the left, are: Marv Russell, Paul Harris, Hume Chenault, Harry Manning, Russ Weston, Jerry Lotquist, Harry Kuhe, Ray Wyrick, Bob Adams, Ted Littlefield, Scotty DuBose, Bill Sievert, Bo Weill, Dick Scales, San Wagner, Jeff Bessire, Frank Elliott, Herb Peters, Bill Van Wyck, Jim Hodges, Jack Cole, Julian Frey, Don Chapman and Gil Way.



Charlie White exhibits Ethyl's Lead-in-Air Analyzer, a complete self-contained electric motor-driven unit. Charlie has been quietly working on the Analyzer at home for the past year. The device is unique because the power source and electric motor are contained in the same case. The unit enables a safety engineer to make at least ten samplings before the storage battery needs recharging.

plained, was adopted after a series of field leadership conferences held in December. At those conferences, the field men were asked what policies and programs they could suggest that would help them do their job most effectively. The final program, he said, reflects their wishes. And to carry it forward, he pointed out, Ethyl's management staff has approved the largest operating budget in the history of the Sales Department.

For 1951, according to San, our major sales objectives will be to assist our customer companies in promoting the sale of "Ethyl" gasoline, to support the "Ethyl" trade-mark—which, he said, represents our greatest single investment next to our manufacturing plants—and to merchandise our field services for customers effectively. As part of this, San said, we should re-

It must have been a good dinner judging from the pleased expressions of (left to right) Paul Harris, Jim Hodges, Hume Chenault and Harry Manning, who are finishing their coffee.



What a spot for a meeting! Splashing around happily in the warm clear waters of the Wonder Palms pool are, left to right, Gil Way, Marv Russell and Russ Weston. At left, Ted Littlefield, Paul Harris and San Wagner are enjoying the bountiful California sunshine.



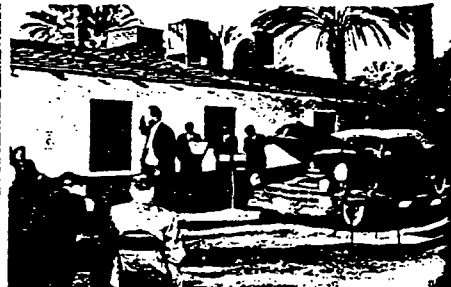
member always that we are all salesmen for Ethyl—and that when we sell the Corporation, we sell it as a complete organization with outstanding facilities and accomplishments in manufacturing, research, safety, field services, gasoline testing, sales and sales promotion, and advertising—and with a highly valuable trade-mark.

"This is the finest opportunity we have ever had," San said. "We can build a record of service and achievement which will influence our customers for years to come. We can not only stay ahead of competition. We can increase our lead."

Taking up our sales picture in more detail, Julian Frey, sales manager (operations), made a comprehensive analysis of our competitive position.

Last year, Julian recounted, we made important gains toward our

A dynamometer demonstration is staged at an open-air conference. That's John Koehale in the center. In the background are Jim Hodges, Marv Russell and Bill Van Wyck.



Jim Baldwin, center, compares notes with fellow conferees. From the left are Fritz Mercer, Dan Guy, Jim, Dr. F. F. Heyroth, Medical Dept. in Cincinnati, and Gel Howell.



Hap Philp of Ethyl Antiknock Ltd. (left) talks things over with Redg Bushell during the Eastern Region conference. The meetings were held on February 26, 27 and 28 at the Westchester Country Club, N. Y.

sales objectives, despite an unprecedented demand and a mounting shortage of product. He paid tribute to the Sales Department for its "splendid achievement" in improving our position in 37 important sales accounts, despite some adverse circumstances.

Looking ahead through 1951, Julian foretold, our objectives must be, not only to increase our sales of "Ethyl" fluid, but to maintain and improve our share of the total market for antiknock compounds.

As an illustration, Julian explained to the BULLETIN BOARD, suppose that you in one year sold 75 pounds of a product and your competitor sold 25 pounds. Your Company enjoyed 75% of the market that year. But then suppose, in the following year, you increase your sales to 90 pounds while your competitor increases his to 40. Before you go patting yourself on the

back, Julian warned, you must realize that your higher sales now account for only about 70% of a bigger market, as compared with 75% formerly.

Julian explained to the field men the background of the allocation program governing tetraethyl lead, which the Petroleum Administration for Defense recently put into effect. Because every drop of "Ethyl" fluid counts, Julian said, it is more important than ever that reports from the field be as accurate as possible. Only by accurate reporting of conditions and requirements, he told the field staff, can Ethyl be of greatest service to its customer companies in meeting the problems arising out of the national defense program.

Jim Boudreau, sales manager (marketing), unfolded some of our plans for customer services this year.

"Our goal for 1951," Jim said, "is to improve our services and develop

Eastern Region representatives gather for an informal conference during a break in sessions. From the left are: Don Williams, Bill Quigley, Bob Hogan, Os Fremd and Bill Rusher.



Here are, from left, Marshall McDorman, Frank Stablein, Mac McCoolley, Bob Richardson, Don Flynn, Ed Ellerbe, Mat Taylor (bow tie), Bob Hogan and Whit Sweeney.



Don Hornbeck and Bill Polachek exchange views while taking a breather during the Central Region conference, held February 12, 13 and 14 at the Stevens Hotel in Chicago.



new ones. To this end, we went around to all the regions in December to get an idea of what was wanted. We have taken votes on the various ideas proposed. For one thing, we are now setting up a suggestion plan whereby ideas from the field men will be funnelled into management systematically, so that we can get the benefit of everyone's ideas promptly."

Besides the regular services we offer our customers, Jim described a few of the new programs which have been prepared. For example, one of them is Ethyl's new Sales Promotion Portfolio, which is designed to help customer companies market "Ethyl" gasoline to best advantage. Jim also reported that, as part of our over-all sales program, a new employee training program has been put into operation. He said the new course which has been developed in cooperation with Ray Faller, manager of training, is designed to better equip newcomers for their careers with Ethyl. Under

another phase of the program, older employees take a refresher course, as the occasion warrants.

Mac McCulloch, our sales promotion manager, described some of our current programs.

Among them are two new Ethyl movies—"You're the Doctor" and "A Good Valve Job Pays"—which were prepared for tractor mechanics and automotive service men. Mac also reported that the recent film, "There Is A Difference," is being used to good effect in the field, and he pointed to its value to customer companies in their employee training courses.



Julian Frey, sales manager in charge of operations, addresses the meeting. He analyzed the Company's competitive position and explained the background of the allocation program governing the distribution of TEL.

Time out for a smoke. Clockwise from left are Herb Nixon, Bob Mead, Art Roberts (back to camera) and Doug Baker (eyes closed). That's Don Hornbeck in horn-rimmed glasses.





Making the most of an opportunity to relax these three retire to a quiet corner. Lou Slack, center, is an old timer in the Central Region, while Deane Birkes, left, and Jack Wallis have recently been transferred there.



Jack Fuller gets an attentive ear from his interested audience when he discusses fuels.

In addition, Mac said that our highly successful Product Sales Clinic, which was introduced in the Central Region, will soon be available in all regions. This dramatic presentation, which features cutaway operating engine parts illuminated by black light, points up the fact that most field complaints received by gasoline marketers are due to engine maladjustments rather than petroleum products. To that end, it goes on to explain how these engine maladjustments arise, how they affect vehicle performance, and how they should be corrected. The presentation has been exceptionally well received by customer companies.

Advertising Manager Russ Weston

lifted the curtain on our 1951 advertising program. To supplement our national advertising campaigns, Russ revealed that Ethyl's advertising is taking a new departure this year—local advertising via television and drive-in theaters. He also told of some of the novel things that are planned in connection with our advertising and sales promotion efforts. (A more detailed account of our advertising program will be published next month.)

Reporting on our chemical sales activities, Harry Kuhe, chemical sales manager, told the field men how his department serves two purposes. One of these purposes is highly important from the manufacturing end—helping Ethyl to maintain a balance between its raw materials and end-products in a complex chemical operation such as ours. The second function of Chemical Sales is to help carry out Ethyl's objective of product diversification, an objective which is common to all progressive business organizations.

Harry went down the line on our chemical products other than "Ethyl" fluid, reporting the progress we have

After hours session on safety is held by Clarence Kautz, Jack Maynard, Jack Wallis (back turned), Bill Wilson and Ham Greenup.





Dick Scale's talk about the hot and cold dynamometer rooms at the Detroit Labs inspired a little art work. When his speech was over Mac Murdock presented him with the sketch shown above—a sort of Rube Goldberg drawing of the field man's idea of intense activity at the laboratories in Detroit.

conditions as well as with varying speeds and loads.

Recently, Dick explained, we completed the installation of elaborate equipment in these all-weather rooms, which make them the most complete of their kind for research purposes. It has been estimated that it would cost a quarter of a million dollars, at today's prices, to duplicate the equipment, new and old, that these testing rooms now contain.

The facilities of the all-weather rooms, Dick continued, are being made available to the oil industry as another Ethyl service. They enable us, he pointed out, to offer our customer companies a unique fuel evaluation service. For example, they can help refiners to produce fuels of higher road octane numbers, help them to evaluate present and proposed changes in fuel composition, and permit them to carry on special work. Today, in view of the growing appreciation of road octane ratings, our all-weather rooms can be of great value to the oil industry.

These, then, were some of the highlights of the busy regional sales meetings. Other Ethyl men addressed individual conferences—for example, Bob Hogan, who spoke before the Eastern Region meeting on Ethyl's portable dynamometer program, and Ralph Champlin, public relations director, who addressed the same group.

Whatever regional conference they attended—Eastern, Central, Southern, Western—Ethyl's field men could find agreement on one point. They came away from those conferences with a vast fund of information to help them sell the Company, its products and its services to our customers.

made in the past year in sodium, salt cake, benzene hexachloride, and hydro-polymer oil. These products are not familiar to the average person. And yet, while out shopping, it would be possible for any one of us to buy a cotton garment whose original fiber was aided by our BHC, to buy a synthetic detergent or a medicine or drug in which our sodium played a part, to buy a can of paint containing our hydropolymer oil—which is a drying agent, and to put all of our purchases into a kraft paper bag made with the help of our salt cake.

In conclusion, Harry told of our plans for increased production of these various chemicals, and also outlined some of the newer products we are working on, together with improvements in older ones.

Dick Scales, director of tech service, told the field sales representatives about a vastly improved research tool we now have available in our Detroit Labs for the benefit of the oil industry. That tool consists of our two all-weather road research rooms, which provide an ideal means for all-weather road testing indoors. With these rooms, it is possible to test fuels and engines under a wide range of weather

Funny Names

Components of the petroleum industry have as interesting a jargon of descriptive terms and phrases as any American industry. Examples of its colorful nomenclature are illustrated here. While the producing field has contributed most of the terms, motor transport, marine, and pipe lines have entries, too. How many do you know?



Tank Thief

A small cylindrical vessel designed so that it can take a sample of liquid from any depth of a tank. It is lowered in from the top of the tank.



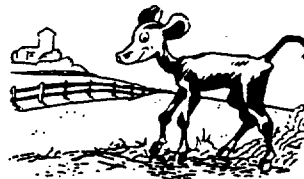
Bare Foot

A bare foot is an oil well drilled into a formation which is sufficiently strong to make it unnecessary to use casing perforated pipe or screen.



Horse Head

The horse head is a device located on the end of the walking beam of a derrick. It is to support the beam when it is disconnected for any reason.



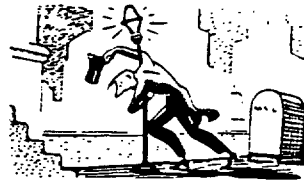
Cow Sucker

A cow sucker is a heavy piece of iron attached to a cable in drilling operations to cause the cable to descend rapidly when not attached to a string of tools.



Grasshopper

A tool used to align and join pipes preparatory for welding. One part slips under the joint, forming a cradle, while the other part is braced over the top.



Headache Post

A post set under the walking beam at one side of the derrick floor. In the old days, it is said, the driller leaned on the post when escaping gas gave him a headache.

Reprinted courtesy of *The Standard Oiler* of the Standard Oil Company of California.

25 - Milestones - 25



Sanford M. Wagner

Sanford M. Wagner, vice president in charge of sales, is an Ethyl pioneer. He joined the Company in 1926 when the infant organization was still struggling to get a foothold. After supervising the installation of two "Ethyl" blending plants in the East, he initiated the sale of "Ethyl" antiknock compounds on the Pacific Coast. Settling down in California, he organized the Los Angeles Division, where he and his staff originated many of our most successful sales promotion programs. He was appointed western regional manager in 1945 and held that post until elected vice president last year.

A native of Williamsport, Pa., San graduated from Rensselaer Polytechnic Institute in Troy, N. Y. After four years of farming in Florida he joined Standard Oil of New Jersey where he served for ten years.

San and his wife, Hannah, live in New York City; two daughters are still in Calif.



John R. Murphy

John R. Murphy, office manager of the Detroit Research Labs, began his Ethyl career a quarter of a century ago at the Gasoline Testing Lab in Yonkers. He was transferred to Detroit in 1945 as office manager of Technical Service and was appointed to his present position in the Business Service office in 1948.

John was born in Yonkers, N. Y. and attended St. Mary's School. He served with the U. S. Army in the States and in France during the First World War. Before coming to Ethyl, he was employed as plant supervisor by United Marine in Yonkers.

John and his wife, Frances (who is also a native of Yonkers), now live in Berkley, Mich. They have one grown daughter, Jean.

During his years in Yonkers, John was an active member of the Elks, and is a Past Exalted Ruler. He has a yen for traveling, but mainly his interests revolve around his favorite sports—bowling, fishing and golfing.

Five and Ten

Alfred Beck and Charlie Kass, Detroit Research Labs, Chris Bruhl, Yonkers Gasoline Testing Lab, and Lillian Kraker, New York Advertising Department, are all celebrating their tenth service anniversaries with the Company this month.

Five year pins go to Ernest Clinton and Dorothy Laberge, Detroit Labs, Preston Berry, Southern Region, Agnes Bowe, N. Y. Sales, Willis Lankenau, N. Y. Purchasing and Buford Millard, San Bernardino Engineering Research Lab.

Staff Changes in Manufacturing

Twenty-two men from Baton Rouge management have moved into new positions—11 in Baton Rouge and 11 in the new Houston Plant. The changes were announced by Bynum Turner, general manager of manufacturing, and became effective April 2.

In Baton Rouge, Frank McCoy, Larry Cliver and Arthur Haas move up to fill vacancies created earlier this year by the staffing of the Houston Plant. Frank becomes superintendent of TEL operations, replacing Harry Wheeler; Larry takes over supervision of sodium operations, replacing Glenn Hayes, and Arthur steps in as superintendent of ethyl chloride operations, replacing Wallace Armstrong.



Frank
McCoy

Appointed superintendent of TEL operations

Herbert Hobgood and Harry Hinershitz have been appointed assistant superintendents of the TEL and ethyl chloride operations, respectively.

The other six promotions include the following staff changes: Dan Munding moves up to assistant ethyl chloride maintenance supervisor; Norman Weaver becomes assistant construction supervisor; Arthur James takes over the post of principal construction foreman; Morgan Many becomes assistant TEL maintenance supervisor; Leslie Holmes steps up to

shift maintenance supervisor and James Kelly becomes principal TEL maintenance foreman.

New assignments to the Houston staff include Harry Royal as chief TEL



Larry
Cliver

Named superintendent of sodium operations

supervisor, Jasper Kobler, as chief sodium supervisor, Louis Davis, Sr., as chief ethyl chloride supervisor, John Klock as chief maintenance supervisor, John Bridges as maintenance area supervisor and Feltus Wade as chief craft supervisor.

George Mehaffey, Frank Epps, Richard Couey and John Glynn have been named shift superintendents for the Houston Plant. Robert Bloodwell will represent Ethyl's finance department at the new plant.



Arthur
Haas

Superintendent of ethyl chloride operations

Extra-Curricular

Ben Brewster

Ben Brewster, operations manager, Tech Service, Detroit Labs, addressed the SAE student section at Lawrence Institute of Technology on February 26. His topic was "Automotive Fuels and Engines."

Harold Chalk

Harold Chalk, Automotive Research, Detroit Labs, participated in a discussion of papers dealing with "Measurements of Valve Lash," in an SAE Instrumentation Symposium held in Detroit on March 8.

Jack Doohar

Jack Doohar, assistant secretary of Ethyl-Dow Chemical Company participated in a panel discussion before the Controllers' Institute of America on March 21 in New York City. The panel, which discussed topics of current importance to the controllers, consisted of members from the technical committees—all experts in their fields of specialization. Jack has served with the tax group of the technical committees for several years. (See picture.)

Margaret Griffing

Margaret Griffing, the Analytical Section, Detroit Labs, presented a paper at the Pittsburgh Analytical Conference of the American Chemical Society on March 14. Titled "Spectrophotometric Analysis of the Chlorobenzenes," the paper dealt with past work on possible scavengers.

Bob Herzog

Bob Herzog addressed Detroit's Jackson Intermediate School pupils on the subject "Jobs in Chemical Industry" on February 23. A tape recording of Bob's talk was made for broadcasting over station WDTR-FM, in their "Jobs Calling" show, sponsored by the Occupational Planning and Guidance Department of the Detroit Board of Education. Bob is currently at the Detroit Laboratories on a six-months' temporary transfer from the Development Section of the Manufacturing Department, Baton Rouge.

Don Jennings

Don Jennings, accountant-in-charge at the Detroit Laboratories, has been named to the 1951 Board of Directors of the Ferndale Community Building Association.

Casey Jones

Casey Jones, head of passenger car section, Tech Service, discussed "Trends in Passenger Car Design" before the Shell Club of Wood

Jack Doohar

River, Ill. on February 20. The Shell Club is an organization of refinery supervisory personnel.

Jack McCullough

Jack McCullough, of the Detroit Labs Instrument Section, addressed the Detroit Section of the Instrument Society of America on March 20. His subject was "Engine Indicator Instrumentation".

Ed Paige

Ed Paige, head of fleet section, Tech Service, discussed "Some Fundamentals of Exhaust Valve Operation" before the Colorado group of SAE on February 6.

Mike Remondino

Mike Remondino, one of our Rover Boys, spoke before an SAE meeting in Kansas City on February 6. His talk on "Evaluation of Motor Fuels for High Compression Engines" was a review of the paper prepared by Max Roensch and Jim Hughes. The *SAE Journal* reports that "a very interesting discussion concerning the relative merits of various automotive engines followed the presentation of this paper."

Dick Sneed

Dick Sneed, Tech Service, Detroit Labs spoke before two A.S.M.E. groups during February. On the 21st he addressed the Corpus Christi group of the South Texas section on "High Compression Engines and Their Fuels." A week later he discussed "Trends in Modern Engines and Modern Fuels" before a student group at Michigan State College.

Gil Way

Gil Way, technical representative, Western Region, spoke before the SAE student group at San Diego State College on February 23. His topic was "Recent Trends in Automotive Engine Development and Fuels."



Still Carrying the Word to Our Customers



Top executives of Standard Oil of Indiana met with representatives of Ethyl's Sales and Research Departments on February 7 in the Blackstone Hotel, Chicago. This customer company conference was one of three held in the Central Region. In the back row, from the left, are: George Rose, resident manager, Chicago; Dr. R. E. Wilson, Standard; Earl Bartholomew, general manager of research; Dr. D. P. Barnard, Standard; A. W. Peake, Standard; Mac Murdock, central regional manager; D. F. Benton, Standard; and Keith Fanshier, Chicago Journal of Commerce. In the front row, from the left are: Jack Pruitt, assistant regional manager; Dr. M. G. Paulus, Standard; Joe Hopkins, account representative; H. F. Glair, Standard; J. F. Hewson, Standard; Dick Sneed, Technical Service, Detroit Research Laboratories; and J. K. Roberts, Standard Oil Company.

Continuing with the series of customer company conferences begun several months ago, meetings were held in the Central and Western Regions in February and March with the top personnel of several of the larger oil companies.

These informal conferences are a joint project of the Sales Department and the Research Department in Detroit. They were inaugurated to explain Ethyl's role in the tremendous progress of the automotive and petroleum industries.

Earl Bartholomew, general manager of research, was the chief speaker at each meeting. He told of Ethyl's contributions in the development of mechanical octane numbers.

On Our Cover

New Yorkers during the month of April had countless opportunities to contribute to the Cancer drive. Booths were set up in office buildings, hotels and restaurants throughout the city, staffed by volunteer workers. Part of the womanpower behind the drive came from a team of Ethyl girls who were assigned to Jack Dempsey's Restaurant. First contribution came from The Champ, himself, who is shown on the cover with Lois Berry, of N. Y. Publicity. Others on the team were Betty Beach, Lillian Campbell, Madeline Drum, Grace Gregna, Gertrude Horstmann, Alice Lahn, Mava Luther, Barbara Moore, Marge Smith, Peggy Smith & Marceline Marquis, team captain.

Your TP is VI



Pictured at the busy switchboard of the New York office are, left to right, Dottie Campion, Margaret Orzio and Chief Operator Marie Anderson. With deft fingers and a diplomat's skill, they handle approximately 100 long distance calls daily. Their handling of all calls received an unusually high rating in a recent survey by the N.Y. Telephone Co.

Over 3000 telephone calls go out daily from the multicolored wires of the New York office switchboard—over 100 of these are long distance calls to Ethyl people and to customers in all parts of the country. Add to these 3000 calls, the incoming and inter-office calls and the thousands of telephone messages that flow through the switchboards at the Baton Rouge Plant, the Detroit Labs, our gasoline testing labs and sales offices across the country, and you begin to get an idea of how much of our business is transacted over the telephone.

Because Alexander Graham Bell's invention has become such a commonplace fixture of life in America we are apt to give no special thought to the kind of personality we project when we talk on the phone. But the fact is that so many contacts, both personal and business, are made over this time-

The Timid Soul. This odd creature has the habit of placing phone calls, and then, apparently overcome with the rashness of his act, he runs away. Result: when the operator has completed his call, he can't be found. Time is wasted all around, the call has to be reinstated later, and by that time the person called is too annoyed to talk anyway. Ralph Hutchinson, of the New York Industrial Relations Department, portrays the unpopular Timid Soul.





The Clam. This person looks upon the telephone as her personal enemy, and is extremely annoyed when it rings. Indifferent and secretive, she regards any request for information or assistance as a subversive plot, and handles it accordingly. Carrying on a telephone conversation with her would require the skill of Mata Hari and the patience of Job. Since most people aren't possessed of these virtues they usually give up with a firm resolution never to call again. Illustrating the Clam's usual trick of ignoring the phone is Virginia Atamian, of the N. Y. Purchasing Department.

saving, space-dissolving miracle that your telephone personality now comes under the head of "Very Important."

Of course, it's all a matter of voice. As of today the telephone wires convey nothing but sound, so no matter how charming your smile, how pleasant your expression, how expressive your gestures, they're all to no avail when it comes to the telephone.

Let's face it—we've got to depend entirely on what comes out of that little box underneath the Adam's apple. The larynx is capable of emitting pleasant sounds, harsh sounds, strident sounds, sweet sounds. It's mainly a matter of mood, whether your voice sounds pleasant or offensive. If you're annoyed by the ringing of the phone, chances are when you answer it your annoyance is reflected in your voice—

The Mumbler (also known as the Chewer, Chief Cigar-in Face and %&\$?! "S.&") This strange animal feels that doing only one thing at a time is some sort of a crime. Hence, he never talks on the phone without smoking, eating a candy bar, shuffling through a stack of papers, holding side conversations, or a host of other activities. Result: he doesn't know what he is talking about and neither does the other fellow. Bill Kanavy, head of N.Y. Multilith room, demonstrates the peculiar tactics which are usually associated with a Mumbler.

unless you give thought to your telephone tactics and make a practice of cultivating a pleasing voice which projects friendliness and warmth.

To test your T. P. (telephone personality) try the following 15 questions. An unqualified "yes" will give you a credit of five points. Otherwise each answer is to be scored four, three, two, one or zero, according to the degree of failure. A total of 60 points is better than average. Anything above will qualify you as a Goodwill Ambassador for Ethyl.

1. Do you answer your telephone before the third ring?





The Gabber. Believing that each telephone call is a vocal marathon, this gregarious soul chatters on and on until her listener gives in, gives up, or gives out. She never learned that business calls should be brief, courteous, and efficient. Result: lines are held up, people are bored and the gabber usually forgets the real purpose of her call anyway. Here Edith Mahoney, N.Y. Finance, poses as the Gabber, and settles down for a long, involved gabfest with an unsuspecting (and probably busy) friend.

2. Do you identify yourself when you answer?
3. Do you talk without a pipe, cigarette or cigar in your mouth?
4. Do you speak in a natural tone directly into the mouthpiece?
5. Do you avoid transferring calls whenever possible?
6. When you wish to recall the telephone operator do you move the hook up and down slowly?
7. Do you courteously ask the other party to hold the line when you leave the phone to obtain desired information?
8. Do you offer to call him back later in cases where it requires some time to obtain the necessary information?

The Guesser. This person believes he has a mind that is a cross between an IBM calculating machine and the World Almanac. Therefore, he never writes messages down or looks up telephone numbers. Result: messages become garbled, and wrong numbers a habit. The operator and the busy people he disturbs think that guessing games are much better suited to Junior's birthday party. The Guesser shown here is Ed Downs, New York Sales.

9. Do you arrange to have someone else answer your telephone when you are away from your desk?
10. When you answer the telephone for someone else, do you give his name, as: "Mr. Brown's telephone; Mr. Smith speaking?"
11. Do you avoid shouting when you call others to the phone?
12. Do you express regret when the person called is out of the office and offer to take a message?
13. Do you thank the party for calling, when desirable?
14. Do you say goodbye or otherwise definitely close your conversation?
15. Do you wait for the calling party to hang up first?



How's Your Weight?*

Does the floor seem increasingly far away when you try to touch it? Have you been blaming the cleaner because last year's clothes have shrunk?

If so, you'd better step on the scales. Chances are you're one of the 42 million Americans who are overweight.

If you are 15 or more pounds heavier than your ideal weight—you are overweight. When you're in your 20's or younger, a little extra weight does no harm. But after you've reached 30, it isn't good. Overweight people show a tendency to develop diabetes, heart disease, and high blood pressure. They are poor surgical risks and have less resistance to infection.

Do you know your proper weight? If not, consult the chart below. Compiled by the Metropolitan Life Insur-

ance Company, it is based on studies of hundreds of thousands of insured men and women. Some doctors say that your proper weight at age 25 or 30 should be maintained throughout life. But since your body's energy requirements usually change after 30 or 40 and your metabolism slows down, a change in eating habits is necessary if your proper weight is to be maintained.

Are You Overweight?

Most people are fat simply because they eat too much. This doesn't necessarily mean they stuff themselves. In most cases overeating is a result of poor eating habits and or emotional disturbances. Very seldom can it be blamed on glandular trouble or heredity, although many people find these wonderful excuses.

The formula for losing weight is simple, too. It means consuming fewer calories than you need, thus forcing the body to use its stored fat. Don't be fooled by the glib advertisements of steam baths, massages, drugs and other quick reducing methods. There is no way to reduce safely without eating less. It all boils down to this: no easy way is safe; no safe way is easy.

If you decide you should reduce, consult your doctor first. Physical condition, degree of overweight and individual living habits must all be carefully evaluated before an effective, safe reducing plan can be worked out. Anyone who really wants to get rid of excess poundage can do it with determination and persistence.

Don't think that you can knock off the pounds just through exercise. You would have to saw wood for an hour or so to offset the effects of one piece of

DESIRABLE WEIGHTS FOR MEN AND WOMEN OF AGES 25 AND OVER
Weight in Pounds According to frame (as Ordinarily Dressed)

HEIGHT (with shoes on)		SMALL FRAME	MEDIUM FRAME	LARGE FRAME
Feet	Inches			
5	2	116-125	124-133	131-142
5	3	119-128	127-136	133-144
5	4	122-132	130-140	137-149
5	5	126-136	134-144	141-153
5	6	129-139	137-147	145-157
5	7	133-143	141-151	149-162
5	8	136-147	145-156	153-166
5	9	140-151	149-160	157-170
5	10	144-155	153-164	161-175
5	11	148-159	157-168	165-180
6	0	152-164	161-173	169-185
6	1	157-169	166-178	174-190
6	2	163-175	171-184	179-196
6	3	168-180	176-189	184-202

HEIGHT (with shoes on)		SMALL FRAME	MEDIUM FRAME	LARGE FRAME
Feet	Inches			
4	11	104-111	110-118	117-127
5	0	103-113	112-120	119-129
5	1	107-115	114-122	121-131
5	2	110-118	117-125	124-135
5	3	113-121	120-128	127-138
5	4	116-125	124-132	131-142
5	5	119-128	127-135	133-145
5	6	123-132	130-140	138-150
5	7	126-136	134-144	142-154
5	8	129-139	137-147	145-158
5	9	133-143	141-151	149-162
5	10	136-147	145-155	152-166
5	11	139-150	148-158	155-169

*These tables are based on numerous Medico-Actuarial studies of hundreds of thousands of insured men and women.

*This article has been reviewed and approved by Ethyl's Medical Department.

apple pie, or walk a mile to work off two graham crackers. Obviously it is simpler to avoid eating the pie or crackers in the first place.

The decision about exercising while losing weight should also be left to your physician. The kind and amount of extra physical activity which he advises will depend on age, physical condition and previous habits. Too much sudden exercise may strain the heart and other organs.

"But I don't eat a thing!" some people protest. "Why do I get fat?" The trouble is, it's not how much you eat, but what you eat that counts. It's those hidden calories that add up—a cocktail, a glass of beer, a few nuts, a rich gravy. They can shoot your calorie count up quickly.

Or Underweight?

But maybe your problem is being unable to maintain your normal weight. There are several causes. Certain diseases and glandular disorders

can cause underweight. Healthy people, however, may be underweight because of poor eating habits, not eating enough, overactivity, too little rest and worry or prolonged tension.

If you want to gain weight your first step is to see a physician to find out the cause of your trouble. Efforts to gain may be useless unless this is done. But in general, you can add those extra pounds (which are important if you are to feel and look your best and build up your physical endurance) by eating more than your body immediately requires, getting extra sleep, and avoiding needless exertion.

Life is much easier in many ways for people who are not too fat or too thin. Normal weight is worth any effort it takes to reach and keep, worth it in terms of everyday comfort and of a healthier, longer life.

Your waistline can be a clue to your lifeline.

How's yours?

They're Serving Uncle Sam

Jim Bay, test driver at the San Bernardino Lab, returned to active duty with the U. S. Navy on February 6. A member of the Naval Reserve, he kept his rank of SH 3rd class. Jim spent 18 months as a Navy machinist during the last war, and served in the South Pacific. He came to Ethyl four years ago.

Ethyl friends held a farewell party for Jim and presented him with a pen and pencil set.

Ted Brown, machinist's mate first class, U.S. Navy, is spending a 28-day leave in New York with his parents. His mother, Emmie, is secretary to our sales vice president, San Wagner. Ted has been serving in Korean waters since last July. He participated in the Inchon invasion and the evacuation of Hungnam. Ted flew back to the States

from Japan, and arrived home on March 27. During his four years in the Navy he has served in the Mediterranean, Pacific, Atlantic, and North Atlantic waters.

Lt. Dave Donovan, U.S.A.F., writes from the Azores: "I have it pretty nice here." Dave, who formerly worked in the N. Y. Mailroom, reports that he has a Portuguese boy to make his bed, clean his room, shine his shoes and handle his laundry—all for a two dollar tip at the end of the month. But the two dollars is really a lot, per month, Dave says, when you consider that a skilled laborer there makes about \$30 a month. A Navigator in the Military Air Transport Service, Dave has covered a lot of ground since he left New York. His most recent trips were to England and Germany.



King-Sized Easter Bunny

The field surrounding the Ethyl Recreation Center in Baton Rouge swarmed with children on the day before Easter. Participants in ERA's second annual Easter egg hunt, the youngsters happily rounded up 1,800 hidden eggs including 12 prize-winning golden ones. Highlight of the day, however, was the arrival of Thad Bridges, who hopped onto the scene in a pink Easter bunny outfit. He is shown above surrounded by a crowd of Ethyl parents and their inquisitive and admiring offspring.



Recent Arrivals

Detroit

SAM and MARJORIE HASSEL—a daughter, Delores Marie, born March 11. Weight: six pounds, 14 ounces. The Hassel's also have a nine-year-old daughter, and a five-year-old son. Sam is in the Machine Shop.

HANK and FRANCES HOFTIEZER—a daughter, Jean Marie, born on March 17. Weight: five pounds, six ounces. Jean is their first child. Hank is a research chemist at the Labs.



Ten Years Ago in Bulletin Board

Cooperative Fuel Research Committee Conducts Octane Research at San Bernardino . . . Thief Takes Fishing Shanty Belonging to Pat Harding and Pat Pahalek . . . Fritz Schroeter Transferred to Yonkers—"Gas House" Gang Throws Party for Him . . . Jack Pruitt Appointed Assistant to Harry Mack in Dayton . . . New Sales Promotion Film, "It's a Good Business" Makes Debut . . . Khaki Claims Bernard Jones, Dan Hirschler and Ted DuBose . . . Sales Department Holds Annual Meeting at Seaview Country Club in New Jersey . . . Dorothea Held Wins \$100 at Bingo party.

Family Portrait

There was plenty of excitement in the Distler household several months ago. Wedding bells were ringing for daughter Dottie (see They're Married). Following the ceremony the whole family lined up for a picture. From the left are: Howard Frye, Wally's new son-in-law, Dottie, Dorothy, Wally, and Tommy Distler. Shortly afterward there was more excitement around the Distler's Glenview, Ill. home. It was time to begin packing for Dayton, Ohio, where Wally has recently been transferred.

16 WIN ON THE 16th



The gang begins to gather in the Road Test Garage for the Detroit Ethyl Society's annual bingo party. From the left, Chester Perzanowski, a guest, Lillian Rusestine and daughter Sally (with backs to camera), Zelda Heil (the laughing profile), Sophie Perzanowski (in checked coat), Mr. Heil and Al Tandrup.

As the game gets under way, everyone waits tensely for the cage to spin and the next number to be called. The Lewis family are well represented here—Florence and Norman are on the left; John and Reggie on the right.



With so many Lewises present, someone had to win. It was Reggie, whose luck was so good that he won first prize. Reggie was greatly pleased with his reward—a G.E. clock radio.



Before the party begins, the guests look over the large assortment of prizes in store for the lucky winners. From the left, are: Mrs. Jim Foote, Jewel Sumner and Jim Foote.



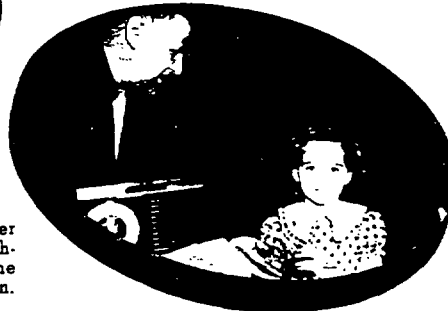
There was lots of excitement as Ethyl folk competed for the many prizes given at the Detroit Ethyl Society's third annual bingo party. It was held on Friday, February 16 in the Road Test garage.

Over 250 people—Ethyl folk, their families and guests—gathered for an evening of fellowship and fun. Wilkie Wilkinson and Art Jennings called out the numbers for the players. The 16 prizes awarded to the evening's winners had been selected by Art Hawkes and Stella Shafer.

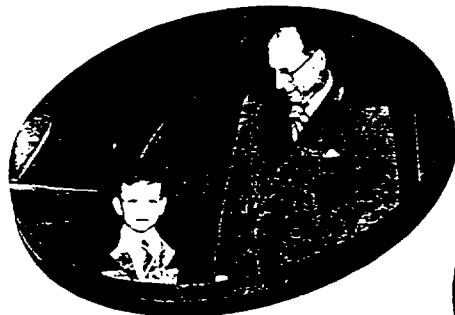
Reggie Lewis, son of John Lewis, took home the grand prize—a G.E. clock radio. The only other man to win was Gus Trapp, who won a dresser set, and immediately put the mirror to use (see picture on opposite page).



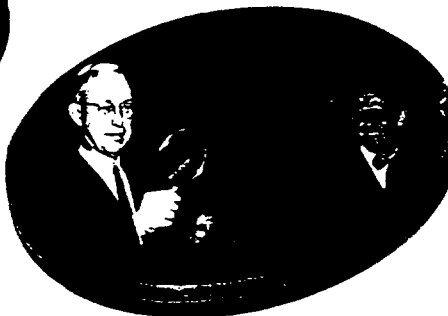
Who'll get the clock? Mrs. Dale Buerstetta, and Herb Neal's daughter Marcella watch the cage spin to settle a tie. Regina Buerstetta won with the high score of 65. At left, Bill McCracken spins and Wilkie Wilkinson watches.



This little lady won the Ronson table lighter for her father. She is Sandra Carson, daughter of Ed and Isabel Carson. At right, she receives her prize from Wilkie Wilkinson.



All dressed up and ready for the party is seven-year-old Jimmie Price who came to try his bingo luck along with father, Wes Price.



Gus Trapp admires himself in a mirror (part of the lovely dresser set which he won) while Jake Boss and Clem Morrill (at right) seem to be getting a big kick out of his antics.

The Rife and Carson families seemed to have the law of averages in their favor. Ross Rife's wife, Pauline, and daughter, Beverlee, each won prizes. So did Isabel and Sandra Carson, wife and daughter of Ed Carson.

The ladies had a field day and walked off with most of the prizes. Winners were: Sam Hassel's daughter Pat, Mrs. Robert Drake, Mrs. Ed Goller, Mrs. Art Hawkes, Mrs. Larry Warzell, Mrs. Hank Hoftiezer, Mrs. Dale Buerstetta, Jewel Sumner, Mrs. Merritt and Mrs. Wes Price.

The party is over, so the boys pitch in to get the garage back in shape for the next day. In the background, left to right, are Hank Hoftiezer, Jim Bell, Art Zeitz, and Bob Aiken. Al Tandrup and Gene Hill stack chairs, while Wes Price whistles a tune for encouragement.





Tom, Jr., son of Tom and Gloria Smith, is seven months old. Tom, Sr. works in Aeronautical Research at the Detroit Laboratories.



Danny, son of Jim and Louine Krick, was born last August 16. His father is a safety engineer in the Eastern



Judith Marie, daughter of Esther and Harold Woods, is now eight months old. Harold heads the Purchasing Department, New York.

Dark-eyed Johnny, son of John and Helen Zawadski, was born in February, 1950. Johnny, Sr. is a machinist, Detroit Labs.

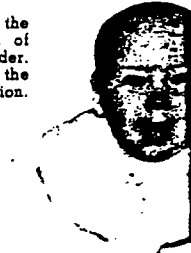


Younger Than

This sturdy lad is Pete, five-month-old son of Jim and Ann Rissman. His father is an engineer at the Detroit Laboratories.



And here is Tommy, the eight-month-old son of Rollie and Sibyl Ostrander. Rollie is in charge of the Detroit Road Test Section.



"What's going on?" wonders Carol, six-month-old daughter of Betty and George Betker. Her father is an engineer in Detroit.



Jeanne Marie is just one month old. She belongs to Hank and Frances Tieser. Pop is a research chemist, Detroit Labs.



Coming here is six-month-old Tommy, son of [unclear] and Mildred Ditt. His pop is a research chemist at the Detroit Labs.

Three-month-old Christine is the daughter of Ted and Joanne Carron. Ted heads the Chemical Technical office in Detroit.



Dressed in his best bib and tucker is Billy, son of Bill and Virginia Trehella. Bill is an electrician at the Detroit Labs.

Mary, daughter of Fred and Virginia Ramia, arrived on Dec. 26. Fred is deputy manager, Yonkers Gasoline Testing Lab.



Springtime

This youngster, who will be a year old in June, is Paul Lee Roehler, son of Ed and Nellie Roehler. Ed is a Detroit technician.



Ricky, who is a year old this month, is the son of Leonard and Jeannette Niebyski. Daddy is a research chemist in Detroit.



Eleven-month-old Nadine, daughter of Leah and Harold Orloff, shows her merry smile. Harold is a research chemist, Detroit.



This chubby cherub is Joan Evelyn, seven-month-old baby of Glenn and Margaret Irish. Glenn is a research chemist, Detroit.



Welcome to Ethyl



Jay Cameron, stock clerk, N. Y. General Services . . . native New Yorker . . . graduated from Hollywood High School in California . . . attended U.C.L.A. . . . formerly worked as assistant manager of a florist shop in Yonkers . . . enjoys playing sax, dancing & swimming.

Blanche Hatfield, messenger, N. Y. Mailroom . . . born and reared in Brooklyn . . . graduated from Erasmus Hall High School . . . formerly employed by Boy Scouts of America . . . enjoys reading, attending plays and swimming . . . she is interested in creative writing.



Dorothy Sheeran, teletype operator, N. Y. General Services . . . this Southern belle was born and reared in Chattanooga, Tenn . . . formerly worked for Western Union . . . has a five-year-old son, Hugh, and a nine-year-old daughter, Phyllis Ann . . . she enjoys sailing.

Constance Naifeh, receptionist and telephone operator in Tulsa Sales office . . . born, grew up, and still lives in Sapulpa, Oklahoma . . . attended Stephens College (Mo.) and University of Tulsa . . . member of Delta Chi Delta sorority . . . hobbies: tennis and riding.

James Hodges, western region field engineer . . . California born and reared . . . earned B.S. from University of Southern California last year . . . was president of Phi Sigma Kappa fraternity . . . served as Naval Lieutenant in South Pacific area . . . married.

Norman Swanson, central region field engineer . . . Chicago native . . . earned A.B. and M.B.A. from University of Chicago . . . served five years with U. S. Army . . . received Bronze Star . . . married, one son, David . . . hobbies include collecting records and golf.



Ruth Topping, receptionist, Detroit Labs . . . native of Michigan . . . received diploma from Birmingham High School . . . belongs to Order of Eastern Star . . . formerly employed by the City of Birmingham and City of Ferndale . . . married . . . lives with her family in Detroit.

Marilyn Willgohe, relief receptionist, N. Y. Stenographic . . . born in New York City . . . grew up and was educated in New Rochelle . . . attended Parsons School of Design and Endicott Junior College (Mass.) . . . likes to paint . . . she also enjoys riding and skating.

Joseph Teeley, accountant, Detroit Labs . . . Michigan born and reared . . . earned B.A. from University of New Mexico in 1947 . . . served three years with U. S. Navy . . . formerly employed by Square D Electric in Detroit . . . married . . . has a young son, Brian.

Joel Warren, research engineer, Detroit Labs . . . hails from Connecticut . . . earned B.S. from Univ. of Conn., M.E. from Yale . . . formerly taught mechanical engineering at Brown and Yale universities . . . former Army officer . . . married, he has twin daughters.

They're Married



Mr. and Mrs. Ed Mulligan

North Kansas City

Beverly Sechrest became the bride of Ed Mulligan, technician at the North Kansas City Gasoline Testing Lab, on Saturday, February 3. The ceremony was held at 9:00 a.m. in the Annunciation Church in Kansas City. The couple, who spent their honeymoon in St. Louis, Mo., now live in Kansas City.

Five members of the lab staff held a stag party for Ed the week before his wedding. The men who helped Ed celebrate his approaching wedding were Bill Howard, Nathan Fay, Remi Amelunxen, Bill Ludt and Ed Otto, Jr.

Chicago

Dorothy Ann Distler, daughter of Wally Distler, central region fleet engineer, became the bride of Howard E. Frye on January 12. The ceremony was held in the Edison Park Lutheran Church, Chicago, Ill. The newly-weds are now living in Chicago.

Shift Key

Jeff Bessire, western region field engineer, was recently transferred from Seattle, Wash. to Portland, Ore. Jeff will handle customer accounts throughout Oregon and southwestern Idaho.

Leon Chrzan, formerly of Chem Engineering, Detroit Labs, has been transferred for six months to Clarence Neher's group in the Development Section at Baton Rouge. Leon is working on TEL research.

Wally Distler, central region fleet engineer, has moved from Chicago to Dayton where he will continue to handle fleet and tractor work. Shortly before they left for their new home,

Wally and his family were entertained at a block farewell party by their neighbors in Glenview, Ill.

Stu Forbes, resident manager of the Philadelphia Sales office, is currently working in Washington on a special assignment for the Manufacturing Department to assist in securing prompt deliveries of materials needed for the Houston plants.

Art Zeitz, formerly of Automotive Research, Detroit Labs, has been appointed to the Fleet Section. He replaces Harry Toulmin who was recently transferred to fill a new position in the Passenger Car Section.

Our Contributing Editors the EYES and EARS of ETHYL

Chris Bruhl, who reports news from the Gasoline Testing Division's Central Office in Yonkers, is one of those reputedly rare folk born and brought up in the metropolitan area of New York City. And Chris apparently likes it, because he has never gone very far away, even during his naval service in World War II.

Born in Brooklyn, Chris grew up in Jamaica, Long Island. He has a Brooklynite's enthusiasm for the Dodgers although he confesses that his interest didn't begin until 1931, the year the Dodgers almost won the pennant. He attended grammar school in Jamaica and graduated from high school there.

Chris held several jobs after his graduation, but the turning point in his life came when he met Eleanor Pratt from Astoria, Long Island, whom he later married. She convinced him to continue with his education. In 1937, eight years after he finished high school, he enrolled in New York University's evening school of engineering. He graduated in 1943 with a bachelor's degree in chemical engineering.

Chris and Eleanor were married in

1939. They now live in Interlaken Gardens, Tuckahoe, N. Y. with their son and daughter—Christie, three, and Ellen, seven.

Chris went to work for Ethyl in 1941 as a chemist at the Yonkers Lab. Two years later he joined the U.S. Naval Reserve and was sent to the naval engineering experiment station in Annapolis, Md. He remained there for the next three years working on rust preventive compounds and testing aviation gasoline samples. He also instructed classes for new petroleum officers, and naval academy officers, bringing them up to date on Navy fuel requirements and specifications.

Discharged in April 1946 with the rank of lieutenant (j.g.), Chris immediately returned to Ethyl as staff assistant to Merritt Collins in Yonkers. Since January he has been staff assistant to Cliff Pope, manager of the gasoline testing division. His work since the war has been largely concerned with gasoline quality surveys.

Chris is fond of gardening and raises both flowers and vegetables in a plot near his Interlaken Gardens home. Clever at woodworking, he enjoys fixing things around the house. He bowls frequently with the Interlaken League and maintains a steady 155 average. A civic-minded citizen, he devotes as much time as possible to community service. He belongs to the local Resident Association, the P.T.A., and in October served as area chairman of the Eastchester Red Feather drive.

Chris has covered the activities of his fellow workers in Yonkers for the BULLETIN BOARD since 1948.





LET'S TELL IT OVER AND OVER AND OVER

Ethyl's 2 = 3 story which made big news last August has turned out to be like the proverbial snowball. All we had to do was give it a little push and the story then made its own path across the country gaining ever greater momentum as it was told and retold.

You remember how Ethyl research proved that two gallons of today's gasoline will do the work of three gallons of 1925 gasoline, yet the price per gallon, excluding taxes, is just about the same. And you remember, too, that we reported this through public demonstrations in Detroit and Washington.

Since then this 2 = 3 story has been told over and over and over—in newspaper and magazine articles and editorials, in trade journals, in speeches, in ads (the Oil Industry Information Committee is using the theme in its 1951 advertising program). Below we reprint an example of the type of editorials that have been written in the public press as a result of Ethyl's demonstrations. It is from Rhode Island's *Woonsocket Call*.

Let the motorist who constantly grumbles about the cost of gasoline mend his ways. A survey of the liquid which makes vehicles run finds that not only is gasoline no more expensive than it was 25 years ago; but it is far superior in car performance, ton-mileage and engine economy. In fact, two gallons of gas today is worth at least three gallons just a quarter century ago.

From a technical point of view, the octane rating of 1925 gasoline was 55 numbers and engine compression ratios about 4.5-to-1. Today's regular gasoline averages 84 octane numbers and runs up to 90 for premium fuel. Meanwhile, engine compression ratios have advanced to around 7.5-to-1. Tests have proven beyond doubt that the higher the compression ratio the greater is the mileage taken out of a gallon of gasoline.

These facts were dramatically demonstrated recently when investigators of a motor fuel research laboratory conducted a series of tests with motor vehicles and fuels of 1925 and 1950. Accurately controlled road tests revealed the progress made during the past 25 years by petroleum and

automotive engineers in developing more efficient engine performance.

The modern vehicles made a mockery of the ancient cars. Tests showed acceleration has improved 42 per cent; mileage per gallon from 13.8 to 24.1 at 30 miles per hour.

As a final convincer, two new cars of the same make and model were fueled—one with 1925 gas, the other with 1950. In a 20-second test of acceleration from 20 miles per hour, the car with today's fuel traveled 1,146 feet, while the machine using 1925 gasoline attained a noisy 975 feet with knocking so severe that the engine overheated and the spark plugs were ruined.

So the next time you pull up to the pumps, don't complain. You are driving a car powered with the best fuel America's ingenious engineers can provide.

The only flaw in this new gasoline that makes cars go faster is the driver who insists on speeding when he shouldn't, risking other people's lives as well as his own fool neck. So when your own foot gets heavy on the accelerator, remember the engineers improved gasoline to give you a more comfortable ride—not to break speed records.

The Blowfish looks bigger than he really is!



Just what is INFLATION?

It's money that seems more valuable than it really is. When there's a greater supply of money than of goods . . . when it takes more and more money to buy fewer and fewer things — that's inflation. It happens when goods get scarce, and you and your neighbors compete for these few goods. That boosts prices—up and up, until the prices of more and more things are higher than you can afford.

The danger of INFLATION is already here

Will it get worse — will it wipe out much of your life savings — as more peacetime goods get scarce in the months ahead? That depends upon you and every other American. We can halt inflation — if all of us, 150 million Americans strong, voluntarily will follow the rules listed below. Let's all pull together to lick inflation. It's everybody's fight!

HERE'S WHAT ALL OF US MUST DO TO HALT INFLATION

BUSINESS, GOVERNMENT AND EVERYBODY MUST:

1. Strive for still more efficient production.
2. Halt the upward spiral of prices and wages.
3. Buy only for current needs. Hold business inventories down.
4. Save in every way! Buy U. S. Defense Bonds.
5. Support credit restrictions.
6. Support higher taxes to help balance the budget.
7. Curtail all non-essential government spending and support moves toward this end.



IT WILL TAKE ALL 150 MILLION OF US TO LICK INFLATION



Another First For Ethyl

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Ethyl BULLETIN BOARD

MAY 1951



Ethyl Fishermen Ahoy!

We not only believe your fish stories, but we're going to give you a chance to prove them. Send the Bulletin Board pictures of your prize catches along with pertinent information — length (from nose to fork in tail), girth and weight, and we'll publish them. Then, when the season ends, we'll check the record and chalk up the champions.

ETHYL BULLETIN BOARD

by and for Ethyl employees

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Barbara Moore, Editorial Assistant

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Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

ETC 12893

Advertising Program Expanded to Sell More Motorists



By Russell B. Weston
Advertising Manager

The highway sequences for the "minute movie" commercial were shot on location near Detroit. Here Advertising Manager Russ Weston (far left) and Bayard Pope of E. B. D. & O., look on as director Bob Senglaub (pointing) gives his final instructions for shooting to the cameraman.

Two out of every three car-owning families will be reached each month by Ethyl advertising during 1951 as the Company carries out the most extensive advertising program in its 27-year history. Designed to reach the greatest possible number of motorists from coast to coast, the new campaign will bring the Company's sales message to the television and drive-in movie screen for the first time, and greatly expand the national magazine coverage.

The major goal of this expanded advertising program is to convince the motoring public from Maine to California that "There is a powerful difference between gasoline and 'Ethyl' gasoline." Through it we hope not only to keep the millions of drivers who pull up at our customers' pumps asking for "Ethyl" gasoline, but to win new users, too.

To keep the nation's motorists

thinking and buying in terms of "Ethyl," the new advertising campaign will emphasize our trade-mark. This familiar black and yellow insignia has always marked the pump with the best gasoline in a service station. From the beginning, our advertising and sales promotion activities have been built around this concept until today our insignia is perhaps the best known trade-mark in the petroleum industry.

In winning this confidence, we have spent over \$30 million on our advertising. This money is an investment in our trade-mark. Like any good business firm, we want to maintain this investment year by year and give it all possible protection. Next to our manufacturing plants, it is our greatest



Jerry Stanke (front seat) and Bud Stanger (kneeling) of Automotive Research, Detroit Labs, prepare the test car for an indoor close-up of the fuel metering control panel, while Roger Fenimore gets ready to shoot.

single investment. It stands high on the list of things that help us maintain and increase our business.

In 1951 there will be approximately 32,000,000 car-owning families. This includes 2,800,000 families who purchased cars for the first time during the past year alone. This year we will lose about a quarter of a million premium gasoline purchasers through illness, death and other causes. To hold our own, we must not only replace these lost customers but win a share of the new driving families as well. In terms of 1951 this means our sales message must reach and convince at least a million motorists.

To accomplish this we have launched our expanded program which includes two new phases—a localized advertising campaign and an increase of 4.2 million copies monthly in our national magazine advertising.

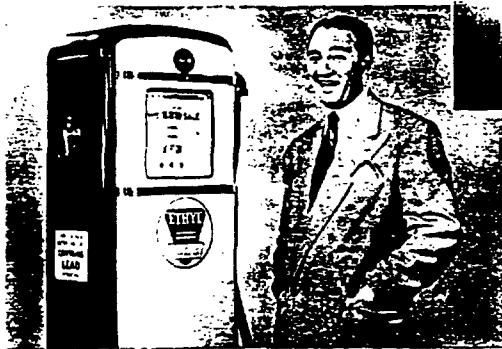
Our local campaign will be concentrated in a 14-state area where 65% of

all the "Ethyl" gallonage in the United States is sold. Through this new program we expect to make 28,135,000 impressions on car owners' minds every month.

We will tell the "Ethyl" story on television in 25 cities and with "minute movie" commercials in 546 drive-in theaters in 425 towns not covered by TV. Thus we will have at our command sound, sight and motion to graphically demonstrate the benefits of using "Ethyl" gasoline.

Our television premiere was held on April 1 in San Antonio as the Western Petroleum Refiners Association gathered there for its annual meeting. The program featured a Telesports Digest with commentary by Harry Wismer on the sports highlights of the week.

The TV programs will run for 26



These shots, taken from the "minute movie" commercials we are using on TV and in drive-in theaters, show popular sports commentators Ted Husing (above) and Mel Allen discussing the merits of "Ethyl" gasoline.



Familiar to every sports fan is the commentary of Red Barber, (left) of CBS and Bill Stern of NBC. These well-known sportscasters now lend their talents to help our customer companies sell more of their best gasoline. Ethyl's television shows will be run in 25 cities for 26 weeks.



weeks. Planned particularly to interest male audiences, they will take the form of local sports programs. The commercials will feature well-known sports figures such as Red Barber, Ted Hus- ing and Bill Stern. They will demon- strate the effectiveness of "Ethyl" gasoline by comparing the performance of a car climbing a hill on regular gaso- line and the same car climbing the same hill on "Ethyl" gasoline.

The same sales story will be shown between double features at 546 drive- in theaters every other week for ten weeks. The drive-in theater audiences are made to order for Ethyl sales. Every car represents a potential cus- tomer. Our commercial, being shown to a driver behind the wheel of his car, is very close to point of sale advertising.

In the past our ads have been ap- pearing in almost 24 million copies of magazines a month. During 1951 we will add three new magazines to our list, bringing our total magazine cir- culation to over 28,000,000 copies every four weeks. On a monthly basis, this is well over 30,000,000 copies.

We are continuing the "powerful difference" campaign started last spring. We have done extensive re- search to determine the effectiveness of the sales message in this series, for,

of course, the pay-off comes to our cus- tomers and to us when readers under- stand and remember the sales message. Research shows that 52% of the people questioned 48 hours after seeing one of our ads could repeat the main points of our selling message. Incidentally, this percentage is double that of other highly successful campaigns tested at the same time.

It is interesting to note, from the hundreds of letters we receive, that some of tomorrow's motorists are already becoming acquainted with "Ethyl" gasoline through these ads. Teachers of remedial reading and talk- ing are requesting reprints to use in teaching their young students.

Our advertising has been carefully designed to reach the largest possible percentage of the motoring public in all parts of the country. Through spe- cial studies we know that our national advertising is actually read by 25% of the nation's motorists each month. Furthermore, this 25% is a revolving group, which means that during a year's time we reach a gross audience probably well over 50% of the nation's motorists. Our television sports broad-

Harry Wismer, ace ABC sportscaster, is known from coast to coast for his color- ful reporting of college grid classics. He is another of the top-ranking sports personalities we have obtained to fea- ture in our "minute movie" commercials.





Lovely film star Gail Patrick graces the Ethyl show in the Los Angeles area. Gail's program, which features informal interviews with noted celebrities, originates in Hollywood's Gilmore Stadium. Pictured here, from the left, are: Mel Ott, manager of Oakland Acorns, Miss Patrick, Braven Dyer of the Los Angeles Times, & Fred Haney, manager of the Hollywood Stars.

casts and our "minute movies" will also reach a revolving 25% of the motorists in the 14-state area monthly.

As our advertising has been stepped up, so has the tempo of our merchandizing plans, designed to keep customer companies aware of the steps we are taking to help them sell their best gasoline. Account representatives in our four sales regions are giving presentations to their customer companies explaining the extent and purpose of our expanded advertising. Through a direct mail campaign copies of magazines containing our advertising are brought to the attention of more than 900 customer executives. Special wires, letters and studio tours have been used

to emphasize our new TV programs and our sales people throughout the country are promoting the attendance of customers at the drive-in theaters.

Through these methods our advertising, which is an important service to our customers, also becomes a valuable sales tool for Ethyl.

During 1951 our hard-hitting advertising messages will appear in magazines reaching over 56,000,000 readers and be shown before a potential audience of 28,000,000 TV fans and moviegoers from coast to coast. Through a variety of approaches, the Ethyl story will reach people in every geographic and economic position—from the executive in New York to the farmer in Iowa, from the super-service station owner in California to the motorist in Maine, to the end that our customer companies will sell more of their best gasoline.

Ethyl and customer company men gathered to view our TV premiere on April 1 in San Antonio. A Telesports Digest, it featured commentary by Harry Wismer. That's Dale Miller, Tulsa office, standing.





Resident Manager Clint Bond, left, receives the Distinguished Service to Safety certificate from Charles E. Doerler, a representative of the National Safety Council. With this presentation, made on May 10, Ethyl became the first company in Louisiana to win the award twice.

BR Employees Win National Safety Award

The star-bearing pennant of the National Safety Council is flying again from the flagpole at our BR plant.

The pennant, symbol of the National Safety Council's distinguished service to safety award, was presented at our plant this month for the second time. This gives Ethyl the distinction of being the first company in Louisiana to win the award twice.

The award was given in recognition of the outstanding 1950 safety record of the employees at the plant. During the year the injury frequency rate was reduced 46% and the injury severity rate 84% below the 1949 average. Employees worked one period of 1,384,967 man-hours and another 995,012 man-hours without a disabling injury.

The first award was presented on March 9, 1949 in recognition of the 1948 safety record. During that year, time-losing injuries decreased 33% and frequency dropped 40%. Accident frequency is the number of major injuries per million man-hours worked.

The certificate was presented on May 10 at ceremonies at the plant. Hundreds of employees gathered at the flagpole north of the old adminis-

tration building to witness the presentation. The award was made by Charles E. Doerler, representing the National Safety Council, who said, "This occasion . . . is truly the American way of saying 'Well done, men.'"

"This company, through the combined efforts of all employees, has successfully demonstrated that the receipt of this award today, for the second time, was not purely chance. This enviable record in the chemical industry is a result of well-planned and coordinated training for each individual."

Resident Manager Clint Bond, when he accepted the certificate, said that the employees could be especially proud of their high production efficiency teamed with their safe workmanship.

Elmo Rogers, representing employees in the Co-operative Bargaining Agency, and Whitfield Wascom, representing employees of Local 12900, Dist. 50, UMW, accepted the pennant which was then raised on the flagpole.

A congratulatory letter from John Schaefer, vice president in charge of manufacturing, was read by Carroll Hébert to conclude the program.

Your Defense Against Attack

Editors Note: A committee appointed by President E. L. Shea has been working on a program to guard Ethyl people and properties against sabotage, espionage and enemy attack. Serving on the committee are C. R. Holton, industrial relations director, R. R. Faller, training manager, and Vice Presidents H. W. Kaley, J. A. Costello, S. T. Crossland, and J. H. Schaefer. Harry Kaley, chairman of the committee, reports their progress in the letter below.

To All Employees:

The daily headlines in our newspapers, pointing up the growing tenseness of the international situation, make us increasingly aware of America's significant role in world affairs. By presidential proclamation, we are in a state of national emergency. No one knows when the next blow will fall—a blow that could expand the present conflict into an all-out war with no advance warning. Realizing that two oceans no longer constitute a barrier against aggression, our country is building its defenses against a possible enemy attack.

Our Company, keenly aware of its responsibilities in the national emergency, is taking all the precautionary steps it can 1) to protect you, 2) to help you protect your families and 3) to insure a continuous supply of "Ethyl" antiknock compounds so essential for military and civilian use.

We have given a lot of thought during the past few months to ways of guarding against sabotage, espionage and enemy attack. Among other things we have cancelled all visits to the plant, have issued identification passes for our laboratories, and are having all documents necessary for continuation of business microfilmed and stored in a vault away from the premises.

The Baton Rouge plant, which has the largest and most complex organization and facilities, has made excellent strides in all phases of plant pro-



Vice President Harry Kaley, chairman of the six-man committee appointed by President E. L. Shea to draw up security plans for Ethyl.

tection. The size of the plant patrol has been increased and extra devices such as flood lights and a prowler car with two-way radio communication have been added. All cars, trucks and tank cars are carefully inspected upon entering and leaving the plant grounds. All plant protection men have been sworn in as deputy sheriffs, are familiar with federal and Louisiana State laws and are good shots with a pistol.

In New York, considered to be one of the prime targets for enemy attack, arrangements for the safety of employees are in the final stages. Floor wardens and their deputies, fire wardens, first aiders and helpers have been organized and trained. The Company has purchased adequate supplies of medical necessities, first aid equipment, flash lights, radios, and fire extinguishers. Safe areas have been selected throughout the offices, and indicated with directional signs.

Employees in Baton Rouge, Detroit and New York have seen movies on protection from the atom bomb and have received instructions preparing them for an emergency in the office.



Floor wardens in New York discuss the location of directional signs, such as the ones shown here, on a floor plan of the offices. From the left: Jack Doher, Walt Resler, Lou Shank.

In New York, instructions were later followed and put to test in a practice drill, first in a series. As additional protection, each employee has been photographed and fingerprinted.

The Company arranged for a number of Ethyl people to take the American Red Cross Instructor Course. Plans are now under way for them to conduct training classes for employees who are interested in first aid, but unable to take a course elsewhere.

It is gratifying to note that all these projects have been carried out effectively through the wholehearted cooperation of Ethyl employees. In the New York office alone nearly half of the employees have participated directly in working out these protective measures.

But one of the biggest jobs to be done requires no special training—just continual vigilance on the part of each of you. Our most probable danger is from sabotage. It may come when we least expect it from people we suspect the least. We don't want you to live haunted by the fear that you are sur-

rounded by saboteurs, but it is important that all of us be on the alert to detect any suspicious activities. If you notice anything that appears to be unusual or out of line, report it immediately to your supervisor. This isn't a witch hunt, it's just a precaution that might prevent disaster. Loyal, conscientious and wide-awake employees are the best defense against a sneak attack on America's industrial strength.

We'll continue to do everything we can to be ready for any emergency, but if an A-bomb attack should come, your safety will depend largely on you. If each of you learns now how to protect yourself and your family, you stand a very good chance of escaping without injury.

Danger from enemy attack seems remote. You may never have to use this information. But as long as there is the slightest possibility, you owe it to yourself to look ahead to that eventuality and be ready.

Sincerely,

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BULLETIN BOARD—MAY

ETC 12900



Jack Bailie

Moving Up

Central Region

Jack Bailie has been promoted from his post in the Technical Service Division at Detroit to chief automotive engineer in the Central Region. He will handle the technical aspects of all the Company's automotive, fleet and farm activities carried out by this 15-state region, and will have his headquarters in the regional office in Chicago.

For the past four years, Jack has been a research engineer in the Technical Service Division at the Detroit Laboratories. He joined the Company in 1939 as an assistant research engineer and has worked at the Labs ever since except for three years with the Naval Ordnance Laboratory in Washington, D.C. during the war.

Detroit

Punch Pfundstein has been appointed manager of agricultural engineering for the technical service division of Ethyl Research Laboratories. He succeeds Dan Guy who will devote full time to his duties as assistant director of technical service.

A graduate of the University of

Illinois, Punch joined Ethyl in 1940 as a student engineer. After two years' service as a field engineer in Denver and St. Louis, he was transferred to the Detroit Labs. In 1944 he joined the Technical Service Division, and since that time has been closely associated with experimental and development work on commercial and tractor engines. This work has brought him into contact with the farm equipment industry and has resulted in a wide acquaintance with men throughout the agricultural field.

Art Zeitz, Automotive Research, has been transferred to the San Bernardino Laboratory. He expects to be there from 12 to 18 months serving as a research engineer. When he returns to Detroit, he will join the Technical Service Division.

Baton Rouge

Albert R. Plitt was recently promoted from TEL Maintenance area foreman at the Baton Rouge plant to TEL Maintenance shift supervisor. He joined the Company in 1937, has been TEL Maintenance area foreman for the past four years.



Punch Pfundstein



After 21 years with the Company, Anne Hefler, of Detroit Accounting, resigned recently to seek a healthier climate. Her many friends from the Laboratories gave a farewell luncheon in her honor. Here Emilie Brooks, also of Accounting, bedecks Anne with an orchid.

When Good Friends Say Good-bye



Enjoying their lunch at the other end of the table are, from the left: Alyce Peterson, Peggy Osip, Margaret Dullinger, Alice Griesmer, Eleanor Eskola, Helen Krueger. The bonnet belongs to Margaret Moss. Visible in the back are Anne Hefler and Evelyn Lilley.



Among the guests who gathered at the party to bid Anne goodbye were this bevy of smiling damsels. Shown here, from left, are: Anne, Evelyn Lilley, Rose Lipsitz, Ruth Simons, Emelie Pipal, Dorothy Rhoades, Rita Joseff, Marion Joyce, Dorothy Laberge and Angie Colosimo.



When Karl Schmid, Fuel Handling, Detroit, was recalled to active duty with the Air Transport Command recently, Ethyl friends planned a luncheon in his honor. Here Karl shows the pen and pencil set he received. From the left are Jim Mason, Karl, Clem Morrill, Marilyn Beane, Len Smith and Ralph Wahrenbrock.



A going-away party, for men only, was staged for Don MacDonald before his recall into the service. Don, an engineer-writer in the Information Division, Detroit, left on March 30 to take up his new command in Forth Worth, Texas. Shown above, enjoying Ed Kurt's antics, are, from the left: Idan Flaa, Herb Bevins, Don, Ed Kurt, Dick Sneed and Joe Cipolla.

Jack Bailie shows the hatful of money which Don's friends gave him. During the evening the boys also presented a skit, with script by Bill Adams, depicting Don's life at Ethyl. Enjoying a hearty laugh here, from the left; Harry Toulmin, Leonard Smith, Don, Jack Bailie, Ed Watson, Paul Boeke and Art Donnelly.



Ethyl Album

It's just a simple little thing. Takes only a few minutes. The process is absolutely painless. And yet it takes a national emergency to get people to do it.

We mean, of course, to have your picture made. For the first time in history we have acquired a complete, up-to-date photograph file of Ethyl's New Yorkers. As part of the Company's effort to be prepared for any emergency, arrangements were recently made for photographing and fingerprinting New York employees.

A studio was set up in the 17th floor conference room with floodlights, camera, and our own J. P. Weeks of Finance, winner of several *Bulletin Board* photography contest prizes, serving as cameraman. Howard Gulick of Industrial Relations, had everything organized and timed down to the half minute—three minutes for fingerprinting, and half a minute for photographing. Mary O'Hern, Industrial Relations, kept the telephone wires busy scheduling the people and almost everybody was able to get away from whatever they were doing for the necessary five minutes—speaking in round numbers, that is.

All went well and according to schedule with the job of photographing and fingerprinting almost 300 employees practically completed in three



As an additional measure for security and protection, Ethyl employees have been photographed and fingerprinted. Here Gerry Harms, Eastern Region, poses for a picture. Photographer is John Weeks, of N. Y. Finance.

days. A few people who had been out of town or ill were put through the routine on the fourth day.

Out of the whole lot of pictures their was only one double exposure and only two of the people blinked at the wrong time and got caught with their eyes shut. No retakes were necessary on the fingerprints. The job was handled capably by Harold Sullivan, a former policeman who now heads the N. Y. Mailroom.

Since all of you would like to see your own and everybody else's picture, it seemed that the best and easiest way to make this possible was to publish them in a little New York directory, which is now in production. Despite the fact that the pictures may not be flattering, at least they'll identify you for the other Ethyl people you meet in the elevator or the hallway. If you think your picture is too, too terrible, take solace in the moans and groans of your associates, who probably all feel the same way about theirs. As Ed Enoch, of the Advertising Department said, as he blithely sat down to smile for the birdie, "I know you can't be expected to make a rose out of a dandelion, so go ahead and shoot."

Gerry is fingerprinted by Harold Sullivan, head of New York Mailroom. This is a familiar job for Harold who is a former policeman.

Golden Anniversary in San Berdu



Although it has been two years since Art Sortman retired from our San Bernardino Lab, his friends there haven't forgotten him. So, when he celebrated his golden wedding anniversary on April 3 many of the Lab folk gathered to extend congratulations.

Seventy-five relatives and friends met at the Waterman Gardens Recreation Hall in San Bernardino in honor of the occasion. Four of Art's nine children attended (at last count Art reported 26 grandchildren and three great grandchildren). Ethyl friends gave Art and Anna a set of dishes.

An Ethyl pioneer, Art joined the Company in 1925 to superintend the operation of our first manufacturing plant in Moraine, Ohio. He later went to the Detroit Labs where he worked until 1938 when he was sent to San Bernardino to supervise the installation of equipment at our lab which was then being constructed. When the lab was completed, Art became maintenance superintendent, a position he held until retirement.

Art (he's known as Pappy to his friends in the West) reports that he is really enjoying his leisure. It gives him plenty of time for deep-sea fishing in the warm blue waters of the Pacific.

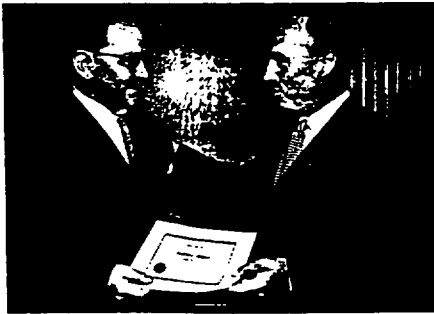
A large group of Ethyl folk were among the friends who gathered to honor Art and Anna. From the left are: Gil Way, Ruth Lord, Virginia Rue, Evelyn Seymour, Iva Feil, Bob Adams, Bill Deemer, Betty Painter, Bess Way, Margaret Remondino, Dean Painter, Anna Sortman, Florence Gish, Margaret Adams, Art Sortman, Rollin Gish, Adele and Virgil Allred, Peggy Hendrickson and Ray Seymour. Seated at the side are Mr. and Mrs. Paul Buehler.



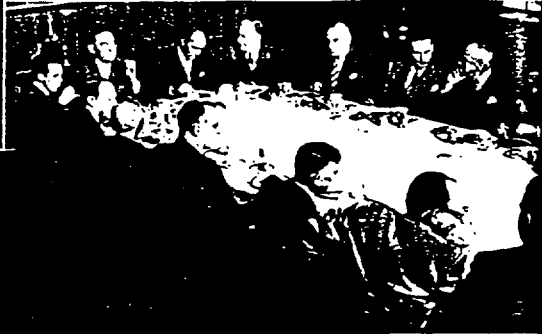
Anna and Art Sortman pose for a golden wedding anniversary picture behind the gaily bedecked table. According to Art, Anna has been the family boss for the past 50 years, so for the next 50 years it will be his turn to rule.



Milestones



When Vice President San Wagner joined the 25 Year Club on April 26, his Ethyl associates honored him with a luncheon at the Union League Club in New York. At left he receives congratulations from President Shea. Said San, on receiving his 25-year certificate, pin and gold watch, "If I had to choose all over again, I'd rather work for Ethyl Corporation than anyone else."



Snapped at the luncheon, clockwise from the lower left are: Ralph Champlin, Harold Berg, Graham Edgar, Mac Murdock, Bill Turnley, Russ Weston, Bill Perdue, San Wagner, President Shea, Earle Webb, Oscar Lewis, Ted Littlefield, Joe Costello and Tom Ronan.

Former President Webb paid tribute to San's pioneering role for Ethyl in the West. In closing he said, "San has always given us his best and done an excellent job. Events have proved his good judgment."

John Murphy, business assistant, Detroit Research Labs, cuts an anniversary cake at a party held last month to celebrate his 25th year with Ethyl. The cake was topped with a silver horseshoe and a large figure 25. Over 100 well-wishers were on hand to receive their share. In the cake-line here, from the left, are: Evelyn Ryan, Stella Shafer, Rita Blaisus, (whose mother made the cake), Dick Sneed, Marion Joyce, Arlyn Shiplett, Andy Reimold, Berleigh Green and Frank Fricker. Waiting their turn over on the left are Art Jennings, Jim Foote and Wilkie Wilkinson.



25-20-15-10-5



Madge Lofthouse

Twenty years ago this month a new secretary reported for work at Ethyl's laboratory in Yonkers. Her name was Madge Lofthouse. She came to Ethyl on the advice of her sister, already a Company employee. This month, as Madge becomes the sixth feminine member of the 20-year club, she is more than ever convinced that her sister's advice was good.

Madge began her Ethyl career in the Research Department at Yonkers, then moved to Gasoline Testing. She came to the New York office eight years ago. Now her desk is in the Eastern Region office where she works as secretary to Don Flynn and Bob Hogan.

Although she was born in England, Madge grew up in Yonkers. After high school, she attended secretarial school in New York.

Madge, a daily commuter from White Plains, N. Y., has recently become an ardent Yankee fan. She loves to daub with paint brush and palette, enjoys reading, music and swimming.

Fifteen, Ten and Five

Robert C. Burns, N.Y. Finance, passes the 15-year milepost this month. One lap behind him, with a 10-year service anniversary is Joseph Laethem, Detroit Research Labs.

Eleven employees will receive their five year pins—four in Detroit, four in New York, and one each in the Central Region, the Southern Region and Yonkers. They are: Edward J. Bet-

chaver, N.Y. Traffic, Joseph A. Hopkins, Jr., Central Region, James H. Kirby and Irma C. Macary, N.Y. Finance, John D. Melody, Yonkers Gasoline Testing Lab, John P. Napolitano, Sophie T. Perzanowski, and Alyce J. Peterson, Detroit Research Labs, Helen M. Stritter, N.Y. Finance, Lyndon K. Welch, Detroit, and Leif A. Zars, Southern Region.



John expresses his appreciation for his 25-year certificate, pin and watch. Present for the awarding ceremony were, from the left, Chuck Hawley, Earl Bartholomew, Karl Kuhn, John, Pat Harding, Clint Leacock, Charlie Gambrill and Frank Fricker. John was presented with a set of sterling silver cuff links and a tie clasp from his friends in the Business Services Section at the Detroit Labs where John has been business assistant since 1948. Formerly office manager in Technical Service, he spent his first 19 Ethyl years at the Yonkers Laboratory.

Extra-Curricular



Blair Moody Addresses Detroit Oil Men

Blair Moody, who was recently appointed to fill the vacancy created by the death of Michigan senator Arthur H. Vandenberg, addressed over 200 Michigan petroleum industry representatives at the April meeting of the Detroit Oil Men's Club. He was then Washington correspondent for the *Detroit News*. Senator Moody is shown above with three club members including Ethyl's Dolly Dollahan, publicity chairman. From the left: Jacob A. Citrin, Citrin-Kolb Oil Company, club president; Senator Moody; Robert W. Crawford, Gulf Refining Company and Dolly Dollahan.

Joe Cipolla

Joe Cipolla, Detroit Automotive Research, was one of three co-chairmen of the annual dinner and forum for the student group of SAE's Detroit section. The program, which was held on April 16, featured a jet-powered miniature race car championship tournament with entries from seven educational institutions.

Bill Dixon

Bill Dixon, southern region field engineer, presented a demonstration at the annual Power Show held at the University of Texas on May 4. The show, which was arranged by the University's Petroleum Engineering Department, was attended by 9,000 people. Bill's demonstration, which received an unusual amount of attention, was similar to Ethyl's "2=3" show which he presented at the Spindletop Celebration in January. It consisted of a demonstration engine running on 1925 and 1951 fuels with power readings and descriptive slides projected on a screen.

Ray Faller

Ray Faller, manager of training, discussed "Recruitment and Training of Technical Personnel" before the seventh annual Louisiana Personnel Management conference which was held at Louisiana State University on May 10 and 11. Ray also participated in a round-table discussion on "Grass Roots Problems in Mobilizing for Defense Production".

Charlie Gambrill

Ray was a member of the Committee on Training and Refining at the API Refining Division meeting in Tulsa in April, and gave a talk relative to meeting the manpower demands arising from the current international situation through training.

Gambrill, Gassman and O'Neill

Charlie Gambrill, head of analytical section, Chem Research, presented a paper entitled "Spectrographic Analysis of New and Used Lubricating Oils" at the A.P.I. Refining Division meeting in Tulsa on April 30. Bill O'Neill and Al Gassman of the Labs, collaborated with Charlie in preparing the paper.

On May 3, Charlie addressed representatives of the Phillips Petroleum Corporation at Bartlesville, Okla. on "Analytical Methods." The same day he discussed Diesel fuel analyses with personnel of the U.S. Bureau of Mines.



On Our Cover

Frances Lamb, of the Detroit Labs. made history when she addressed the A.P.I. Refining Division in Tulsa on April 30. She was the first woman ever booked to speak before this group. Subject of her paper, co-authored by Leonard Niebylski, is "Formation of Engine Deposit Compounds by Solid-State Reactions." Tulsa rolled out its welcome mat, featured Frances in newspaper stories, interviewed her on radio and TV. For more about Frances, her work and her Tulsa appearance, read the June Bulletin Board. She is shown on the cover with E. L. Baldeschwieler, chairman of the Analytical Research Committee.

Howard Hesselberg

Howard Hesselberg, Combustion Research, Detroit Labs, spoke before a National Petroleum Association group at Oil City, Pa. on March 30. His topic was "Potentialities of Fuel Antiknock Quality."

Ellis Locher

Ellis Locher, manager of safety services, chairman of the Joint Committee on Tank Cleaning of the API Refining Division, presided at committee sessions held at the division's 16th annual mid-year meeting in Tulsa April 30 to May 3.

Lovell, Rifkin, Walcutt and Zang

Two papers by members of the Detroit Research staff were delivered at the meeting of the Petroleum Chemicals division of the American Chemical Society which was held in Cleveland, April 8 to 12. "The Antiknock Effectiveness of Tetraethyl Lead in Various Pure Hydrocarbons" was presented by Wanda Zang. Co-author of the paper was Wheeler Lovell. "Pressure Indications of Precombustion Reactions in an Engine" was read before a symposium on combustion chemistry by Ellis Rifkin, Chem Research. Co-author was Cleveland Walcutt, Automotive Research.

Jack Macauley

Jack Macauley, director of research at the Detroit Labs, served on the program committee of the Automotive Research Committee for the 16th annual mid-year meeting of the API Refining Division at Tulsa. Jack also discussed the paper "Economic Relationship of Engine-Fuel Research," by C. L. McCuen of General Motors Research Laboratories, who is a director of Ethyl.

Mike Porch

Mike Porch, a safety engineer at the Baton Rouge plant, was named president of the



Ed Kurt discusses an Ethyl display with Paul Jankowski, secretary of the Wayne University ACS student section. The display was placed in the lobby of Wayne's new Science Hall. Ed, staff assistant to the director of research in Detroit, was recently named industrial advisor for the ACS junior group in Detroit.

Baton Rouge Symphony Society this month. For the past year he has served as first vice president of the Society which sponsored six adult and four children's concerts last season.

Mike Remondino

Mike Remondino, technical representative for the Eastern Region, presented two talks during March. He addressed the SAE at Atlanta, Ga. on March 19, speaking on "High Compression Engines and Their Fuels," and discussed valve rotation before the Association of Fleet Supervisors in Miami, Fla. on March 21.

Max Roensch

Max Roensch, of Detroit Automotive Research, addressed the Colorado Engineering Society at Denver on April 2. He discussed "The Value to the Motorist of Automotive Engine Developments for Present and Future Fuels."

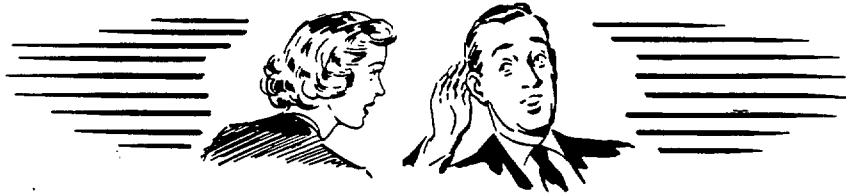
Dick Sneed

Dick Sneed, technical representative for the Southern Region, spoke on "Automotive Supercharging" before an SAE student group at Oklahoma A & M College at Stillwater on March 29.

Ben Weil

Ben Weil, supervisor of the Information Division, Detroit Labs, delivered a technical paper "The Literature Summary" at the American Chemical Society's Boston meeting on April 2. The paper was a discussion of the techniques used in preparing various types of technical literature summaries.

LEND AN EAR



It May Help You to Hear Better*

"I'm sorry I made that mistake—I guess I just didn't hear what you said."

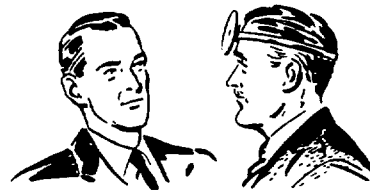
How many times have you said that?

If you say it frequently, you may be one of 15 million Americans who have impaired hearing. You may not be aware of it. Chances are your loss has been so gradual you didn't even realize it was happening. Perhaps it was just a progressive blurring of background sounds—of footsteps on the walk, dishes rattling in the kitchen, the far-off whistle of a train. Probably you adjusted to this gradual change without noticing that the world of sound was growing remote.

If you suspect this is happening to you, try yourself on the following questions. Ask a friend or relative to help you with the answers.

- 1) Do I frequently ask that words or phrases be repeated?
- 2) Can I hear normal conversation easily?
- 3) Can I hear a dripping faucet in the room with me?
- 4) Can I hear with my back turned to the speaker?
- 5) Do I strain to hear, or habitually turn one ear toward the speaker?
- 6) Do my friends joke with me about not paying attention, or about not hearing well?

If your answers suggest that your hearing isn't up to par, the first step is to admit the truth to yourself. No one can help you if you don't want to be helped. Many hard of hearing people falsely cling to the belief that they will be socially more acceptable if they pretend to hear. Rather than appear deaf by wearing a hearing aid, these unfortunate people go through life hiding their deafness behind an empty smile. What they fail to realize is that their own negative attitude handicaps them far more than their hearing loss.



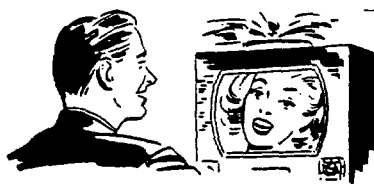
There is much an ear specialist can do for you if you consult him in time. Today medical science holds out hope to literally thousands of hard of hearing persons through operation and treatment. Through the latest marvels of electronics the amplification of hearing aids has increased from one hundred to one thousand times. They bring back a world of forgotten sounds to the hard of hearing. And, they have become miraculously lightweight and inconspicuous.

**This article has been reviewed and approved by Ethyl's Medical Department.*

Even if your hearing is excellent, remember that it can be lost with age suddenly. You can help protect it by following these simple suggestions:

- 1) Have your hearing tested at regular intervals.
- 2) Keep ears clean without using matches, metal objects or harsh materials. Let your ear doctor clean out accumulated wax.
- 3) At the first sign of ear pain or discharge, see your doctor. Many cases of hearing loss can be prevented if infection is caught early and properly treated.
- 4) Avoid swimming in uninspected pools or stagnant waters. Ear infection can start from water remaining in the ear.

- 5) Avoid violent blowing of the nose, especially when you have a common cold or a sore throat. This may lead to infection in the middle ear.



As your eyes are the mind's windows to the world, so your ears are its doorway. Every precaution you take to keep that doorway open and unobstructed will reward you, now and in the years ahead.

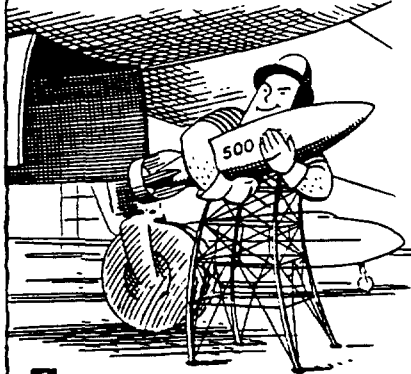
Your hearing is a priceless possession—protect it.

Helen Reed Feted



A host of well-wishers from Ethyl's New York office feted bride-to-be Helen Reed (see They're Married) at a luncheon in the President restaurant on April 12, and presented her with a torch lamp for her new home. She is shown here receiving her gift card from Helen Stritter. Clockwise around the table from the left are: Frances Norz, Kathy Boylan, Dorothy Locke, Florence Ludwig, Kathy Brown, Helen Stritter, Helen Reed, Edna Frank (Helen's sister), Anne Coyne, Genevieve Morgan, Martha Hennessy, Louise Jensen, Gertrude Horstmann and Peggy Quinn (at far right). Standing, from left, are: Wilma Hansa, Helen Furey, Eleanor Helmrich, Bea Turrie, Irma Macary, Alice Saunig, Eleanor Dunlop, Muriel Homer, Madelyn Drum, Marjory Smith, Grace Gregna, Gertrude Schrader, Margaret Dolan, Mildred Cooney, Edith Mahoney & Mary Gartland.

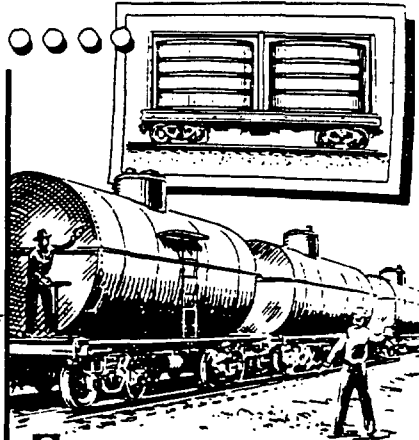
OIL QUIZ...



1

THE ARMED FORCES DEPEND HEAVILY ON THE PETROLEUM INDUSTRY FOR A CHEMICAL TO MAKE BOMBS, SHELLS, AND OTHER EXPLOSIVES. DURING WORLD WAR II 40 GALLONS OF THIS SUBSTANCE WERE USED IN MAKING EVERY 500 LB. BOMB. WHAT IS IT?

- A-DYNAMITE B-TOLUENE
- C-GASOLINE D-GLYCERIN



2

THE MODERN RAILROAD TANK CAR DESCENDED FROM A PLAIN FLAT CAR LOADED WITH UPRIGHT TANKS. TODAY, THE OIL INDUSTRY USES ENOUGH TANK CARS IN SERVING AMERICA TO FORM A TRAIN HOW MANY MILES LONG?

- A-10 B-75 C-200 D-700



3

A SPECIAL "SLUSHING OIL" IS BECOMING INCREASINGLY IMPORTANT IN THE PRODUCTION OF PRECISION PARTS. IT GUARDS AGAINST RUST AND CORROSION RESULTING FROM WHAT?

- A-HUMIDITY B-RAIN & SNOW
- C-FINGERPRINTS D-ACIDS



4

THE ORIGIN OF PETROLEUM HAS PERPLEXED SCIENTISTS FOR YEARS. ACCORDING TO THE GENERALLY ACCEPTED ORGANIC THEORY, PETROLEUM WAS FORMED FROM THE REMAINS OF WHAT ANCIENT OBJECTS?

- A-DINOSAURS
- B-OCEAN ANIMALS AND PLANTS
- C-ROCKS D-TREES

ANSWERS
1-B 2-D
3-C 4-B



Harold M. McMenemy

The death of Harold M. (Mac) McMenemy, superintendent of buildings and grounds at the Detroit Laboratories, on April 22, followed a prolonged illness of almost a year.

He is survived by his wife, Lodella, two sons, two daughters, a brother and sister, and his mother, Mrs. Imogene McMenemy of Hamilton, Ontario.

Mac was born and reared in Hamilton, where he starred in baseball and hockey in his younger days. Following service in World War I, he joined the Ford Motor Company in Detroit as superintendent of mechanical maintenance. Prior to joining Ethyl in January 1942, he was with the Albert Kahn organization. During World War II, he coordinated and supervised the work of plant protection forces representing 85 industrial concerns in the Ferndale area.



John C. Renfroe

John C. Renfroe, Ethyl engineer and former Bulletin Board correspondent, died suddenly in Baton Rouge on April 19 of a cerebral hemorrhage. He was 44 years old.

Surviving are his wife, Elwood, a daughter, Linda Ann, 14, and his mother, Mrs. Alice Renfroe.

John was a native of Victoria, Tex. The grandson of "Doc" Fenton, one of LSU's greatest football players, John followed in his footsteps and played varsity football there for three years. In 1936 he went to work as an engineer in the Gasoline Testing Laboratory in Baton Rouge. He worked in the San Bernardino Gas Testing Lab for several years, returning to Baton Rouge in 1945. Early this year he was transferred to the Tulsa Gas Testing Lab as deputy manager. He had returned to Baton Rouge to help his family move when he was stricken.

On the Big Show

Even Milton Berle, clown prince of TV, is getting into the Ethyl act these days. Milton pulled one out of the hat recently on Tallulah Bankhead's star-studded Sunday evening program "The Big Show."

Said "Uncle Miltie," speaking of the guest stars, "How about the talent on the show tonight. Look what you're getting — Jimmy Durante, Gordon MacRae, Rosemary Clooney, Frank Lovejoy, Texaco Merman—Texaco Merman. Not allowed to say Ethel. That's a gasser . . ."

Of course, Ethyl's not exactly a "gasser", Milton. But thanks for the plug anyway.

They're Married

New York

Helen Reed, of Accounting, became the bride of Lawrence Flannigan at a nuptial mass held in St. Mary's Mother of Jesus Church, Brooklyn, at 11 a.m. on Saturday, April 14. The ceremony was performed by Rev. Joseph Brown, of St. Francis College, Brooklyn, who is a cousin of the groom.

Following a reception at the Knights of Columbus Club in Sheepshead Bay, the couple left for a honeymoon at Williams Lake in the Catskill mountains. They are now living in Brooklyn.

Helen and Lawrence were childhood friends and attended school together. He is now employed by the New York Transportation Company.

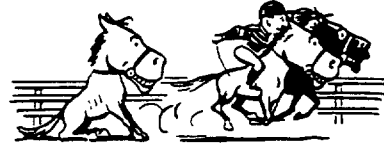
. . .

Every year oil companies test a thousand or more chemical products made from petroleum bases to determine their possible use in agriculture, industry and the home.

22

BULLETIN BOARD—MAY

Of Hunches and Horses



While on a business trip to Mexico recently, Southern Region Safety Engineers Howard Gerber and John Rollins decided to stop at the Hipodromo de las Americas and see how the ponies were running.

Being venturesome souls, they naturally decided that investing a few pesos on the races would make the afternoon more interesting. When the fifth race rolled around they noticed a horse named "Flowing Oil" was running. "This is a hunch," they said, "worth following."

However, "Flowing Oil" wasn't flowing very rapidly that day. After the race the disgusted engineers made an appropriate notation on their program. "Flowing Oil" is now listed as "Dry Hole." Although the owner may not agree, Howard and John are convinced this is a much more fitting name for the horse.

Ten Years Ago in the Bulletin Board

Sales Department Heads Powwow at Seaview . . . Merritt Collins, Charlie Rankin and Fritz Schroeter Move Up at Yonkers Gas Testing Lab . . . Deep-water Bowlers Beat New York Team . . . Vice President Tom Midgley Awarded A. C. S. Priestley Medal . . . Ethyl Women Support Bundles for Britain Drive . . . 14 Complete Ray Faller's Training Course . . . Second First Aid Team Formed in Baton Rouge . . . 38 Detroit Golfers Prepare For the Link Season . . . Nine Ethyl Men Called to Active Service . . . Charlie Boehme Replaces Army-Bound Bill Ryan in Parade of Progress.

ETC 12913



Helen Carrico, technical clerk, Detroit Labs . . . born and brought up in St. Cloud, Minn. . . . now lives in Royal Oak . . . married . . . her two young sons, Mike, two, and Rickey, 18 months, are her main interest . . . formerly worked for Kresge Co.



Calvin Cook, road test dispatcher, Detroit Labs . . . born and brought up in Detroit . . . attended Univ. of Detroit & Michigan State . . . served with U.S. Navy in South Pacific & Japan . . . favorite hobby is motor-cycling . . . also enjoys swimming.



Roy Delaney, Jr., lab technician, Detroit Labs . . . native of Michigan . . . attended Univ. of Detroit & Detroit Institute of Technology . . . veteran of U.S. Navy . . . formerly worked for Fabricon Products, Inc. . . . hobbies include bowling & riding.

Welcome to Ethyl



Betty DeLarzelere, receptionist in the sales office . . . born and brought up in Tulsa . . . later moved to Houston, Texas . . . graduated from Jacinto High School there last year . . . this is her first job . . . married . . . now living in Tulsa.



Kathryn Hendren, lab technician, Detroit Labs . . . born in Oil City, Pa. . . . formerly employed by Pennzoil Laboratory in Rouseville, Pa. . . . she is married . . . has two sons, Tommy, seven, and Andy, three, who are her major interest and special hobby.

Patricia Johnson, secretary in the Chicago sales office . . . native of Illinois . . . earned B.A. from Beloit College, Wisconsin . . . member of Kappa Delta sorority . . . attended Katharine Gibbs school in Chicago . . . she is now living in Chicago.

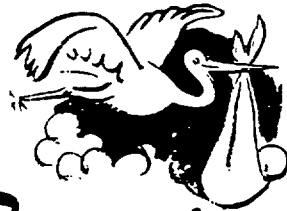


Bill Podposki, secretary to Bill Hue, N.Y. office . . . born and lives in Greenwich, Conn. . . . earned B.S. from Alfred University . . . she was president of Theta sorority . . . enjoys sports, particularly tennis and ice skating.



Robert Young, dynamometer operator, Detroit Labs . . . native of Detroit . . . attended high school there . . . spent three years in Air Training Command . . . auto mechanics and fishing (particularly near Pontiac, Mich.) are his two special interests.



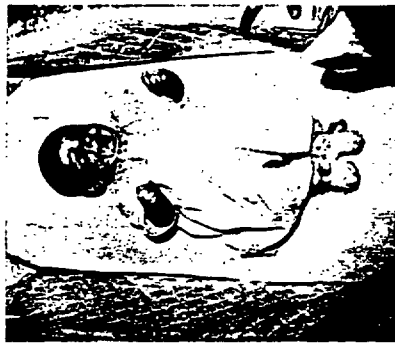


Recent Arrivals

Detroit

DALE and EMMA CHRYSLER—a boy, Chris Curtis, born April 17. Weight: eight pounds, 13 and one-quarter ounces. Dale, who is a carpenter and cabinetmaker at the Detroit Labs, is the father of four other children: Dale, 18, Marilynne, 14, Susan, 10, and Karen, 7.

LEONARD and JEANNETTE NIEBYLSKI—a girl, Margaret Mary, born April 21. Weight: eight pounds, two ounces. Len is a research chemist in the Analytical Section at the Labs. He has two other children: David, 2, and one-year-old Richard.



Rollin E. Gish, III

Beaming in his bassinette is Rollin E. Gish, III. He is the four-month-old son of Florence and Rollin Gish, Jr. His father is a research engineer at the San Bernardino Lab.



Julia Howell

Here's the latest snapshot of Julia Rosanna Howell, who arrived on January 1, 1951, in time to give her parents a double reason for celebrating the new year. She is the daughter of Gel and Katherine Howell. Gel is an account representative in the Eastern Region.



Susan Rose

The newest addition to the family of George Rose, Chicago resident manager, is shown above sitting on the couch with her sisters. From the left are Marilyn, eight, ten-month-old Susan, and Jean Ann, 12.

New York

JIM and CECILIA DONOHUE—a daughter, Cecilia McVeigh, born April 22. Weight: eight pounds, four ounces. Jim, who works in N.Y. Finance, reports the new arrival has black hair, blue eyes, curly toes and numerous chins. Cecilia has a little brother Jim, who is 17 months old.

Dosey Do-ing in Detroit



Geraldine Green and Wilkie Wilkinson show how to swing a partner at the Detroit Ethyl Society's annual square dance. Over 125 Ethylites attended the party which was held April 3 in the Star Ballroom. Clapping on the sidelines here are Ross and Pauline Rife.



Waiting for the music to start are, clockwise: Pauline and Ross Rife, Ida and Herb Neal, Mary and Late Willans, Geraldine and Fred Green. They're ready to begin the next set.



Lining up for the next number are, from the left: Ruth Topping, John Holtz, Chuck and Barbara Hawley, Gordon and Margaret Wilcox.



Everyone was glad to sit down to catch his breath and rest his feet. Clockwise around the table are: Barbara Hughes, Shirley Retzlöff, Millie and Jerry Stanke, Jim Hughes, Jim Retzlöff, Ed Watson, John and Helen Zawadski.



Enjoying refreshments and conversation after the dance are, from the left: Russ Carlson, John Louisgnau, Art and Shirley Iennings.

Chow time! After the dance a free lunch was served. That's Harold Faucher with both hands full. Looks as if dancing gave him an appetite.



Our Contributing Editors
EYES and EARS of ETHYL



Emily Whitfield

When you speak of entrechats, pirouettes and grand jetés, you are talking Emily Whitfield's language. Although many years have passed since the crisp autumn day when Emily, then 18, breezed into Keith's Albee theater in Brooklyn and landed a job as a dancer in the stage show, she still has music in her toes.

"It's just something I was born with, I guess," she says. "I never took a dancing lesson, and dancing on the stage is certainly hard work, but, I've always loved it."

Emily is one of eight *Bulletin Board* correspondents who report the news from the various departments of the New York office. An Ethyl employee of nearly 13 years' standing, she has charge of the duplicating services in New York.

Born in Mt. Vernon, N. Y., Emily grew up in West Virginia, New York City, and Brooklyn. She attended

business school in Brooklyn, then took a job in a real estate office in New York City. It was after the business went bankrupt two years later that she tried her luck on the stage. With her natural talent for dancing, she was soon pirouetting behind the footlights of the big movie theaters in the Broadway area, where she met many celebrities of the entertainment world.

During these years she also met a young graduate student from Columbia University. When they were married in 1934, Emily put her dancing slippers away to travel around the Southeast with her husband, an educational advisor for the government's CCC camps. After their daughter, Jeanie, was born, the Whitfields returned to New York.

Later on, Emily returned to the business world, joining the Ethyl Corporation in 1938 as a typist and mimeograph operator.

Today, Emily lives with her family in Bellerose, Long Island. Her chief interest is her 16-year-old daughter Jeanie, who is now in high school. An active member of St. Thomas Episcopal Church in Bellerose, she has taught Sunday School there for the past 15 years. Her favorite project is the annual children's show at the church. For this Emily acts as writer, director, producer, choreographer, costume designer, seamstress and art director. This year she produced her review with a cast of 70 children, ranging in age from 3 to 10 years.

"Sure, it's work," Emily admits. "But it's dancing, so I love it."

DRY THOSE TEARS, BABY



You don't know it, but you are the luckiest baby in the world. You're lucky because you're an American. The greatest gift your parents could give you is the one you have—you're an American citizen. That means you can live in a country founded on the principles of liberty, a country that in today's troubled world stands as one of the few citadels of human dignity and freedom.

When you get older you'll learn that for you and millions of other Americans those words mean:

You can get the best education—unbiased education—in the world at American schools, colleges and universities.

You and your parents can worship in any church you wish.

You can ask questions freely and speak your thoughts freely without fear of reprisal.

You can get all the news, taking your choice of newspapers and other sources of information.

You can, when you get out of school, work at any job anywhere you choose—and have the greatest opportunities in the world.

You can own your own business, compete for goods and services on a free market.

You can live where and how you please, come and go freely.

You can join whatever political party you choose—and vote anyone in or out of office.

You can improve your living standards, own property, gain possessions to the full extent of your ability.

You cannot be arrested without just cause—and are innocent unless proved guilty by a jury of your fellow citizens.

You can assemble with your fellow Americans and petition for your rights.

You can enjoy security in your home without fear of anyone seizing you or taking over.

You can even grow up to be president.

All these freedoms are protected for you by the law of our land, written by wise forefathers who knew what it meant to live under the iron hand of tyranny.

They passed on to you not only a democratic form of government, but the richest country in the world. Vast natural resources are yours to build with. This land of yours, covering about 6% of the earth's surface with about 7% of the world's population, produces 42% of the world's wealth. The American way of life with its freedoms and abundant rewards is a dream come true.

So dry those tears, baby. This great heritage is yours. You are the luckiest baby in the whole wide world.



The Man Who Broke the Bank

... was really quite disappointed at what he found there.

After all, how much can you stash away in a piggy-bank—even if you do throw in a quarter once in a while ...?

A much better method is the Payroll Savings Plan. All you do is sign a card, indicating the amount you wish to save each month. The Payroll Division does the rest. They deduct the money from your pay check, buy the bonds and deliver them to you. If you wish to join the Plan just let the Payroll Division know. They will send you the card which will start your automatic savings program.

Once you've joined this systematic savings plan you'll be setting aside a part of every pay check in Savings Bonds. You'll be saving regularly—which is the only way that counts. And you'll be saving automatically—which means no fuss or bother, nothing to remember, and no chance to forget.

Savings Bonds are always there when you want them—a cash reserve that's readily available.

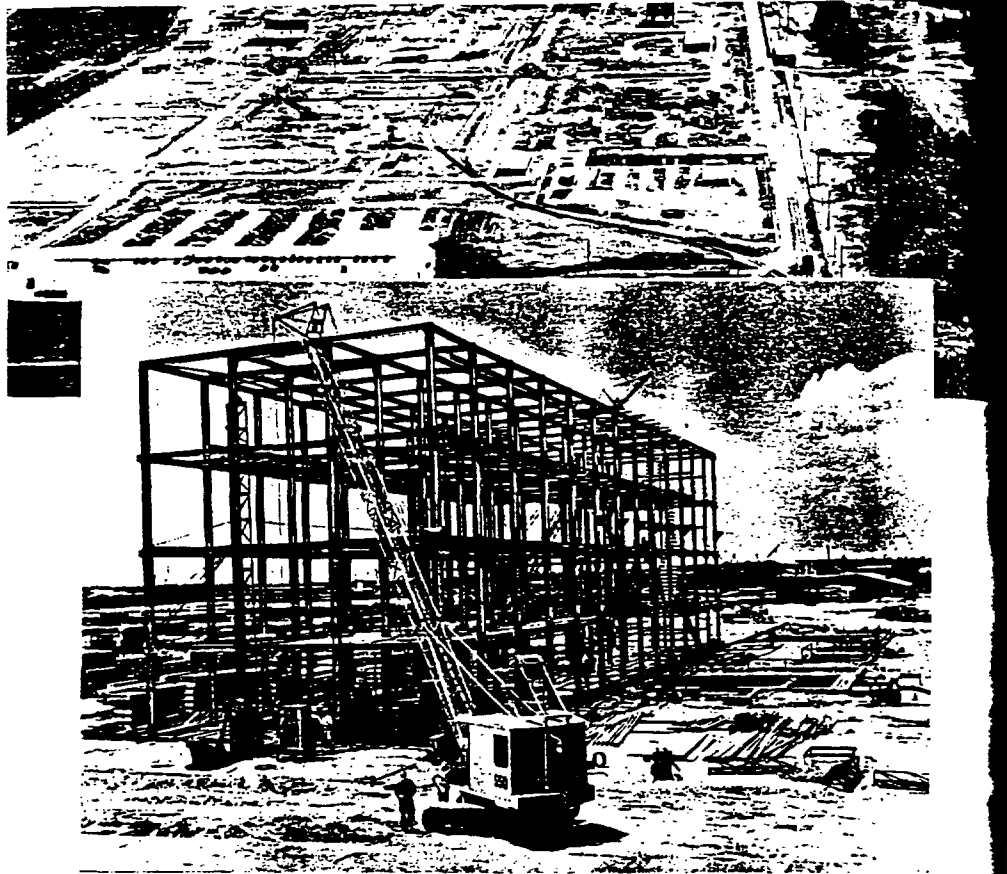


New Vice President (See Page .

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Ethyl BULLETIN BOARD

JUNE-JULY 1951



Progress at Houston

Steel's going up on schedule as the rat-tat-tat of riveters punctuates the din of construction clamor at our new Houston plant. Increased military and civilian demands for high quality fuels make antiknock compounds more important than ever. This plant, with its manufacturing and storage facilities for TEL, will provide greater strength for America's security. Above is an aerial view of the plant site and a close-up of the steel structure for the central TEL building, due to start production next Spring.

ETHYL BULLETIN BOARD

by and for Ethyl employees

Marceline Marquis, Editor

Barbara Moore, Editorial Assistant

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selbridge; Detroit: George Betker, Rita Blaisus, Margaret Dullinger, Peggy Osip, Andy Pollay, Jim Retzlaff, Adele Rozek, Phil Savage, Al Sechrist, Anne Siefert, Nora Wirick; photographers: Fred Green, Loren Knowles, Alyce Peterson; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Don Chapman; Mexico-Central America: Lynn Phillips; New York: Jim Beckwith, Jim Donohue, Wilma Hansa, Erma Harris, Alice Lahn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Gladys Roney; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock, H. J. Philp.

Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

Turner Elected Vice President

Five Men Move Up to New Management Posts

ation of a new department encompassing all research and engineering activities of the company with Bynum Turner, newly-elected vice president in charge, reflects the Company's growth and expansion, as well as widening horizons for Ethyl people. A result of the election of By Tur-



Clinton Bond

, five Ethyl men have moved up the ladder to important administrative jobs in Manufacturing.

They are: Clinton Bond who succeeds By as general manager of manufacturing; Roy Clothier who moves up to replace Clint as plant manager for Baton Rouge; Wallace Armstrong, plant manager for Houston; William Perry who has been named industrial relations director for the manufacturing department; and Glenn Hayes who succeeds him as manager of maintenance and on-plant construction for Baton Rouge.

The growth of the Company and the continued expansion of research, product development and engineering activities in particular have reached a

point where integration of these activities has become necessary," President Shea said in announcing By's election as vice president to head the new Research and Engineering Department. Vice President Graham Edgar continues as chairman of the Research Committee and advisor to the president on technical matters.

To Unify Activities

"The new department was established to unify all of the Company's activities in research, engineering, product development and new construction," Mr. Shea explained. "It is fully integrated and well equipped to help us realize our plans for the diversification of our business by the manufacture and sale of new chemical products," Mr. Shea said.

The new Research and Engineering Department includes the Research, Engineering and Product Development departments in Detroit, San Bernardino and New York and some activities in Baton Rouge which have



Roy Clothier



Wallace Armstrong

been in the Manufacturing Department under Vice President John Schaefer. These include: development, process engineering and general engineering, economic evaluation, metals inspection, and the administration of new construction, including work on the Houston plant.

By Turner brings broad experience and demonstrated ability to his new post. He started his career working in a refinery for Humble Oil and Refining Company, moved up to head the technical staff of the butadiene plant,



William Henry

went to Washington during the war to head the butadiene-from-petroleum section of the Rubber Reserve Company, and returned to Humble as assistant head of the technical service division. He joined our manufacturing staff in February of 1946, served as coordinator of our \$100 million expansion program at Baton Rouge and Houston, was appointed general manager of manufacturing a year and a half ago. A native of Texas, he was graduated from Rice Institute in 1933



Glenn Hayes

with a B.S. in chemical engineering.

Clint Bond takes over as general manager of manufacturing after 12 years with the Company at Baton Rouge, where he has been plant manager for the past eight years. Born in Lake Charles, La., he attended Louisiana State University, graduating in 1931 with a B.S. degree in chemical engineering. He worked for Esso Standard Oil Company in Baton Rouge for seven years before joining Ethyl in 1939.

Roy Clothier moves up to plant manager in Baton Rouge after six years as manager of operations. He joined Ethyl in 1939 as a supervisor, was manager of the ethyl chloride di-

vision for four years and manager of the production division for a year. Roy was an operating engineer for Alco Products Company in New York City for seven years before coming with Ethyl. He was born in Fairvalley, Okla. and attended Northwestern State Teachers College in Alva, Okla.

New Positions Created

The new position of industrial relations director for the manufacturing department goes to Bill Henry who will be responsible for activities in this field in both Baton Rouge and Houston. He will report to the general manager and will work in close association with Curtis R. Holton, industrial relations director for the Corporation. Art Stover continues as manager of labor relations at Baton Rouge, reporting to Bill Henry.

Bill started with Ethyl 12 years ago as mechanical superintendent for ethyl chloride operations and for the past five years has been manager of maintenance and engineering. Before that he had worked for Esso Standard

Oil Company for nine years at Bayway, N. J., and in Baton Rouge. A native of Pittsburgh, Pa., he was graduated from the University of Pennsylvania in 1930 with a B.S. in chemical engineering.

Glenn Hayes brings to his job as manager of maintenance and on-plant construction for Baton Rouge six years' experience as superintendent of sodium operations. He came to Ethyl via DuPont, where he was a supervisor in the Baton Rouge sodium plant when Ethyl assumed operation of sodium manufacturing. Born in Milwaukee, Wis., Glenn is a graduate of the Milwaukee College of Engineering.

Wallace Armstrong steps into his job as plant manager for Houston following six years as superintendent of ethyl chloride operations. He joined the Company in 1939 as a data engineer, later became an operating supervisor. Born in Canada, he has two degrees from the University of Florida—a bachelor's in chemical engineering and a master's.

Our First Korean Casualty

PFC John Robert Davis, 28, is the first Ethyl employee to give his life in the undeclared war we have been waging for the past year. He was killed on April 24 while fighting with the U. S. Marine Corps in Korea.

John was employed at the Baton Rouge plant until last October when he left to join the Marine Corps. He came to work for us in TEL Operations in August 1947.

In addition to his wife, Mary, and one daughter, Juanita, two, John is survived by his parents, two brothers and a sister, all living in Louisiana. To them, we, at Ethyl, extend our heartfelt sympathy.



John Robert Davis



Holland Bound

Jack Macauley, director of research, boards a plane at Idlewild Airport, N.Y. on May 27. He was on his way to the Third World Petroleum Congress held at The Hague, Netherlands, May 28 to June 6, where his paper "Advances in the Utilization of Tetraethyl Lead" was discussed. Over 2,000 delegates from 44 countries attended the Congress—the first world-wide meeting of industry technologists since before World War II. Jack visited automotive and aviation plants in France, Italy and England before sailing on the Queen Elizabeth on June 30.



Ethyl Wins a Beauty Prize

The trim lines of our Detroit Research Laboratories and the attractive landscaped grounds which surround it have always been a source of pride for the Ethylites who work or visit there. Apparently other visitors have been very much impressed, too, for the laboratories were recently awarded the Michigan Horticultural Society's top citation for an industrial establishment. The citation was presented at the Society's annual meeting in May by Professor H. O. Whittemore, head of the Department of Landscape Architecture, University of Michigan, "for adding dignity and gracious beauty to a factory."

She's in the Movies

How would you like to go to the movies and see yourself on the screen? Betty Beach, of N.Y. Statistical Research, did last month. Betty appeared in a newsreel publicizing the Civilian Defense Recruiting Drive in New York. A Paramount release, it was shown in 400 movie theaters in the Metropolitan Area. Above the cameraman records Betty's smile.



We're All Ethyl Salesmen



Jim Boudreau

"Although Ethyl salesmen present the bouquet to our customers, most of the flowers are grown by others," said Jim Boudreau, manager of sales marketing, speaking before the Ethyl Management Club in Baton Rouge recently.

"Customer acceptance of our Company is not the result of any individual action by any individual group," Jim explained. "It is the result of the combined efforts of every person employed by this Company. They are the real Sales Department of the Ethyl Corporation and it is to their credit that our Company is respected by the entire petroleum industry for its integrity, its reliability and its ready acceptance of the principle that corporate existence, like national existence, is dependent upon progress."

Elaborating on this theme he pointed out that too often in large corporations, and to a degree even in our own Company, there is a tendency for

some members of a department to regard themselves as a separate unit with little in common with other company operations except the corporate name which binds them together. "I feel," Jim said, "that when this condition exists, it is the result of misunderstanding not only departmental procedures, but more important still, departmental goals, for all of us are striving for the same goal. And we all have in common two basic principles, the necessity for thought and the necessity for productive effort."

Growth of Sales Department

Jim paid high tribute to the men who represent us in the field, to their spirit, sincerity, ability and unceasing effort. In describing the efforts of the Sales Department he said:

"I am sure you realize that the growth of our Company in TEL sales has resulted in a corresponding growth of our job in the field. In the early days, our representatives in the field did everything. If you needed a man to organize sales programs for customers, high compression a fleet, settle complaints of any nature, erect blending plants at refineries or to address with composure the Acme Marching and Chowder Club you had only to write or phone the nearest Ethyl sales office. It didn't matter what the job was, he would swing from one to another with the greatest of ease and with a remarkable degree of energy.

"Now, in place of the general field representative with all-inclusive duties, we have distinct operating groups each specializing in particular activities. Our sales objective is to sell 'Ethyl' brand of antiknock compound and all of our actions are directed to that end.

Four Operating Principles

"In carrying out this objective, we follow four operating principles. First—like a football team that spreads on defense and bunches on offense we are loosely, although strongly knit. Our men, to a great degree, are on their own and free to adjust their routine to existing conditions. Guidance is given along general policy lines, but they, themselves, must find the individual answers to their individual problems.

"Such a procedure is possible only because of the type of men who represent you in the field. Carefully selected from a large number of applicants, they start with a good engineering or sales background, an excellent record of past employment and a desire to accomplish an honest day's work. They realize, too, as in your department that their advancement is largely in their own hands, which is a most important factor in the development of both individuals and organizations.

"Our second operating principle is never to lose sight of the fact that we are a small organization confronted with an enormous task. We try to adjust ourselves to a procedure, which, for the want of a better term, is described as 'mass selling.' In plain English it means, 'Never make a contact with an individual if you can make a speech to a group.' Limited in time and manpower, we are forced to screen out the individual jobs and limit our efforts to the larger units for it is in those groups that we must look for our largest gains.

"The third operating principle we keep in mind is that one of our main purposes is to educate, and the word 'education' leads us up a number of strange roads. I think the full significance of the scope of the word 'education' can be realized only when you consider that it has been applied with equal fervor to both the Bible and Mein Kampf—I hastily add, however,

by two entirely divergent groups.

"The thought may occur to you that after 27 years the job of educating the public, our customer companies and the automotive industry should be pretty well completed. It is, for the most part, and it no longer takes as much of our time as it did in past years. However, it cannot be completely dropped for the passing parade of life is such that every year, over five million people in this country see an elephant for the first time.

"Our fourth operating principle and our main one today is to recognize and accept our obligation to be of service to our customers. It is not only a moral obligation—it is also a business obligation that pays off in sales.

"The day has long since passed when the seller of a product could consider the transfer of money as the conclusion of a sale. Today, service is one of the necessary costs of doing business. It is a corporate expenditure made for the purpose of protecting income.

"Service, I might add, is not a one shot injection. A corporate reputation for service must be based upon continuous effort and not upon past accomplishment. In the realistic world of business, past records have little sales value. What creates service? It is not the product of a machine. It is not a broad statement of corporate objectives. It is one thing, manpower, the manpower of every department.

Understanding, the Keynote

"We, in the Sales Department, believe that all of us in this Company are fortunate to be a part of an organization whose keynote is understanding of our obligations to both our customers and ourselves. We think, too, that we are fortunate in working for a company that, from a personnel standpoint, is small. It means that all of us can contribute, each in his own way,

to the progress of the Company.

"In many corporations there is a tendency to reduce the individual to a common material and pour forth a common mold. Our Company never has and never will resort to the technique of the 'melting pot.'

"Rather, it will always resemble a tapestry in which we can find part of

ourselves. A shading of color here—the marking of a line there. It does not matter that our contribution to the tapestry may be small. What does matter is that we have the opportunity to weave a few threads and leave behind us some sign that we have worked. Some sign that may guide a future worker to a greater height."

Almost Everybody's In

Ninety-five percent of all eligible employees have signed up for the Company's new Group Insurance Plan which went into effect on June 1.

They signed up to take advantage of the most complete hospital and surgical insurance program ever sponsored by the Company. Three fourths of them will benefit from the expanded coverage extending hospital and surgical insurance to dependents. Everybody benefits from increases in hospital and surgical allowances: maximum for

surgical operation is now \$225 instead of \$150; special services have been raised from \$70 to \$100 maximum; and hospital room and board charges will be paid up to \$10 a day as compared to \$7 under the previous plan.

Employees who carry Blue Cross in addition to the Ethyl Insurance Plan will have the added protection this double coverage offers. They can collect under both contracts.

The life insurance coverage continues as before.



Al Ryan and his family pose for a last picture on the lawn of their home in Wood River, Ill. before heading for Kansas City, Mo. where Al has been transferred. From the left are Al, with son John, 2½, Edith, with four-year-old Betty Jane, and Sheila, ten.



Picknickers from N.Y. Payroll line up for a picture against a background of trees and fields. Laden with hamburgers, hot dogs, baseball and horseshoe equipment, the gang drove out to Lake Mohansic in Westchester County on Saturday, May 26. Notice how pleased the girls look? That's because they beat the men in the softball game! In the back, left to right, are: Heyward Kinard, Angelo Pascucci, Ruth Hall, Wayne Newman, Dot Rogan, John Robertson and John Palmer. Kneeling in front: Ellen Svendsen, Loretta McEntegart, Gertrude Melloh, Mary O'Brien and Ronnie Wiegman.



Alice Wygand, N.Y. Traffic, probably knows almost as much about travel accommodations as the best informed representative of Cook's Tours. Since March 1949 she has handled transportation arrangements—by land, sea or air—for peripatetic Ethyl folk.

Alice joined the Company in 1929, one of two girls in the Deepwater Division. Her job consisted of handling drum records and preparing shipment papers. In 1937 she took over the handling of sales records and payment of freight bills. She came to the New York office after the Deepwater plant closed.

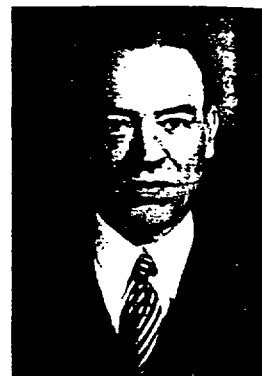
Born in Philadelphia, Alice grew up in Penns Grove, N. J., later attended Goldey Business School in Wilmington, Del. Now she lives in Flushing, L.I. Golf, swimming and dancing are her favorite pastimes, but occasionally she, too, likes to take a trip.

Milestones - 20

Bob Cleveland, assistant to Walt Resler, head of Statistical Research, was born, appropriately, in Cleveland, Ohio. Since his father was a railroad man, the Clevelands did a lot of traveling. Bob began school in Germantown, Pa., and graduated from high school in Evanston, Ill. From there he went to New Haven, Conn. where he earned a B.A. degree from Yale. In his college days, he was a member of the Canadian Alpine Club, and during Summer vacations made frequent trips through the Canadian Rockies.

Bob came to Ethyl in June 1931 from a job in the purchasing department of U.S. Gypsum. One of the first to join Walt's Statistical Research group, he has long been his right bower.

Bob lives in Ridgewood, N. J. with his wife, Margaret, and his three active youngsters—Bob, 14, Joan, 12 and Barbara, seven.



Herb Neal joined Ethyl at the old Milwaukee Avenue Lab in Detroit in 1931, a year after his graduation from the University of Missouri. A year later he was sent to the Gasoline Testing Lab in Yonkers where he remained until 1934 when he returned to Detroit, taking his present job as research chemist.

Born in South Dakota, Herb attended Drury College (Mo.) before taking his A.B. degree at the University of Missouri. His first job was with the Barrett Company, Chicago.

Today Herb and his family of six live in Ferndale, Mich. A civic-minded citizen, Herb is active in local Boy Scout work, school activities, and represents Ethyl on the Ferndale Board of Commerce. He also belongs to the American Chemical Society. The Neal youngsters—Herb, Jr., 18, James, 15, Susan, 9, Marcella, 6, and David, 2—are Herb's main interest.

5-10-15

With 15 years to their credit are: **Ev Clough**, Wilmington, Calif. terminal; **Ed Johnson**, Detroit Labs; and **Tom Tennent**, Sales, Houston.

Joining the 10-Year Club are: **Jim Bessire** and **Aili Koskela**, Western Region; **Emrna Fortlage**, Medical Department, Cincinnati; **Norm Linstromberg**, **Al Ryan**, **George Rose**, and **Bill Wilson**, of the Central Re-

gion; and **Ralph Wahrenbrock**, Detroit Research Laboratories.

Celebrating their fifth Ethyl anniversaries are: in New York, **Bill Croissant**, Traffic; **Walter Hallam**, Finance; **Alice Lahn**, Sales; and **Elsa Weber**, Industrial Relations; in Detroit, **Chester Kelley**, **Bill Trehella**, and **Jean Vincent**; **Jack Laubach**, Southern Region; **Ed Otto**, Kansas City Gasoline Testing Lab; and **Fred Robinson**, Yonkers Lab.

API Lionizes Lamb

To our Detroiters Frances Lamb is a conscientious, serious-minded girl, who goes quietly about her work without fanfare or ado. But to Tulsa and to the American Petroleum Institute's Refining Division, she was a star attraction at their recent mid-year meeting.

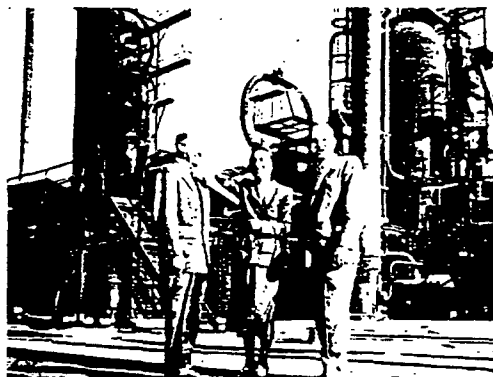
The first woman ever booked to speak before the scientific brains of the petroleum refining industry, Frances chalked up another first for Ethyl and for her sex. Speaking before large groups of men was not new to Frances—she's been doing that since 1935—but meeting the press, answering questions tossed at her by reporters, being interviewed on radio and television were all "new and interesting" experiences.

Reporters wanted to know how Frances got into this spectroscopy and x-ray diffraction work, anyway, whether she deliberately planned to invade a masculine field, what she does for pastime. You'll find the answers to these and other questions in the following picture story.

Our shining scientist would rather work a mathematical problem than eat, is just as keen about physics and



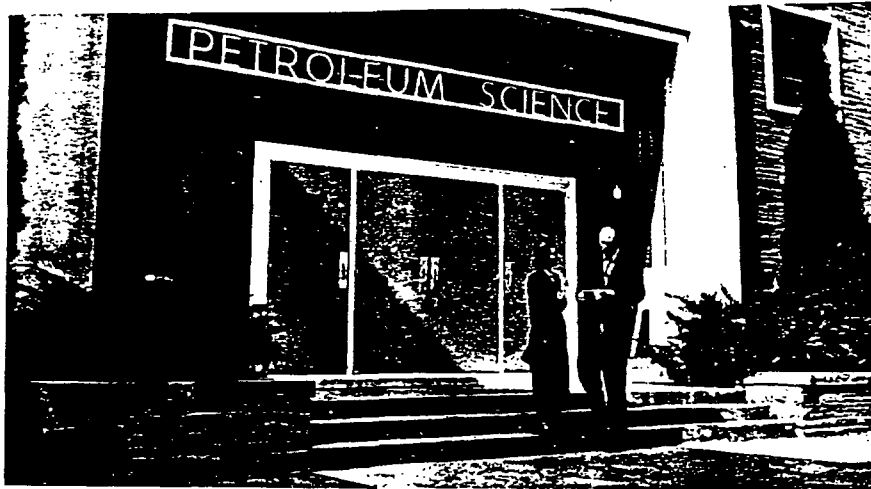
Soon after her arrival, Frances was cornered by ladies of the press. From right to left are: Mrs. Walter Ferguson, nationally-syndicated Scripps-Howard columnist, Mrs. Virginia Morris, of the *Tulsa Tribune*, Miss Maurine Halliburton, *Tulsa World*, and Frances.



Len Huxtable, Tulsa resident manager, arranged for the visiting scientist to go through Mid-Continent Petroleum Corporation's big refinery in West Tulsa. Dr. Glenn Morgan, director of research at Mid-Continent, above at left, personally conducted the tour. Len is standing on the other side of Frances, and Bob Douglass, assistant manager of the southern region, was out front directing.



At convention headquarters, Frances met W. T. Gunn, director of the Refining Division of the American Petroleum Institute. Here they discuss her paper, "Formation of Engine-Deposit Compounds by Solid-State Reactions."



chemistry. Which gives you a general idea as to why she wound up in a research laboratory—and why she's so good at her work.

She got into the highly specialized field of spectroscopy because she needed a job—and the job needed her. After taking her B.S. and M.S. in chemistry at Michigan State College she stayed on to work at the Experiment Station. Among other things, she

Her Tulsa tour also included a visit to the new Petroleum Science building at the University of Tulsa. On the steps with Frances is Dr. Paul Buthod, head of the petroleum refining department, who showed her through the new \$750,000 building, gift of Tulsa oil men.

did some spectrographic studies, and when Bohn Aluminum and Brass Corporation decided to buy a spectrograph on the basis of research work done for them at the Experiment Station, Fran-



Frances' speech on Monday, first day of the meeting, was greeted with loud applause by technical experts from all over the country who gathered in the Crystal Ballroom of the Mayo Hotel to hear her. Above, she is congratulated by E. L. Baldeschwieler, chairman of the API's analytical research committee, and Charlie Gambrell, who heads our analytical research group at Detroit.



A lively discussion followed Frances' talk. Among those who rose from the audience to participate were John M. Campbell, director of research for General Motors, second from left, and Dr. D. P. Barnard, director of research for Standard of Indiana. At far left is our own director of research, Jack Maccauley. Mr. Campbell complimented Frances & Ethyl for doing a long-needed basic research job.



With her technical talk behind her, Frances faced something new—unrehearsed interviews on radio and television. Here, Vera Croft goes completely non-technical as she and Frances discuss the best way to put rubber tile covering on a floor. They wound up, however, with a plug for "Ethyl" gasoline. This interview, which was recorded, was heard on KTUL in Tulsa and KCMO in Kansas City. Frances was also interviewed on KOME in Tulsa.

ces was asked to train a man to operate their new machine. She agreed to do this, but somewhere along the line managed to land the job for herself—even though the company was reluctant to hire a woman.

When she went to work for Bohn, she pioneered as the first woman ever to work in their laboratory. In spite of the fact that she wore skirts and was the only person in the lab with a master's degree, she maintained more or less harmonious relations with her associates for seven years. She then left to join the research staff of Gelatin Products Corporation.

This switch from metals to vitamins (Gelatin Products handles the capsuling of about 90% of the world's vitamins), was a good idea Frances thought, might be more suitable for a woman. But she left vitamins behind in favor of fuels and engines when she joined our Detroit Research Laboratories five years ago to work in Charlie Gambrell's Analytical Section. Since coming to Ethyl, she has concentrated on such

things as the lead-chloride-lead bromide system, TEL in gasoline, chlorinated benzenes, and engine deposits.

She has reported the results of her studies from time to time at various scientific society meetings around the country. Quite often she is the only woman present at these meetings, a situation which, being female, she finds most pleasant. However, speaking chemically, she says that this is not a



In front of the television cameras, she chats with Dorothy Lewis, whose *Glass Showcase* is a popular afternoon program on KOTV.



One of the pleasantest features of Frances' trip to the Refining Division meeting was getting acquainted with the Sales Department. Here she had a chance meeting in the lobby of the Mayo with our chief safety engineers—Hume Chenault, Western, Hank Ball, Southern, Jim Baldwin, Eastern, Jack Maynard, Central & Ben Penrose, Ethyl Antiknock, Ltd.



The meeting over, Frances is back home in Detroit. She fortifies herself with a second cup of coffee before leaving for work . . .



Waves goodbye to mom . . .



Arrives at the labs—just a few minutes' drive from her home . . .

14
BULLETIN BOARD

"planned reaction," just a happy by-product of her work.

In addressing the API's Refining Division, Frances is following a well-established Ethyl custom. The top bosses frequently take a back seat and listen while members of their staff take the platform. In several notable cases, the staff member on the podium has been female. Margaret Griffing and Wanda Zang both spoke before scien-



Starts to work. She and Nancy Beauchamp (left) and Leonard Niebylski (co-author of the Tulsa paper) are watching the formation of a pattern on the x-ray diffraction spectrometer. By the use of x-ray diffraction analysis, they were able to definitely establish, for the first time, the compounds formed in engine deposits, and the principles which control them.

For fun Frances sews . . .





Plays golf, tennis, bowls, swims and skis . . .

tific groups last year and long before them Jane Jordan blazed the trail.

In Tulsa, Frances, with Charlie Gambrell and Jack Macauley in the audience, reported on important new findings which point the way to control or elimination of engine deposits. Her paper, "Formation of Engine-Deposit Compounds By Solid-State Reactions," revealed the results of a three-

year study Frances conducted in collaboration with Leonard Niebylski, an associate at the labs.



Helps her mother work crossword puzzles.

It's definitely a man's world but here is a woman who can hold her own in it. Shown with her are some of her associates in the Analytical Section of Chem Research. They are, from front to back, taking rows from left to right: row 1: Tom Whaley, Jack Sieberth, Paul Thompson, Art Hawkes, Cal Worrel; row 2: Manuel Brandt, Emerson Ide, Russ Carlsen, Hank Hoffiezer, Jim McCoy, Herb Neal; row 3: Frances, Fred Meyer, Bob Drake, Brad Oldenburg, Rex Closson; row 4: Dave DeFree, Johnny Capinjola, Doug Ewen, Al Breuleux, Tom Coffield, David Zutant; row 5: Chester Kelley, Ellis Rifkin, Jerry Brown, Jerry Redoutey, Vince Hnizda.



Our Little Red Schoolhouse

From the outside it looks like an old red brick garage. But things are different inside. The cement floor is covered with a light brown rug and tan draperies hide the rough, unfinished walls. On two sides are panels decorated with panoramic displays of the Company's varied operations, and in the middle are several rows of neatly spaced chairs.

Lately these chairs have been occupied by men preparing for jobs in the Sales Department. The building is Ethyl's Sales Training Center in Yonkers, N. Y., where nine men have just completed their course of study.

During seven weeks of intensive instruction under the direction of Training Manager Ray Faller, the men were given a thorough background in Com-

pany policies and operations plus instruction and practice in good salesmanship, public speaking and safety. Lectures and discussions were conducted by Don Williams, Jim Baldwin and Bill Trelease of the Eastern Region, Wally Distler, of the Central Region, Ellis Locher, Van Fleck and George Rick of N. Y. Safety.

The Yonkers hitch followed 10 weeks of instruction at the Detroit Laboratories.

During the training period at Yonkers a number of executives went up from New York to talk with the men and discuss various phases of the Company's operations. In this group were: Sam Wagner, vice president in charge of sales, Julian Frey, manager of sales operations, Jim Boudreau,



Can that be my voice? Ken Jost, right, looks a little skeptical as he listens to a wire recording of his speech. Don Hornbeck listens in with obvious amusement. The recorder helped the trainees discover their own speaking defects and check up on their improvement.

The first week of class at the Sales Training Center in Yonkers was devoted to studying projection equipment and demonstrating engines. Shown here, examining the engine and indicator panel are, from the left, engineers-in-training, John Holst & Ed Watson.



During the public speaking course which Ray Faller conducted, the men practised their speaking technique before a critical audience of fellow students. That's Norm Swanson behind the rostrum. John Melody, left, & Bill Andreae are seated on stage with him.

manager of sales marketing, Lou Shank, sales coordinator, Russ Weston, advertising manager, Stanley Crossland, financial vice president, Jud Biehle of the Manufacturing Department, Mat Taylor, assistant manager of the eastern region, Dick Murphy, eastern regional manager, and Russ McGuiney, eastern region fuel technologist, Harry Kuhe, manager of chemical sales, and Dr. Karl Kitzmiller of the Medical Department in Cincinnati.

There were three engineers-in-training in the last class—Ed Watson of Mishawaka, Ind., who has been assigned to the Western Region; Tom Cosgrove, of Chicago, Ill., who will be in the Southern Region; and John

Holst of Woodhaven, Long Island, who will go to Detroit as a member of the Sales Department. All three are veterans and engineering students chosen from leading colleges and universities throughout the country on the basis of scholastic standing, extracurricular activities, personality and interest in sales work. John and Ed are both graduates of Purdue University; and the University of Illinois is Tom's alma mater.

Other men who are taking all or part of the sales training course are: Kenneth Jost and Bill Andreae, Southern Region, Ed Erskine, Don Hornbeck and Norm Swanson, Central Region, and John Melody of the Eastern Region.

Wally Distler, central region account representative, conducted a week of classes in salesmanship, and gave the men a chance to put their theories into practice. Here, in an office setting, he plays the role of a potential customer while engineer-in-training Tom Cosgrove explains to him the many services that Ethyl offers to its customers.



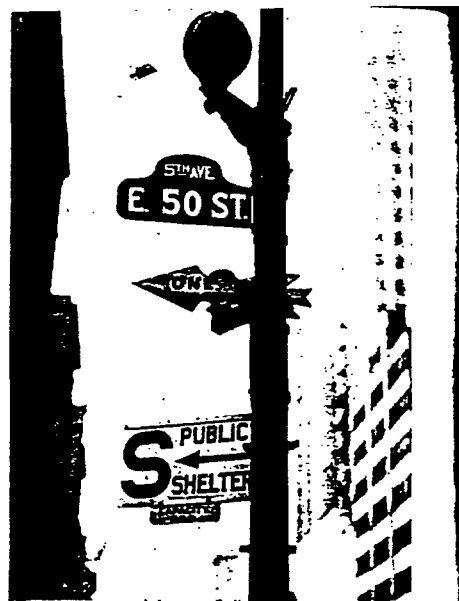
You and the Atom Bomb

Suppose an atom bomb were dropped in your city today. Would you know what to do? The Company has supplied you with all the instructions necessary for your protection and your family's. Your thorough knowledge of these instructions is your greatest defense.

Throughout the country, carefully devised systems are being prepared to detect the approach of a possible enemy attack. If enemy planes are sighted, air raid warnings will be sounded in time to enable you to go to a designated shelter—whether you are at work, at home, or on the street.

However, suppose you are caught in a sneak attack. Your first warning will be the blinding flash of the explosion. You will have only a few seconds to prepare for the tremendous shock which follows. Your survival will depend on how fast you react. Therefore, it is important that you become so familiar with the official instructions that you will respond automatically.

If you are unable to reach a shelter area, there are several basic things you can do for your protection. They are:



Public shelter signs like the one shown here have gone up all over New York City. They are a mute reminder that the city has taken appropriate steps for the protection of its millions of citizens in case of enemy attack.

- 1) **Try To Get Shielded.** If you have time, get into a basement or subway. Should you be caught out-of-doors, seek shelter alongside a building, or jump into any handy ditch or gutter.
- 2) **Drop Flat On Ground or Floor.** To keep from being tossed about and to lessen the chances of being struck by falling and flying objects, flatten out at the base of a wall, or at the bottom of an embankment.
- 3) **Bury Your Face in Your Arms.** When you drop flat, hide your eyes in the crook of your elbow. That will protect your face from flash burns, prevent temporary blindness and keep flying objects out of your eyes.

In the pictures shown here some of your fellow workers demonstrate the basic steps you should follow if caught in a sneak attack.



If you are in your office when the blast comes, drop behind or under your desk, under a table or bench. Get close to the wall and away from windows or glass doors. If possible, cover yourself with a coat or cloth. Lillian Johnson, secretary to Vice President Graham Edgar, demonstrates proper method.



If you are driving your car, pull immediately to the curb. Do not park where you will block a street or a corner. Turn off the ignition, cover your face and eyes and fall to the floor. The right procedure is posed here by Jim Lonergan, of the N.Y. Advertising Dept.



If you are caught in the open with no protection immediately available, fall face down on the ground next to a building wall, if possible. The wall will shield you from flying debris. Close your eyes, cover your neck, face and arms to protect yourself against radiation and heat. Bruce Pemberton, N. Y. Stockroom, shows you how you should react.



If you are on the street, dodge into a door, if one is close. Stand to one side under arch of the door. Turn away from the flash and cover your face and other exposed areas of your body. The correct way is illustrated by John Robertson, of N. Y. Finance.

Moving Up

Detroit

Harold Faucher has been named supervisor of maintenance at the Detroit Laboratories to succeed Mac McMenemy. He has been assistant superintendent of maintenance since 1946.

Harold is a graduate of Marine City (Mich.) High School, where he distinguished himself in athletics. He received his Marine Engineer license after attending the Lake Carriers' school and served as an oiler, fireman and engineer with the Pittsburgh Steamship Company for six years before joining Ethyl in 1941. He was promoted to chief boiler operator in 1943 and held this post until he entered the service two years later. He became assistant superintendent when he returned to Ethyl following his 10-month hitch in the Navy.

Phil Savage, of the Detroit Laboratories, has been named to head the new Library and Filing Section of the Information Division. He will be responsible for the overall supervision of the library, main file room and the chemical files; development of a master index for all filing systems in the Research Labs; and for the microfilming project.

A chemical engineering graduate of Ohio Northern University, he was chief chemist and spectroscopist for Revere Copper and Brass before joining us. Since coming to Ethyl in 1947, Phil has written two important refer-



ence volumes on "Analytical Methods of the Research Laboratories."

New York

Bayard Browne, who has managed the Order and Shipping Section in New York for the past four years, has been appointed assistant manager of the Marketing Analysis and Planning Division.

Bayard's experience in sales statistics, sales forecasting and preparation of special reports ably qualifies him for this new post as right hand to Merritt Collins, who was appointed last January to head this division.

In addition to his new duties, Bayard will continue to act as principal agent for Associated Ethyl, Ltd., London, coordinator of export schedules and expeditor of export licenses.

Bayard joined the Company in Order and Shipping in 1941, became supervisor, then took over as head of this section of the Sales Department



Phil Savage

when Jay Goux retired four years ago. Before coming with us he had handled statistical, sales promotion and production work for Canada Dry. He served as a lieutenant in the Royal Air Force in World War I, and after the war became foreign representative for Osborne Chromatic Gravure Co.

Harold Faucher

Joseph Schwanzer, statistician in Order and Shipping, responsible for sales and contract statistics, has transferred to Marketing Analysis and Planning, where he will continue to handle the same type of work.

Gerry Forsdick is now head of the Order and Shipping Section. He has been supervisor since last October.

Gerry joined the Company in 1934



Gerry Forsdick

now the mother of a five-and-one-half month-old son, Gregory Patrick.

Edna Vorwerk, formerly of Stenographic, is now working for Bill Hubner and Frank Baldwin in Product Development.

Sylvia Varis, who moved from Stenographic to the Sales Department last October, is now secretary to Jim Boudreau, manager of sales marketing.



Bayard Browne

following his graduation from Greenwich (Conn.) High School. Starting as an office boy he became head of the mailroom after five months. In 1937 he became assistant to Russ Weston, then manager of the Jobber Division, and kept that post until 1942 when he moved to Safety as office assistant.

Gerry spent over three years in the Navy during the war. For two years he served as a chief specialist (aviation free gunnery) in the Pacific area. He returned to Ethyl in September 1945 as administrative assistant in Safety, and held that job until he transferred to Order and Shipping last Fall.

Barbara Landers, who has been on a leave of absence since last September, has returned to Order and Shipping to assist in handling this work. Bobbie is

Shift Key

Central Region

Doug Baker is now serving as a field representative in the Iowa-Nebraska territory with headquarters in Omaha. Formerly a fleet engineer in the Central Region, he worked on the Product Sales Clinic, was a member of the original crew to give the first preview meeting, and toured with the show on the road.

Al Ryan, central region safety engineer, has been transferred from Chicago to Kansas City. Al came with the Company in 1941 as a field representative in the old Chicago Division, shifted to safety six months later.

Frank Baldwin, of the Chemical Research Department, Detroit Labs, is currently working in Product Development in New York. His original transfer, effective in January, has been extended for an additional six months.

Welcome to Ethyl



Harriette Agnew, stenographer, Detroit Labs . . . Detroit native . . . earned AB in Sociology from Hillsdale College (Mich.) in January . . . fond of tennis and bowling . . . also enjoys knitting in her spare time . . . lives with family in Birmingham.



William Chambers, handyman & janitor, Detroit Labs . . . Canadian-born . . . grew up and attended schools in hometown of Peterborough, Ont. . . came to Ethyl from gear test laboratory at Pontiac Motors . . . he's married . . . now lives in Ferndale.



Dorothy Crayton, stenographer, Detroit Labs . . . native Detroit . . . graduate of Little Flower High School . . . formerly worked for General Finance Corp. . . sings with chorus on radio station WJR . . . hobby: adding to collection of horse statuettes.



Betty Dickerson, clerk-typist, Detroit Finance . . . born in Jackson, Michigan . . . graduated from Eastern High, Detroit . . . used to work for James Verner Company . . . her favorite hobbies: bowling, tennis & golf . . . has a four-year-old son, Kenny.



Russel Fargo, lab technician, Detroit . . . native of New York . . . attended Alfred and St. Louis Universities . . . served one year with U.S. Navy . . . married, two children, George, two and Cooky, one . . . lives in Wyandotte . . . enjoys working in wood.



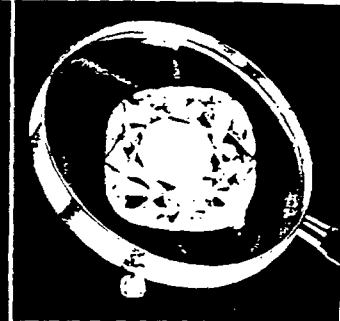
Clarence Karburn, lab technician, Detroit . . . native of Michigan . . . spent one year in Marine Corps . . . attended Highland Park Junior College & Wayne University . . . takes night courses at University of Detroit . . . married . . . enjoys photography.



Betty Kausch, stenographer, Detroit Labs . . . Detroit-born . . . graduate of Central High . . . husband Bob is now serving in U. S. Air Corps . . . her hobbies are tennis, singing in church choir and enjoying the antics of her eight-month-old son Mark.



Leonard Rae, dynamometer operator, Detroit Labs . . . born in Highland Park, Mich. . . graduated from high school in Farmington, Mich. . . formerly employed as a clerk by the Detroit Edison Company . . . lives with family in Detroit.



Above: The rays and reflections from a fine gem make it difficult to photograph, call for skill and careful attention to detail. Here Charles Kerlee, left, and two assistants, prepare to photograph an 87 carat diamond for our ad, as Ken Paul, art director for our account at BBD&O, looks on at right. The paper that is stretched across the top helps bring out all the facets of the diamond. Above, right: This picture appears with our advertisement which is running as a full color insert in six leading petroleum publications in July. It points out that Ethyl's complete anti-knock service, like this valuable diamond, has many facets.

When we heard about a fabulous diamond that was going to be photographed for an Ethyl ad, we thought *Bulletin Board* readers might like to go behind the scenes and look in on the procedure. So we went up to the Charles Kerlee studio on East 56th Street, where we found a diamond broker, Ethyl's art director from BBD&O and various members of Mr. Kerlee's staff. They were in a huge room filled with miscellaneous props and a large array of cameras and lights.

We had heard that the diamond was to arrive in an armored car with guard. But it turned out that a man named Kenneth Johnson sauntered in and casually took the diamond—an 87 carat gem—out of his coat pocket.

Mr. Johnson, who is a broker with Baumgold Bros., world's largest diamond cutters, had brought along some other stones which he showed us—somewhat smaller than 87 carats but lovely to look at. He thinks nothing of carrying around a pocketful of diamonds. He said the one in our ad is probably the only stone of its kind in the world. A cushion-shaped, canary-colored gem, it's valued at \$200,000. Just a fraction of what it would be

worth, Mr. Johnson pointed out, if it were a perfect blue gem stone.

Belle Tester, of the Charles Kerlee studio, spoke up and said she had a hard time finding the diamond. She spent practically a whole day on the telephone calling up well-known New York jewelers trying to track down one of the size and shape wanted for the photograph. When she finally got in touch with Baumgold Bros. they were most agreeable about sending over the largest diamond they had on hand to pose for our picture.

Fact is, it posed for two pictures. The photograph you see in the ad is really not one picture at all, but three made into one. Mr. Kerlee explained that because a diamond is so brilliant and black velvet so dull, the camera can't handle both to the best advantage, so he took them separately.

He made a large picture of the diamond, a small picture of the diamond, and a picture of the velvet and the magnifying glass. Then he put them all together in a composite carbonyl print.

It was reproduced as a beautiful, full-color picture in the first of a series of color insert ads for oil industry trade publications.



Merrill Anderson reads off the scores which earned Jim McCoy (right) a trophy for the high series and high average of the season.



Top team honors went to the "Chiselers" who display their trophies here. From left are: Hal Beane, Late Willans, Les Motson, captain, Bill McCracken and Joe Laetham. Perennial champions, Hal and Late have both been on the winning team for the past three years.



Les Motson, left, and Tommy Roberts survey the awards they received for third and second high averages of the season in Class B.

Sports Champs

With their minds turning to thoughts of baseball, tennis, golf and other Summer activities, the keglers from the Detroit Labs have put their bowling balls back in the rack until next season.

The official wind-up of the Men's Bowling League activities came on May 29 when awards for outstanding bowlers of the past season were presented at the annual Sports Award banquet.

When all results were in and all scores totaled, the "Chiselers" emerged as the No. 1 team of the year. Captained by Les Motson, the team includes Late Willans, Joe Laetham, Hal Beane and Bill McCracken. This is the third consecutive year that Hal and Late have been on the winning team.

Second in line for honors were the "Tomcats" consisting of Merrill Anderson, captain, Martin Alspaugh, Tommy Roberts, George Betker and Glenn Irish.



The "Sad Sack Bowler Award," certificate and trophy for the lowest average of the season went to Glenn Irish. He is shown here with his prize as Emil Gillig displays the very extraordinary certificate. From the left: Emil and Mabel Gillig, Jerry Green, Margaret Irish, Jim Hinkamp, Glenn, Max Roensch, Fritz and Fay Schroeter.

Win Trophies

The "Chiselers" sporting a score of 23, also walked off with the high team game award, while the "Grumps" took the high team-series prize with a total of 2534 points.

John Napolitano won honors for the highest game in Class A. His score was 55. The Class A high series and high average trophies went to Jim McCoy with scores of 647 and 178.

In Class B, the high game award went to Howard Hesselberg who rolled a 233 game. A score of 575 gave Les Motson the high series and Ferd Billig copped the high average trophy with a 156 score.

Three other awards were also made: Tommy Roberts, senior bowler in the league received his favorite cowbell and chain from Hal Beatty; Glenn Irish, low man in the league this year, won the annual Totem Pole trophy passed on from last season's low man, Bill Adams; Art Hawkes earned the Merit Award of the Society of 19th hole Bonnie Brook Engineers for "buck passing."

Five outstanding feminine keglers received recognition at the girls' Spring Fling held May 24. Florence Kirsch took the prize for the individual high series with 510 points and Marge Kammann's 211 score earned the trophy for the individual high game. They were both members of the winning team which also included Frances Lamb, Ann Harmon and Clara Mara. This team had a high average of 153.

Currently the linksmen and tossers are having their day, for the golf and horseshoe seasons are well under way in Detroit.

On the distaff side, honors for individual high series went to Florence Kirsch who received her prize at the girl's Spring Fling.



Anne Harmon, right, who is a member of the women's winning team, receives her trophy and her prize money from Margaret Dullinger.



Here are the champions of the 1950 horseshoe tournament play-offs. The man in the horseshoe neckpiece is Frank Baldwin, sports chairman of Detroit Ethyl Society, who scheduled the play-offs. Doubles champions Bill Wood (left) and Red Welch are seated at the ends. In the middle are Al Sechrist, at left, Class A singles winner, and George Vaughn, who won the title in the Class B singles play-offs.



Extra-Curricular

Cowlshaw, Stiles & Koch

Three employees of the Baton Rouge plant were elected to offices of the Baton Rouge Chapter of the National Association of Cost Accountants on May 30. Bob Cowlshaw, assistant treasurer of Ethyl, was elected president of the local NACA, Milton Stiles, supervisor of general accounting, became secretary of the local chapter and John Koch, Baton Rouge plant internal auditor, was selected to head the member attendance committee.

Charlie Gambrell

Charlie Gambrell, head of analytical section, Chem Research, Detroit Labs, discussed a paper "Determination of Tetraethyllead by Flame Photometry" at the ASTM annual meeting in Atlantic City on June 26. The paper was presented by Paul Gilbert of Beckman Instruments, Inc. Charlie is chairman of ASTM Committee D-2, Research Division III.

Harold Gibson and Cap Hall

At the SAE summer meeting in French Lick, Ind. on June 5, Harold Gibson, Detroit Automotive Research, was a member of a panel which discussed combustion chamber deposits. The same day, Cap Hall, also of Automotive Research, presented discussions on two papers dealing with deposits.

Ernie Lange

Ernie Lange, N.Y. Finance, was re-elected secretary of the Long Island chapter of the National Association of Cost Accountants at a dinner meeting held on May 8 in Garden City, L. I. Ernie has served as secretary since the chapter was organized six months ago.

Russ McGuiney

Russ McGuiney, fuel technologist for the Eastern Region, is serving as a captain in the Quartermaster General's Petroleum Augmentation Unit of the Organized Reserve Corps program. Activated in November 1950, the unit provides a nucleus for rapid expansion of the Army petroleum organization in case of emergency. Members of the unit, consisting of 17 specially qualified Army Reserve officers primarily from the petroleum industry, are being trained to assist the Petroleum Branch with Army petroleum activities. Russ served with the Unit for two and one-half years during World War II.



Don Jennings, who heads the Accounting Department, Detroit Labs, presents a \$1,000 check to Mrs. Ruth W. Pershall, executive secretary of the Oakland County Chapter of the National Foundation for Infantile Paralysis. Holding the check is Oliver Harris, Jr., who spent seven months in the hospital fighting polio. The contribution was given by the Ferndale Exchange Club, of which Don is president.

Ed Muller

Ed Muller, Southern Region safety engineer, gave a talk before 21 members of the Southwest Louisiana Safety Engineers Association at Lake Charles, La. on June 18. His talk was divided into two parts—"The Safety Department of Ethyl Corporation" and "What Makes A Safety Engineer."

Bill O'Neill

Approximately 50 members of the Detroit section of the Optical Society of America held their monthly meeting at the Ethyl Laboratories on Monday evening, June 4. Arrangements for the meeting were made by Bill O'Neill, of Chemical Research. The group toured the Labs and saw the Ethyl movie, "The Long Road."

Dick Sneed

Dick Sneed, Detroit Laboratories technical representative, discussed "Mechanical Octane Numbers" before the U.S. Army Reserve & Development Training Group in Detroit on May 3.

Herb Sumner

Herb Sumner, Detroit Tech Service, delivered a talk on Valve Rotation before the Mohawk-Hudson group of the SAE at Albany, N.Y. on May 9.

They're Housewives Now!



You can make a lot of friends in 22 years, and Ethel Dieckman, N.Y. Finance, did. Some 56 of them honored her with a farewell party on May 31. The next day Ethel took up another job—full-time homemaker in her New Hyde Park, N.Y. home. Above Vice President Stanley Crossland presents Ethel with gifts from her associates—a sterling silver tray and two pieces of luggage. Looking on, front row, from left, are: Lillian Johnson, Jim Hyland, Edythe Kimball, Al Merz, Dorothea Held, Paul Monahan, Mabel Gerster and Muriel Homer; back row: Art Dev-erill, Jim Kirby, John Smith, John Weeks, Corinne Hill, Peggy Quinn and Gertrude Melloh.



Wedding bells were in store for Hazel Anderson, N.Y. Industrial Relations, when this picture was taken at her farewell party on June 6. Seated at the table are, from the left: Madge Loft-house, Trudy Horstmann, Erma Harris, Hazel, Elsa Weber, Mary O'Hern, Lillian Johnson, Dot Locke and Marie Anderson; standing, Marjory Smith, Dorothea Held, Dot Grainger, Alice Wygand, Esther Stapley Lyman, Mary Dumville, Ruth Razetti, Gertrude Melloh, Ruth Hall, Loretta McEntegart, Veronica Weigman & Marcy Marquis. Hazel received the hurricane lamps.

Frances Norz, secretary to Earl Currier, N.Y. Finance, who resigned last month to await the stork, was honored with a luncheon held on May 4. Her co-workers presented her with an electric mixer. She is shown here at center back receiving a gift card from Ethel Dieckman. Seated at the back table are from the left: Martha Hennessy, Marjorie Dunne, Ethel, Frances, Bea Turrie, Helen Stritter, Helen Furey and Edith Mahoney. At the first table, back to front: Dorothy Rogan, Ellen Svendsen, Loretta McEntegart. At the second table, clockwise from the left front: Kathleen Boylan, Eleanor Helmrich, Mabel Gerster, Kathleen Brown, Alice Saunig, and Florence Ludwig. Clockwise around the far table: Mildred Cooney, Wilma Hansa, Madelyn Drum, Eleanor Dunlop, Grace Gregna, Irma Macary, Gertrude Schrader and Anne Coyne.





Janet, daughter of Bob Adams, head of the Gas Testing Lab in San Bernardino, has a brand new degree from the University of California (Santa Barbara branch) as a clinical psychologist. She will work next year as a librarian at the University of Santa Barbara.



Phyllis Jane, daughter of Earl Bartholomew, general manager of research laboratories, received her B.A. degree from the University of Michigan. A speech major, she specialized in radio and television. She hopes to find work with a television studio in California.



Betsy Brewster will follow in her mother's footsteps this Fall when she matriculates at Vassar College. Betsy, who is 18, graduated from Kingswood, a school for girls in Bloomfield Hills, Mich. She is the daughter of Ben Brewster, of Detroit Technical Service.



Doris Collins, daughter of Merritt Collins, graduated from Roosevelt High School, Yonkers, N. Y. A member of "Skull & Key" scholastic honorary, she will enter Stevens College (Mo.) this Fall. Her father is manager of marketing analysis & planning in New York.

Sylvia Fay, 17-year-old daughter of Nathan Fay, North Kansas City Lab, is a graduate of North Kansas City High School. A busy member of her class, Sylvia was active in publications, dramatics, dances & athletics. She will attend the University of Wyoming.



June Graduates

Audrey Harris, 18-year-old daughter of Paul Harris of the Western Region, is a graduate of Roosevelt High School in Seattle, Wash. This Fall Audrey will register as a freshman at Utah State Agricultural College, the alma mater of her father and sister Jean.



Among the members of the graduating class of the Hastings High School (New York) is Marcia Anne Hill. Marcia, who hasn't yet decided on her future plans, is the daughter of Louise Hill, who works in the Central Office of the Yonkers Gasoline Testing Lab.



Music-minded Mary Jean Palmer graduated from Hempstead High School (Long Island) with two scholarships—the Hofstra College Music Activity Award and the West Hempstead PTA Scholarship. She is the daughter of John Palmer, of N.Y. Payroll.



Don Robinson, son of George Robinson, Automotive Research, Detroit, has received a B.S. degree from Michigan State College. He now lives with his wife in Linden, N. J. where he is taking the executive training course at the General Motors plant there.



Tommy Ronan, son of Sales Administration Manager Tom Ronan, was graduated from the Dwight School, N.Y.C. Tommy, who is 18, served as manager of baseball and played on the basketball team. He will return to the school for a post-graduate course this Fall.



Dick Ronan, who is a year younger than his brother Tommy, also graduated from the Dwight School this year. Active in school sports, he was a member of the basketball team. Dick will go to Pennsylvania this Fall to enroll for studies at Lehigh University.



Chemistry and music are the major interests of Katherine Rossman. She plans to study both this Fall at the University of Michigan. The daughter of Durward Rossman, of Automotive Research in Detroit, Katherine is a graduate of Baldwin High School in Birmingham.



Collegiate light heavyweight boxing champion Jack Stahlheber graduated from San Jose State College, and plans to study for his Master's degree at Stanford University. His father, Art, is building & grounds superintendent at the San Bernardino Laboratory.



St. Gabriel's High School in New Rochelle, N.Y. is the alma mater of Mary Elizabeth Taylor, daughter of Assistant Eastern Regional Manager Mat Taylor. Mary, who is 17 years old, will continue with her education this Fall at the College of New Rochelle.



Alice Wasserman, 17-year-old daughter of Charlie Wasserman, wage & salary coordinator, New York office, graduated from Mamaroneck High School (New York) and plans to continue her education. Charlie's older daughter Marilyn is now a sophomore at Vassar.

How To Pack In 10 Minutes



If packing has always been a bug-a-boo for you, it's probably just because you don't know how to do it properly. And, if that's the case, you can take a few tips from Leona Rasmussen, secretary to George-Rosser in Pittsburgh. She really has this packing business down to a science. We thought you'd like to see how it's done, so we tagged along while she got ready for her vacation trip to Cape Cod last month, and picked up some good pointers.

Leona has found that 43 items are all that are necessary to keep the average girl looking her best on a trip. And they can all be packed into a 21-inch suitcase in less than 10 minutes—if you know how. She credits this discovery to Carol Lane, women's travel

director of the Shell Oil Company. Leona checks over the 43 items which are the basis for her traveling wardrobe. They'll all fit into her 21-inch suitcase. Leona finds a check-list is a good memory jogger. No more stockings and lipsticks left behind.

director of the Shell Oil Company.

The articles include: travel clock, soap dish, travel iron and board, first aid items, travel umbrella, stockings, gloves, cosmetics, brush set, shower cap, hat, blouse, sweater, nylon lingerie, robe and slippers, dresses, just to mention a few of the essentials.

According to Leona, the first step is to plan what you will need and write it all down on a handy check list. (Tuck this list in your suitcase and take it along, too, because it will remind you not to leave anything behind.) Don't



The first rule of good packing is to pack in layers with heavy items first. With each layer separated by tissue paper, it is easy to remove items without disturbing the whole case.



Wrinkle free suits are easy if you follow these four steps: 1) fold skirt lengthwise and lay it in the bag with the bottom hanging out, 2) the jacket, with shoulders toward the rear of the bag, goes on top of the skirt, with sleeves folded across the jacket, 3) fold the skirt end over the jacket, 4) flip bottom of suit jacket over the skirt.



Pack your nightgown, robe and slippers on the top layer since they are usually the first items you'll unpack. Nylon lingerie, scarves and blouses also go in last, because they are light. Here Leona stuffs her stockings into extra gloves to prevent snags and runs.

take more than you need. You'll have a better time if you have just the right things but aren't burdened with extras.

Before you begin to pack your suits and dresses, arrange all your miscellaneous items. Put your jewelry in a soft case which can be rolled up. All liquids can be funneled into plastic bottles, creams teaspoonsed into plastic jars. If you put all spillables in pliofilm bags, they can't do any harm.

Because suitcases spend most of their time on their sides, Leona packs heavy objects toward the back away from the handle. She also discovered that packing tightly means fewer wrinkles—articles swirl around in a loosely-packed bag.

Have plenty of tissue paper handy when you start to pack. It will cut down on wrinkles. Pack your clothes in layers, with the heaviest things on the bottom. If possible, put the things you'll need first on top.

And you might remember that nylon is the traveler's friend, saving space, weight and laundry worries.

The accompanying pictures, showing why Leona is a competent traveler as well as a competent secretary, illustrate some of the tricks she uses in packing. Why don't you try them in your next bout with a suitcase?

Leona waves goodbye to friends in Pittsburgh as she boards the plane for Boston. She stayed in Hatchville, Mass. and during her visit went sightseeing around Cape Cod. She found the New England countryside "quaint and fascinating," and quite different from the landscape around her Pennsylvania home.



They're Married

Detroit

Irene Miller and Leon Chrzan of Chemical Research were married on June 2 in Dearborn, Mich. Following the ceremony a reception for the immediate families was held at the Dearborn Inn. The couple left at once for Baton Rouge where Leon is on temporary transfer with the Development Section at the plant.

Irene was given a miscellaneous shower on May 27 at the home of Evelyn Lilley. About 25 girls from the Research Labs attended.

Charles Mueller, of the Instruments Section, married Lucille E. Babeau on May 22. The ceremony took place at St. Joseph's Cathedral in Buffalo, N. Y. Following a honeymoon in Niagara Falls, the couple motored back to Detroit. They now live in Dearborn.

New York

Hazel Anderson, of Industrial Relations, became the bride of Allen Werner on June 16 in St. Paul's Lutheran Church in Brooklyn. Following a reception at The Towers Hotel in Brooklyn, the newly-weds left for a two weeks' honeymoon at Sea Island, Ga. They motored back through the Smoky Mountain region. Hazel's new home will be in Elkins Park, Pa. where her husband is a research chemist for Allied Chemical and Dye.

Ethyl friends held a farewell cocktail party for Hazel on June 6 in the Park Avenue Brass Rail (see picture on page 27).

They're Engaged

Detroit

Anne Harmon, a chemist in the Analytical Section, became engaged to Joseph Hackman on June 8. They plan to be married in the early Fall.

Recent Arrivals

Detroit

DOUG and ALLAIN E. EWEN—a son, Scott Hamilton, born May 9 in Grace Hospital, Detroit. Weight: seven pounds. Scott has a brother Douglas who is three and one-half years old. Doug is in Chem Research.

WILSON and MARGERY SOUTER—a girl, Marilyn Jean, born May 10. Weight: seven pounds, four ounces. Marilyn has two brothers—Carl, six and one-half, and Ralph, five. Wilson is head of the Shipping Department.

ANDY and MARY REIMOLD—a son, Douglas, born May 6 in Florence Crittenden Hospital. Weight, eight pounds, 13 ounces. There are three other children in the family—Ellen, seven, Lee, five, and Steven, two. Andy is manager of employee relations at the laboratories.

BOB and MARGARET O'MEARA—a daughter, Maureen Mary, born on May 26 in Bon Secours Hospital. Weight: seven pounds, 14 ounces. The O'Mearas have two other children—Mike, 21 months, and Sharon, three and one-half. Bob is in the Purchasing Department at the labs.

New York

GENEVIEVE and JAMES MURPHY—a son, James Arthur, born on May 29 at the Madison Avenue Hospital. Weight: six pounds, seven ounces. Genevieve is on a leave of absence from her job as secretary to Vice President Harry Kaley.

Yonkers

JOHN and RUTH JONES—a son, Thomas Edward, born May 8. Weight: seven pounds, 13 ounces. Thomas is their first child. John is a project engineer in the Central Office, Yonkers Gasoline Testing Laboratory.

Springtime Is Party Time



At left above: Jan Hesselberg, Emilie Cipolla, Al and Helen Tandrup and George Robinson pile laughingly out of a bus ready for the Detroit Labs' annual Spring Party which was held at the Belle Isle Casino on May 29. Two buses were chartered to take the folks to and from the party. At right above: Bob O'Meara, Ellie and Bob Eskola (left to right) enjoy a joke as the party gets into full swing. The bartender is Al Kolka, who took over for the evening.



At left above: Over 300 people attended the party which was sponsored by the Ethyl Society. Arrangements were made by Art Jennings and Wilkie Wilkinson, general chairman and social chairman of the Society. Here the crowd, obviously having fun, moves toward the dining room. At right above: Enjoying the filet mignon are, front to rear at left: Mary Jane Pfundstein, Esther and Gus Trapp, Ron and Irene Tweedie, Ilene and Jerry Brown, Harry & Millie Dittmar. On the right, front to rear: Sarah Beane, Clem and Eva Morrill, Mary Leonard, David Zutaut, Betty and Wally Lesnick, Earl and Lucy DeWitt, Bill McCracken & Merrill Anderson, standing.

Our Contributing Editors the EYES and EARS of ETHYL

Margaret Dullinger, who wraps up the *Bulletin Board's* monthly news package in Detroit, has been a correspondent for over four years. Since last Summer when definite "beats" were assigned to the ten contributing editors at the Research Laboratories, Marge has had the job of coordinating news and picture assignments and seeing that the material gets in before the deadline.

Marge was born in a small northern Michigan lumbering community, Giles Pier, which has since become a ghost town. One of her favorite Summer pastimes is returning to the deserted village on the shores of Lake Michigan and meditating as she looks over the lake's blue waters.

Before she joined Ethyl in January of 1945, Marge worked for AC Spark Plug Division of General Motors. While at Ethyl she has taken a number of courses, including English and creative writing, through the University of Michigan Extension Program. She is a member of the Detroit Writers' Forum. Currently our ambitious contributing editor is taking a course in



Margaret Dullinger

engineering drawing at Lawrence Institute of Technology in Detroit.

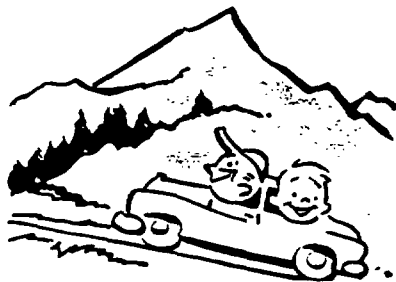
As did many women in wartime, Marge took over a man's job when she joined Ethyl, and worked as a dynamometer operator during the war years. She has since become proficient on a number of jobs in Automotive Re-

search. She works on her *Bulletin Board* assignments in between such jobs as drawing engine performance curves and preparing data summaries of tests run in the Dynamometer Section.

Marge is one of a group of Labs ski enthusiasts who journey to Boyne Mountain, 260 miles west of Detroit, on snowy winter weekends. Last season she sprained her ankle, but that didn't dampen her enthusiasm. In the Summer she likes to play golf and swim. Also enjoys fishing, but avoids baiting hooks with worms whenever possible. A member of the labs girls' bowling league, she calls her game "anything but sensational."

Marge lives in Ferndale with her 15-year-old son, Bob, who goes to St. James High School.

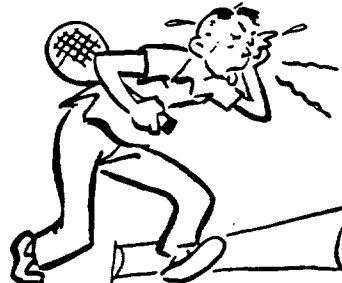
**SOME TIPS
IN RHYME
FOR VACATION
TIME!**



To mountains high
and beaches breezy
Start in time and
take it easy



To dodge disaster
drop the notion
That you can swim
across the ocean



Remember, too, it's
always wise
Not to over exer-
cise



If you want vacation
fun
Avoid an overdose
of sun



Don't come back in
such a state
You need weeks to
recuperate

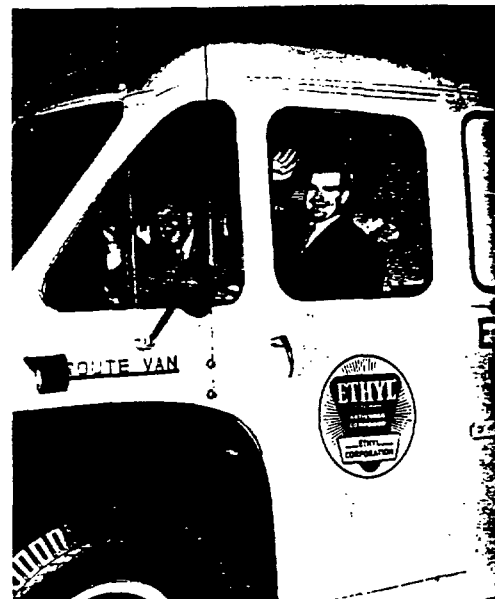


Vacation Special

Frank and Eleanor McNally and all the little McNallys load up for a vacation trip to Wildwood Crest, a Jersey shore resort. From left: Paula, 4, Eleanor with John, 8 months, Frank, who is our tax counsel, Pete, 2, Jud, 7, and Mary Ann, 5. They're heading for U. S. Route No. 9, a smooth stretch of highway along the Jersey shore.

As the great American custom of two weeks with pay gets into full swing, more and more cars will hit the road. The McNallys are one of 25 million American families who will vacation by car this year. Privately-managed oil companies, competing for their business, will provide high quality gasolines at the world's lowest prices to power their 30 billion mile trip, give them maps, travel information and many other free services.



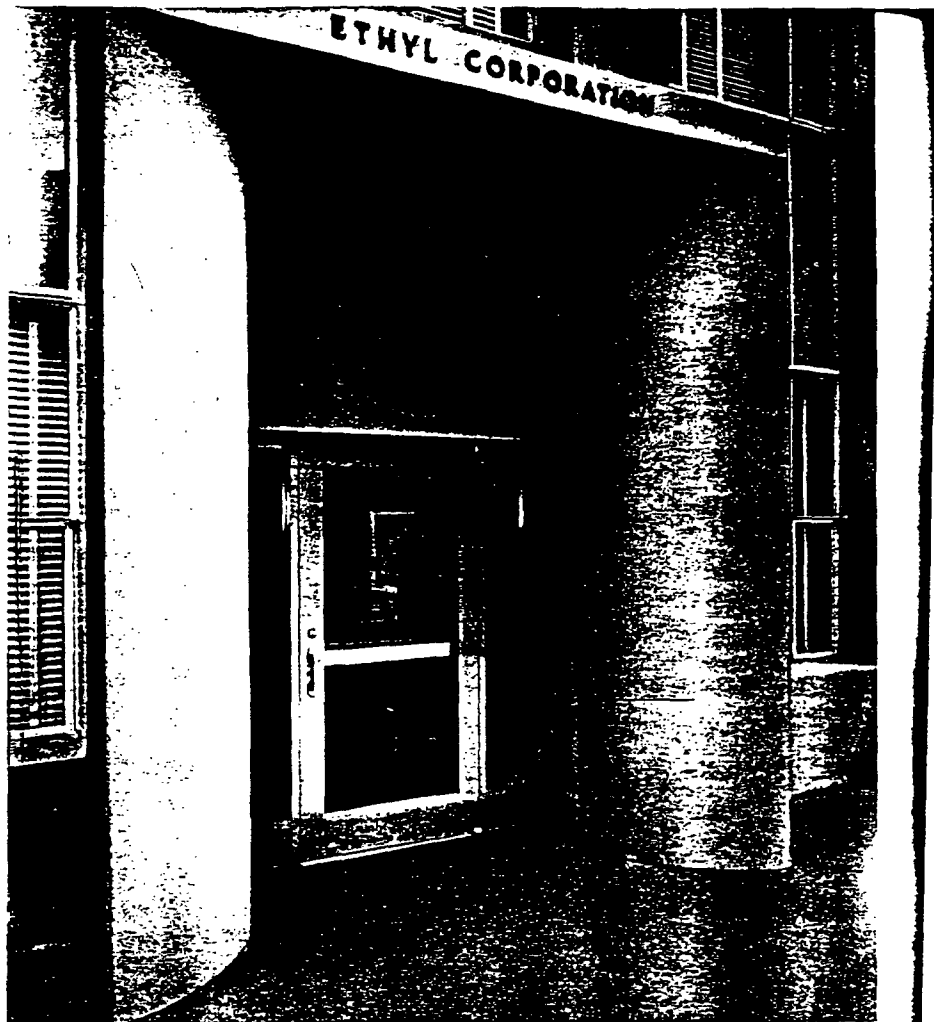


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Ethyl BULLETIN BOARD

AUGUST-SEPTEMBER, 1951



Our new Los Angeles building at 1141 Huntley Drive is now open for business. Ideally located, just off the new parkway system, it is convenient for customers to reach from all parts of Southern California.

ETHYL BULLETIN BOARD

by and for Ethyl employees

Marceline Marquis, Editor

Helen Houghton, Editorial Assistant

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selridge; Detroit: George Becker, Rita Blaisus, Margaret Dullinger, Peggy Osip, Andy Pailay, Jim Retzlott, Adele Rozek, Phil Savage, Al Sechrist, Anne Siefert, Nora Wirick; photographers: Fred Green, Loren Knowles, Alyce Peterson; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Don Chapman; Mexico-Central America: Lynn Phillips; New York: Jim Beckwith, Jim Donohue, Wilma Hansa, Erma Harris, Alice Lahn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Gladys Roney; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock, H. J. Philip.

Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

A Bigger and Better Building Now Ready for Business in Los Angeles



Vice President San Wagner turned the first shovelfull of dirt last September. On hand to watch were, from left, Fred Naylor, Ted Littlefield and Bo Weill, of Ethyl, D. E. Day, of Richfield Oil Corp., Ray Wyrick and Bob Mead, of Ethyl, and Joe Eeles, of Maico Transportation Co.

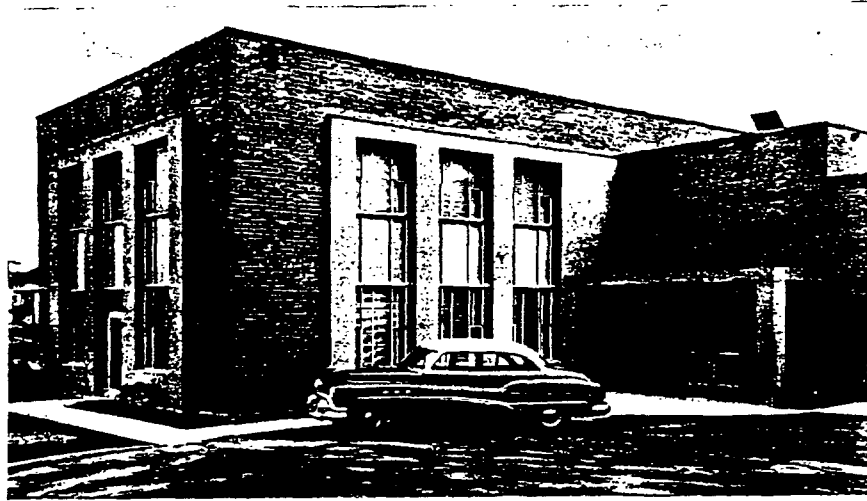
This summer has been particularly busy for members of the Los Angeles staff. But they haven't minded in the least, for they were happily moving into their new building and readying it for the official opening scheduled to be held on September 27.

Our beautiful new building provides a happy ending to the sad story that began on a grim Friday, April 21, 1950. That was the day the demolition boys moved in and started swinging a ton-and-a-half ball of steel at our former building. Only 12 years old, it was still as good as new, but succumbed so that California's new super highway, the Harbor Freeway, might go through.

During its short life, the building had become well known among oil

and automotive men throughout California. They had come there often to attend Ethyl clinics, round-table discussions as well as various customer presentations. In addition, Ethyl's Los Angeles headquarters frequently served as a meeting place for professional societies such as SAE, AIME, AILE, and ASME, but mainly for meetings held by customer companies.

The building, with its auditorium and mechanical equipment such as a chassis dynamometer and other special facilities, filled a special need. Until it was built, there was no place in Los Angeles suitably equipped for meetings of oil, automotive, fleet and automotive accessory people. Vice President San Wagner, then in charge



Offices, an auditorium, conference room and kitchen facilities are housed in the building. It is air-conditioned, of reinforced masonry with brick and concrete exterior, covers an area of 9,400 square feet. Offices are in the two-story wing at left, the auditorium is at the right.

of our West Coast operations, conceived the idea for a building that would answer this need. The men on his staff, with the initiative and ingenuity that is typical of Ethyl men, developed programs, clinics and shows to bring customer company executives and personnel to the building.

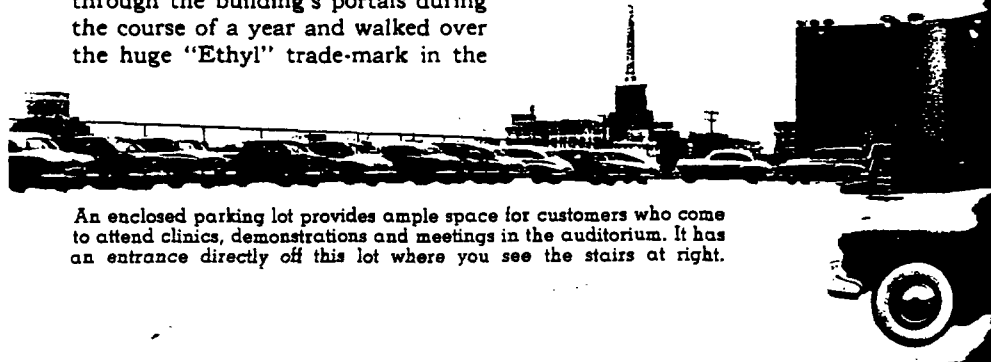
First were the Motor Clinics designed to show the advantages of using "Ethyl" gasoline. Then came the Tune-Up Clinics and the Customer Services Shows. The Western Region also, of course, presented the Fire Power and the Refinery Services Shows developed in the East, as well as many special presentations for customers and other organizations.

Highly useful, not only to us, but to our customers who found it convenient to use for employee and dealer meetings, as many as 15,000 men passed through the building's portals during the course of a year and walked over the huge "Ethyl" trade-mark in the

floor of the lobby. The building enabled us to give an important service to our customers, to establish ourselves with automotive and other allied groups, to better tell the Ethyl story, and to build an immeasurable amount of good will.

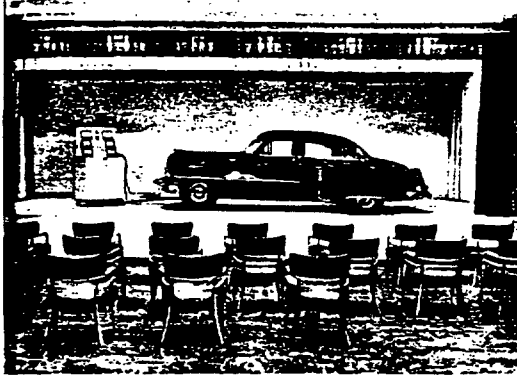
It is no wonder then, that Ethyl folk in Los Angeles called demolition day Black Friday. And it is not surprising that they set about to replace the doomed building as soon as possible.

Finding a site was the first order of business. It took time, perseverance and patience. The old building at 977 West Sixth Street was conveniently located, so Ray Wyrick and Fred Naylor combed the immediate area with no results. Then they got an aerial photograph of the surrounding area, studied available lots from every



An enclosed parking lot provides ample space for customers who come to attend clinics, demonstrations and meetings in the auditorium. It has an entrance directly off this lot where you see the stairs at right.

Off this foyer on the ground floor are the conference room, auditorium, kitchen facilities which can be used for luncheons and banquets, and offices for safety and field engineers. Other offices are on the second floor. Our receptionist and switchboard operator keeps tabs on comings and goings from her vantage point behind the window.



The auditorium has a full stage with a built-in dynamometer and special lighting effects, complete movie and slide projection equipment. The dynamometer can duplicate practically every highway condition for vehicles ranging from small passenger cars to large trucks and buses. An adjacent shop contains additional equipment for other types of automotive tests.

standpoint and finally selected the one at the corner of Miramar and Huntley Boulevards. It has the advantage of being centrally located and adjacent to the new parkway system. This makes it convenient for our customers to reach us from all parts of Southern California. Our own men, too, will be able to save time going from the office to see customers in the field.

Once this ideal spot was found, the problem was to get the zoning regulations revised. The lot was in a residential area. After numerous sessions with the Zoning Commission, Fred and Ray managed to get the section rezoned for business.

Then came architect's sketches, and endless bids from contractors for the plumbing, the electricity, the concrete, etc. Karl Kuhn, of our Detroit Labs, made the original drawings, and the job was then turned over to Kaufmann and Stanton. Fred handled most of the

Charlie White supervised the construction work for Ethyl. He checked up to see that contractors adhered to specifications and handled the numerous other details that come up in connection with any building project.

dealings with the contractors. As the building took shape, Charlie White spent much of his time checking to see that specifications were carried out.

Modern in every respect, the new building provides better facilities for our sales staff to use in serving our many good customers in the West. It is strategically located in a dominant market. The State of California leads all the others in gasoline consumption by almost a billion gallons, has a half million more cars than any other state. Biggest reason for this is Los Angeles County, which, itself, consumes more gasoline than almost any state you can name. Our new building will enable Ethyl to carry forward its work in this important market.



The Flood of '51

By William C. Ludt

Most of you know the story of the Kansas City Flood. You followed by newspaper and radio the desperate fight to halt the raging waters. The disaster, one of the worst in the nation's history, caused over a billion dollars' worth of destruction.

In this tragedy the most outstanding and heartwarming factor was the complete cooperation of all concerned. The entire oil industry deserves praise for the way it rallied to the support of its stricken members. As the citizens of Kansas City set out to rebuild destroyed homes and industries they were short of many things, but not of petroleum products, thanks to the cooperative spirit and fast work of the oil industry.

There were many incidents of individual bravery, too. One concerns a man many of you know—Safety Engineer Al Ryan. Realizing that the slightest spark could ignite the dangerous gasoline-covered waters, Al went in by boat to check the extent of damage to "Ethyl" mixing plants at Great Lakes and Phillips Petroleum.

Below is an on-the-scene story telling how people in the Kansas City area generally were affected by the rampaging flood. It was written by Bill Ludt, who is manager of the Gasoline Testing Laboratory in North Kansas City.—Ed.

For centuries Friday the 13th has been considered an unlucky day. In recent times more and more people have scoffed at this superstition. There are no scoffers left in Kansas City today.

For on Friday the 13th of July 1951, the great flood descended on Kansas City and wrought a devastation second only to the Texas City disaster. The two great industrial areas of the city were engulfed in 12 to 20 feet of flood water. Homes, warehouses, stockyards, industries, railroads and gasoline bulk stations were inundated. Thousands of people lost not only their homes and personal belongings but, also, their means of livelihood.

To complete the destruction, with the flood came fire. Gasoline and fuel

The Phillips Refinery when the flood waters reached 34 feet. This is the dangerous gasoline covered area Al Ryan traversed by boat. In the background is North Kansas City. Our lab, luckily situated just behind a dike that held, is circled at top center.

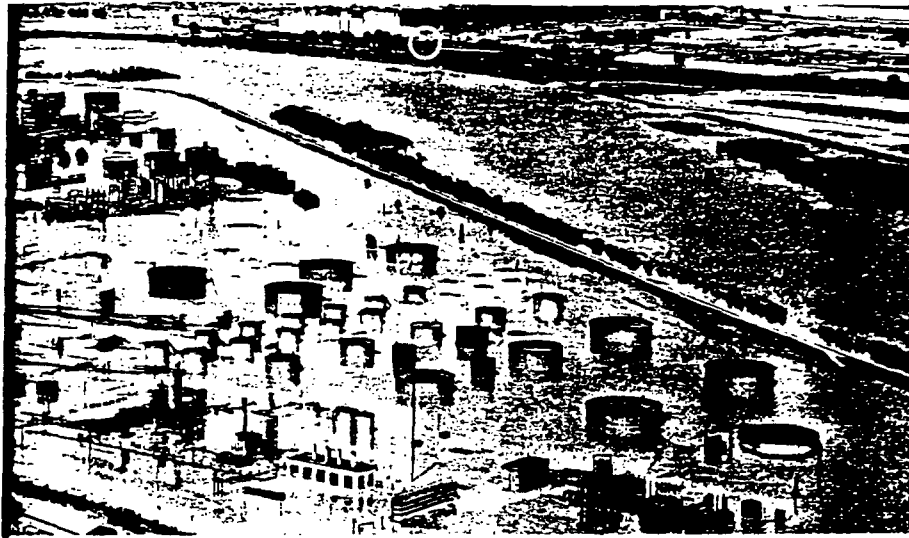


oil tanks were raised off their foundations and floated into the industrial area. These exploded with a tremendous roar heard five miles away and engulfed a four block area in flames. Storage tanks of the Phillips Petroleum Company and Socony-Vacuum bulk stations, totaling 500,000 gallons capacity, exploded one by one and constantly added fuel to the raging fire. Flames and smoke shot thousands of feet into the air.

While the flood and fire raged in Kansas City, men and machines fought the flood on the North Kansas City dikes. During the day, we at the Ethyl lab received assurances that the North Kansas City levee would hold and that we were in no danger.

As the day passed and the river approached the crest, the situation became more critical and all personnel went to work to prepare the laboratory for possible flood. Records, files, movable electrical equipment, precision tools and instruments were moved as high as possible. All gasoline containers were sealed and solutions and chemicals prepared against possible contamination.

At closing time we again received assurances that North Kansas City was not in imminent danger. We went



home to await further word by radio.

At 6:30 o'clock the Mayor of North Kansas City ordered the evacuation of North Kansas City and declared a state of emergency, calling upon the National Guard and U. S. Naval Reserves to assist in the evacuation.

As soon as the evacuation was announced, Bill Howard and I raced back to North Kansas City and arrived just in time to beat the military road blocks. We returned to the laboratory, disconnected all utilities and set about assisting in the evacuation of civilians. Moving trucks appeared out of nowhere and hundreds of truckers lent their services to the people without charge. Personal effects, furniture and cars were moved to high ground north of the city and in three hours a city of 4000 inhabitants had been evacuated in such an orderly fashion that it appeared to have been planned beforehand. Bill Howard and I were among the last to leave.

On Saturday morning, through some wheedling, we obtained a military pass and returned to inspect the laboratory. The entire city was like a ghost town and entirely deserted except for an occasional Military Patrol.

A short distance from the laboratory we were stopped at gun's point by

a Naval Reserve Officer, asked for credentials, and advised to get our business over with and get out of town quickly since the water was coming fast. Later we learned that the North Kansas City dike had broken through but by an act of Providence the break had occurred at a spot directly in front of a huge mountain of building rubble and in the proximity of two big bulldozers, parked with their engines running. The break was repaired immediately and effectively.

For 72 crucial hours the unnamed volunteers of Greater Kansas City fought the river and only the men on the North Kansas City dikes were able to win the fight.

Kansas City is now digging out—and the job continues for 24 hours each day without let-up. It is not pleasant. A two to three foot layer of silt covers everything. The 6000 hogs swept down the river now line the shores as the river recedes. Dead cattle, spoiled grain, ruined perishables and crude oil create a horrible stench, but the job of cleaning up continues.

North Kansas City is now back to normal. The only remaining indication of the July 13th scare is the increased attendance at Sunday morning church services.

Harry Kaley Resigns

Harry W. Kaley has resigned as a vice president and director of Ethyl, and for the near-future will live on his farm in upstate New York. Although he will not be active in the Company, he will maintain relations in the status of a consultant for a while. He has announced his resignation to become effective on Oct. 1.



Harry Kaley

It was in March of 1927, the year after "Ethyl" antiknock compound went on sale on a nationwide basis, that Harry was hired to help drum up business. Originally assigned to the states of Pennsylvania and Delaware, he later carried the Ethyl story from the tidelands of West Virginia to the shores of California. On these roving assignments, he toured with the earliest model demonstrating engine, making speeches about "the better gasoline to come" before widely varying audiences. He carried the message to Rotarians, Kiwanians and other civic clubs, to many high schools and college groups, and to the milling throngs at state fairs, as well as to oil dealers and auto mechanics.

Harry was responsible for helping to introduce "Ethyl" antiknock compound to many of the then brand new customers who had just "signed up." His work on new mixing installations at this time bore later fruit when he helped to develop the comprehensive safety program adopted in 1936.

After two years in the field, Harry was brought into the New York office

to work as a staff assistant. As it turned out, he filled, at one time or another, practically every position in the department before being named general sales manager in 1937. His jobs included acting as division manager of the New York and Chicago offices during brief periods, as advertising manager for more than a year, and as assis-

tant sales manager for six years.

In 1944, Harry was elected a vice president, and in 1946 a director and member of the executive committee.

Harry was born in Johnsonburg, Pa., attended school in Pittsburgh and Williamsport before entering Penn State, where he received his B.S. in petroleum engineering in 1925.

The Kaleys moved to their farm near Ithaca the middle of August. They bought it several years ago and have been fixing it up, getting it ready for the day when they could take up residence there. Two of their sons are in military service—Dick, the oldest, is serving as a paratrooper in the Army and Jack is in the Marine Corps. Bob is attending Lakemont Academy in Lakemont, N. Y.

"My plans are uncertain now," Harry says, "but I will be on the farm long enough to get it on a business basis, after which I will probably again associate myself with the oil industry.

"I leave the employ of the Ethyl Corporation with a deep interest in the future of the Company and a lasting desire for its continued success."

Turnley Appointed Consultant



Bill Turnley has retired from active administrative duties but remains a vice president and director of Ethyl Antiknock, Ltd., and has been appointed a consultant to the parent company.

Bill recently returned to New York from Toronto where he went two years ago to set up our Canadian operation. Associates at Ethyl Antiknock gave him a royal send-off at the King Edward Hotel and presented him with a gold watch.

His first assignment as consultant took him on a nation-wide tour visiting all of our regional and resident sales offices. Bill's headquarters will be in New York.

Scotty's Back in Uniform



Scotty DuBose, resident manager at San Francisco, is back in the Army answering to the title of Colonel. He is in command of a tank battalion at Camp Roberts, Calif.

Scotty was a lieutenant colonel in the active reserve. He served for over five years during World War II at the Infantry School at Ft. Benning, Ga.

Before returning to service, Scotty was given farewell parties by his oil friends in San Francisco and his Ethyl friends in Los Angeles. Western Region associates gave him a traveling clock to remember them by.

Scotty's address is Hdqs. 95th Tank Battalion (Hvy), Camp Roberts, Calif., in case you'd like to drop him a line.

New Officers For Detroit Ethyl Society

Laurel Wilkinson, Administration, was named general chairman of the Detroit Ethyl Society in a recent election. Other officers chosen were: Stephanie Ciul, women's representative, as secretary-treasurer; Art Hawkes, Chemical Research, as social chairman; Tom Whaley, Chemical Research, as sports chairman, and Charlie Kass, of Administration, as chairman of publicity.

Elected to serve as representatives

of their respective groups on the steering committee were: Rita Joseff and Bob O'Meara, of Administration; George Clixby and Gil Gilbert, of Chemical Research; Dale Buerstetta, who will fulfill Art Zeitz's unexpired term, Eleanor Eskola, Jim Rissman, and Ralph Wahrenbrock, of Automotive Research; Bob Johnson, of Aeronautical Research; Carl Poehlman, of Laboratory Services and Herb Sumner, of Technical Service.

TV Kick-Off Luncheon



Shown at the speaker's table above, from left to right, Ray Pentz, secretary, Chicago Oil Men's Club, Luke Johnsos (partially hidden), vice-president, Chicago Bears, Gerald Tripp, vice-president, Chicago Oil Men's Club, Chuck Comiskey, owner, Chicago White Sox, Tom Duggan, Ethyl's George Rose and Frank Lane, general manager, White Sox.

Tom Duggan, master of ceremonies for Ethyl's new TV show in Chicago, introduces speakers.

Put Ethyl, sports and TV together and you get something new and something better in the way of informative entertainment.

To bring Ethyl's new TV show in Chicago to the attention of oil people, a kick-off luncheon was decided upon as offering the best opportunity. At the suggestion of George Rose, Chicago resident manager, the Chicago Oil Men's Club offered us their entire program on July 12.

As an added drawing card for the luncheon, Ethyl got Chuck Comiskey, owner of the Chicago White Sox, and Frank Lane, general manager of the White Sox, as guest speakers. The opportunity of listening to two of the most highly publicized people in Chicago attracted over 200 key men in the oil industry. And they have become rooters for our TV show, "Sports Star Time."

"Sports Star Time" appears once a week on WNBQ in Chicago with Tom Duggan as master of ceremonies. It features personal interviews with top sports personalities, sports instruction

by stars, up-to-the-minute sports news, latest sports films, and commercials narrated by such top commentators as Mel Allen, "Red" Barber, Bill Stern, Ted Husing and Harry Wismer.

The August 8 issue of *Variety* gave the program a fine send-off. Ethyl's sports show, it reported, "contains a little something for practically every type of fan . . . should make a strong bid for honors." They praised Ethyl's master of ceremonies, too, by saying that Tom Duggan "handled the numerous guests in an unusually genial fashion to help make the show a stand-out offering."

The show, seen every Sunday from 10:30 to 10:45 over WNBQ, is scheduled to run to December.

Ethyl also sponsors a sports show on 27 other TV stations, covering 14 states in all. Minute Movies, brief Ethyl commercials featuring an actual road demonstration, are shown in nearly 550 drive-in theatres in the same 14 states. TV and drive-in theatres are being used as advertising media for the first time in the history of the Ethyl Corporation and are already proving successful.



Highlight of Ethyl's party for the independent refiners of Western Pennsylvania on June 20 was the Product-Sales Clinic. The annual all-day outing at the Wanango Country Club, which was inaugurated in 1937 as a good will builder is proving most effective. This year more customers attended than ever before, many of them driving as far as 100 miles.

Activities planned for their pleasure included the usual afternoon of golf, and competition for honors in putting, driving and closest to the pin matches, with prizes for the winners. Julian Frey won the driving contest, but, of course, deferred to the guest who was runner-up when the prizes were awarded. This pleasant duty was handled by Dick Murphy, eastern regional manager.

Busiest man at the party was Gel Howell, our account representative for Western Pennsylvania, who made all arrangements for the affair. Helping him run the contests and look after the numerous details that add up to a successful party were Jim Krick, Al Bingham and Mike Remondino.

Feature of the evening's program, following a duck dinner, was the Product-Sales Clinic. Gel Howell made the introductory remarks and Bill Rusher, Bill Quigley and Don Forsdick put on the interesting and informative show.

To make the customers feel at home, some of their products were displayed behind the speakers' table. Enjoying dinner and conversation are, from left: P. R. Beck, president, Pennsylvania Refining, W. S. Zehring, president, Pennzoil, Dick Murphy, our eastern regional manager, J. B. Fisher, president, Kendall Refining, Samuel Messer, executive vice president, Quaker State, Julian Frey, sales manager (operations), and C. L. Suhr, board chairman, Pennzoil; at front left: R. J. Gulnac, Freedom-Valvoline, and T. M. Murphy, L. Sonneborn Sons.



Official greeters Gel Howell and Dick Murphy extend a warm welcome to M. A. Brewster, retired vice president of Pennzoil.

Everybody looks happy as they relax after a tasty duck dinner. At right in the front is Ethyl's Norm Linstromberg, and on the left you can spot Harry Mack and Russ McGuiney.





This sturdy footlocker of first-aid equipment contains 45 carefully selected items ranging from safety pins to stretchers. The Company has provided one kit for each floor of the New York office, insuring a ready supply of medical equipment in case of emergency. Six people on each floor have keys—three first aiders, and the fire, air raid and area wardens.

Anything from a spiral reverse bandage to a half-ring traction splint can be deftly applied by 36 New York employees who recently completed a Company sponsored course in First Aid.

Another precaution to prepare Ethyl employees for any possible emergency, the First Aid course ran for nine weeks under the direction of qualified Company personnel.

Six instructors—Betty Beach, Bill Cleary, Laura Day, Ed Downs, Erma Harris and Viola Wells—were selected early this Spring on the basis of previous interest and participation in Red Cross work. The Company sent them to the Red Cross Instructors' course for six hours a week for five weeks. Completion of this intensive training qualified them for a Red Cross Instructor's Certificate.

They prepared a classroom in the sales conference room and went to work rounding up equipment. Uniforms and First Aid books with Civilian Defense supplements were purchased from the Red Cross. Roller bandages, four-tailed bandages, sixty yards of unbleached muslin for triangular bandages, splints, blankets, stretchers and traction splints were

36 Learn First Aid



Bill Cleary and Betty Beach show their Tuesday class how to apply an arm tourniquet. The chart on the wall shows the digital pressure points used to stop bleeding.



Ed Downs and Erma Harris, who instructed the Wednesday class, demonstrate the application of a triangular arm bandage and splints for an interested group of first-aid students.

earn Red Cross Pins



One of the important phases of the course was artificial respiration. In this picture, Ed Downs and Viola Wells demonstrate several of the steps involved in reviving a person. The willing victims in the test are Frank Baldwin and Virginia Atamian.



Viola Wells, who taught with Laura Day on Thursdays, shows how to revive a person who has fainted. The patient is Beverly Zimmerman. Viola grasps her firmly, forces her head down to bring the blood rushing back.

assembled and school was ready to begin.

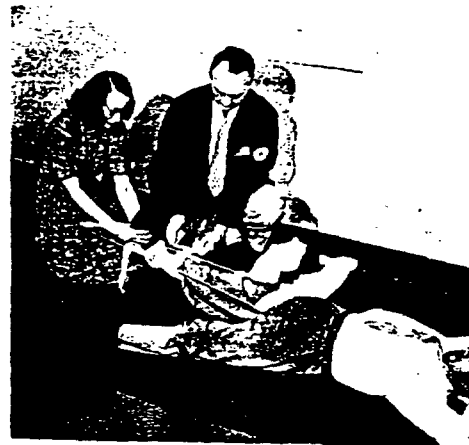
All employees were given an opportunity to sign up for the course. The 36 who registered were divided into three sections and classes were held on Tuesday, Wednesday and Thursday afternoons from 3 to 5. The course began the last week in May and included instruction covering dressings and bandages, care of wounds, artificial respiration, poisons, injuries to bones, joints and muscles, transportation of wounded, and first aid for common medical emergencies.

Satisfactory completion of the 18-hour course, which included passing the standard Red Cross test, entitled the students to a regular Red Cross certificate.

As a result of this program, about 10% of the people on each floor of the New York office are now qualified first aiders. This makes them an integral part of the Company's overall security program designed to safeguard employees in case of enemy attack.

The course will be given again this Fall, starting in September, enabling employees who couldn't attend the first session to enroll.

Instructor Bill Cleary, with the able assistance of Joan Plant, applies a half-ring traction splint for a fractured leg. Bill Meyer is the very unconcerned patient at their mercy.



Earl Bartholomew, general manager of our research laboratories, remembers well the old makeshift garage in Yonkers which served as our laboratory when he went to work there in 1926. A far cry from our modern laboratories on West Eight Mile Road where our principal engineering, chemical and aeronautical research activities are now carried on. Earl, who went to Detroit in 1927 as director of engineering research to establish the old lab on Milwaukee Avenue, was guiding light behind the building of our Ferndale research center. He has held his present post since 1945.

Through his work in the improvement of antiknock fluids, the development of engines for measuring fuel antiknock quality and of automotive engines designed to best utilize improved fuels, Earl has made important contributions to transportation progress.

A native of Oklahoma, Earl received his B.A., B.S., and M.S. degrees from the University of Oklahoma. Before coming to Ethyl, he was an instructor in mechanical engineering at his alma mater and at Harvard University.

Milestones



Earl Bartholomew

Frank Elliott, fleet engineer, Los Angeles, has just completed 25 years of service with Ethyl. His vast experience in the automotive industry over the years has made him invaluable as an engineer in our Western Region.

When he joined Ethyl in 1926, Frank had made a name for himself in auto racing. He had been associated with Harry Miller, famous early day engine builder, and Barney Oldfield, and had set several world records. He now spends all his time traveling to the four corners of the Western Region territory to handle difficult field problems.

A registered professional mechanical engineer in California, Frank also belongs to the Society of Automotive Engineers, where he is a popular and sought after speaker, and is a member of the Masons, the Balboa Bay Club, Hacienda and Santa Ana Golf Clubs. A native of Missouri, Frank now lives in Fullerton, Calif. In addition to his regular hobbies of golf, fishing, hunting and boating, he and his wife, Vivian, manage to find time to dabble in real estate.



Frank Elliott

Clarence Johnson, West Coast terminal supervisor at Wilmington, began his Ethyl career 25 years ago at the Deepwater plant in New Jersey when only a handful of men were needed to handle Ethyl's manufacturing, blending and shipping activities there.

As Ethyl grew and expanded, the Deepwater plant kept pace. In 1938, when it had become necessary to delegate duties, Bud was placed in charge of the blending operation. He continued as blender supervisor until 1947.

That year a new terminal was started on the West Coast and Bud was transferred to California to be on hand during the construction. In 1948 the terminal started operations and he was appointed supervisor.

Bud and his wife, Anne, now live in Long Beach, Calif. with their son, Paul, 13. In another two years Mr. and Mrs. Johnson will hold another twenty-fifth celebration—their wedding anniversary. A 32nd degree Mason and a champion bowler, Bud also holds a Special Security Officers' Commission, given to him by the Sheriff's Office of Los Angeles County.



Clarence Johnson

25 Years



Dr. Karl Kitzmiller



Clifford Pope



John Schaefer

Dr. Karl Kitzmiller, associate medical director, joined Ethyl's medical staff in July 25 years ago. From his headquarters at the Kettering Laboratory of Applied Physiology in Cincinnati, he acts in a supervisory and advisory capacity on medical problems of the Sales, Research and Manufacturing departments.

Karl has devoted most of his time to a study of the pathological aspects of problems in toxicology and industrial medicine in the Kettering Laboratory, and is associate Professor of Industrial Pathology in the Department of Preventive Medicine and Industrial Health of the University of Cincinnati.

Born in Kitzmiller, Md., he took his medical training at the University of Cincinnati where he received his M.D. in 1923. He is a member of Sigma Alpha Epsilon and Alpha Kappa Kappa (medical fraternity), a fellow of the American College of Physicians, and a diplomat of the American Board of Internal Medicine.

Karl lives in Cincinnati with his wife and children, Mary, John, George and William.

Clifford Pope, manager of our gasoline testing division, was one of Ethyl's first technical employees, having started in 1926 as a research chemist at the original chemical laboratory in Yonkers. When chem research was moved to Detroit in 1932, Cliff went along to become assistant to George Calingaert. He returned to Yonkers in 1938 when he was appointed manager of the gasoline testing division. From his headquarters in Yonkers, Cliff directs the operation of our test labs in Baton Rouge, Kansas City, San Bernardino, Tulsa and Yonkers.

Born in Bristol, England, he received his M.S. from the University of Bristol and was awarded the "1851 Exhibition" scholarship for study abroad. He went to the University of Upsala in Sweden and then came to America to pursue his studies at M.I.T.

He is a member of the American Chemical Society and Society of Automotive Engineers.

Married, he lives in Scarsdale with his wife, Mary, and 12-year-old daughter, Francy.

John Schaefer, vice president and general manager of manufacturing and traffic, joined Ethyl in June 1926 as Ethyl's representative at the du Pont Deepwater plant where "Ethyl" fluid operations were conducted for Ethyl. In the intervening 25 years he has been a leading force in coordinating the diverse manufacturing steps, improving plant efficiency and contributing to the broad increase in production capacity, particularly in the building of Baton Rouge from a corn field to a \$100 million plant.

He moved to New York in 1937 to handle our business with du Pont under a new manufacturing agreement which became effective at that time and in 1943 was elected a vice president. In 1946 he became a member of the board of directors and then of the executive committee.

John is a director of the Ethyl-Dow Chemical Company, a past president of the Industrial Research Institute, past director of the Lead Industries Association, and director at large of the Chemical Corps Association.

Born in Buffalo, N. Y., John won his B.S. at the University of Delaware; his M.S. at M.I.T.

Milestones 20



Emma Koster Brown, secretary to Vice President S. M. Wagner, is not at all addicted to the usual feminine sleight of hand about age. Instead, she's thrilled to be a 20-year member.

Her first position with Ethyl was as secretary to Russ Weston. In 1943 she became secretary to the late J. Coard Taylor, and in 1950 took over her present position.

Emmie first joined Ethyl "for a few years," but loved every minute of it and soon forgot her original decision.

A native New Yorker, Emmie and her husband, Charles, live in Levittown. Several years ago when she was ill, Ethyl employees gave her several rose bushes and started her on a new hobby—gardening. Her main hobby is still her three children, Charles, Ted and Nancy. All are married but manage to get home whenever possible until at times, Emmie claims, home resembles Grand Central Station.



Ray Faller, who came to New York three years ago from the Detroit Labs to coordinate training activities for the Company, brought with him 17 years of experience in the field and at the Research Labs. He began work in the Sales Department as an automotive engineer in the former Dayton Division and was assistant division manager when he was transferred to the Research Labs in 1939. He was director of training there at first and later, following three years of service in the Navy, he became manager of personnel and employee relations.

Born in New York, Ray was graduated from N. Y. U. with a B.S. in mechanical engineering. He was an instructor at N. Y. U. and later at Yale where he studied for his M.S. Before coming to Ethyl, he was a fuels engineer with the U. S. Bureau of Mines.

Ray is a member of Tau Beta Pi and Iota Alpha, both honorary engineering societies. He also belongs to the National Association of Training Directors and SAE.

George Rick, design engineer for our Safety Division, started with us in 1931 as a field representative in the old Chicago Division. He moved to the New York Division the following year and worked on the Atlantic City Exhibit until it closed in December 1933. He shifted to the Safety Division when it was organized in 1936.



A native of New York State, George grew up in the City and attended Columbia University where he specialized in mechanical engineering. Before coming with Ethyl he worked as a design engineer for Mathieson Alkali, American Cyanamid and Curtis Airplane and Motor Corporation.

George is married and lives in Continental Village with his wife and 12-year-old daughter, Karen. He is chairman of the Board of Directors of the Taxpayers' Association, a member of the School Board, active in civilian defense, and an Auxiliary Police lieutenant.

15-10-5

Celebrating 15 years at Ethyl are: Merritt Martin, Wilmington, Calif. terminal; Mel Olson, Central Region Sales; Lou Slack, Dayton Sales; Don Pulleyblank and Chuck Shepherd, Detroit Research Labs; Whit Sweeney, Eastern Sales; and Al Merz, New York Finance.

New members of the 10-Year-Club are: Ed Lives, Baton Rouge Gasoline Testing Lab; Ruth Schoenling, Cincinnati Medical Department; Barney Jones, Charles Polk and Sig Rue, Detroit Research Labs; and Ann Daul, New York Administration.

It's a fifth Ethyl anniversary for: Jim Bell, George Betker, George Clixby, Eleanor Eskola, Bill Fangert, Al Gassmann, Dorothy Rodenhouse, Herb Sewell, Georgena Slack, Cecelia Thompson and Shirley Trapp of the Detroit Research Labs; Eileen Charman, N. Y. Sales; George Brum and Bob Marks, N. Y. General Services; Stan Nickerson, N. Y. Public Relations; Claude Guinn and Art Zeitz, San Bernardino Engineering; Don Chapman, Los Angeles Sales; and George Carpenter and Al Morschauer, Yonkers Gasoline Testing Lab.

With anniversaries come flowers and cakes, certificates and pins, and, in one case we heard about, lots of letters. Alice Wygand, N.Y. Traffic, new 20-year club member, reports that she received a pile of 25 letters from old friends throughout the Company.

Walking Blood Bank



The blood-typing line formed in the hall, where Labs Nurse Stephanie Ciul handed out registration cards. Waiting patiently, are: Winifred Natschke, Late Willans, Charles Poulson, Carl Poehlman, Reg Broquet Eric Owen and Joe Teeley.



At the registration desk, employees were checked in, given vacuum tubes. Ben Brewster examines his card, while Heinie Mueller, observing the proceedings, waits his turn.

That's Emelie Brooks' profile, also her arm that Nurse Norma Hopper of the Detroit Board of Health, is readying for the needle. Looking on is Labs Safety Supervisor Fritz Schroeter.

The State of Michigan, looking ahead to any emergency, is now taking steps to provide a "walking blood bank." One of the first towns to participate in the blood-typing program, which will eventually be statewide, was Ferris, and Ethyl was among the first to cooperate.

A blood-typing team from the Detroit Board of Health arrived at our labs on July 9 with large quantities of gauze, cotton, needles, vacuum tubes and registration cards. They set up for business in rooms A-112 and 114 and 291 employees voluntarily dropped in, and left behind samples of their blood. After it has been typed, they will receive metal dog tags and cards.

Next-door neighbors, employees of the Drake Printing Company, were also typed at the labs. Total number of people typed during the day was 408.

Fritz Schroeter, safety supervisor at the labs, who is coordinating security and defense planning, handled the scheduling. Dr. Carl Sprunk served as liaison with the Detroit Board of Health and Labs Nurse Stephanie Ciul assisted with the typing.



From 100 Frenchmen to -

We at Ethyl are proud to be a part of the 250th anniversary celebration in Detroit this year—for it was the automotive industry that transformed Detroit from an unspectacular city of 286,000 at the turn of the Twentieth Century to a thriving industrial center.

The oldest city of any size in the U.S.A. west of the original seaboard colonies, Detroit was founded July 24, 1701 by a Frenchman, Antoine de la Mothe Cadillac, and a small following of 100 compatriots. They could hardly have dreamed it would become the great metropolis it is today.

In fact, looking back to 1900, it was a stroke of luck that made Detroit become the core of the automotive industry. Detroit was ideally the right spot with its navigable waters, its many shops and foundries making internal combustion engines, its trained workmen skilled in carriage making.

But other cities had as much to offer as Detroit. However, they did not have men like Ransom E. Olds, Henry Ford and David Buick.

It was Mr. Olds who was mainly responsible for Detroit's rise to glory. At the turn of the century, he searched far and wide for the ideal location for his Olds Motor Works. Returning to Detroit after a discouraging trip East, Olds discussed his plans with a wealthy copper magnate, S. L. Smith. Mr. Smith was not only interested, he offered the necessary capital immedi-



Looking across the Detroit River at the Motor City—its populace of nearly three million makes it our fifth largest city. It is also known as the world's busiest inland waterway.



Helen Zawadski, whose husband, John, is employed in the machine shop at the Detroit Labs, helped care for the wardrobe of the City of Freedom cast. Here she assists Doran Clayton, who portrayed "The Soul of Detroit."

ately and suggested Detroit as the location. The rest is history.

While known today mainly as the Motor City, Detroit has much to offer culturally as well. It has the Detroit Historical Society, the largest society of its kind in the United States. It has Wayne University and the University of Detroit to make it an educational pace-setter. It houses the largest Ma-

A number of Ethyl Lab photos were used in the exhibit held by the University of Detroit's Engineering College. Here are Heinie Mueller of Technical Service, and Dean Clement J. Freund and Cyril J. Riedy of the University.





Melting Pot of Millions

dent Truman came to honor the Motor City. And the mayor of Antoine de la Mothe Cadillac's old home town in France arrived to pay his respects.

Our Research Laboratories and members of Ethyl families also played active roles in the celebration.

The Labs contributed a number of enlarged operational photos showing various phases of our chemical and automotive research work for two industrial exhibits sponsored by the Engineering Society of Detroit and the Detroit Section of the American Chemical Society. The displays will remain in the lobby of the Rackham Educational Memorial in downtown Detroit through this Fall.

The Labs were also represented in a display which the University of Detroit created for its open house, held in conjunction with the 250th birthday celebration.

Many Ethyl families took part in the colorful pageant, City of Freedom, which ran for a full week before capacity crowds at the University of Detroit's stadium. A cast of 1200, including a symphony orchestra and local professional and amateur talent, collaborated in presenting a dramatic review of Detroit's history.

Detroiters are joyously demonstrating how proud they are of their Motor City, the arsenal of democracy. And they face the future with serious determination to fulfill the promise it holds.



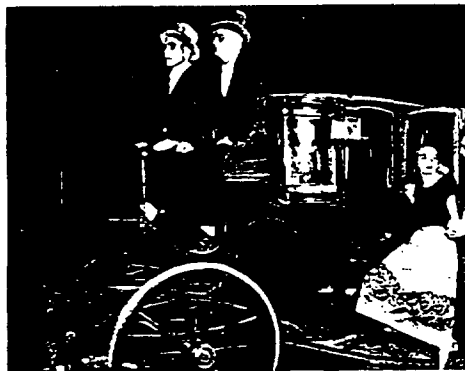
Ethyl children played their part in the celebration pageant, too. Here is Linda Lee Myers, 10, daughter of Wilson Myers, Lab Services, Detroit, costumed for her dancing role. Linda hopes eventually to be a top ballerina.

sonic Temple ever built in the world.

But none of these would have been probable without the automotive industry. In recognition of Detroit's key role, our central research laboratories are located there to serve as a liaison for the oil and automotive industries.

Detroit's birthday celebration began early this year and reached its peak in July with a full-scale civic celebration, a five-mile-long street parade and addresses by top United States and foreign dignitaries. Even Presi-

Nancy Bothwell, 15, who portrayed "A Modern Detroitter," is assisted into an old carriage by her father, Dick Bothwell, of Automotive Research. Dick and his wife were among the first-nighters at the City of Freedom pageant.



Extra-Curricular

Martin Alspaugh

Marty Alspaugh, Detroit Automotive Research, addressed a meeting of the Western Petroleum Refiners' Association at Wichita, Kansas, on July 20. He delivered a paper, "Methods for Improving Gasoline Antiknock Quality," co-authored with Tom Risk.

Ted Carron

Ted Carron, Detroit Chemical Research, was a guest on the A.C.S. radio program, "Headlines in Chemistry," heard over Station WJLB on July 21. Ted appeared with Dr. Melvin Nord of Wayne University and Dwight Miller of Sharples Chemicals, Inc., to discuss "The Design Chemical Engineer."

Chuck Colvin

"How Ethyl Spends Its Money In Our Community" was the subject of Chuck Colvin's talks to the Sales Executive Club of Baton Rouge and to a joint meeting of the Baton Rouge and Capital City Kiwanis Clubs, both in July. The versatile manager of purchasing at the Baton Rouge plant has had many articles printed recently in such magazines as *Purchasing*, *Sales Management* and *Alabama Purchaser*.

Cotten, Neames and Smith

The Cotton-aires, a male quartet consisting of Al and Bob Cotten, Don Neames and Dale Smith, were featured on the third program in the Starlight concert series at Louisiana State University. The quartet was formed last Fall through the Ethyl Recreation Association at our Baton Rouge plant.



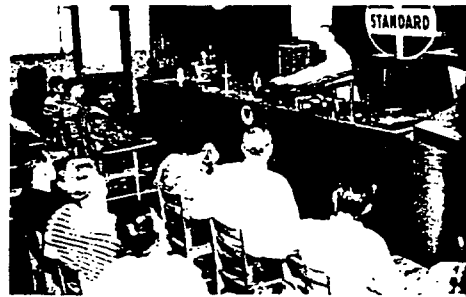
The Cotton-aires 'give forth' with a bit of smooth harmony. The quartet consists of, left to right, Al Cotten, Dale Smith, Bob Cotten and Don Neames, all of our Baton Rouge plant.

Harold Gibson

Harold Gibson was present at the August SAE West Coast Meeting, held in Seattle, Wash., to take part in a discussion of a paper presented by Messrs. Spindt and Wolfe of the Mellon Institute. Its title was "The Where and Why of Engine Deposits." Harold is coordinator of Ethyl research on motor fuels and lubricants at the Detroit Labs.

Steve Henry

Steve Henry, plant and employee services manager, Baton Rouge, spoke before two widely different audiences recently. Early in July he addressed a class of 30 graduate students at Louisiana State University's School of Physical Education on "Leadership And Human Relations At Places Where People Work." On August 2 he spoke to the Baton Rouge Exchange Club on the "Industries of Baton Rouge."



This picture of Joe Hopkins, field engineer in the Central Region, appeared with a recent article in *Standard Torch* telling about Joe's dramatic Fire Power demonstrations. He's given over 500 of these popular presentations.

Mac MacEwen

Mac MacEwen gave a talk on "Engine Fuel Relationship" to a group of high school teachers attending a Driver Education and Training Course at the University of Toronto. Mac is automotive engineer for Ethyl Antiknock, Ltd.

Jean Vincent

The Eastman Kodak Company selected seven salon prints taken by Jean Vincent, head of the Detroit Labs Photographic section, for their touring exhibit, "Photography—America." The pictures show Ethyl automotive and chemical research operations and will be shown in principal American cities and in Europe. Last year Jean had three prints in a similar exhibit sponsored by Eastman.

Skullwork on Sodium



A meeting to coordinate all sodium work of the Detroit Research Labs and the Baton Rouge Development Lab was held in Baton Rouge July 25-27. Research and development problems on new products from sodium were discussed along with plans to combine the knowledge and achievements attained in each of the laboratories for maximum efficiency.

Various members of both the Baton Rouge and Detroit teams gave 15-20 minute informal talks on personal projects concerning sodium. These were used as the basis of the general round-table discussions that followed among all members of the conference.

The Baton Rouge team was headed by Frank Padgitt, development supervisor on sodium at Baton Rouge, aided by Sodium Consultant William Ross.

The three day meeting at Baton Rouge to discuss sodium problems was held informally. Gathered around the conference table are George Mattson of Baton Rouge, Tom Whaley of Detroit, Mack Hopkins and Bill Evers of Baton Rouge, Ross Stevenson and Dave Depree of Detroit, and W. H. Thomas of Baton Rouge.

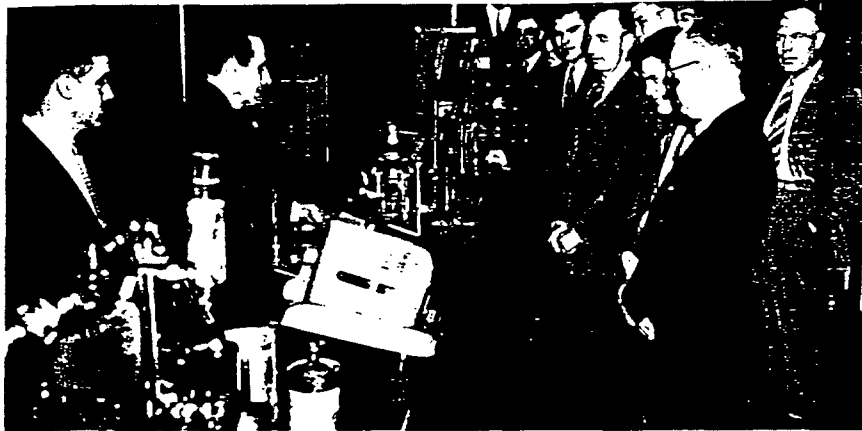
George Kirby, chief engineer of the plant, and George Beste, manager of the Development Section, also attended. Process Engineering representatives evaluated various projects.

Six men from the Detroit Research Laboratories were present for the three day conference: Ed Kurt, Gene Hill, George Ecke, Dave Depree, Tom Whaley and Ross Stevenson. One other Detroit, Art Hawkes, who has been in Baton Rouge on temporary assignment for two months, was happy to greet some of his colleagues.

On Our Cover

Nosing out of our new Sales Training Center in midtown Manhattan, Don Forsdick, John Melody and a truckload of equipment head south. Fourth Ethyl team to take the road this summer with a shiny, new unit of the Product-Sales Clinic, they are presenting the show to enthusiastic customer audiences in the Eastern Region.

Emphasizing the excellence of oil products, the Ethyl show explains many popular misconceptions about fuels and engines, and shows how most car operating problems are due to abnormal driving conditions or poor maintenance. Next issue of the BB will give you a behind-the-scenes story about this successful clinic.



Hayes Gives Fire Power Show

Frank Hayes, field engineer, carefully demonstrates the inflammability of gasoline vapors to some of the students of the Sixth Petroleum Course at the Naval Supply Center, Norfolk. Ethyl's Fire Power Show was presented as part of the two-week course conducted by the Fuel Division, General Supply Depot, Naval Supply Center, and was attended by representatives of all branches of the Armed Services as well as civilians from other naval activities. On the extreme left, looking on, is Marshall McDorman, who is Ethyl's field engineer for Virginia and North Carolina.



He Is Never Away

For sixteen years, despite good weather or bad, illness or weariness, Harold Goudeau, Ethyl Chloride operator first-class at Baton Rouge, hasn't missed a day from the job.

Five and one-half years of perfect attendance were made while he was in the employ of Bartwell Wholesale Company prior to his Ethyl association. The other nine and one-half years without absence of a single hour have accumulated since he joined Ethyl in 1942.

Hal's been lucky in that his wife and two children have had no serious illness that would have kept him from the job. He himself came close to breaking his record about two years ago in a plant accident, but he didn't consider it serious enough to stay home.

Hal will admit though that there have been times when he was tempted not to come in, but he always came. "And I've always been glad I did," he says.

Armstrongs Pose For Press



Before transferring from Baton Rouge to his new position as plant manager of Ethyl's Houston plant, Wally Armstrong was the guest of honor at several farewell parties. As active and popular residents of Baton Rouge for some ten years, the Armstrongs were asked to pose for the photograph shown here, which appeared in the *Baton Rouge Morning Advocate*. The Armstrong children shown with parents are, from left, Betty, Bill, George and Bob.



Cafeteria on Wheels

This new cafeteria on wheels was specially designed to meet the needs of our Baton Rouge employees. With another unit it services three shifts every day in the week, serving as many as 2000 meals in a 24-hour period. Purchased at a cost of \$13,500, the mobile cafeteria offers hot meals to employees for an amazingly low price. But Ethyl believes its subsidized cafeteria program more than makes up for its cost to the Company by satisfying the food demands of hungry employees. Here, a line of Sodium workers wait to choose from a wide assortment of hot dishes and pastries.

Up From Down Under

Into his 38 years, Jack Mellet of Baton Rouge has crammed a lifetime of adventure.

Though born in Pennsylvania, Jack grew up in rugged Australia. During the war, he spent four days lost in the New Guinea jungles escaping from the Japs. After the war, he spent eight hours in the Pacific Ocean when his boat sank.

His most intriguing adventure even won him a write-up in Life. At war's end he returned to Australia. Gambling is encouraged there, and so, unable to find a satisfactory job, Jack played the horses for additional funds. In 3 years, he won an estimated \$100,000.

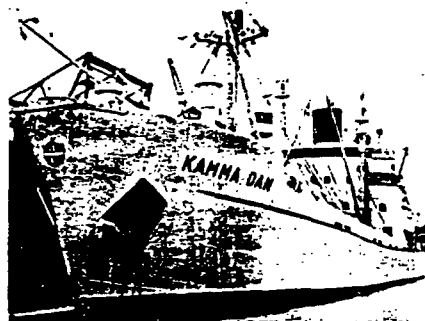
He's back in America now working for Ethyl as a laundry operator and likes it.

"You can't know how good working conditions are here," Jack says, "until you've been able to compare them with terrible conditions in other places."



"Pigs" from Peru

Carrying the biggest shipment of lead ever brought to Baton Rouge by ship, the SS *Kamma Dan* docks with 3,000,000 pounds of "little pigs" from Peru aboard. Below, crane hoists lift the pigs of lead from the hold.



A New Way To Go Househunting



When Kay and Doug Baker moved to Omaha recently, a sympathetic milkman helped them find a house—and, incidentally acquired a new customer. Here Kay gives him a smiling greeting on his morning call, while Doug Jr. carefully guards a carton of cottage cheese.

The milkman who regularly delivers milk to the Doug Baker home in Omaha, Nebr. doesn't have to worry about his competitors. He's in solid with the Bakers, who are convinced that milkmen in general are good people to know.

This milkman earned the gratitude of Doug and Kay Baker during their househunting trip to Omaha. Doug, who has been with Ethyl since 1948, was recently transferred to the Iowa-Nebraska area. Within the last seven years, however, Doug and his wife have had to move no less than 14 times. Thus, they approached the task with resignation. They expected to find landlords who wanted a bribe, people who would rent their house provided you buy their old furniture, and those who look upon children with the bilious eye usually reserved for stray cats.

Enjoying the sunshine in front of their new Omaha home are: Doug, Sr., three-year-old Doug Jr., ten-months-old Linda Kay and Kay.

On their first morning in Omaha they followed up newspaper ads with the usual disheartening results. Then, as they emerged from a medieval dungeon which had been described in the paper as "a beautiful garden apartment for the discriminating," Doug happened to strike up a conversation with the milkman who was calling on the adjacent apartment.

On discovering their problem and the size of their family, the milkman immediately took over the situation. After pointing out a vacant three bedroom house on the next corner, their new-found benefactor spent the next half hour finding out who the owner was, where he lived and arranging for the Bakers to see him.

Doug and Kay and their two children now live in that house. The helpful milkman leaves 5 quarts of homogenized milk at the door every other morning. And Doug has decided that when he moves again it is going to be easy. He won't bother with real estate offices or want ads. He'll just get up early in the morning, go to the part of town where he'd like to live, and wait for the milkman.



Off To Work With Dad They Go

For the second year, residents of Baton Rouge have watched a unique sight—the children of Ethyl employees *riding to work with Dad*. Arriving at the plant, Dad reports to his job while his children are driven by bus to the Ethyl Recreation Association Day Camp at Harding Field.

Developed by and under the direction of Ben Burge and Hewitt Gomez, Ethyl's Day Camp has proved tremendously successful, and is believed to be the only one in Louisiana using the *ride with Dad* idea.

Originated to solve transportation problems, the plan has been equally popular with father and children—all enjoy the extra time together and the children get a thrill out of riding to the plant with Dad and returning home with him at 5.

The boys and girls each have two weeks at camp. This year, for example, 167 sons of Ethyl employees had their two weeks in June and 127 daughters in July.

It's fun and frolic for the kids every minute. There's swimming, there are crafts, games and movies—under the supervision and instruction of trained counsellors. Since the children are between the ages of 8 and 14, special care is taken to see that there are rest periods, too.

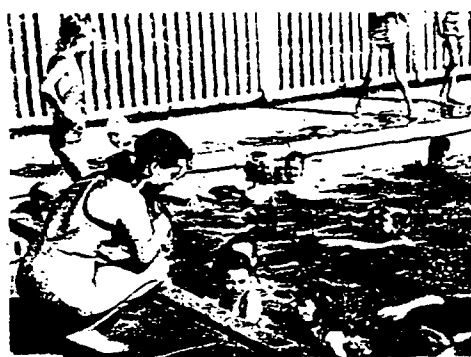


The Day Camp, conducted by the Ethyl Recreation Association under the chairmanship of John Day, is offered at no cost. There is only one requisite—that Dad be a member of the Ethyl Recreation Association.

And it's a sure bet he'd never hear the end of it from his kids if he didn't belong.



Mrs. Thomas R. Curley sends her family off to work and play at Ethyl. Dad and daughters will return home together in the afternoon.



The girls enjoy an hour every morning in the pool under the supervision and instruction of the trained staff and the pool life guards.

Whether or not these boys learn how to make a perfect coin purse or comb case, they all agree that leather craft is fun and that their two weeks at Day Camp go much too quickly.

Off Duty



With Brush and Kilts

Don Flynn claims he spent his vacation with golf clubs and fourteen gallons of paint, used alternately of course, and brought along these pictures for proof. Did he really think we'd be skeptical? The painter partly concealed by bush is Mr. Flynn himself wielding a paint brush as he beautifies his house.

At right are Don, Hanns Weigl, Roger B. Jones of Sinclair and William B. Stewart of Shell Oil—all sporting their tartans. The occasion was Kiltie Day at the Scarsdale Golf Club. Despite lack of pockets for golf balls, they found the ventilation excellent. Don is a sales coordinator in the Eastern Region.



With Rod and Reel

San Bernardino Ethyl fishermen assembled at Newport bright and early the morning of June 23, prepared to rid the Pacific of all respectable-sized fish. By sheer perseverance, they caught seven—but still had a wonderful time. The assembled fishermen at left, minus fish, are: Dick Rice, Larry Stinson, Walter Rantanen, Muriel Stinson, Fritz Schroeter, visiting from Detroit, Claude Guinn, Art and Marilyn Zeitz, Dean Whitehead, Bob Guinn, Al Barley, Betty Painter, Virgil and Adel Allred, Norma Bailey and Tom Schaub.

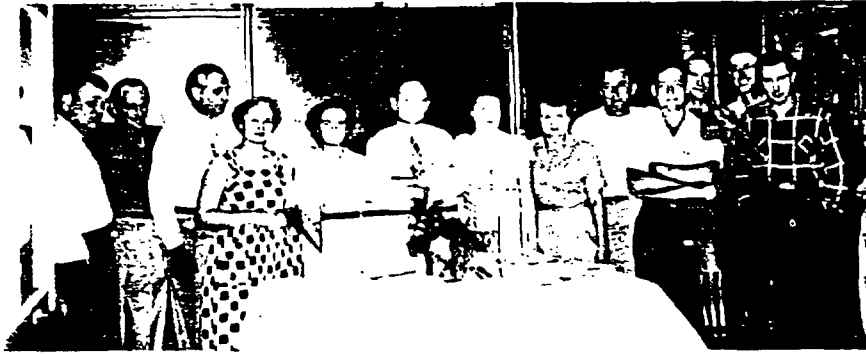
At right we have Dean Painter with the prize catch of the day—a four-pound barracuda. Dean is a rod and reel enthusiast.

Minus Caps and Gowns

The Brewsters made a family party out of Dad's 25th reunion at Harvard University. The handsome group above are Ben and his wife, Beatrice, with daughters Betsy and Alison. Ben is manager of technical service operations, Detroit Labs, and lives in Birmingham.



Hello and Goodbye



On July 7, the eve of his transfer to the Detroit Labs, Rollin Gish's San Bernardino cohorts bid him farewell with a party, a briefcase and a desk pen set. Gathered around Rollin are: Bob Adams, Ray Seymour, Bill Schulze, Judy Schaub, Carol Simcock, Rollin, Adeline Nugent, Yvonne Smith, Al Bailey, Bill Hancock, Ellis Ringwald and Whitey Gruwell in back row, and John Pauli.



Stopping by for a visit with some of his old friends in the Detroit Labs is former Ethyl employee Corporal Bob Jackson, looking quite impressive in his new uniform. Bob was enroute to Camp Douglas, Mich. for a specialized training program. The group greeting Bob are: George Burcal, Peggy Osip, Harry Dittmar, Nancy Beauchamp, Roy Sugimoto and Art Hawkes.

Carolyn Sikora, secretary to Bill Ball, N.Y., was honored with a party on June 27 as she retired to keep house for her husband, Lou, in White Plains. Attending were, from left: Mary O'Hern, Margaret Orzio, Helen Dowd, Eleanor Schreyer, Alice Lahn, Norma Frazier, Carolyn, Dot Grainger, Jessie Halton, Emmie Koster, Erma Harris and Lillian Johnson.





Donna Alkire

Donna Alkire, stenographer, Detroit ... born and raised in Ferndale, Mich. ... is a recent graduate of Lincoln High School ... lives in Ferndale with her parents and two brothers ... likes nothing better than a musical evening.



Dorothy Anderson

Dorothy Anderson, stenographer-clerk, Detroit Labs ... born in Rutherford, N. Y. and graduated from high school in Brooklyn ... formerly worked for Sullivan and Cromwell ... has two sons, Kenzie, ten, and Wayne, seven.



Richard Baker

Richard Baker, operator, Detroit Labs ... born and raised in Colorado ... attended Colorado State College of Education ... served three years in the Pacific during war ... lives in Detroit ... hobbies include riding, fencing.



Kenneth Bier

Kenneth Bier, research engineer, Detroit Labs ... a native of Wisconsin ... graduated from the University of Wisconsin with a B.S. degree ... served in Navy for three years ... is married ... now lives in Janesville with his wife.



Mary Buhaj, stenographer, Detroit Labs ... born and raised in Detroit ... graduate of Pershing High School ... formerly employed by R. C. Mahon Co. ... lives with family and likes to sew and keep picture postcard collection.

Tom Carruthers, printing room and information, Detroit Labs ... his birthplace is Flint, Mich. ... graduated from Hazel Park High School ... was a member of the varsity football team ... lives with his parents in Ferndale.

Kenneth Christenson, technician, Detroit Labs ... born and educated in Michigan ... served year and a half with Navy Air Corps ... formerly employed by Chevrolet ... enjoys all kinds of sports ... now lives in Hazel Park.

Don Cunningham, Jr., dynamometer operator, Detroit ... a native of Detroit ... he attended Wayne University ... served one year with Marines ... formerly employed by Ford Motor Company ... now lives with his parents in Detroit.

Eleanor Frawley, senior stenographer-clerk, New York ... born and educated in New York City ... formerly worked for The National Sugar Refining Company ... lives with her mother in Woodside ... fond of swimming and bowling.

Mary Buhaj

Welcom



Tom Carruthers



Kenneth Christenson



Don Cunningham, Jr.



Eleanor Frawley

to Ethyl



Gordon Fuller



Julius Greblick



Alfred Grenier



Clyde Johnson

Gordon Fuller, dynamometer operator at Detroit Labs . . . served in Army for two years . . . currently attending college at night for engineering degree . . . is married . . . lives in Farmington . . . likes golf, bowling, baseball.

Julius Greblick, lab technician, Detroit Labs . . . native of Detroit . . . attended Wayne and Detroit Universities . . . in U.S. Navy for two years . . . formerly employed as a salesman and chemist . . . his home is still Detroit.

Alfred Grenier, mechanic, Detroit . . . born and educated in Michigan . . . in the Army for five years . . . formerly worked for Capital Airlines in Washington, D. C. . . lives in Detroit with his wife . . . lists photography as his hobby.

Clyde Johnson, research chemist, Detroit Labs . . . born in Ohio . . . A.B. from Minnesota University, Ph.D. from Ohio State . . . Army Captain during war . . . Clyde and his wife are now living in Detroit . . . pastimes: bridge, tennis.

Donald Johnson, patent attorney, Detroit Labs . . . holds degrees from Purdue University and George Washington University . . . served three years in the Air Force Weather Service as Captain . . . lives in Ferndale with his wife.

Edward Kiefer, analytical chemist, Detroit Labs . . . born and raised in Detroit . . . M.S. and B.S. from Wayne University . . . served in Navy for three years . . . now lives in Detroit . . . his hobbies: swimming, photography, golf.

Mary Leonard, secretary, Detroit Labs . . . born across the border in Canada . . . she graduated from Lincoln High School in Detroit . . . formerly employed by the Michigan Bell Telephone Company . . . lives with family in Ferndale.

Regina Leppla, receptionist, New York . . . born in Baltimore, Md. . . graduated from Bryant High School . . . former floor manager for Arnold Constable . . . currently lives with her parents in the Bronx . . . likes swimming.

Ralph Loehr, dynamometer operator at Detroit Labs . . . born and educated in Michigan . . . served for three years in Air Force . . . lives in Detroit with his wife, Martha . . . his favorite hobbies: working on automobiles, photography.

Ralph Loehr



Donald Johnson



Edward Kiefer



Mary Leonard



Regina Leppla



Welcome to Ethyl



Joan Lynch

Joan Lynch, chemist, Detroit Labs ... a native of Massachusetts ... was graduated Magna Cum Laude from the University of Detroit with a B.S. degree ... lives with her parents in Grosse Pointe ... enthusiastic bowler in her spare time.



Mary Patterson

Elaine Meeks, chemist, Detroit Labs ... a mid-westerer who lists Cleveland, Ohio as her birthplace ... was recently graduated from the University of Detroit with a B.S. degree ... is currently living at home with her father in Detroit.



Elaine Meeks

Eleanor Mole, lab assistant, Detroit ... born in San Francisco ... attended Lux Technical Institute ... worked in Korea with Departments of State and Army ... now lives in Birmingham with husband and daughter ... loves photography.



Charles Poulson

Hugh Neal, research, Detroit Labs ... born in Oklahoma ... B.S. from University of Oklahoma ... Lieutenant Colonel during war ... former plant manager for McCarthy Chem. Co. ... lives in Birmingham with wife and daughter.



Eleanor Mole

Emerick Owen, photographer, Detroit ... born and reared in Pennsylvania ... war photographer with Air Force for nearly five years and awarded Bronze Star ... now lives in Minden City with his wife, Esther, and two daughters.



Donald Robertson

Mary Patterson, chemist, Detroit Labs ... born in Detroit ... received her B.A. at Mt. Holyoke College and then attended Cornell University ... former chemist with Chrysler Corp. ... lives in Grosse Pointe ... fond of tennis.



Hugh Neal

Charles Poulson, fuel blender, Detroit Labs ... born in Indiana ... attended Pontiac High School ... now lives in Port Huron with his wife and their two children ... fond of singing in Barber Shop Quartets and bringing up rabbits.



Barbara Smith

Donald Robertson, supervisor of publications, Baton Rouge ... a native of Louisiana ... received his B.A. from Louisiana State University ... was an Army Captain during war ... former editor of Esso Farm News, Esso Dealer.



Barbara Smith, patent abstractor, Detroit Labs ... Springfield, Mass. is her birthplace ... received her B.S. from Michigan State College ... lives with her mother in Utica ... lists reading, sewing and swimming as hobbies.



Harold Sullivan, mailroom supervisor, New York ... born and educated in New York City ... formerly with New York Police Department ... lives in Springfield Gardens with his wife ... their main interest is daughter, Kathie, six.

Emerick Owen Harold Sullivan

Filly Frivolity



This gay twenties song and dance routine brought down the house and nearly succeeded in unbalancing the performers. The high-stepping legs belong to Peg Osip and Lucy Glaser.



The ostensible reason for this Detroit get-together was a fashion show. In a more serious vein, here is Anne Siefert doing a professional job of modeling the white pique suit she made.

Proving that a party strictly for gals can be a whale of a lot of fun, seventy two Ethyl girls in Detroit got together at Huck's Redford Inn for a fashion show and some extra-curricular entertainment. To identify the models,

baby picture slides were flashed on a screen by Emelie Brooks before each girl appeared. All had knitted or sewn the outfits they modeled—so maybe these Ethyl girls aren't so frivolous after all.

Having shown they are as capable at knitting and sewing as they are on the job, these Ethyl models gather happily around a grab bag. Seated are Ellie Eskola and Stephanie Ciul. Standing: Frances Lamb, Anne Siefert, Marge Dullinger, Lucy Glaser, Nora Wirick (narrator), and Peg Osip.



Recent Arrivals

Detroit

BILL and JANET BURT—a son, Michael Richard, born June 11. Weight: seven pounds, four ounces. Bill, a project leader in Chemical Research, also has a daughter, Ann Elizabeth, 2.

JOHNNY and SHIRLEE CAPINJOLA—a daughter, Sue Anne, born June 12 at Grace Hospital. Weight: six pounds, ten ounces. Johnny, who is a research chemist, has another child, Bobby, three and one-half.

EARL and LUCY DEWITT—a son, Earl George, Jr., born June 6. Weight: six pounds, six ounces. Earl is a project leader in Chemical Research.

New York

BILL and CHRISTINE BAUER—a son, Norman John, born August 3. Weight: seven pounds, five ounces. Bill, of N.Y. Finance, is the father of another son, Bobby, 5.

WALTER and DONALDINE HALLAM—a girl, Lela Wren, born August 6. Weight: seven pounds, five ounces. This is the third child for Walter, who works in N.Y. Finance. He has two sons, 8 and 12.

Toronto

RENY and ALLENE BARKI—a boy, Andrew Paul Drew, born July 5. Weight: seven pounds, one-half ounce. Reny is a general representative of Ethyl Antiknock, Ltd.

Tulsa

OSBORNE and ANNETTE FREMD—a boy, Lance, born July 15. Weight: seven pounds, nine ounces. Oz is a safety engineer in the Southern Region.

They're Married



MARY JANE STAUNTON, who works in Herb Savage's office in New York, became the bride of Michael J. Mackin at a Nuptial Mass held in Sacred Heart Church, New York, at 11 a. m. on June 16. After a honeymoon at Martha's Vineyard, the couple now live in Valley Stream, Long Island.

Moving Up

Detroit

Douglas Ewen is now an engineer-writer at the Detroit Research Laboratories and will assist in the preparation of brochures and other technical publicity material. He was formerly a research chemist, having joined Ethyl in 1948.

New York

Helen Dowd, who used to work in Statistical, is now secretary to Bill Ball. She replaces Carolyn Sikora, who resigned to devote full time to homemaking (see page 27).

Elsa Weber has moved up from stenographer-clerk in the Industrial Relations Department to secretary to Charlie Wasserman, wage and salary coordinator. She replaces Hazel Anderson, now Mrs. Allen Werner, of Elkins Park, Pa.

Ethyl Picnic

The annual picnic for Ethyl Detroiters held at Walled Lake Amusement Park under the apt direction of Wilkie Wilkinson was again a smashing success. Games, rides and refreshments all contributed toward making it a day of fun for many Ethylites and their families.



Art Jennings, Wilkie Wilkinson and Stephanie Ciul' helped make it a grand day for Ethylites.



Above, George Clixby's children—Tommy, Nancy and Judy—off to explore the briny deep.



Ethyl fathers had their hands full. At left is Gordon Wilcox with three cute blondes, his own Julian and Jean, guest Jackie Forshee. Above, Tommy Roberts carries unhappily-hatted daughter, Betty Ann.



Whether in or on, the water was fine. Misses Green, Willans and Rife cool off at left. Above are the Hoffmans, Don Offord and Steve Drogi.



At left is the Grand Prize winner, Sam Hassell, proudly holding the radio he received for correctly guessing the attendance at 1:00 p.m. His estimate of 243 hit it right on the nose.

Our Contributing Editors EYES and EARS of ETHYL

Should you mention the catching or eating of fish, Ed Hendrick claims he will always lend an eye, an ear or an appetite—as the occasion demands. While Ed has little proof of ever out-fishing any one of his many fishing companions, there are many who will gladly step forward to testify that he has eaten far more fish than he ever caught. Some go so far as to say he could do this and still be hungry.

But his fishing inclinations notwith-



— Ed Hendrick

standing, Ed still manages to find spare time to report news of Sales Department folk in the Gulf Coast area of Texas for the *Bulletin Board*.

A native of Mississippi, Ed received early and ample training in non-mechanical agriculture, from which there developed a high esteem and everlasting reverence for modern power farming. It also gave him the know-how as to just what are the needs and requirements of the farmers

and ranchers who are major consumers of gasoline in his territory.

Ed studied chemistry at Mississippi College, graduating in 1926, and then received his master's from Vanderbilt University in 1927. His formal education completed, he worked four years with Shell Petroleum as analytical and experimental chemist.

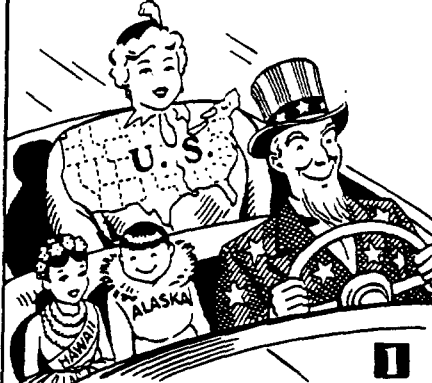
In 1933, our Houston correspondent joined Ethyl's Sales Department as a field representative at Oklahoma City. Since then he has been farm market representative at Dallas and spent two years in our Tulsa Regional office before transferring to Houston as account representative early this year.

At last report, Ed and his wife Joan with their daughters Helen, 11, and Judy, 8, were living in the Wesleyan Plaza addition of Houston. Their location may have changed, however, since Ed moves frequently to avoid mowing the grass grown around the new homes he buys.

There is much activity about the Hendrick household. Ed's two daughters swim, dance, play the piano and bring home straight A's on report cards. Wife Joan looks after the house, the girls and the husband and has her hands full. Ed, following in the wake of dog Freckles, who has a mounting aversion to back-yard fences and has already destroyed \$400 worth of same, manages to keep busy.

When not fishing or repairing fences, Ed enjoys a game of golf. Occasionally, if a player is needed to fill out a foursome, Ed will allow himself to be coaxed to try his skill at a harmless little game known as gin rummy.

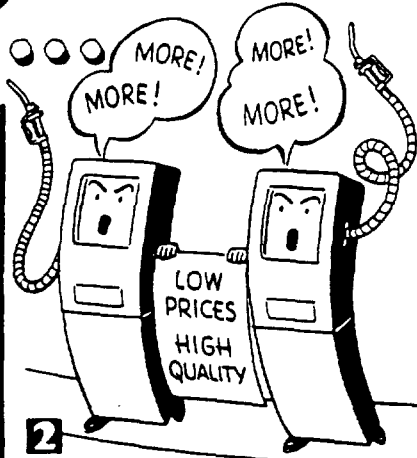
OIL QUIZ...



1

THERE ARE ENOUGH MOTOR VEHICLES IN THIS COUNTRY NOW TO TAKE EVERYONE IN THE U.S., HAWAII AND ALASKA RIDING AT ONE TIME. HOW MANY ARE NOW REGISTERED?

A- 7,000,000 B-20,000,000
 C-30,000,000 D-50,000,000



2

DOMESTIC DEMAND FOR GASOLINE ROSE 8.8% DURING 1950. HOW MANY GALLONS WERE CONSUMED LAST YEAR?

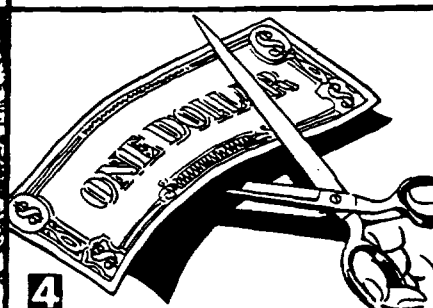
A 1 BILLION B- 10 BILLION
 C 25 BILLION D-40 BILLION



3

THE PEAK MONTH FOR GASOLINE CONSUMPTION IS...?

A-JUNE B-JULY
 C-AUGUST D-SEPTEMBER



4

IN SOME STATES THE TOTAL GASOLINE TAXES ACCOUNT FOR A BIG CHUNK OF YOUR RETAIL GASOLINE DOLLAR. WHAT IS THE HIGHEST PERCENTAGE TAX ADDED ONTO THE RETAIL BEFORE-TAX PRICE IN THE NATION?

A- 3% B- 19%
 C-25% D-54%

D-7	D-2
2-D	4-D
C-3	1-D



CHANGING SCENE

The scene at our Houston plant site changes constantly as the construction work moves forward. In this view, taken as the steelwork neared completion, you can see the outlines of three principal units. At right, back, is the tetraethyl lead building, the sodium cell room is at left, and the horizontal framework in front of it is the sodium sub-station. In the foreground, the steel skeleton of the warehouse and shops casts its shadow on the ground to form an interesting checkered pattern. Started the first week in May, the steelwork has progressed on schedule. Right now, everyone at Ethyl is working feverishly to get the plant finished by the target date of Spring 1952.



Looking To The Future At 75
(See Page 20)

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Ethyl BULLETIN BOARD

A Model Show

Without benefit of Rodgers and Hammerstein, Ethyl has turned out a show that is making a hit with audiences from coast to coast.

Moving models of engine parts that light up in beautiful, luminous colors and graphic slides, together with running commentary by Ethyl engineers combine to produce what customer companies acclaim the best show Ethyl has ever put on.

It didn't happen overnight. The show, known as the Product-Sales Clinic, was born three years ago, has been growing and improving ever since. The pilot model was hewn, hammered and put together in Jim Boudreau's basement in Northfield, on Chicago's north shore (he was then manager of the Central Region). He was unable to find any commercial display firm with experience in building what he wanted—giant-sized working models of the various automobile engine parts. Bill Polachek, Jack Maynard and Wally

Distler helped Jim design and build these huge working models which have made such a hit with audiences that four units have been ordered and are now touring the country with great success.

Harold Mehler also played an important role in turning out the pilot model of the show. He was called out to Chicago from Yonkers to streamline the wiring and controls. "They had wires running all over hell's half acre," Harold sighed. He went to work on the project and simplified the complex wiring, lighting and electrical controls down to a simple push button system.

Designed to help the oil companies tell their story of high quality products, the Clinic puts over its point dramatically and effectively. After seeing the Product-Sales Clinic you are convinced that automobile engines take an awful beating and gasolines and lubricants do a miraculous job of operating and protecting them.



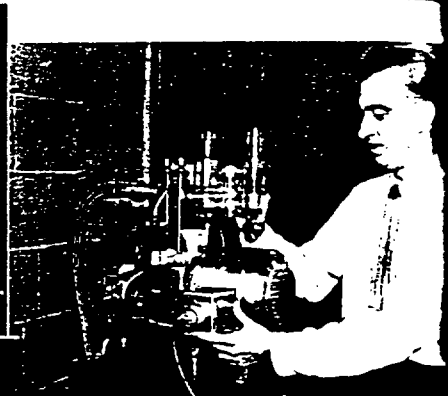
Dick Murphy, eastern regional manager, is shown above welcoming representatives of various oil companies to the opening of Ethyl's new Sales Training Center in midtown New York. It will be used for meetings, clinics and training programs. This audience was invited to a preview of our Product-Sales Clinic.

Backstage before the show, Bill Rusher shines up the glassware. This tube is used for a dramatic demonstration showing how "Ethyl" gasoline produces smooth combustion.





Bill Quigley gets the props all ready for the oil demonstration. The various products shown, all find their way into an automotive engine and get mixed with the oil. The electric mixer illustrates how these things contaminate the oil, pointing up the importance of frequent oil change.



Tom Cosgrove warms up the single-cylinder demonstration engine before the show. It is used in the finale when the effects of fuel, spark-timing and compression ratio are shown in terms of power output, speed, temperature.

A dramatic presentation of fuels and lubricants in action, the Clinic vividly portrays many phases of fuel and engine relationships through the use of the imposing models of cutaway engine parts. The demonstrations point up the fact that improper engine maintenance by motorists and unusual operating conditions are largely responsible for engine troubles.

Going behind the scenes to see just what is involved in getting this show under way, we first journey to the Yonkers Sales Training Center. During most of the Summer, Mac McCulloch, sales promotion manager, was up there training teams of engineers to hold the Clinic in each of the

four regions. As each unit of the Clinic arrived from Displayers, Inc. who built them for us, a new team came in to learn how to operate and maintain the equipment and how to put on the show.

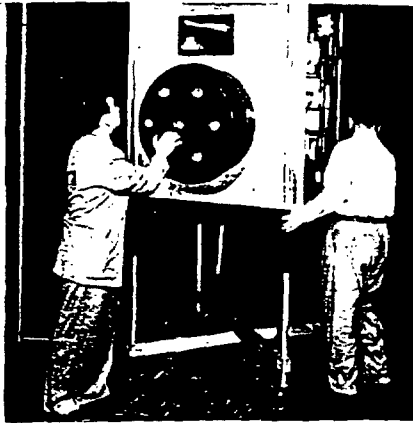
From the Western Region came Harry Manning, John Koehnle and Marv Russell; from the Southern, Doug Jeppe, Jimmy Zars, Bill Andree and Bill Dixon; from the Central, Dick Husta and Pete Smith; and from the Eastern, Bill Rusher, Don Forsdick, Bill Quigley and Tom Cosgrove.

Two men travel with each unit and divide the demonstrations between them. But their performance before the curtain is only a small part of the effort they put into the show.

We found out about the other things involved when we dropped into the new Sales Training Center on East 39th Street in New York one morning when a three o'clock performance was scheduled. The huge room was in such a shambles it

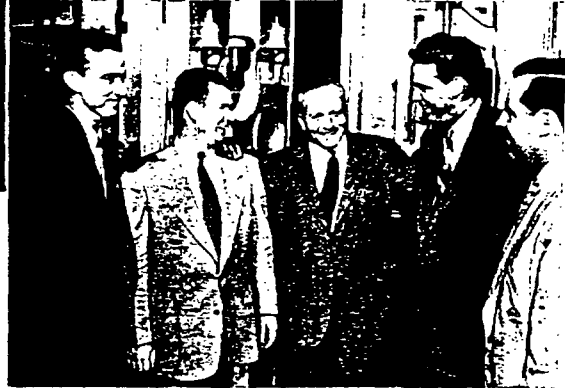


Out front, Bill Rusher and Don Forsdick, with the help of a huge model, 100 times actual size, tell how the distributor works. This is one of the show's many unusual displays.



Above, Bill uses slides to demonstrate a point, while the props are moved behind the scenes. When the curtains open again, a new panel will be seen and the show can go on with no time lost. That's Don at left, and helping him at right, Bill Quigley.

After the final curtain, Jim Boudreau congratulates Bill and Don on a "swell show." Tom Cosgrove, far left, and Bill Quigley, far right, helped behind the scenes this time, but they, too, are trained to put on the show.



seemed somebody was just moving in. Scattered about were packing cases, tool kits, curtains, curtain rings, wrenches, files, drills, punches and a couple of ladders.

Don Williams and Bill Quigley, manning an electric drill, created spine-chilling sound effects. It turned out they were changing the casters in the movable stands used for displaying the engine parts.

Don Forsdick, with shirt sleeves rolled up like the others, came over and offered a word of explanation: "The casters made a lot of noise when we moved the props around yesterday. We were giving a preview of the show for our executives. We're trying a softer variety today and hope to get rid of the backstage squeaks."

Don then gave us a fast run-down on all the equipment that was standing around in readiness for the afternoon performance. Towering over us to the right and to the left were eight large panels on which were displayed the cutaway engine parts. The panels were mounted on mobile stands which can be easily turned around to

bring any one of the panels into view.

"This is done behind the scenes without any loss of time or fumbling out front," Don explained. "The show switches back and forth from slides to the panels. While the audience is watching the slides the panels are changed."

One of the neatest bits of mechanical ingenuity, Don pointed out, is the wiring, which Harold Mehler designed. It's all inside the metal framework from which the curtains hang. One cable running from the rostrum to a central control unit carries all the wires. "It's a great help not to have to watch out for dangling wires or cords running all over the floor," Don beamed.

"Push just one button and presto the curtain opens, the spotlight goes off and the movie projector goes on. Push this same button again and the procedure is reversed—the projector goes off, the curtains close, the spotlight goes on." He then pointed out ten more buttons that do equally amazing things, all of which help make the show click off smoothly.

Bill Rusher, newly-appointed manager of the Sales Training Center, strolled in and disappeared behind the curtains. Following shortly behind, we discovered him busily shining up the glass tube used for the combustion demonstration. He then checked over the rest of the equipment to be sure everything was in proper order and running condition.

We casually observed that they have a lot of things to keep track of and keep shipshape and Bill and Don gave a loud amen. "Nine packing cases full," they chimed, "plus two trunks, demonstration engine, three projectors, turntables, stands for the panels, gasoline pump . . . all of which we pack, unpack and move ourselves in trucks especially built for Ethyl."

By this time we decided these showmen were far too busy for further conversation and headed for the door. On the way out we stopped to watch Jim Beckwith sticking on some "Ethyl" decals and asked if he really

thought the place would be all fixed up by the time the guests arrived. He hoped so.

His hopes were realized. When we came back shortly before three, the curtains had been hung, the floor was clean, and everything was in order. The shirtsleaved engineers were transformed into fashion plates looking as if they had just stepped out of the proverbial bandbox.

When the guests from various oil companies in New York arrived and took their seats, Dick Murphy welcomed them and Bob Richardson made introductory remarks about the Clinic. The lights went down, Bill Rusher stepped from behind the curtains and the show was on. You probably read all about it in the last issue of *Ethyl News*. It gives the other side of the story, covering the show from in front of the footlights — what the audience sees and hears. Like the visible part of an iceberg, that's only a small part of the Ethyl engineer-showman's job.



After guests have gone comes the job of packing up. Pictured above is Don carefully placing the carburetor panel in its proper case. The panels are made to fit into nine 51" x 48" packing cases.

Specially-built trucks with cabinets, racks and braces to hold the equipment make the loading job simple. There's even a clothes closet where good suits can be carefully hung while the men don working clothes for the loading detail. They then hop in and are on their way to the next town and the next show.





Jim Boudreau



Ralph Champlin

Jim Boudreau Named Public Relations Director

Jim Boudreau has been appointed director of public relations, succeeding Ralph Champlin, who has resigned to become a vice president of the Pennsylvania Railroad Company.

Ralph Clark, who has been manager of publicity and publications, has been appointed assistant director of public relations.

Jim was manager of sales marketing until taking over his new post on October 1. He has held various sales and administrative jobs during his 21 years with Ethyl and is well known throughout the Company. Starting as sales representative in the state of New York, he was appointed New York division manager in 1932 and Chicago division manager in 1936.

During World War II, Jim served for four years on the General Staff Corps, came out in 1944 with the rank of lieutenant colonel. Upon his return to Ethyl, he was appointed advertising manager. The following year when the Sales Department was reorganized on an area basis, he returned to Chicago as manager of the Central Area. Later, when the regional plan of operation was adopted, he was named manager of the Central Region. He served in that capacity until last

year when he came to New York to fill the newly-created post of manager of marketing services.

Jim was born in Hoboken, N. J., attended New York Military Academy, and graduated from the United States Military Academy at West Point in 1925. A year later he resigned his commission and for the next four years was employed by the Munson Steamship Company.

Ralph Champlin, Ethyl's director of public relations for the past 12 years, joined the Company in 1937 as assistant to the president. When he was appointed public relations director two years later, the job was a one-man operation. Through the years, he has expanded this small operation into a full-fledged department embracing our Company publications, community relations, oil industry projects, and special services to customer companies.

Born in Augusta, Ga., Ralph graduated from the University of Florida. He is widely known throughout the oil industry and the public relations field for various programs he has launched for Ethyl and the oil industry, having served as chairman of the Oil Industry Information Committee in 1948.

Ethyl And The Tigers



Charley Zeanah in action, performing his first announcing stint for Ethyl at the LSU-Mississippi-Southern game. Ashford Simes, right, Development Section, handles statistics. Man in center is the Mississippi-Southern "spotter."



Prior to the first LSU game, Zeanah visited our Baton Rouge Plant. He is shown here chatting with Bob Dunn, blender operator 1/c.

There's a BIG difference between Ethyl and a Tiger—as our advertisements might say—but Ethyl and the LSU Tigers are going to have a lot in common during the current football season.

From the opening kickoff on September 22, when the LSU Tigers played Mississippi Southern, to the exciting closing Tulane game, LSU games will be aired through radio broadcasts sponsored by Ethyl.

Charley Zeanah, who has broadcast the University of Alabama football games for the past five years, will give the play-by-play account of the LSU games. A widely-known sports announcer, Zeanah was chosen by Ethyl from a select list of candidates for his voice qualities and accuracy, and his reputation for giving both teams and all players a fair break.

The entire schedule of eleven games will be broadcast through the facilities of Radio Station WJBO and carried over an eight-station hookup throughout Louisiana.

Plant Manager Roy Clothier, upon signing the radio contract in the absence of Clint Bond, general manager of manufacturing, said Ethyl is happy to present the series of broadcasts as a public service to the people throughout the State of Louisiana, the South and the Nation.

Charley Zeanah, new announcer for the LSU games, was introduced to local sports writers and radio staffs at a press party held on September 17. Reading from left to right: Dean A. R. Choppin of LSU, Zeanah, Douglas Manship, president of WJBO, and Roy Clothier, plant manager.



Ethyl Reunion. Courtesy ACS

The diamond jubilee meeting of the American Chemical Society, which was held in New York last month, attracted thousands of chemists from all



President E. L. Shea greeted visitors, asked their opinions on Ethyl's mongoose ad. At left: Sig Rue, Al Gassman and Dr. Richard Back. Looking over President Shea's shoulder are Jerry Giraitis, Dr. Paul Schuldt, Hy Shapiro.



Before the tour of inspection gets under way, Bill Hack, New York, greets Dr. Richard Back of the Boyce Thompson Institute in Yonkers and Al Gassmann, Detroit Labs, in his office.

Renewing old friendships and making new ones are: Hy Shapiro, Detroit; Frank Baldwin, New York; Sig Rue, Detroit; Dr. Paul Schuldt, Boyce Thompson; Walt Pritchett, Baton Rouge.



From the board room window on the eighteenth floor, Jerry Giraitis, Baton Rouge, identifies an interesting landmark for his wife and Lewis and Mary Helen Hess from Detroit.



Business as usual! Vice President Graham Edgar and Hal Beatty of Detroit wind up a discussion. Then Hal reaches for the phone to track down Ed Kurt and head for the party.





Thoroughly enjoying this business of getting acquainted are Bill Hack and Tom Taylor and his wife, who made the long trip from Baton Rouge for a week of business and pleasure.



Gene Hill and Art Hawkes of Detroit, and J. M. Avery, consultant to Ethyl, lend an ear as Vice President John Schaefer tells an amusing anecdote and livens up the party.



Herb Savage was one of the New Yorkers who greeted the out-of-town Ethylites. Here he stops for a few minutes to chat with Frances Lamb and Wheeler Lovell, both from Detroit.



Among the guests at the Ethyl get-together were Dr. E. B. Ayres and J. R. Crain, both of the Mellon Institute, shown here with Frank Baldwin, N. Y., and V. P. Stanley Crossland.

Vice President Sam Wagner welcomes Detroit Margaret Griffing. The onlookers are Roy Sugimoto, Detroit; Dick Porter, New York; Bill Hubner, New York; Bob Douglass, Tulsa.



Visitors' Handbook Earns Praise

A smash hit is Ethyl's new visitors' handbook, *Ethyl—Industrial Citizen of Baton Rouge*. Prepared so that people visiting the plant could know something of Ethyl's role in Baton Rouge, copies of the booklet have been distributed to business and civic groups throughout the area. So enthusiastically has it been received that the Baton Rouge Chamber of Commerce, for one, has sent copies of it to approximately 300 Southern cities.

In a letter to chambers of commerce in the communities selected, Opie L. Shelton, general manager of the Baton Rouge Chamber of Commerce, said that the "people who make up the Ethyl family are valuable citizens and

Baton Rouge is proud of them."

"Different people favor different names," his letter stated, "but here in Baton Rouge we all agree that ETHYL is our favorite. For Baton Rouge is the home of the Ethyl Corporation Plant, one of the nation's most important industries, in peace and war, and we are proud of that fact."

Businessmen in Baton Rouge sent in their praise, too, referring to the booklet as "the best job of its kind."

Ethyl employees, together with their families and friends, echoed these statements. Many Baton Rouge Ethylites found that even they learned a lot of new things of interest about the plant from the handbook.

Houston Supervisory Staff Named

The first complete list of the supervisory personnel for the new Houston plant was announced recently by C. W. Bond, general manager of manufacturing. The staff will be headed by Wallace F. Armstrong, plant manager, whose new position was announced in the June-July issue of the *Bulletin Board*.

New appointments include Robert C. Bloodwell, who will be superintendent of services; Arthur B. Wintring-

ham, superintendent of engineering; and Dr. J. G. Burdick, physician in charge.

Other superintendents, whose appointments have been announced previously, are James J. Bergin in charge of operations and A. C. Burdick, Jr. in charge of maintenance.

The complete list of new appointments comprises 54 men who are transfers from our Baton Rouge Plant. Many are already in Houston.

Ethyl Wins Safety Award

The Ethyl Labor Group at Baton Rouge recently received the American Petroleum Institute Safety Achievement Award in recognition of their record of 663,028 man-hours worked without a time-losing accident. This record represents a period of more than five years during which the 75 members of the group piled up the stagger-

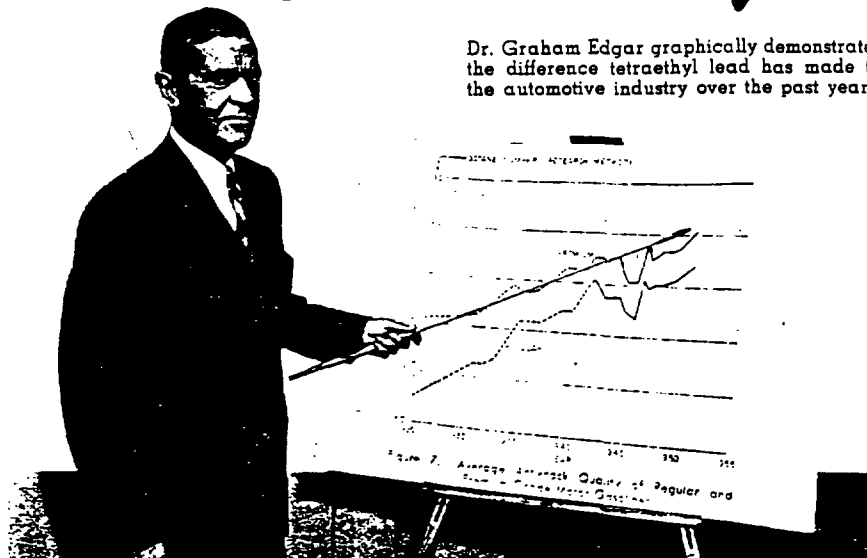
ing total of safely-worked hours.

Plant Manager Roy M. Clothier made the presentation at a meeting held in the Ethyl Chloride Office Building conference room.

The award is an honor given to groups of less than 100 workers who complete one-half million man-hours without a time-losing accident.

Tetraethyl Lead - 25 Years

Dr. Graham Edgar graphically demonstrates the difference tetraethyl lead has made to the automotive industry over the past years.



The following article on tetraethyl lead is a summary of the paper presented by Dr. Graham Edgar at the American Chemical Society's Diamond Jubilee Meeting in New York last month. He spoke before the symposium on twenty-five years of progress in petroleum technology, which was held by the A.C.S. Division of Petroleum Chemistry.

Since the introduction of tetraethyl lead as an antiknock agent for gasoline in 1923, its use has grown steadily. Today practically all United States motor and aviation gasolines contain it, and many foreign gasolines as well.

This progress has not been without opposition and difficulties. At one time, few motor manufacturers approved its use despite its potential advantages, because of its real or fancied effects upon engine parts. It is a tribute to the real value of the product that intensive work to correct such problems as actually existed has been done and is being done by the automotive and aircraft industries, the petroleum industry, and the producers of tetraethyl lead.

When the decision was made more than 25 years ago that tetraethyl lead

was the most promising antiknock to commercialize, the data were very scanty in comparison with our knowledge today, yet even if we were beginning all over again we would still select tetraethyl lead.

Maximum Effectiveness

The original selection of tetraethyl lead may be regarded as a stroke of genius, good fortune, or both, for it has about the maximum antiknock effectiveness among the lead alkyls; it possesses good stability; its volatility is a happy compromise between the high value desirable for use in the fuel and the low value desirable for safety in manufacturing and handling; and its cost is also about the minimum.

Although research in the field will continue, as fuels and engines change, there appears in the light of our pres-

of Progress

ent knowledge no prospect of an anti-knock that will be better than tetraethyl lead. There are three reasons for this: 1) low cost of manufacture, 2) effectiveness under different conditions of use, and 3) relative freedom from disadvantages in use.

Although no more practical anti-knock is now known than tetraethyl lead, it cannot be said that all of its properties are ideal for its purposes. Its less desirable properties are its toxicity, low volatility, sensitivity to sulfur, and effects on engine deposits.

TEL, The "Whipping Boy"

Oxidation or combustion of any fuel and oil in an engine tends to form troublesome deposits on all exposed parts: intake and exhaust valves and manifolds, combustion chamber, spark plug, piston, cylinder wall, and crankcase. The presence of tetraethyl lead fluids may aggravate these troubles, may have no effect, or may even lessen them.

During the past 25 years, tetraethyl lead has frequently appeared to be the "whipping boy" for almost all deposit troubles. It has required extensive and continuing research to develop the true facts, the problem being complicated by the interrelationship of tetraethyl lead, fuel, oil, engine design, and operating conditions. Today, the broad problem of all engine deposits is well recognized by both the petroleum and automotive industries, as well as by the suppliers of anti-knocks. Cooperative work is in progress to find practicable means of solving the various problems one by one.

Probably the most serious effect brought about by deposits is the increase in octane number requirements of the engine. This increase averages about 10, but may be as great as 25 or

30 octane numbers in extreme cases. The effect, however, is practically independent of the presence or amount of tetraethyl lead in the fuel.

Major steps toward solving the general problems of deposits have been made: 1) by engine manufacturers through selection of engine designs, materials of construction, and maintenance procedures which make engines less sensitive to fuels, lubricants and additives; and 2) by petroleum refiners through selection of fuels, lubricants and additives which are compatible.

In general, it would appear that some degree of trouble must always be expected from deposits. However, progress has been made to the point where the present problems cannot be regarded as critical. Moreover, present research indicates that there is hope for substantial further improvement. In any case the extent to which tetraethyl lead contributes to these problems is a small price to pay for its value as a fuel constituent.

Better Fuels and Engines

The high output and excellent economy of the high-compression engine have been long known and the average compression ratio of automotive engines has increased steadily during the past 25 years. However, as a result of developments in the production of high antiknock fuels within the last few years, new engines have been designed which are really high-compression engines, built to permit operation at compression ratios well above those permitted by present gasolines. The trend appears definitely to be in the direction of Vee engines of short stroke, with well-cooled overhead valves, and with combustion chambers designed as far as possible to minimize the antiknock requirement of the engine for a given compression ratio.

The principal limitation on increases in compression ratio is the require-

ment for high antiknock fuel. Engine designers are well aware of this, and large amounts of research are in progress on so-called "mechanical octane numbers," that is, any means of lowering the fuel antiknock requirement for a given engine performance or, preferably, of increasing the performance for a given antiknock level.

It may be concluded that much progress will be made in reducing the fuel antiknock quality required at a given engine compression ratio. However, it seems likely that such progress will be utilized by engine manufacturers to increase compression ratios, because of the fuel economy and engine performance to be gained thereby. The end result will be a demand for fuel of still higher antiknock quality rather than a reduction from present levels.

Among the possibilities for further improvement in the utility of tetraethyl lead in motor gasolines at high antiknock levels are at least three: 1) development of still "milder" engines for best use of sensitive fuels with TEL; 2) discovery of economic means of reducing the sulfur in gasoline to very low levels or of otherwise minimizing its deleterious effect on tetraethyl lead; 3) production of base gasolines which, blended with tetraethyl lead, will give higher road antiknock values than indicated by conventional laboratory test methods.

The trends of the past 25 years toward increasingly better quality gasolines and concurrent improvement in engine performance are expected to continue. Improvements take time and no radical overnight developments are anticipated. Much further research, design and investment will be needed. But the end of the road is not in sight and the petroleum and automotive industries are not apt to stand still so long as progress is possible.

Named Vice President of Ethyl Antiknock



Oscar Lewis has been elected vice president of Ethyl Antiknock, Ltd., succeeding Bill Turnley, who has retired from active administrative duties and is now a director and consultant.

An Ethyl veteran with 24 years of service, Oscar was general manager of our Canadian subsidiary, until his recent promotion.

During his first few years with the Company, Oscar helped promote "Ethyl" gasoline in New York, New England and in England. One of his early assignments was a survey of methods used in handling "Ethyl" fluid. Oscar's findings and suggestions led to his appointment in 1935 as safety manager. Under his guidance, Ethyl's safety services were expanded. In 1947 Oscar was named assistant general sales manager and held that position until going to Toronto last year.

A native of Brooklyn, Oscar was educated at Dartmouth and Columbia. During World War II, he was a member of the Engineers' Joint Committee of the National Defense Advisory Commission which received a citation for its excellent work in planning for the storage of millions of barrels of high octane gasoline.

Milestones

John Hallay left his home in Gavrane, Hungary, when he was 13 years old, to come to the United States. Six years later John joined our Yonkers Testing Lab and now joins Ethyl's exclusive group of twenty-five year veterans.

During that time, John's good work has aided in keeping the Yonkers Lab spic and span, and the chemical glassware in good condition.

All of us who work in the busy city can envy John his suburban office address. Instead of having to combat lunch hour crowds, John merely brings his lunch to work, goes to a park across the street, relaxes and reads the *New York Times*. That's now such a ritual with him that his associates call his luncheon quarters "Hallay Park."

In 1940, John married a Yonkers girl, Charlotte Minnerly. They have a ten-year-old daughter, Carol Ann.



Roslyn Arbour earns her twenty-year pin this month. Back in 1931 when she was introduced to Ethyl by Andy Anderson, Roslyn quickly decided that Ethyl was where she wanted to spend her working days. Andy who is now in New York, was then in charge of the gasoline testing laboratory in Baton Rouge. He was succeeded by Dave Davidson, now in Detroit, and later by Tucker Dawson, who has been head of the lab for the past 12 years. The only girl in the lab, Roslyn takes care of all the secretarial and clerical work.

A graduate of Louisiana State Normal College, Roslyn majored in kindergarten work and home economics, and then taught in the Baton Rouge public schools. Her record was outstanding and she received special recognition from the State Superintendent of Education—the only teacher in the State to win the honor at that time.

15-10-5

Celebrating 15 years at Ethyl are: Marty Alspaugh, Detroit Research Labs; Elmer Mahlke, Yonkers Gasoline Testing Lab; Bob Mead, Central Region Sales; Larry Reis, Tulsa Sales; Ferd Sessions, Baton Rouge Gasoline Testing Lab; and Hy Shapiro, Detroit Research Labs.

Now wearing 10-year-pins are: Bayard Browne, New York Sales; Hal Faucher, Detroit Research Labs; and Harry Hollingsworth, Southern Region Sales.

Cliff Pope Honored

Many of Cliff Pope's friends at Ethyl got together to give him a luncheon in celebration of his twenty-fifth year with the Company. Here Vice President Sam Wagner hands a beaming Cliff his 25-year certificate. Cliff, who is manager of our gasoline testing division, is holding his fine gift, a Hamilton watch. Looking on are Hudson Kellogg, assistant manager of our gasoline testing division and Julian Frey, sales manager. The luncheon was held at the Canadian Club in the Waldorf.

It's a fifth Ethyl anniversary for: Jim Bay, San Bernardino Engineering; Lacy Guthrie, Bob Johnson and John Zawadski, Detroit Research Labs; Bobbie Landers, New York Sales; and Bill Kanavy, New York General Services.





A HAND WORTH SHAKING

Everyone knows Joe Service—the man who runs the service station. But how many stop to think just how valuable he is to a community? This month thousands of people will come to realize more fully how valuable a man he is as the result of a nationwide salute to the service station dealers of America—Ethyl's special national program in observance of Oil Progress Week, October 14 to 20. We are also participating in various local programs.

A striking full-page advertisement is the keynote of our tribute to the service station man. Opening with the heading, "YOU'VE PROBABLY NEVER SHAKEN THIS HAND . . . BUT YOU SHOULD!" the ad points to the average service station dealer as his town's unofficial "Ambassador of Good Will."

Thousands Join in Tribute

Fully aware of the importance of Ethyl's good-will message to the business life of a community, thousands of towns have expressed their desire to join in the tribute. Chambers of Commerce, local merchants, American Legion posts, and other organizations are all combining to salute their local service station men.

Our ad, which has aroused such nation-wide interest, is a simply worded tribute to the man who performs innumerable services for his customers and his community. A service station man, it points out, is "the first local man most visitors meet, and the only one many people passing through your town ever see." Our message goes on

You've probably never shaken this hand—but *you should!* It's the hand of a man who does more to boost your town . . . and the people in it . . . than almost anyone else you can mention. He's your town's "Ambassador of Good Will"—your service station operator. Just how much service he gives can be estimated from the report of one statistically-minded oil company that in 1950 its dealers wiped 129,024,700 windshields, checked 123,863,700 tires, filled 78,834,300 radiators, and checked 47,739,100 batteries.



At luncheons held throughout the four sales regions, Ethyl's program saluting the service station operators was presented to representatives of oil companies. They gave their hearty approval and enthusiastically joined hands with us to pay tribute to the man at the pump. We have made available for their use posters, reprints of our ad and envelope enclosures. Above are the men who attended the kick-off luncheon at the Blackstone Hotel in Chicago on September 19.

to bring out the fact that, "his judgment on local stores, hotels, amusements and services is constantly being sought, and his recommendations send a steady stream of customers to local businesses." In that way all local businesses thereby benefit from the patronage of motorists.

At Your Service

In closing, the ad says, "At your service during fair weather or foul, he's the man who changed the vocabulary of America—the man who, by his constant attention to duty and his eagerness to help, taught the motorists of America and his own townspeople that he operates not a filling station, but a *service station!*"

This message from Ethyl is appearing in leading magazines such as, *The Saturday Evening Post*, *Life*, *Look* and *Collier's*—reaching 34 million people. But that's just the beginning.

Wholeheartedly endorsing Ethyl's dealer program, the Oil Industry Information Committee has worked with local groups in this nation-wide tribute to service station operators. Posters of our ad, minus the Ethyl signature, were made available to every listed Chamber of Commerce, and they are distributing the posters under their

own signature for display by local merchants and businessmen. The local chambers, assisted by the U. S. Chamber of Commerce, are also sponsoring newspaper stories, ads and editorials—all devoted to playing up the public service role performed by service station operators.

As a service to the oil industry, Ethyl is also making available reprints and folders of our ad to oil companies who have requested them for use in their publications and as a mailing piece under their own signature. The Advertising Department has already been deluged with requests. At the time we went to press, for example, two million folders had been sent.

But Ethyl's use of Oil Progress Week to pay a well-deserved tribute to service station operators is only one phase in the important job of getting *all* the oil industry facts before the American people.

Facts, Not Fables

The over-all program is a year-round project of the OIIC, which is made up of oil industry representatives. It was organized in 1946 to better acquaint the public with oil industry people, operations and policies—to counteract fables with facts.

What are some of these dangerous fables? The fable that a handful of companies run the whole oil business, for one. When the fact is that some 40,000 competing oil companies operate in the United States, that 95 percent of the more than 200,000 service stations are owned or operated by independent and competing businessmen.

Other legends are that the oil business is a monopoly with dictated prices . . . that there are inventions to give more mileage per gallon which the oil industry conceals . . . that we're going to run out of oil in a dozen years.

All these fables can be disproved with facts. Gasoline dealers set their own prices but competition does tend to keep them on a level, as it does in any other business. The oil industry spends \$100 million a year on research

and is ever seeking means to increase gasoline mileage. For proof that we already have done just that, witness Ethyl's "2 for 3" campaign. As to running out of oil, the nation's oil reserves are higher today than ever before.

To make these and other facts common knowledge OIIC was formed, and, in 1948 Oil Progress Week, now an annual Fall event, was inaugurated. During that week of concentrated effort by the OIIC and the oil industry, the man in the street learns what the oil industry is doing and has done over the years.

What's more, oil company employees often learn things about their industry they never knew. Things which prove that truth is *better* than fiction—for the public, for the oil industry, and for *all* of us who serve the oil industry.

**YOUR progress
and OIL progress
go HAND in HAND**



"Red Hot, Blue Cold"

An oil company is experimenting with a paint which changes color with temperature variations. Applied to boilers and heating equipment, this unusual and intriguing paint provides at a glance an indication of the inside temperature. On an engine the paint will tell the temperature of the various parts of the motor.

Right On The Doorstep

Oil men, who have long used airplanes to speed delivery, are now bringing flying machines right to the office. In New Orleans, a new oil company building will have a helicopter landing platform on its roof. It is expected that approximately 12 departures and landings will be made daily from the rooftop heliport.

On the Ball

Ethyl employees in Detroit really had their eyes on the ball last summer. They played golf and softball with equal gusto and enthusiasm. They had their usual entry in the Ferndale Old-Timers' league and also sponsored a junior boys' team.



The Detroit Labs had a "farm" team last summer. They sponsored the Washington Midgets in the Class "F" league—made up of boys who are under 14. Harry Prince, Maintenance Section, shown here with members of the team, coached them through a successful season.



Ethyl Detroiters finished fourth in the Ferndale Recreation Softball League, winning 4 of their last 5 games. Ernie Clinton was the manager of the team. Above, Catcher Gene Gallagher ably retires the opposing catcher.



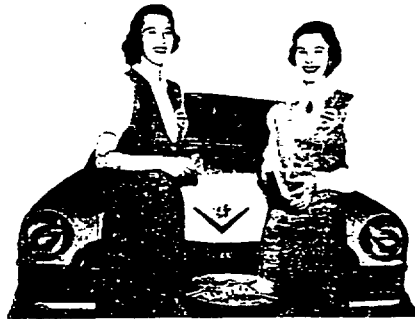
Members of the softball team shown here are: (top row) George Clixby, George Betker, Ed Goller, Brad Oldenberg, Paul Elsey, Jim McCoy; (seated) Bob Aiken, Bill Cook, Hal Faucher, Tom Whaley, Gene Gallagher; and (kneeling) Jim Rissman and Ernie Clinton



Eighteen Ethylites played in the second annual handicap tournament at Bonnie Brook Country Club on August 25. Above, Roy Sugimoto, Ross Stevenson and Russ McGuiney watch Tom Whaley, sports chairman, about to putt.

Jim McCoy (plaid shirt), checks over his winning net score of 62 with Tom Coffield. Rollie Ostrander had the lowest round with his 77.





A souvenir booklet telling about "Ket's" part in the development of "Ethyl" fluid, and buttons saying "Happy Birthday Ket" were distributed to all the guests, courtesy of Ethyl.

Big Birth



"Boss Ket," Ethyl's first president, whose inspiring leadership lead to the development of "Ethyl" fluid, was guest of honor at a record-breaking birthday party and had the time of his life.

"Boss Ket" is 75. They gave him a party. And what a party!

Invitations went out from Dayton, Ohio to friends, old-time associates and leading American industrialists. More than 1000 arrived on the morning of August 29 to be with him on his birthday. Among them were many



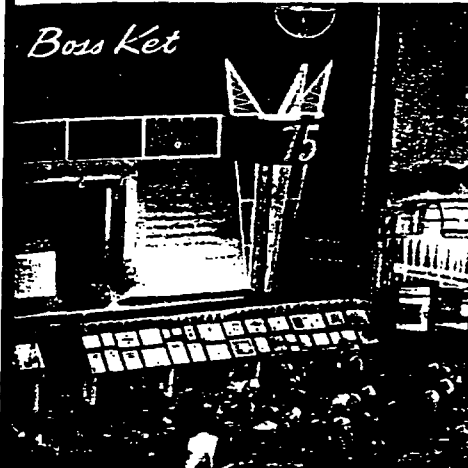
W. E. Talbot, who was president of the Refiners Oil Company at the time the first "Ethyl" sale was made, and T. A. Boyd, who helped develop "Ethyl" fluid, pose for a picture. They are shown before Ethyl's exhibit, a replica of the Refiners' station where the first tankful of "Ethyl" gasoline was sold in Dayton in 1923.

Another feature of Ethyl's exhibit was this 1921 Cadillac, which was used in early experimental research on antiknock fuels.



And still another feature, this modern Cadillac. A sign points out that the availability of high octane gasoline makes possible the present high compression automobile engine.

Day Party



Ethyl friends and associates.

"I appreciate the inconvenience that you went to in order to be here," the great inventor said. "It's wonderful seeing so many of my old friends."

This was his response to opening remarks by S. C. Allyn, president of the National Cash Register Company, who represented Col. E. A. Deeds, chairman of the NCR board and honorary chairman of the Kettering Birthday committee.

Deafening applause greeted the 75-year old scientist when he appeared on the stage at Memorial Hall. Surrounding him, throughout the huge auditorium, were exhibits mirroring his contributions to the American way of life.

Looking out over the hundreds of displays that testified to his inventive

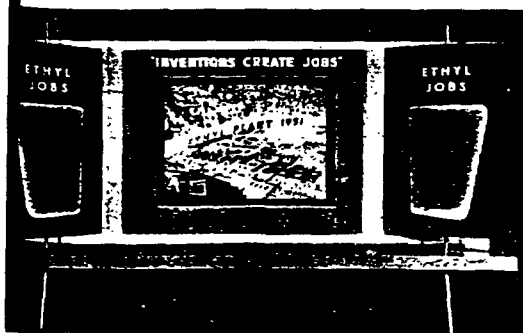
Charles F. Kettering's inspiring leadership in the development of "Ethyl" fluid led to better fuels and better engines... and better transportation for all of us.



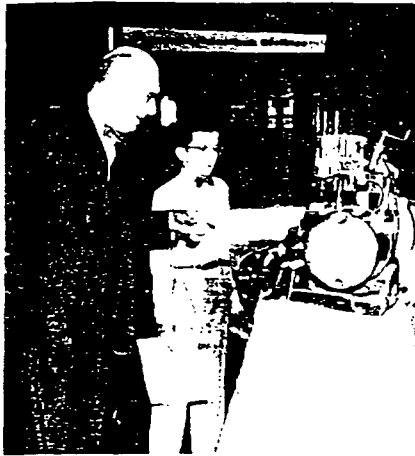
C. E. Wilson, president of General Motors, and Earle Webb, former president of Ethyl, snapped in front of our exhibit.



A total of 39,000 people attended the "Wonderland of Science" exhibition during the four days that it was open. Ethyl's exhibit was one of the most popular.



This part of the Ethyl exhibit shows how production has grown from the small plant where "Ethyl" fluid was first manufactured in Moraine City to the \$100 million plant at Baton Rouge. On either side of the picture portraying this growth are listed 84 Ethyl jobs.



"Boss Ket" explains the operation of Ethyl's demonstration engine to a scientist of tomorrow.

genius, "Ket" offered the key to his success:

"Pull the problem apart," he said. "Take down its structure and tackle the part that's least known."

The exhibits ranged from his first products to the modern refrigerator, Diesel locomotive, electronic adding machine, and the experimental sports car, Le Sabre. Ethyl's exhibit featured a replica of the Dayton filling station where the first gallon of "Ethyl" gaso-

"Ket's" remarks were broadcast over local radio stations. He assured his listeners that "the human race won't get into trouble because of running out of anything—unless it runs out of brains."



The opening of the exposition at Memorial Hall was followed by a barbecue luncheon at the Moraine Country Club. Festivities got off to a lively start with a parade.



line was sold and a demonstration showing the great improvements in gasoline over the past 25 years.

Opening ceremonies of this "Wonderland of Science" exposition dedicated to "Ket's" contributions to American progress, started the celebration. Climax was a barbecue luncheon at Moraine Country Club where the surrounding countryside echoed with the sound of some 1100 voices singing "Happy Birthday to Ket."



It's all over now. At 10:30 Saturday night, the exposition closed and as you see, Wally Distler and Harry Mack, of our Dayton office, were happy to call it a week and go home.

Why Did Ours Say "Save Water"?

The best laid plans of mice and men often go awry. And we now feel thoroughly qualified to testify to the fact.

It all began with the birth of a new stamp commemorating the 75th anniversary of the American Chemical Society.

The Company laid careful plans so that Ethyl stamp collectors could obtain first day covers without any effort. Stamps were ordered and arrangements made to take all mail sent from the New York office to a special window at the General Post Office where the prized cancellation "First Day of Issue" was to be stamped on.

Notices were sent in advance to all departments letting them know about the arrangements. The letters began pouring in. When all had been received, the Mail Room sent an envoy to the special window at the Post Office. The assistant postmaster had been notified that we planned to take pictures of the event and was there to watch.

We went to the window designated for first-day cancellations. The letters were handed in . . . the pictures taken.

But the following day all our letters came back stamped in large letters "Save Water!" No sign of the expected



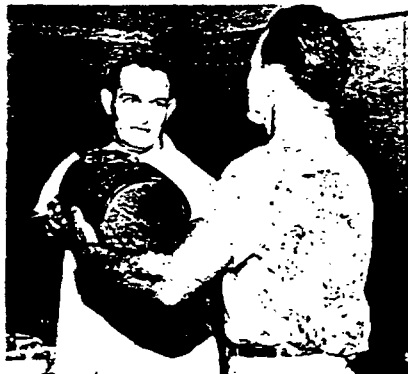
It was definitely the right day, the window was clearly marked "First Day Cancellation," and Blanche Hatfield, N.Y. Mail Room, is obviously handing over a bundle of Ethyl letters bearing the new American Chemical Society stamp.

"First Day of Issue." And not even the Post Office can tell us why.

However, all is not lost. Some of our more avid stamp enthusiasts claim this mistake has given them a collector's item. The very fact that the envelope carries the first-day date without being properly stamped makes it a rarity, they say.

The "Oaken Barrel"-Not For Saving Water!

The Day Shift softball team at Baton Rouge won the Ethyl Championship and then went on to take the Baton Rouge Industrial Championship by beating Esso Standard Oil Co. Machinists. Hal Cunningham, recently appointed supervisor of plant safety and protection at the new Houston Plant, managed the victorious team. The winning trophy for the Baton Rouge Industrial Championship is the "Oaken Barrel." Lyle Dixon (left), president of the Ethyl Recreation Association Softball League, is supposedly presenting the trophy to Hal. But it looks to us as though they're fighting for possession—our basis for stating the barrel must not contain water.



WHEN THE SIREN WAILS!



It's dawn and the alert has just sounded. In these pictures, the Cleveland family show what to do when you hear the siren. Margaret, whose husband, Bob, is in the New York office, rouses Barbara, 7, to go to their basement shelter.



Bob immediately shuts off the oil burner, having previously obtained instructions from his local utility company as to gas, pilot lights, etc. Bob is assistant to Walt Resler, head of Statistical Research.

All windows, doors and blinds should be closed if possible to keep out fire sparks, radioactive dusts and flying glass. Bob, 15, and Joan, 12, are assigned this job. It is their first duty after they hear the alert.

So much has been written about the devastating power of the atomic bomb that many people have concluded there can be no escape if a bomb falls in their vicinity. Nothing is further from the truth! You can survive an atom bomb raid if you prepare now so you'll know what to do in case it does come.

If you are within half-a-mile of the explosion, your chances of escaping are 1 in 10. But outside of that area your chances for life increase rapidly. Beyond two miles, there is little chance of death from the explosion.

Since most air raids occur under cover of darkness, your greatest precautions should be taken in your own home.

1. Keep your house as fireproof as possible. Don't let trash pile up . . . keep waste paper in covered containers.
2. If you have an oil burner, be sure you know just how to turn it off when the alarm sounds.
3. In case of attack, do not use the phone unless it is absolutely necessary.





Your shelter should be prepared and stocked beforehand. The Clevelands used the maid's room in their cellar and reinforced it. Here Bob makes a last minute check of equipment. Visible are battery light, radio, canned food and sealed water containers, bucket of sand and shovel, ax, crowbar, first-aid kit, soap, rope, flashlight, toy for Barbara.

4. Guard your windows with shutters, venetian blinds or draperies to provide protection against flying glass.

5. Prepare a shelter in your own home.

Your shelter can save your life and should be prepared and stocked with care and forethought. Choose the strongest corner of your basement foundation—it offers your best chance for survival—and reinforce the overhead joists. Provide two exits and be sure they are well baffled on the outside. Heavy cloth or screen should cover any windows.

The supplies needed for your shelter are easily obtainable—a shovel, rope, jack for lifting fallen beams, ax, hose, flashlight, battery radio, battery lamp, and a fire extinguisher or a bucket of sand. Also store canned foods, sealed drinking water, a first-aid kit, a strong soap, and a change of clothing for each member of the family.

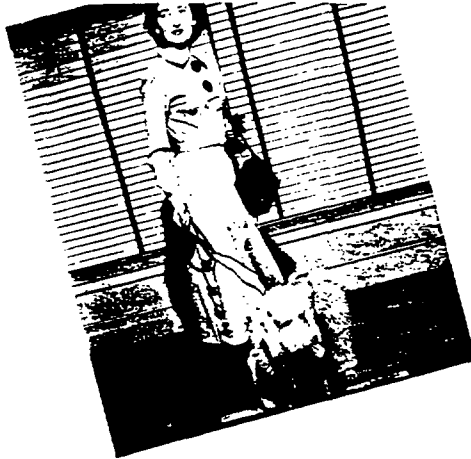
Speed will be your greatest asset for survival once the alarm sounds, so be sure you and your family are familiar with just what will happen and what must be done. Assign duties to each member of the family and have your own practice drills. Follow the Clevelands' example as pictured on these pages and you will avert two of the most serious dangers of all—fear and lack of knowledge.



Quickly completing their duties, the family gathers in the shelter. Margaret reassures Barbara as they watch Bob check the window to be certain they are well protected from glass and radioactivity. His son holds the battery lamp, and Joan, in background, takes Taffy in custody. Window is one of two exits.



The Clevelands settle down to await the all clear. Bob and Margaret listen carefully to their battery radio for any important news. Joan and Bob keep occupied with a game of cards while Barbara and Taffy curl up for a nap on the cot.



To wear to the office, minus dog, this grey wool dress with large black saucer buttons to break the too-tailored style. The skirt also has a tricky fly-a-way panel lined in taffeta. Modeled by Dot Watson, secretary, N.Y.

If you grew like Alice in Wonderland and have long bemoaned the fact—take heart. Even the current Miss America is a generous five foot ten.

Gals who need only a pair of high heels to put them on eye-level with a six-foot male may have trouble navigating in buses and autos but in our modern times that's about the only discomfort they need suffer.

Clothes used to be the tall gals' biggest problem. But these days one

Jessie Halton, head of N.Y. Stenographic, wears a red worsted tweed suit of classic lines. Wide lapels and one large hip pocket are designer's touches to eliminate the otherwise rather severe look of this smart outfit.



TOO TALL?

out of every ten women is over five feet seven. Obviously that makes them and the clothes they desire an important market.

Peg Newton, a tall gal herself, was one of the first to design and manufacture clothes exclusively for the tall woman. Some of her outfits are shown on these pages—all modeled by Ethylites whose height puts them in the class with Miss America 1952.

In her New York shop, Tall Gals Haven, Miss Newton advises her customers to choose fabrics of good quality in tweeds, plaids and large patterned prints rather than tiny dots or checks. If you prefer a plain color, the length should be offset by special detailing.



A double duty costume to wear to work and out to dinner afterwards. Done in navy bengaline, it makes use of diagonal lines and big hip pockets to break the long look. Model June Fay, N.Y. Stenographic, added rhinestone pin.

NOT AT ALL!

As far as fashions go currently, the gal with those extra inches is in luck. The greater fullness, the draping and other break-the-line features now in vogue are just right. Skirts with pleats, gathers, gores or draping are more flattering. If flared, they should start even with the hip bone. Follow the fashion as much as possible. But never let your skirt become unflatteringly short and remember that the tall girl needs width in the shoulders—no matter what Paris decrees.

As far as accessories go, you can have a field day and watch your shorter compatriots stare with envy. Heavy jewelry, those large pins, wide leather belts, scarfs, etc. are made for you. But don't try to wear them all at once.



It's bound to be a wonderful dance in this dream dress of taffeta and net. The strapless bodice is fine for tall girls if balanced by a full skirt. Model Gertrude Anthony, secretary, N.Y., added pearls and bracelets.



Looking quite swish and most sophisticated is Erma Harris, N.Y. receptionist. Her silver grey iridescent alpaca suit has black silk braid, shawl collar and peplum to minimize height. It's grand for an extra special date.

Since the long-stemmed girl will always be more conspicuous, she must develop poise and efficiency, good posture and grace. The tall gal who perpetually wears flat shoes, a slouch and a grouch, will never succeed in business or in private life.

Those extra inches can be an asset—but only if you put forth the effort to make them so. If you do, you'll find that anything is in your reach—be it a dress, a career or a husband.

Peggy Smith, N.Y. Public Relations, ready for a weekend trip in this black wool dress with flying V inserts of champagne wool and large buttons. Coat is a tweed with a large shadow plaid, perfect for long-stemmed gals.



Out of the Navy

Gene Lenahan, Ethyl's first New Yorker to return to the colors, is now back at his old stand as head of the N. Y. Mail Room.

Originally, Gene left high school to enlist in the Navy. He was in service for two years and spent 15 months of that time in the Pacific as a quartermaster 3/c. After receiving his discharge, Gene finished high school and then, in 1947, joined Ethyl. He started by assisting in the Mail Room and was put in charge two years later.

In August of last year, Gene was recalled by the Navy to fulfill a one year extension of service. He was stationed in Little Creek, Va., except for a two month northern cruise to Greenland.

Gene was discharged last August and returned to Ethyl—with the hope that, after two individual periods of service, the Navy won't be eyeing him again for a long, long time.

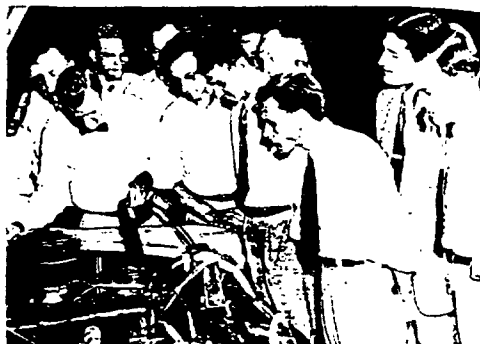
Into the Marines

Only a few weeks before Gene Lenahan returned from the service, another member of the N. Y. Mail Room staff, Sarge Minori, received his official notice from the draft board.

Sarge graduated from Evander Childs High School in the Bronx in 1948 and came right to work for Ethyl in the Mail Room. On July 22, he was drafted into the Marine Corps—one of the few to receive his notice from the "guardians of celestial shores" instead of the Army.

Sarge is now stationed at Parris Island, S. C. for his basic training. While he says he isn't exactly fond of his changed life as yet, he is getting used to it.

In Naval Reserve Unit



Detroit reservists watch Rollie Ostrander demonstrate use of an engine timing light. Russ Carlsen, of Chemical Research, is at far left; Joe Cipolla, Automotive Research, and George Hall, of Chemical Research, are second and third from the right respectively.

Sixteen Detroit employees are now active in Naval Reserve Research Unit 9-12 which was organized some months ago in the Motor City under the auspices of the Office of Naval Research.

Unit 9-12, which meets twice monthly, was formed to keep its members up-to-date on current developments in naval research and to provide a group of men who, by the nature of their civilian work, will be qualified for Navy duty in the event of total mobilization.

Herb Sumner, a lieutenant commander in the Reserves, is senior officer of the Ethyl group. Other members are: Merrill Anderson, George Betker, George Burcal, Dale Buerstetta, Russ Carlsen, Joe Cipolla, Harry Dittmar, George Hall, Glenn Irish, Ellis Neunerherz, Rollie Ostrander, Don Remter, Bob Stevenson, Ralph Wahrenbrock and Cal Worrel.

The remainder of the 40-man unit is made up of reservists from automotive companies. Most of the men are research personnel, but several of them represent styling divisions or body plants. Many meetings are devoted to talks by members on subjects which their work qualifies them to discuss.

Extra-Curricular

Alspaugh, Risk and Hall

Two magazines published papers by Marty Alspaugh recently. *The Oil and Gas Journal* published a paper, "Methods for Improving Gasoline Antiknock Quality," which Marty co-authored with Tom Risk. It was introduced by Marty at the July Western Petroleum Refiners' Association meeting in Wichita, Kan.

An adaptation of another paper by Marty, co-authored with Cap Hall, and originally presented before the Mid-Continent section of SAE in Tulsa last February, appeared in the August issue of *Petroleum Processing*. Its title: "Road Antiknock Performance of Motor Gasolines."

Marty, Tom and Cap are all in Automotive Research at Detroit.

Joe Cipolla

Joe Cipolla gave a talk on the "History of 'Ethyl' Antiknock Compound" before Naval Reserve Research Unit 9-12 in Detroit recently. Joe is research supervisor on antiknock development at the Detroit Laboratories.

Ray Faller

Ray Faller will be a discussion leader when the Committee on Training of the American Petroleum Institute meets in St. Louis October 22-25. Ray will lead a round table discussion opening day on the "Elements of an Adequate Supervisory Program." His subject is part of the meeting's over-all theme on training procedures and developments. Ray is Ethyl's manager of training, with headquarters in New York.

Gibson, Risk and Macauley

The new volume of "The Science of Petroleum," which is currently being prepared by the Oxford University Press in England, will have a chapter written by three Ethylites. Hal Gibson, Tom Risk and Jack Macauley, all of Detroit Automotive Research, authored the section entitled, "Motor Gasolines in the United States Since 1937."

Carroll Hebert

Carroll Hebert has been selected to serve as a member of the Local Selective Service Board No. 98 of East Baton Rouge Parish. His appointment was announced recently by W. D. Shaffer, Deputy State Selective Service Director, New Orleans. Carroll is supervisor of safety and plant protection at Baton Rouge.



Norm Linstromberg

If there's anything you want to know about taxes come next spring, just ask Norm Linstromberg. He recently won the 1951 state gasoline guessing contest sponsored by the Tennessee Petroleum Industries Committee. A cash prize was given for the closest estimate of the gasoline tax collected by Tennessee during the year ending June 30. Norm, a fleet engineer in the Central Region, guessed \$45,400,000—or within .0009 of the actual amount.

Punch Pfundstein and Jack Bailie

Punch Pfundstein delivered a paper at the S.A.E. National Tractor Meeting held on September 12 at Milwaukee, Wis. The paper, "Factors Affecting Tractor Valve Performance," was co-authored by Punch and Jack Bailie. Punch is manager of agricultural engineering for the technical service division of the Detroit Labs, while Jack is chief automotive engineer in the Central Region.

Mrs. F. M. Porch

Mrs. F. M. Porch, wife of Mike Porch, safety engineer at Baton Rouge, was recently appointed chairman of the Community Chest's new Women's Division in Baton Rouge. Both Mike and his wife have long been active in local civic organizations.

Dot Watson

Dot Watson, Public Relations, is a charter member of the recently organized New York branch of Desk and Derrick. This chapter of the nation-wide organization of oil industry women held an introductory meeting in September, and Dot was elected to the nominating committee.



Recent Arrivals

RUSS and JOSEPHINE FARGO—a son, James Harold, born September 9. Weight: seven pounds, nine ounces. Russ, of Detroit Chemical Research, has two other children, George, 3, and Victoria, 15 months.

RALPH and MARTHA LOEHR—a girl, Carol Ann, born July 22. Ralph is in Detroit Automotive Research.

CHARLIE and DORIS TEMPLE—a son, Robert Charles, born September 8. Weight: six pounds, seven ounces. Charlie, of New York Finance, has another son, Tommy, three and one-half.

They're Engaged

MARGARET GEE, New York Public Relations, became engaged on September 8 to Sergeant Henry Buttfeld. Henry, a graduate of Yale, is now in Officers' Candidate School, stationed at Fort Benning.

Shift Key

JOSEPH FAGGAN, patent chemist in the Development Section at Baton Rouge, has been transferred to the Patent Section in Detroit.

A native of Philadelphia, Pa., Joe received his B.S. and M.S. degrees in chemistry from Notre Dame. After taking his Ph.D. at the University of Missouri in 1949, he joined Ethyl as a chemist at Baton Rouge.

Joe, his wife, Dee, and two daughters, Sally, four, and Mary, one, are now getting settled in their new home in Detroit.

30

BULLETIN BOARD—OCTOBER

Starting New Career



The smiling duo above are Georgena Slack and Florence Held, at "Joe's" farewell party.

A farewell luncheon was held at the Alamo for Georgena Slack of Detroit Combustion Research. "Joe" leaves the Company after over five years with Ethyl to join the ranks of motherhood. The highlight of the party was the presentation of a gift from her many friends—a lovely lamp for her home.

Slips That Pass

In the August-September issue of the *Bulletin Board*, we credited two Detroit employees with unusual feats of dexterity. Honest men that they are, they refuse to accept credit.

We stated that Eric Owens lives at Minden City and Charles Poulson at Port Huron. To commute from those distances would either require a helicopter or unusual endurance.

Eric's right address is Cass Lake and Charles' is Milford—Michigan, that is.



William Alberts



John Balhoff

Welcome



Catherine Clark

to Ethyl

William Alberts, technical draftsman, Detroit . . . born and educated in Michigan . . . served two years in Army Air Corps . . . formerly worked for General Motors . . . married, two children . . . now lives in Hartland.



John Collins

Patricia Coyne, Order and Shipping, New York . . . born and educated in New York . . . formerly employed by McCann-Erickson, Inc. . . . hobbies include knitting, sewing, skiing, bowling . . . lives with parents.

John Balhoff, patent agent at Detroit Labs . . . born in Michigan . . . chemical engineering degree from University of Detroit . . . two-and-a-half years in Air Corps . . . married, four sons . . . lives in Dearborn.

Ray Daugherty, engineer-in-training, Detroit . . . born in Pennsylvania . . . received B.S. from University of Michigan . . . served three years in Air Force during war . . . married, three sons . . . lives in Ypsilanti.

Catherine Clark, chemist, Detroit Labs . . . Michigan is her birthplace . . . B.S. from Marygrove College . . . swimming, bridge and music are three of her favorite hobbies . . . she lives in Flint with her family.



Patricia Coyne

Eugene Gallagher, engineer-in-training, Detroit . . . born in Delaware . . . B.A. from University of Delaware . . . three years in Navy . . . formerly with Speakman Company in Delaware . . . fond of golf.

John Collins, head of print shop, Detroit Labs . . . Ohio is his birthplace . . . educated in Detroit . . . year-and-a-half in Army . . . his favorite hobbies are photography and shooting . . . is living in Detroit.

Helen Houghton, editorial assistant, New York . . . born in Brooklyn . . . B.A. from Allegheny College . . . former jobs: editing and publicity . . . sports enthusiast: skiing, riding and tennis . . . lives in Brooklyn.

Eugene Gallagher



Ray Daugherty

Helen Houghton





Kerney Hurst



Cecilia Lewis

Welcome



Mary Magnabosco

to Ethyl

Kerney Hurst, engineer-in-training, Detroit . . . born in Mississippi . . . B.S. from University of California . . . three years in Pacific during war . . . hobbies: swimming, boating, automobiles, photography.

Cecilia Lewis, secretary, New York . . . calls New Jersey her birthplace . . . graduate of Katie Gibbs . . . is a sports enthusiast, particularly fond of skiing . . . also designs her own clothes . . . lives in Scarsdale.

Mary Magnabosco, secretary, Chicago . . . a native of Chicago . . . attended schools there . . . formerly employed by Chicago Bridge & Iron Co. . . is an unusually enthusiastic music lover . . . lives in Chicago.

Francis Markley, chemist, Detroit Labs . . . born in Pennsylvania . . . graduated from St. Vincent College with B.S. degree . . . served four years in Air Force . . . is married . . . his chief hobbies: bridge, woodworking.

Joseph Odenweller



Francis Markley



Edward Michael



Thomas Murphy

Edward Michael, engineer-in-training, Detroit . . . born in Philadelphia . . . B.S. from Michigan State College . . . five years in Air Force . . . married, two sons . . . flying, sports, music are his favorite hobbies.

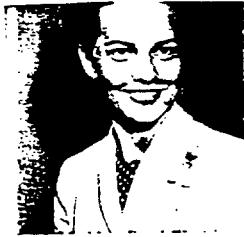
Thomas Murphy, lab assistant at the Detroit Labs . . . native of Detroit . . . B.S. from Wayne University . . . in Army for three years . . . formerly worked for Ford Motor Co. . . enjoys sports, plays . . . lives in Detroit.

Joseph Odenweller, chemist, Detroit Labs . . . Michigan is his birthplace . . . B.S. from University of Detroit . . . two years in Navy . . . married, one daughter . . . pet hobby is building model planes . . . lives in Detroit.

Richard Porter, Product Development, New York . . . born in Michigan . . . B.S. from University of Conn., M.S. from Virginia Polytechnic . . . former plant pathologist . . . has a wife and son . . . lives in Jersey.

Richard Porter





Doris Reardon

Welcome



Edward Smith



Jean Rodda

to Ethyl

Doris Reardon, secretary, New York ... born and educated in Louisiana ... a real hobbyist: painting water colors, re-doing old furniture, helping her husband, a lyric tenor, collect old records ... they live in Bronx.



Catherine Stevens

Jean Rodda, secretary, Detroit ... Michigan is her birthplace ... B.S. degree from University of Detroit ... her hobby is playing the piano ... keeps house for her father and medical student husband in Royal Oak.

Robert Thurston, engineer-in-training, Detroit ... Ohio is his birthplace ... A.B. from Miami University ... year-and-a-half in Army ... sailing, photography, golf, tennis, swimming are his favorite hobbies.

Thomas Wilkinson, agricultural engineer, Detroit ... born in Wisconsin ... assistant instructor at University of Wisconsin while getting B.S. degree ... married ... likes music, photography & woodworking.

Edward Smith, engineer-in-training, Detroit ... born in Chicago ... B.S. from Purdue, M.S. from University of Minnesota ... served two years in Army during war ... he enjoys photography, woodworking & tennis.



Robert Thurston

Glenn Wilson, chemist, Detroit Labs ... born in Illinois ... B.C. degree from University of Illinois, Ph.D. from State University of Iowa ... served three and a half years in Army ... fond of photography.

Catherine Stevens, stenographer, Detroit ... born across the border in Canada ... attended schools in Detroit ... formerly worked for General Motors Corporation ... now lives in Royal Oak with her husband.

Raymond Ziehm, dynamometer operator, Detroit Labs ... Detroit is his birthplace ... attended schools there ... hunting, fishing and swimming are his favorite activities ... lives in Detroit with his parents.

Glenn Wilson



Thomas Wilkinson

Raymond Ziehm



EDITORS EYES ON ETHEL

A native New Yorker with a yen for travel, and not the subway variety, is Alice Lahn. One of our top New York correspondents for the *Bulletin Board*, Alice claims she is the thriftiest and savingest Ethyl employee around—and with absolutely nothing to show for it.

For every penny she carefully saves goes toward her yen for traveling to foreign lands. She's already been on five cruises—to the Caribbean, Mexico, Bermuda and parts of South America—and is planning many more. To anyone going on a cruise for rest and relaxation, our traveler has a warning. Go ahead and take the cruise, but then arrange for a two weeks' vacation to follow.

Originally Alice had high hopes of making a place for herself in the musical field. And with such thoughts in mind, studied piano for two years at the Institute of Musical Art, now a branch of Juilliard. They were two wonderful years, but when they ended Alice decided she didn't have what it takes to become a concert artist.

So she joined the merchandising control department of Macy's, taking a long jump from the arts to the marts of trade. She found she liked the store but not the extra long hours. When she had used her discount to purchase every black and navy dress she could wear—employees could only purchase items for use in the store—Alice decided she needed two changes, a red dress and a job with better hours.

A secretarial course was the next step and a stenographic position at Harcourt Brace followed. Alice was soon promoted to credit manager.



After twelve years of feeling like a Simon Legree every time she had to insist a bill be paid, she resigned.

In June 1946, Alice came to work for Ethyl with a temporary position in the Stenographic Section. It was only to keep her occupied until Fall when a promised position would open elsewhere. But Alice soon gave up all thoughts of leaving and was appointed secretary to Ollie Jones, then manager of customer services in the sales department and later named manager of marketing analysis and planning. Early this year, Ollie went to Washington with the Petroleum Administration for Defense and Merritt Collins replaced him. Alice now works for both Merritt Collins and his assistant, Bayard Browne.

In private life, Alice is a unique New Yorker in that she knows as much about her city as any tourist. The only famous spot she hasn't covered is the Statue of Liberty, but she's passed that landmark on enough cruises to know it pretty well.

PREVENT FIRES and you STRENGTHEN DEFENSE U.S.

Needless fires are destroying America's resources at an appalling clip. Fires break out every 20 seconds, every day! Defense workers' homes are burned out, vital factories destroyed, irreplaceable materials consumed. Careless habits make our cities highly vulnerable if an enemy drops bombs. So get into these good habits today:



Don't smoke here



Clean out rubbish



Replace frayed cords



Use safety-type ash trays

**don't gamble with fire—
the odds are against you!**



now millions have

ETC 13027



I Wish I Was in Dixie

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Ethyl BULLETIN BOARD



DECK THE HALLS

Ginny Leppla, of New York, dresses up the 17th floor reception room for Ethyl visitors in preparation for the holiday season.

ETHYL BULLETIN BOARD

by and for Ethyl employees

Marceline Marquis, Editor

Helen Houghton, Editorial Assistant

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selridge; Detroit: George Betker, Rita Blaisus, Margaret Dullinger, Peggy Osip, Andy Pailay, Jim Retzlaff, Adele Rozek, Phil Savage, Al Sechrist, Anne Steiert, Nora Wirick; photographers: Fred Green, Loren Knowles, Alyce Peterson; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Don Chapman; Mexico-Central America: Lynn Phillips; New York: Jim Beckwith, Jim Donohue, Wilma Hansa, Erma Harris, Alice Lahn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Gladys Roney; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock: Reny Barkl.

Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

Ethyl's Technical Meeting Accents Our Widening Chemical Role

Separated by hundreds of miles in any direction, Ethyl's technical men in Baton Rouge, Detroit and New York don't often get a chance to meet together in large numbers. For that reason, it was decided, several years ago, to sponsor a Company-wide technical meeting of representatives of our research, chemical sales, development, process engineering, and product development staffs.

So successful was the first such conference, held in Gulfport, Mississippi, that it was repeated last year at St. Claire, Michigan. This year, the meeting returned to Gulfport, and as it unfolded, it reflected a year of substantial progress in our over-all research and development effort.

From Baton Rouge by Bus

Gathering at Baton Rouge on October 22, the men from Detroit and New York spent a day and a half at the plant, touring the development lab, the pilot plant, and various manufacturing units. Then, in company with the Baton Rouge contingent, they journeyed by bus to the Edgewater Gulf Hotel, which lies halfway between Gulfport and Biloxi, for their four-day conference. The men from Baton Rouge acted as informal hosts to their associates from the North. Frank Padgitt, of Baton Rouge, was chairman of the committee in charge of arrangements, assisted by Ed Kurt and Jim Hinkamp, of Detroit, and Bill Hack, of New York.

For a perspective on a conference such as this—and its meaning to our growth and continued success—it's important to remember that "Ethyl" antiknock compound is more than our principal product. It is also directly

responsible for our entry into a number of other fields. The unusual raw material and intermediate requirements for tetraethyl lead, together with the evolutionary nature of our manufacturing operations, have opened up a number of other important chemical fields to us.

Further Growth of TEL

On the subject of TEL itself, various speakers at the conference discussed further process improvements in our manufacturing operations, reported on our constant efforts toward the most effective utilization of TEL in gasoline, and outlined the broadened market that lies ahead for "Ethyl" antiknock compound. TEL process improvement and utilization, of course, constitute the major part of our research and development program. This continuing research work in TEL—and in the entire field of antiknock compounds—is one of the major reasons for our leading position in the field today. It goes without saying that continued work along these lines is highly important for the future.

One of the new products covered at the conference was a cetane number improver for diesel fuels, which our technical staff developed after more than four years' work in the field. Here, it is significant that our long experience in fuel additives was highly valuable when we decided to explore the diesel fuel field.

Diesel Fuel Additive Developed

A cetane number improver, like an antiknock compound, is designed to promote efficient combustion. It does this by increasing the readiness with which a diesel fuel will ignite. After in-

vestigating several hundred possible compounds, our men developed a mixture of primary amyl nitrates which has been found to be the best, from a cost-effectiveness standpoint, uncovered to date.

Amyl Nitrate Now Being Tested

At present, our labs in Detroit and San Berdu are conducting extensive laboratory and road tests on diesel fuels containing amyl nitrate. The U.S. Navy is also conducting similar tests on marine vessels, using samples of amyl nitrate supplied by Ethyl. In ad-

Sodium, as many of us know, is not only an intermediate in the manufacture of tetraethyl lead; it is also the starting point in many familiar industrial applications. Because Ethyl is the leading producer and marketer of sodium, our technical staff has devoted much work, in recent years, to investigating present uses for sodium and to uncovering new ones. Accordingly, several papers at the technical conference discussed the latest findings of our research and development work on sodium and its derivatives. As one result of the work to date, we now plan to



Ethyl men from Baton Rouge, Detroit and New York pose for a picture during their recent technical meeting at Gulfport. The meeting was planned so that each day's sessions were held morning and evening, with time out in the afternoon for sports and sight-seeing along the Gulf.

dition, we plan to supply oil companies with product samples, for their testing purposes. If successful, amyl nitrate promises to be of great value to the oil industry. By enabling it to produce diesel fuels of uniform quality simply and at low cost, it will help the oil industry to meet a demand for diesel fuel which has expanded fourfold in the last decade.

Another major phase of our research and development effort relates to sodium.

make sodium dispersions available in pilot plant quantities to other companies for various chemical reactions. Other uses for sodium are growing as rapidly as its use in TEL.

Expanding Ag-chem Production

Still another field which has become of increasing importance to us is agricultural chemicals. Our long and varied experience in producing chlorinated chemicals originally prompted us to enter this field several years ago,

and our interest in it is expanding. Thus, at the technical conference, our men engaged in this work discussed everything from our present production of technical and high gamma BHC to our plans for lindane and other agricultural chemicals. The ag-chem field, which has expanded enormously in recent years, shows promise of much further growth. Ethyl, by virtue of its manufacturing experience and technical ability, is in a position to develop further its present participation in the field (See page 16.)

Meaning to Ethyl

The foregoing highlights but a few of the many subjects other than TEL which were covered at the Gulfport meeting. Altogether, they signify the important role that our research and development efforts play in the fortunes of the Company and in additional opportunities for employees. Besides those products now sold under the "Ethyl" trade-mark, there will be additional useful products, if present plans mature.

President Shea and Vice Presidents

Crossland, Edgar, Schaefer and Turner were among the more than 90 Ethyl men who attended the conference. Mr. Shea reviewed the over-all progress made in recent years in the Company's growth and expansion, and outlined some of the economic considerations which must guide our research and development efforts. Although we have many current problems to overcome, Mr. Shea said that a steady and sustained research and development program is important to assure our continued success and future growth. By Turner discussed the objectives of the newly-formed Research and Engineering Department.

Shaping Our Future

Scattered though they are throughout the country, it is interesting to see how the work of the product development staff in New York, the research staff in Detroit, and the development and process engineering staffs in Baton Rouge all add up to new and improved products for the Corporation. In a real sense, their combined efforts are shaping our future.

Analytical Minds Meet

The Fourth Analytical Conference was held at Baton Rouge October 29-31, again bringing together Detroit Research Labs and Baton Rouge Development people for first-hand exchange of information and ideas on analytical procedures.

Chairman of the meeting was Louis Snyder, of Chemical Development, Baton Rouge. Louis, George Beste, newly appointed associate director of chemical development and Charlie Gambrell, head of the analytical section of Detroit's chemical research operations, made the introductory remarks.

Those from Detroit who presented

discussions included Margaret Griffing, George Hall, Mitchell Kapron, Bill O'Neill, Adele Rozek and Gordon Wilcox.

The following Baton Rouge people presented discussions: Claude Arceneaux, Dr. Roy C. A. Bock (Medical Department), Shirl Cook, Jim Hetrick, Russ Hudson and Paul Weimer.

On a tonnage basis, the movement of crude oil and petroleum products accounts for about 65 per cent of the nation's ocean shipping and 35 per cent of the traffic on our country's inland waterways.



Mac Murdock



Jack Pruitt

Murdock and Pruitt Get New Posts

Mac Murdock, central regional manager, has been promoted to the position of general sales manager and returns to New York to take up his new post on December 15. Jack Pruitt moves up to succeed him as manager of the region.

During his 18 years in our Sales Department, Mac has gained a thorough knowledge of field operations and a wide acquaintance among customer company executives throughout the country. Starting with us as a field representative in the former New York Division, he has moved steadily upward to positions of increasing responsibility. In 1938 he was named manager of the Motor Tune-Up Clinics, and when they wound up, he went to the West Coast as assistant manager in the Los Angeles office. After three years, he was transferred to Chicago to fill a similar post there.

In 1945 he was brought to New York to take charge of oil company sales for Ethyl Specialties and later became sales manager for Ethyl Specialties. He was named assistant general sales manager of Ethyl Corporation in 1947 and served in this capacity until he re-

turned to Chicago last September to head up the Central Region.

Mac was born in Melrose, Mass., reared in Olean, N. Y. and graduated from Cornell, class of '28. He and his wife, Margaret, have two sons, Doug, 15, and Dick, 11.

Jack Pruitt becomes central regional manager after serving as assistant manager a little more than a year. He joined Ethyl in 1930 as a field representative in the old Atlanta Division, was later named manager of the division's Motor Clinic and then assistant manager of the Dayton Division.

During World War II, he served in the Army Air Corps and came out with the rank of major, four battle stars and a Distinguished Unit Citation for his squadron. After the war, he moved to Louisville, Ky. as senior account representative for the Central Region and last year was promoted to the job of assistant regional manager, which took him to Chicago.

Jack was born in Benton, Ala. and is a graduate of Georgia Tech. He now lives in Wilmette, Ill. with his wife, Jean and their children, Louise, 7, Richard, 4, David, 3, and Jean, 2.

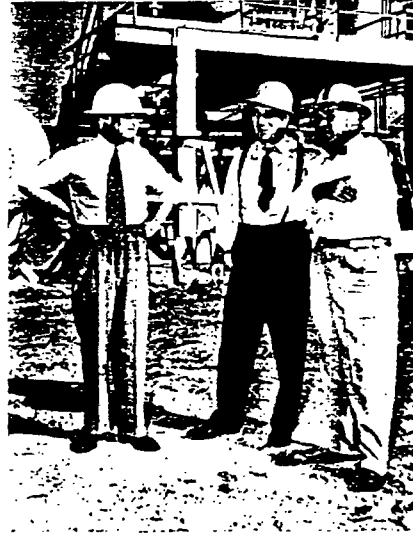
Board Meeting at Baton Rouge

The October meeting of Ethyl's Board of Directors was held in Baton Rouge so that members could tour both the Baton Rouge plant and the new Houston plant, now under construction.

The two-day visit was a busy one. October 2nd was spent at Houston where the directors got their first view of our new plant, planned for completion early next year. Supervisory personnel of the Houston plant joined them for a tour of the installations.

The following day, the directors were flown to Baton Rouge for their monthly board meeting. Later, they were joined by approximately 30 members of the Baton Rouge plant supervisory staff for a luncheon in the cafeteria. A tour of the plant, in small groups, occupied the board during the afternoon. Most interest was shown in the new Central Shops and Stores and the Development Laboratory and pilot plants, completed since the board visited the plant in 1949.

Headed by President E. L. Shea, the board members included John Schae-



Appropriately dressed for a tour of the Ethyl Chloride area of the new Houston plant now under construction are Carl Braun, one of the contractors, President E. L. Shea and James Rhorer, construction co-ordinator.

fer and Stanley Crossland of Ethyl; R. T. Haslam, F. H. Bedford, Jr., W. R. Carlisle, F. A. Howard and C. F. Smith of Standard Oil (New Jersey); and F. G. Donner and C. L. McCuen of General Motors. Accompanying the board members on the tours were Bill Perdue, chief counsel; Herb Savage, secretary; and Vice President Joe Costello.

In our temporary office building at Houston, several Ethylites get together at the end of the tour. Left to right; John Schaefer, vice president and member of the board of directors; Jake Balzer, resident manager (sales) at Houston; Clint Bond, general manager of manufacturing; W. R. Carlisle, board member; and W. A. Armstrong, manager of the Houston Plant.



IN PROOF OF PROGRESS



RESULTS OF VEHICLE DEMONSTRATIONS

ACCELERATION EVENTS		Event No. 2		*Spark retarded Event No. 3	
Event No. 1	1950	1928	1951	1950	1950
Cadillac	Cadillac	Chrysler	Chrysler	Cadillac	Cadillac
Cadillac	Cadillac	Chrysler	Chrysler	Cadillac	Cadillac
4.5	7.5	5.9	7.5	7.5	7.5
1925	1951	1928	1951	1925	1951
10	10	20	20	10	10
20	20	20	20	20	20
780	1050	1060	1600	570	1350
		51			137

The scoreboard, showing results of the demonstrations, tells a graphic story about the superiority of modern fuels and modern engines. Bob Carleton is posting the final figures.

Even when you see it, you don't believe it. You think the man must be driving with his brakes on—the one in the big, green Cadillac, vintage 1921. The other car couldn't possibly take off and leave him so far behind.

But more than 300 men were watching. They all saw the same thing. And they all knew the race was on the level. Only one was heard to mutter in good-natured astonishment, "I don't believe it."

The event was the "Two Equals

Three" demonstration put on by Ethyl on October 18 as part of Oil Progress Week. Held on the windswept New Jersey Turnpike, it marked the first official use of this recently-opened \$250 million highway.

Sponsored by the New York-New Jersey Oil Industry Information Committee, the demonstration was attended by busy oil and automotive men, members of the press and state and highway officials. They came from offices in New York, New Jersey and

More than 300 oil and automotive men, members of the press and state and highway officials took time out to attend the "2 = 3" demonstration. Put on by Ethyl and sponsored by the New York-New Jersey Oil Industry Information Committee, the demonstration dramatically proved that two gallons of today's gasoline do the same amount of useful work it took three to do in the 1920's. Newsreel and motion picture cameramen (left) recorded the morning's events.





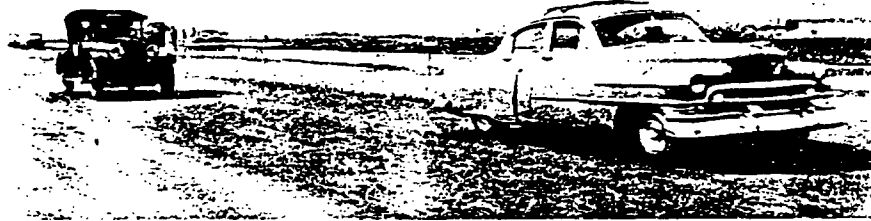
Jim Boudreau tells the invited spectators how an inquiry from a customer started our research on the intrinsic value of modern gasoline and led to the discovery that two gallons of today's gasoline are worth three of a quarter century ago.

Pennsylvania to attend the show, and found it well worthwhile. Statistics revealing the gains in engine and fuel performance during the past 25 years came to life as they watched demonstrations tell an unforgettable story.

20-second time allotted, the new car traveled 35% farther than the old.

In the next acceleration test, a 1928 Chrysler sedan, equipped with the famous "Red Head" engine, competed against a 1951 Chrysler "New Yorker," the old car using 1928 "Ethyl" gasoline and the new using 1951 premium gasoline. The new car shot ahead to cover 1,600 feet in 20 seconds, while the old one just reached the 1,060 foot mark. This figures out to be a 51% gain, despite the fact that the 1951 model weighed nearly 1,000 pounds more than the old car.

What would happen if today's high compression engines had to run on the fuel of 25 years ago was shown by the



Rolling over the starting line at 10 mph, these two Cadillacs accelerated for 20 seconds. This picture, taken just 100 feet from the starting point, shows how quickly the modern car pulled away from the 1921 model.

Four demonstrations were given to tell, graphically and dramatically, this story of progress. First, the 1921 Cadillac and a modern Cadillac were paired off in an acceleration event. The old car had an engine compression ratio of 4.5 to 1, used 55 octane gasoline, typical of the mid-20's. The new car had a standard compression ratio of 7.5 to 1 and used today's premium gasoline. They rolled up to the starting line at 10 mph, then both were accelerated for less than a minute—20 seconds, to be exact. The modern car covered 1,050 feet, while the old car trailed almost 300 feet behind. In the twinkling of an eye, which marked the

third demonstration. Two standard, modern Cadillacs with 7.5 to 1 compression ratio engines were paired, one with ignition timing set for 1951 premium gasoline, the other retarded

Improvements in fuels and engines, said Earl Bartholomew, have brought immense benefits to the nation's motorists. But progress in the next 25 years, he pointed out, will bring still higher standards of performance.





For split-second timing, Gene Gallagher keeps his eye on the stop watch and his gun ready to fire. In all, there were three acceleration tests and one fuel economy run. At the mike, a WNJR announcer paints a graphic word picture of what is taking place. Between events he interviewed spectators.

so that minimum knocking would occur on the 55 octane fuel of the mid-20's.

Rolling up to the starting line, they were accelerated for the brief 20-second period, which was enough to send the car operating on modern gasoline 1,350 feet, while the other one crept along to achieve only 570 feet. And, in attaining that short distance the engine knocked loudly and became overheated. The difference in gasoline quality meant a 137% difference in accelerating ability.

Four cars participated in the final test—a fuel economy run. The 1921 Cadillac operating on 1925 fuel got 11.64 miles to the gallon, giving a fair indication of what could be expected of fuels and engines of a quarter of a century ago. A modern Oldsmobile, equipped with an experimental engine of 4.5 to 1 compression ratio, was also operated on 1925 motor fuel. Its 13.33 miles-to-the-gallon showing was somewhat better than that of the Cadillac—giving clear evidence of the effect of the added mechanical octane numbers which have been built into cars over the years. Mechanical octane numbers, as you know, are various mechanical improvements which enable engines to utilize fuel more efficiently.

The 1928 Chrysler, whose "Red Head" engine represented an advance

design of that era, logged a respectable 15.25 miles per gallon on 1928 "Ethyl" gasoline. But a modern Oldsmobile with an experimental 8 to 1 engine, walked off with the honors. Operating on 1951 premium gasoline, it delivered 18.98 miles to the gallon. This 63% increase in fuel economy over the 1921 Cadillac and 42.3% over the low compression Oldsmobile shouts the superiority of modern fuels and engines.

Preparing and presenting these demonstrations called for a lot of work on the part of a lot of Ethyl people. Bill Ball, of Sales, served as coordinator of all arrangements in New York and John Howard was coordinator in Detroit. John and Barney Jones collaborated on the script and Barney did his usual fine job in providing running commentary on the events which were broadcast over a P. A. system as they took place. Practically everybody in the Eastern Region became involved in helping with the preliminary arrangements, then served as hosts when the big day arrived. Ralph Clark and his staff handled the publicity. Behind the wheels of the test cars were Rollie Ostrander, Oscar Cloven, Fred Green and Jerry Stanke. Everybody did a good job and all went well except for the weather. The cars bucked headwinds of near-gale velocity.

Press, newsreel, radio and television representatives covered the event. A recording of the demonstrations with

Commissioner Paul L. Troast, chairman of the New Jersey Turnpike Authority, and Lt. Col. James F. Metcalf, Army Q/M Petroleum Field Office, participate in the second event as passengers in the 1928 Chrysler. Representatives of newspapers and trade publications are seated at tables at right. Press photographers are at work in foreground.





Famed sports commentator Ed Thorgersen, at left, makes a record describing the events. Some 400 of these records have been sent to district Oil Industry Information Committees throughout the country for local use. Seated at right, Ethyl's Barney Jones gives a running commentary on the demonstrations as John Howard, who collaborated on preparation of script, looks over his shoulder.

their significance. Improvements in fuels and engines, he said, have brought immense benefits to the nation's motorists. They have led, he pointed out, to the greatly improved acceleration and hill-climbing ability of present-day cars, and to a much greater average gasoline economy, particularly on the basis of ton miles of transportation obtainable from a gallon of gasoline.

"By any real measure of value," he concluded, "two gallons of today's gasoline are worth as much as three gallons of motor fuel of a quarter century ago."



Watching for the starting signal from Ed Smith, drivers get ready for the fuel economy run. The 1921 Cadillac using 1928 fuel got 11.64 miles to the gallon, while the modern Oldsmobile with an experimental engine of 4.5 to 1 compression ratio, got 13.33 miles a gallon with the same fuel. The 1928 Chrysler, operating on 1928 "Ethyl" gasoline, got 15.25 mpg. The modern Oldsmobile with an experimental 8 to 1 engine led all the rest, chalking up 18.98 miles to the gallon. Operating on 1951 premium gasoline, it achieved a 63% increase in fuel economy over the 1921 Cadillac and 42.3% over the low compression Oldsmobile.

commentary by Ed Thorgersen, renowned sports commentator, has been sent to district committees of the OIIC all over the country for local use in telling the public of this great progress in gasolines and engines.

The National Association of Manufacturers presented the demonstration as a feature on their *Industry on Parade* series appearing on 54 television stations across the nation.

The story behind Ethyl's research on the intrinsic value of today's gasoline was related by Jim Boudreau. Earl Bartholomew told of the studies which led to our now-famous "2 = 3" demonstrations and commented on

Here are some of the men behind the wheels. They handled such jobs as tuning up the cars, blending the old-fashioned gasoline, printing the scripts and taking pictures for publicity. Front row: Joe Laethem, John Zawadski, Al Beck, Harry Edgar, Tom Collins, Eric Owen; second row: Dale Chrysler, Len Smith, Oscar Cloven, Jim Stratton and Merlyn Beane; back row: Jim Johnson, Bud Stanger, Wes Price, and Charles Poulson.



API Meeting Sets Two Records

Ethyl men attending the American Petroleum Institute meeting in Chicago last month buttoned up their overcoats and shivered through the worst snow storm on record so early in the season. But the bleakness of the weather had no effect on the spirit of the oil men who, themselves, set a record with an attendance of nearly 6,000.

Top executives, speaking at the meeting, all predicted a great increase in demand for petroleum products, and, with characteristic optimism based on past performance, also predicted that the oil industry will be able to meet the demand.

During the convention, Ethyl's recent salute to dealers came in for praise from many quarters. Among those who commented on it were two of the principal speakers: Lt. Gen. Ernest O. Thompson, who received the API's "Gold Medal for Distinguished Achievement," and John Harper, chairman of the National Oil Jobbers Council. In his address before the first general session, Gen. Thompson referred to the Ethyl ad as the most effective industry tribute he had ever seen.

Speaking before a marketing session, Mr. Harper said: "The Oil Progress Week advertisement which was sponsored by the Ethyl Corporation in many magazines recently dramatized with great success the important function which the dealer performs for his community."

Ethyl's traditional hospitality was extended to customers and friends from Suite 505-A with sales and re-

Dr. D. P. Barnard, research coordinator of Standard Oil (Indiana), pauses to look at a display, prepared by the API, which portrays the many different kinds of publicity engendered by Ethyl's Salute to Gasoline Dealers program.



Deane Birkes models the Ethyl tie and lapel pin worn by Ethyl men at the API as he eats his solitary lunch in the Company's suite where he spent 24 hours a day during the convention. Deane, office manager for the Central Region, was responsible for most of the convention arrangements.

search executives and account men on hand to greet them. With several hundred oil companies as its customers, Ethyl's suite at times took on the appearance of a minor convention, with countless executives and research and refinery people dropping in for a visit with us. As usual (except for last year when the convention was in Los Angeles), the people in the Central Regional office in Chicago saw that everything went smoothly from beginning to end. Deane Birkes, regional office manager, who handled most of the arrangements, inaugurated some new



accommodations for Ethyl visitors—he registered them in so they wouldn't have to queue up in those long lines at the registration desk, and he put up a blackboard in the suite on which he posted all messages. Of course at times the guests took over the blackboard and put it to a use for which it was never intended but all in the spirit of good, clean fun. Also used for the first time at the API were cards engraved with the "Ethyl" emblem, giving the Company's suite number, neckties

Committee on Petroleum Products; George Kirby, Committee on Disposal of Refinery Wastes; George Krieger, Committee on Agriculture; Ellis Locher, chairman of the Tank Cleaning Committee; Wheeler Lovell, chairman of the committee directing API Research Project No. 45 and an ex-officio member of the executive committee and member of the advisory committee on fundamental research on composition and properties of petroleum; Jack Macauley, Automotive Research



Ellis Locher, presiding at a meeting of the API Tank Cleaning Committee on November 2, is flanked by Frank Wilson (left) API director of safety, and M. J. Neterer, of Sinclair. Ellis, who is Ethyl's safety manager, is chairman of the committee.

decorated with the "Ethyl" emblem and lapel name plates bearing the "Ethyl" emblem.

The API provides an opportunity for men from all branches of the oil industry to renew acquaintances and make new friends, but in addition to the fraternal aspects of the convention, there is a more serious side. Much real work is accomplished at more than 100 committee meetings. A number of Ethyl men serve on API committees and contribute to the important work they are doing.

On committees are: Jim Boudreau, Oil Industry Information Committee; Ray Faller, Committee on Training; Charlie Gambrill, Committee on Analytical Research; Hudson Kellogg,

Committee; and Edward L. Shea, Board of Directors, who serves on several committees of the Board. One of the big reasons for the industry's uniform and continuing progress is the work of these and other API committees.

On Our Cover

Jake Balzer and Norm Linstromberg bravely venture out in Chicago's unexpected storm which dumped 16½ million tons of snow on the city Tuesday, November 6. Jake, our Houston resident manager, and Norm, account representative from Louisville, Kentucky, in Chicago for the API, could do nothing but hang onto their hats and bear it.



Earl Bartholomew



Hal Beatty

Research & Engineering Staff Changes Announced

Organizational changes and realignment of duties of key personnel in the Research and Engineering Department have been announced by Vice President B. Bynum Turner. The revised organization was designed to



Dan Guy



Bill Hack

achieve greater efficiency and to integrate more closely the Department's activities, "By" said in making the announcement.

The Research and Engineering Department, organized last June to integrate the Company's various research, engineering and development groups is "gearing itself for still broader responsibilities in the light of the Company's plans for future growth," he said.

Personnel at Detroit, New York, Baton Rouge, Houston and San Bernardino are affected. The changes, directly involving 35 people



George Kirby



George Beste



Clark Burdick

at these locations, are effective immediately.

Heading up our research activities, Jack Macauley continues as research director.

Earl Bartholomew, the guiding spirit of our research organization, who has brought it to its present position of world-wide prestige, now turns over to others most of the arduous administrative responsibilities of the laboratories. He will now have an op-



Chuck Hawley



Bob Kerley

portunity to devote his time and his talents to long-range studies, research programs and special projects of broad significance, long put aside in the press of other duties. Much of his work will be in contact with customer company executives.

George Kirby, formerly chief engineer at Baton Rouge, will go to Detroit as director of chemical research and development. Clark Burdick returns to Baton Rouge from Houston, where he was superintendent of maintenance, to succeed George.

Jack Taylor has been named director of engineering research. Bill Hack continues as director of product development, Dick Scales as director of technical service, Dan Guy as assistant director, and Ken Swartwood as patent counsel. L. R. Krieg is resident patent counsel in Baton Rouge.

Associate directors appointed to have charge of various phases of engineering research are John Wintringham, automotive; Bob Kerley, aeronautical; and Wheeler Lovell, combustion. Superintendent of laboratory ser-



Jack Maccauley



Harry O'Connell

vices for engineering research will be Reg Broquet.

Bill Schulze will continue as head of the San Bernardino Laboratory.

Hal Beatty has been named director of research planning at Detroit. Chuck Hawley continues as manager of administration at Detroit.

In chemical research and development, Harry O'Connell, will serve as associate director of process development at Baton Rouge. Aiding him will be two assistant directors: Lloyd



Frank Sergeys



Hal Soroos



Gus Ligett



Wheeler Lovell

Stephens, in charge of chemical engineering and Frank Padgitt in charge of pilot plants. Superintendent of pilot plants will be Henry Wall.

George Beste, of Baton Rouge, has been named associate director of chemical development, and Clarence Neher, assistant director. Bob Asbury is superintendent of services.

In Detroit, Gus Ligett will be assistant director of chemical research and



Dick Scales



Bill Schulze

Hal Soroos superintendent of services.

On Clark Burdick's engineering staff at Baton Rouge are: Sam Roberts, superintendent of general engineering; J. B. Rhorer, coordinator of construction; Tom Mixon, superintendent of inspection; and Tom Smylie, manager of manufacturing technical service. Arthur Wintringham is engineering superintendent at Houston.

Two staff assistants were named: Bob Herzog, administration; and Frank Sergeys, economic analysis.

Jack Taylor

John Wintringham



A NEW FIELD TO CONQUER-

Agricultural Chemicals

Beautiful green lawns where the grass grows no higher than an inch, flowers that bloom on a definite day, potatoes that will not sprout in storage, trees that bear fruit controlled in size and amount—these possibilities and many more are close to becoming reality through the use of newly-discovered agricultural chemicals.

Ten years ago despite the advanced farm machinery to aid him, the farmer was, nevertheless, at the mercy of the insects and diseases which ravaged his crops. The rapid growth of population and the trend away from the farm made the farmer's need for assistance a critical one. About the only synthetic chemical aid he had was fertilizer.

Gradually, industrialists realized that the farmer needed chemicals to control his crop and substitute for man-power -- chemicals developed

solely for his own use.

Scientists got under way on the project and, during the last war, came up with DDT. Its power as an insect destroyer filled a long-felt need. The tremendous market for DDT made it clear to all that in agricultural chemicals lay new frontiers wide open for development.

Ethyl's interest in ag-chemicals began with benzene hexachloride. As suppliers of "Ethyl" fluid for the farmer's fuel, we were well aware that marauding insects were causing an annual loss of \$400 million in cotton alone.

When BHC was introduced in America in 1947 and proved to be even more effective on cotton than DDT, it seemed a simple and natural step for the Company to manufacture it. We were already making chlorine, and had



The over-all procedure for Ethyl's new work in the agricultural chemical field is under the coordination of Charlie Smith, N.Y. Here he discusses plans with Gus Ligett, who has been in charge of initial research work at the Detroit Labs.



Work on a new compound begins in library at Detroit Labs with compilation of known facts about individual molecules and chemicals. Peggy Graham and Lewis Hess are shown here discussing data to be recorded as a guide for the research chemists.



The research chemists at the Labs combine known chemicals to make new and more effective compounds for specific uses. Like a good cook, the chemist must test and re-test to learn correct amount of ingredients. Here Jim McCoy prepares compound which will then go to Boyce Thompson for initial screening.

In this greenhouse at the Boyce Thompson Institute in Yonkers, N.Y., tests of chemicals as potential insecticides, fungicides, weed killers and defoliants are conducted. Working on Ethyl project below are, from left, Dave Lamont, Paul Schuldt, Helen Johnson, Dick Back.



considerable experience in chlorination processes. We knew the agricultural market and we were conveniently located in the South, the heart of the Cotton Belt.

The success of BHC furthered Ethyl's interest in the whole field of ag-chemicals. We were ideally prepared for such production. The majority of useful agricultural chemicals are either-halogenated compounds or organo-metallics, and Ethyl has had wide experience in both fields.

And so, in 1949, a new field was added to our already growing product development work. It had a dual basis—to utilize intermediate chemicals of

our manufacturing operations and to do research on new chemicals for the farmer.

A program was soon put in operation, as shown in the accompanying



A prospective fungicide undergoes many tests. Here a microscopic examination determines the effect of a new chemical on spore germination. Discussing results are Entomologist Dick Back and Plant Pathologist Paul Schuldt.



Paul sprays tomato plants with a prospective fungicide. Plants are then exposed to spore suspensions of fungi and incubated under conditions ideal for disease development. A good fungicide must be strong enough to control fungi and still not harm plant.



This roach colony provides cockroaches of known age for test purposes. Dick is shown examining a "maternity ward." Screen cylinder retains adults and lets young escape into jar. The young are allowed to develop for ten weeks before testing.

pictures, under the guidance of Product Development. The basic research work on chemicals and the making up of experimental quantities is handled at the Detroit Labs. The resultant compounds are sent to the Boyce Thompson Institute in Yonkers, N.Y. for testing. Successful compounds are then field tested. Eventual manufacturing is handled at Baton Rouge.

Ag-chemicals are still in the early stages of development. Chemists have much to learn about the effects a given combination of compounds will have—it's a matter of speculation, guesswork

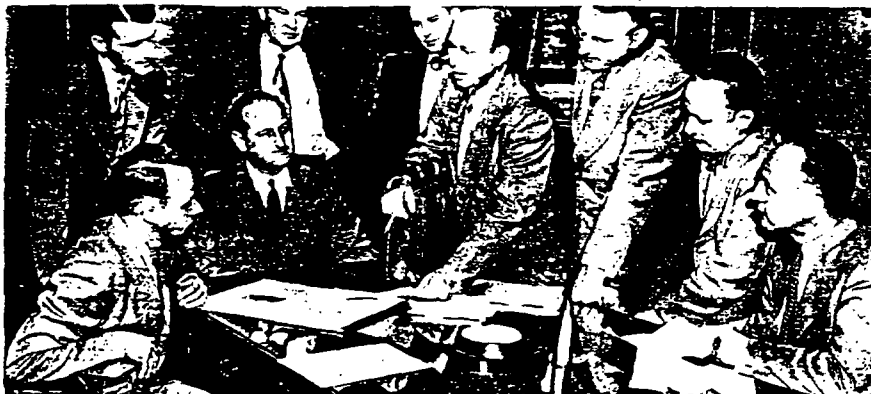
and hope, combined with basic knowledge. A compound intended to control diseases may turn out to be a growth regulator instead.

The first agricultural chemicals merely controlled diseases, weeds and insects, and didn't even do that thoroughly. Today, just a few years later, those chemicals have been improved and new ones devised. With the aid of a chemical, the farmer may soon be able to produce his crop for any given date. He can have pumpkins ripe and ready for Halloween, flowers set to bloom on Easter, a guaranteed fruit crop every year, fully protected against frost.

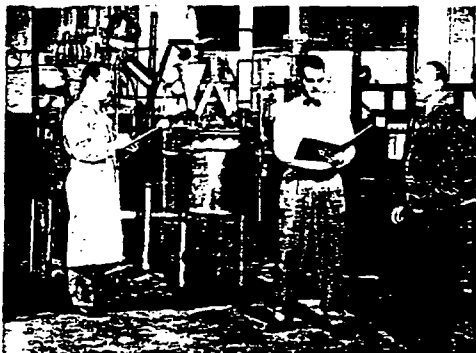
The results of Ethyl's experiments in this new field are already making themselves known. A couple of fungicides have proved so promising that they are currently being field tested. A new cotton defoliant, which will remove the leaves on cotton plants so that the cotton can be more expeditiously picked, may soon be ready.



A slight dose of carbon dioxide and Dick and Helen find these anaesthetized roaches easy to handle. Bottles in foreground contain roaches immersed in test compounds. Mortality count determines effect of new insecticide.



Monthly conferences are held among Detroit and Boyce Thompson personnel to discuss projects. From left, Morley Morgana, Dick Back, Dr. George McNew (director of Boyce Thompson), Paul Schuldt, Cal Wolf, Gus Ligett, Al Kolka, Harry Dittmar and Charlie Smith.



If a new compound is approved at conference, it goes back to Detroit where the necessary amount is produced for field testing on acres of crops. Above, Gus Ligett supervises production being done by Harry Dittmar and Cal Wolf.

Of less interest to the layman, but nonetheless important, is the discovery by our researchers of two new BHC isomers—a fact made known to the American Chemical Society at their recent 75th anniversary meeting in New York.

After field testing and further checking, over a period of years, to determine whether cost, hazards of use and demand make production advisable, manufacturing the approved chemical becomes the problem of Baton Rouge. Our plant there handles development of manufacturing processes, followed by production. Dave Detweiler, Hoyt Cragg and R. N. Boudreaux check drums of BHC, which we've been producing since 1948.

And the future is wide open. At present, only one-eighth of our crop land is cultivated with the aid of chemicals. That leaves seven-eighths of our land not being utilized to its fullest extent. With the growing population of the world demanding more food and the gradual disappearance of cheap and plentiful agricultural labor, more and more reliance must be placed on chemicals to control plant insects and diseases, replace the hoe and produce improved crops.

Helping to lead the way, Ethyl is now intensifying and expanding research and development work on this important scientific frontier.



Milestones

Hume Chenault, chief safety engineer for the Western Region, has a 25-year history with Ethyl which includes a long list of firsts, among them working on the development of our first knock test engine, organizing our first road test department and designing our first 15,000-gallon storage tanks.

With his M.E. degree from Cornell in hand, Hume joined Ethyl in 1926 as an engineer at the Yonkers Lab. There he did research on the development of knock test engines and received luncheon bridge lessons from Graham Edgar. When Dr. Edgar conceived the idea of the octane scale for determining antiknock quality, Hume helped run the first blends of pure heptane and pure iso-octane in a knock test engine. In those days, the fuel cost \$50.00 per gallon.

In 1927, when the Engineering Laboratory was moved to Detroit, Hume and the entire lab force pitched in to help crate the equipment. Hume, Julian Frey, Chuck Hawley and Ben Brewster drove two of the experimental cars to Detroit and helped set up the new laboratory there.

At Detroit, Hume assisted in the development of the Series 30 engine.



When the need for a road test department arose, he was put in charge of organizing and managing it.

Loaned to Los Angeles Sales for three months in 1933 to do high compression work, Hume has been on the West Coast ever since. During his early days out there he converted many a large fleet account over to the use of high compression engines and "Ethyl" gasoline. In 1940, he became chief safety engineer for the old Los Angeles Division, was later appointed to this post for the Western Region.

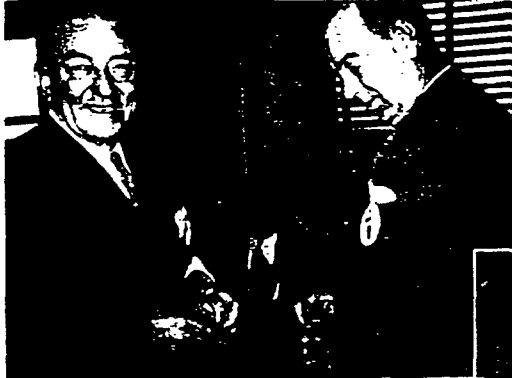
During World War II, Hume, recognizing the need for greater "Ethyl" fluid storage capacity, designed and supervised construction of the 15,000 gallon tanks on the West Coast and did much of the original work toward establishing a West Coast terminal.

Hume and his wife live in Covina, California with their three children, a ten-acre orange grove and 325 avocado trees.

They Baked A Cake

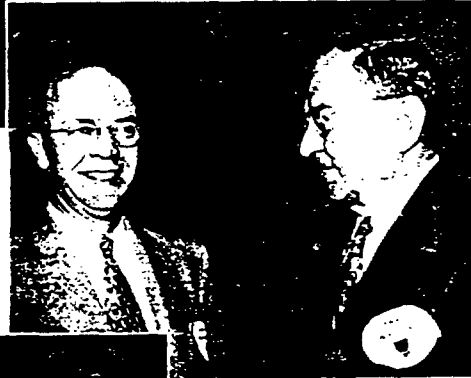
Baker Fred Miller of the Baton Rouge Plant cafeteria was responsible for the broad smile on John Schaefer's face in the photo at left. The enormous cake (only half of it is visible) was Fred's surprise for our manufacturing vice president in commemoration of his 25th Ethyl anniversary.

The occasion for John's visit to Baton Rouge was the recent board meeting there. President E. L. Shea presented the cake to him at the board luncheon in the cafeteria. Later, John arranged for the cake to be shared by plant employees.



Happy Anniversary

Al Basye, account representative, is one of three Central Region men who recently celebrated their fifteenth Ethyl anniversary. Vice President San Wagner presented their service awards to them with a hand-shake and a smile at a Central Region meeting held just before the API.



A 15-year service pin also went to Jack Maynard, shown above with San Wagner. Jack is chief safety engineer in the Central Region.



Receiving his pin, at left, is Bob Mead, Kansas City resident manager, who started to work for San in Los Angeles 15 years ago.

Fifteen • Ten and Five

Now passing their fifteenth milestone are: Jim Baldwin and Yvonne Guertin, Eastern Region Sales; Ellis Locher, New York Sales; Rollie Barnes, Southern Region Sales; Dorothea Held, New York Product Development; Art Johnson, Kansas City Sales; Jack Maynard, Chicago Sales; and Fritz Mercer, Eastern Region Sales.

Celebrating 10 years with Ethyl are: Al Basye, Central Region Sales; George Burcal,

Ross Rife, and Wilkie Wilkinson, Detroit Research Labs; Jack Fuller, Central Region Sales; Mike Gaydos, New York Traffic; Marko Paluch, Yonkers Gasoline Testing Lab; and Johnnie Watt, Southern Region Sales.

Wearing five-year-pins are: Jim Brierley and Wayne Newman, New York Finance; Jim Foote, Bill O'Neill, Al Pauls and Max Roensch, Detroit Research Labs; and Jessie Halton, New York General Services.

ETHYL SHOW CALLED TO THE COLORS

Ethyl's Fire Power show is going into military service. A recent performance conducted by Frank Hayes at the annual ground safety conference of the Air Training Command, held at Scott Field, Ill., so impressed the witnesses that arrangements are being made to duplicate our equipment for use at Air Force bases throughout the United States.

Scott Field's technical director of ground safety, A. F. Wells, came to New York in advance to line up Ethyl's show as part of the current aggressive accident prevention program of the Air Training Command. Convinced of the importance of stressing the safe methods of handling gasoline, Mr. Wells decided what the ATC needed was a Fire Power demonstration unit of its own.

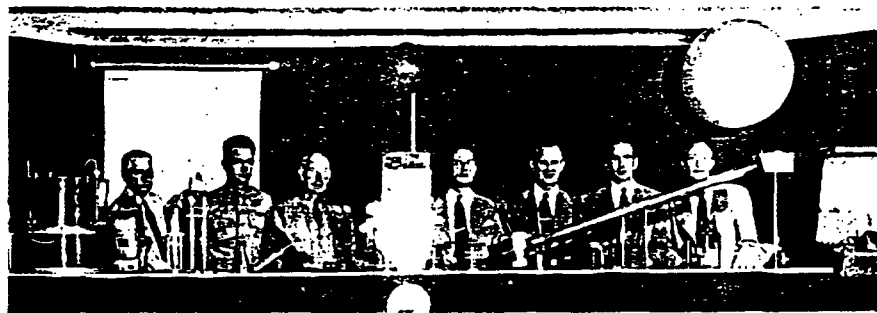
Even before the Air Force had given approval for their own production of the show, a special C-47 was flying our equipment from New York to Scott Field. For a full month before the show was given there, Air Force craftsmen studied the different devices developed

by Ethyl's Harold Mehler, which help to make the demonstration so effective. They wanted to be all set to go to work when and if orders came through to duplicate them.

The show was given during the four day conference before 80 ground safety directors, both military and civilian, from Air Force bases in the States. Included in the group were a general and a number of colonels.

Frank, as star performer in the demonstration, was ably assisted by Harold Mehler, sales department project engineer, and Lou Wilson, central region field engineer. Frank is a safety engineer in the Eastern Region.

The show accomplished its two-fold purpose. It proved that gasoline can be handled safely when the proper methods are used and it won approval from the Air Force so that reproductions of our equipment could be made. Now, with its own personnel and equipment, the Air Force expects to present the Fire Power demonstration to some 200,000 men as part of the Air Training Command program.



Ethyl and the ATC combined forces to put on Ethyl's Fire Power show before the Air Training Command at Scott Field, Ill. Shown above, left to right, Lou Wilson, central region field engineer; Lt. Col. V. C. Denton; Col. W. L. Tubbs; Harold Mehler, sales department project engineer; A. F. Wells, Scott Field's technical director of ground safety; Frank Hayes, eastern region safety engineer; and W. Burnett, assistant to Mr. Wells.

During World War II, its predecessor, simply called the Safety Show, was developed by Ethyl as a service for the Army. After many successful appearances in the States, the show was taken overseas and presented for Army personnel stationed abroad. In three months, four Ethyl teams covered almost 100,000 miles carrying the message of safe handling of gasoline to the far corners of the world.

When the war ended, the show was revised for presentation to refinery personnel of customer companies. So many other organizations and clubs asked to see it that a new popularized version was developed and named the Fire Power show. It had its premiere in June of 1948 and has been a hit ever since its introduction.

Fire Power Film Released

A few weeks ago, a movie version of Ethyl's Fire Power show was completed. Already, over 60 prints have been made in an attempt to keep up with the demand for it.

The show was put on film for those who were unable to see the demonstration itself. Its popularity had become so great that it was impossible for us to spare the man-power necessary to fill all requests. The film will be available for clubs and organizations, as well as customer companies.

A condensed version of the actual show, the film runs about 20 minutes. Frank Hayes does the demonstration and Bob Heit of CBS is the commentator. To emphasize the value of safety, dramatic shots of gasoline fires out of control are included.

The film, made by Audio Productions, Inc. under the supervision of Mac McCulloch, sales promotion manager, N.Y., promises to be the most popular ever put out by Ethyl.

TEL Price Boost

President E. L. Shea recently announced a price boost for TEL. The new price, effective November 26, 1951, is an increase of $3\frac{1}{2}$ per cent.

The following telegram, announcing the raise, was sent to our customers on October 25 by President Shea:

"The present prices of 'Ethyl' antiknock compound were established on December 11, 1950 under conditions that prevailed at that time. Since that date our over-all costs have increased to the point where an adjustment in price has been necessary for some time.

"In accordance with the terms of our sales agreement we wish to notify you of an increase of approximately three and one-half per cent for 'Ethyl' antiknock compound. For all deliveries made on or after November 26, 1951, the price of 'Ethyl' antiknock compound will be $63\frac{1}{2}$ cents per pound of tetraethyl lead content for motor mix (approximately 23 cents per 100 cubic centimeters) and 69.4 cents per pound of tetraethyl lead content for aviation mix (approximately 25 cents per 100 cubic centimeters).

"These prices reflect only a part of the additional costs incurred in our operations. They are, however, in accord with government ceiling prices."

George Krieger Recuping

George Krieger, assistant manager of chemical sales, is recuperating from a coronary thrombosis attack suffered October 22. He is making slow progress, and as we went to press was allowed to sit up for a few hours each day and to have visitors. He is recuping at home under the excellent care of his wife, Millie. For those of you who would like to drop him a note, the address is 7 Mitchell Place, Apt. 4A, New York 17, N. Y.



Ethyl Scientist Visits Labs Abroad



Wheeler Lovell, associate director in charge of combustion research at the Detroit Labs, recently returned from a European trip with a stack of technical papers "five inches high" and an even higher appreciation of both the knowledge and hospitality he found abroad.

Wheeler's schedule was a tight one—he made 23 individual stopovers during his 26-day visit to England and France. Besides Associated Ethyl and Ethyl S.A. people, he visited many independent, oil company and government research laboratories, including six university labs in Britain and four in France. Their organization and equipment were top notch, particularly at the Shell, Esso and Anglo-Iranian Labs, and they freely answered all Wheeler's questions.

The Ethyl technical papers he car-

ried with him were well received and he, in turn, picked up many valuable new ideas from leading fuel-engine authorities in both England and France. Britain's Sir Harry Ricardo, famed automotive research pioneer, was particularly interested in discussing with Wheeler their kindred studies of combustion reactions which lead to knock. Sir Alfred Egerton, of the Imperial College of Science at London, wanted to hear about the effectiveness of TEL in different hydrocarbons and in the mechanism of TEL action.

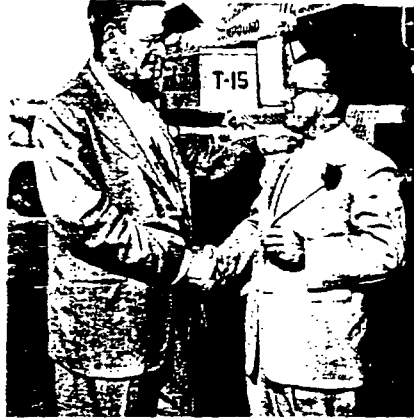
From the French automotive engineers, who were interested in new American knockrating methods, Wheeler learned a good deal about European test instruments. The information he brought back on their sampling valves, pressure indicators and fuel injection devices may find application in our own research work.

Wheeler also attended the London Motor Show and has some consolation to offer protesting American taxpayers. Britons have to pay a 66% purchase tax on their automobiles. Wheeler also noticed that in spite of the small volume of production, the quality of sheet metal work and the standards of design engineering in British cars were excellent.

The only real difficulty our traveling scientist ran into was trying to understand technical information when given to him in rapidly spoken French. But for much of the time he had Ellis Rifkin of Detroit Chem Research to assist him. Ellis, who was vacationing in Europe, stayed over to join Wheeler in many of the combustion research discussions in France and England, and to assist in translating some of the French conversations.



Wheeler Lovell flew back from Europe just in time to attend the API convention in Chicago. Here he is at the Conrad Hilton Hotel chatting with Dr. Fred E. Frey of Phillips Petroleum.



Reunion-13 Years Later

In a way, the picture above is symbolic of Ethyl's growth and development. The two men shaking hands, Jack Cole and Rudy Williams, were close friends in the old days at Deepwater. Then, as the Company expanded, they moved on to new locations in the firm. It was thirteen years before they met again. That moment, recorded above, occurred during the recent open house at Los Angeles. Jack is now an account man in the Western Region and lives in Salt Lake City. Rudy, who is in charge of field terminals, headquarters at Baton Rouge.



The Lucky Number-600

Getting a royal welcome into the Ethyl Management Club is J. B. Chidester, center, the 600th member of the club. He's a chemist in Chemical Development at Baton Rouge. At left is John Furr, retiring club president, while Ernie Carr, at right, chairman of the membership committee, holds check for dues.

News In Pix



"Old Diz" Visits EMC

The Ethyl Management Club at Baton Rouge was recently treated to a visit from the dean of baseball, "Ole Diz" himself. In his entertaining talk on baseball, past and present, Jerome "Dizzy" Dean modestly admitted that "Me and Lon Warneke are probably the greatest right-handers I've ever known." About 400 members of the Management Club turned out to hear Diz speak. Shown with him above are Steve Henry, newly-appointed director of Community Relations, and Charley Zeanah, Ethyl's announcer for the LSU football games.



Prize Winning Photo

Doug Ewen's young namesake is winning fame and fortune for his father. The above picture of Doug Ewen III, taken in 1949, recently won a contest sponsored by Kern's Department Store with the caption, "Better brush up on Kern's 68th anniversary sale values." Doug, Sr. is in the Information Division, Detroit.

Oakley Eskridge

Oakley C. Eskridge, Sr., forty-five, supervisor of customer orders in production planning at Baton Rouge, died November 10 after a heart attack.

Oakley was born in Alabama, grew up in Delaware and attended the State University. He joined Ethyl in 1933 at our Deepwater Plant, where he served as control chemist in the blender laboratory, dye chemist and head of production planning. He was transferred to Baton Rouge in 1946 as production supervisor in production planning.

Surviving are his wife, the former Vivian Moyle; a son, Pfc. Oakley C., Jr.; a daughter, Sylvia Marie; his mother; two sisters, Mrs. Elsie Deakynne of Middletown, Del. and Mrs. Mabel Ransom of New Castle, Del.; and one brother, Stanley Eskridge, an



engineer in production planning at our Baton Rouge Plant.

Burial was in New Castle, Delaware.

100 Foremen Trained

The largest group of men ever to complete the Baton Rouge foremen's training program "graduated" on September 20. There were 15 foremen from all sections of the plant in the group, which was the eleventh to receive this specialized training for newly-appointed foremen. One hundred men have taken the course since the program was started in 1949.

Designed to help new foremen meet their increased responsibilities with assurance and ease and fit smoothly into their jobs, the training consists of a series of conferences. Company policies and history, principles of supervision, safety and labor relations are discussed by supervisors at the plant. The course is under the direction of John Furr, training supervisor.

New Management Club Officers

Clarence Lowe, of Maintenance, heads the 1952 slate of officers for the Baton Rouge Management Club. He was elected recently to replace the retiring president, John Furr, training supervisor.

John Graziano and A. C. Adams, both of Maintenance, were elected vice president and secretary respectively. Walter Weakley, Purchasing, is the new treasurer.

Elected to the governing Board of Control were: Ernie Carr, laundry foreman; R. T. McCraine, Ethyl Chloride; Luther Beeson, TEL; J. M. Gill, Process Engineering; and George Woest, of Sodium Operations.

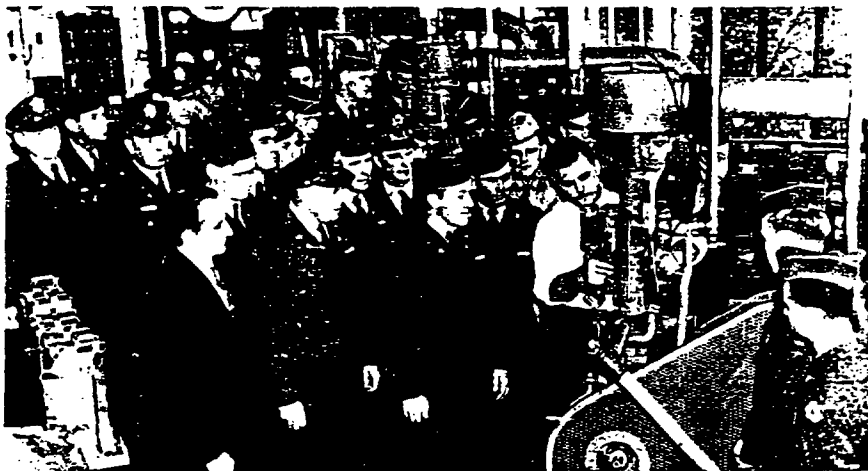
The new officers will take over their duties at the December meeting for the coming year.

National Petroleum Association Tours Detroit Labs



Ethyl was host for the opening meeting of the Department of Standards and Tests and the Department of Manufacture of the NPA, recently held in Detroit. The meeting included talks by members of the Detroit Research Labs and a tour of our laboratories. Arrangements were made by Mike Remondino in cooperation with Edward Fallin, general secretary of the NPA. Forty-six NPA members attended, representing twenty-three different refineries in Ethyl's Eastern, Central and Southern sales regions. The picture above was taken at the luncheon in the Hotel Sheraton. Ethylites in the group are: Dolly Dollahan, Dick Scales, Dick Sneed, Casey Jones, Harold Gibson, Mike Remondino, Cap Hall, Bob Hogan, Russ McGuiney, Harry Toulmin, John Wintringham.

Army Visits Yonkers Lab



Ten officers and 51 enlisted men from the U.S. Army Quartermaster School at Caven Point, N. J., visited the Yonkers Gasoline Testing Laboratory on October 18. Arrangements were made at the request of the Commanding Officer of the Petroleum Field Office at Caven Point in order that his men, being trained to fill military petroleum positions throughout America and overseas, might become familiar with commercial laboratory facilities. In the picture above, Fred Ramin, deputy manager of the lab, demonstrates the CFR knock testing engine. Looking on are Fred Robinson, manager of the lab, and military personnel.

Ethyl—Good Citizen

We feel that a good word, whether it's about an individual or a company, should be passed along. Below we reprint excerpts from a letter which can be a source of pride for all Ethyl people, and especially those at Baton Rouge. Opie L. Shelton, general manager of the Baton Rouge Chamber of Commerce, wrote the letter to Marvin Hurley, executive vice president of the Houston Chamber of Commerce.

"You and Houston are very fortunate to be the location of the new Ethyl Corporation Plant," his letter began.

"Nowhere in this country will you

find a better industrial citizen than Ethyl. We know, because Baton Rouge likes to consider itself and Ethyl inseparable.

"Ethyl and its people make themselves a vital part of a community," he continued. "From the president of the Company to the lowest scale worker, the Ethyl people believe in their Company and work to make both that Company and the town in which it is located better places.

"We will sorely miss the many fine families which are being transferred from Baton Rouge to Houston," he said in conclusion.

Moving Up

Lew Barnum, former assistant to the manager of plant and employee services section, has been appointed assistant director of community relations at Baton Rouge and Houston. Lew joined Ethyl in 1929 as a chemist at Deepwater, transferring to Baton Rouge in 1937.

Steve Henry has been named director of community relations, with responsibility at both Baton Rouge and Houston. Steve, former manager of plant and employee services at Baton Rouge, joined Ethyl in 1947 as special assistant to the vice president and general manager at Baton Rouge. Prior to that, he held the rank of Major General in the Regular Army.

Lynn Kay has been assigned to the position of manager of plant and employee services for Baton Rouge. Lynn was formerly special assistant to the resident manager.

John Klock has been appointed superintendent of maintenance for the Houston Plant. John was formerly chief maintenance supervisor there.

Steve Henry

Technical Talk

A series of Joint Technical Meetings was recently organized by Ethyl Antiknock, Ltd., and held in Western Canada. The purpose of the meetings was to give our customer company personnel in that area the latest information on fuels and engines.

The meetings were held in Winnipeg, Regina, Calgary, Edmonton and Vancouver and attended by personnel from the marketing and manufacturing divisions of oil companies.

Talks were given by Mac MacEwen, automotive engineer for Ethyl Antiknock, Ltd., Casey Jones, head of passenger car section, Tech Service, Detroit and Mike Remondino, technical representative for the Eastern Region.



All-Clear!

When the All Clear sounds, the two greatest dangers of an A-Bomb attack—blast and heat—have passed. But there remains the fear of radioactivity. Just the strangeness of the word itself is enough to cause panic to most. And falsely.

Radioactivity is not as fatal as the effects of blast and heat. A basement

shelter offers protection against all three—but particularly in the case of radioactivity. At Hiroshima, radioactivity caused only 15 per cent of deaths and injuries.

Since fear is always greater without knowledge, it is important to understand just what radioactivity is and does.

It is nothing new—one breathes and eats it in small amounts every day without even knowing it. Doctors and scientists have studied it for over fifty years and know more about it today than they have been able to discover about either infantile paralysis or the common cold.

Almost everyone has had a sunburn. Well, the effects of radioactivity are the same. Slight exposure has little effect, but a longer one will cause sickness. The degree of sickness depends



After the all clear, one of your first actions is to wash off any radioactive dusts—even though you are well protected in your shelter. Above, Bob Cleveland assists his daughters, Barbara, 7, and Joan, 12. If near blast, several baths may be necessary.

A suitcase with changes of clothing should be in your shelter. It is extra important to change into fresh clothing if you were unable to reach shelter before blast. Here Margaret Cleveland helps Barbara while her husband changes his shirt.





All food and water used after bomb has fallen should be in sealed containers. Radioactivity may enter your house but is only dangerous if it affects food you use. Wash eating utensils before using. Here Barbara helps her mother prepare a meal.

upon the power of the rays and particles that strike you, the length of time you are exposed, and on how much of your body is uncovered.

There are two forms of radioactivity—initial or explosive, and the less dangerous lingering kind.

Initial radioactivity is disastrous only in an air burst, but the danger lasts just a minute and has little effect outside of one mile. A basement shelter offers adequate protection. Less than two-thirds of a mile from the center of the explosion, an unprotected person

may be fatally affected. But even there, a building offers partial or complete shielding from the rays.

Lingering radioactivity occurs after a ground-level or under water burst and may remain from a week to several months. But such radioactive dusts can be washed off. It is wisest to stay indoors for several hours after a water burst—or if there is rain or mist.

The main facts to remember about radioactivity are these. It is most dangerous within a mile of an air burst, but quickly loses effect. A shelter will increase your safety. If caught in the open, buildings and clothing offer some protection.

Besides radioactivity, there are other factors to be considered after the All Clear. They are listed below.

1. **IF CLOSE TO BOMB BURST, MOVE AWAY.** If you are within one-half mile of the burst, get out of the area. Bathe and change your clothes as soon as possible.

If you are more than half a mile from center of blast, go to assistance of neighbors. They may be trapped in buildings, unconscious or seriously hurt. Here Bob checks the pulse of an injured neighbor while Bobby, 15, holds first aid kit. If injury is serious, Bob will attempt to get skilled assistance.



This scene of the Clevelands leaving home with what few possessions they can carry is a typical and sad occurrence in every war. After an A-Bomb falls, all civilians are warned to leave area immediately if within one half mile of burst. Battery radio will advise you.

2. **HELP OTHERS.** Go to the assistance of your neighbors if you are outside of that half mile area and help them to safety. A fire storm may start about 20 minutes after explosion.

3. **FIGHT SMALL FIRES.** Your fire department will be busy getting the large fires under control, but you can be of great assistance in putting out the small ones.

4. **DON'T EAT UNCOVERED FOODS.** Some lingering radioactivity may make its way into your house, even though you have taken necessary precautions. Do not drink or eat from containers uncovered during explosion. The water in the pipes of your house at the time of explosion will not be radioactive. It would be wise to store some in a covered container for possible use during the post-raid period, since the main water line may be damaged by the explosion.

5. **WASH YOURSELF, CHANGE CLOTHING.** Within one mile of



burst, bathe yourself several times to get rid of radioactive dusts and put on clothing not exposed to the rays. Even though you are protected by a basement shelter, it is still wise to bathe and put on fresh clothing.

In the accompanying pictures, the Clevelands (Bob is assistant to Walt Resler, head of Statistical Research, New York) illustrate just what to do after the All Clear has sounded.



The danger of destructive fires after attack will be grave. The Fire Department will handle large blazes. The smaller ones will be up to you. Here Bobby smothers a fire with dirt while Bob uses an extinguisher. Pails of water are also on hand. Precautions such as these will help save property and lives in your neighborhood.

Extra-Curricular

Estelle Caldwell

Estelle Caldwell, N.Y. Manufacturing, was elected to a high post in Eastern Star at the 100th anniversary meeting of that organization in October. Estelle was elected associate grand conductress of the Grand Chapter of the Order of the Eastern Star, State of New York. This position, after 28 years of active membership, assures her succession to the post of Grand Matron of the Grand Chapter of the State in 1955.

The largest fraternal organization for women in the world, the OES has over three million members, composed of relatives of Master Masons. There are 150,000 Eastern Star members in New York State alone.

Chapman and Van Wyck

Don Chapman and Bill Van Wyck served as section chairmen for the Los Angeles Community Chest drive. Don is a field engineer and Bill a safety engineer in the Western Region.

Mary Gartland

Mary Gartland, N.Y. Finance, captained a team of volunteer workers for the Lighthouse for the Blind fund drive. On it were 17 New York employees: Edna Blakley, Kathy Boylan, Kathy Brown, Dot Callahan, Mary Dumville, Grace Gregna, Gerry Harnus, Erma Harris, Louise Jensen, Alice Lahn, Genevieve LeRoy, Dorothy Locke, Florence Ludwig, Alice Saunig, Marge Smith, Peggy Smith and Alice Wyygand.



Mary Gartland



Estelle Caldwell

Ben Harrison

Ben Harrison was a discussion leader in the second of a series of forums held at LSU by the Baton Rouge chapter of the National Association of Cost Accountants. His subject for discussion was "Premium Pay and Morale Builders." Ben is manager of the Industrial Engineering Section at Baton Rouge.

Frank Howard, Jr.

A unique invention has just been patented by Frank Howard, Jr., New York Advertising, and has already aroused wide interest. It's a service key system for identifying service station credit customers and recording their purchases at time of sale. On the key is the name of the individual, the name of the firm offering the credit, and, in raised figures, his account number. A special gadget quickly imprints the number on a receipt at time of sale.

Frank got the idea for his invention back in 1941 but the Air Force delayed any further action on his part. Then in 1944 he was captured by the Germans and started developing his system in a Prisoner of War Camp.

His notebook was lost on a forced march, and it wasn't until he returned to civilian life in 1946 that he again began work on it. In the past five years he developed and redeveloped his ideas until the present device was completed.

Frank Huyler

Frank Huyler was the speaker at a recent meeting of the Alberta SAE, held in Calgary, Canada. Frank, field engineer for Ethyl Antiknock, Ltd., spoke on the "Economic Relations of Engine Fuel Research."

LeCroy and Lorio

S. A. LeCroy and E. J. Lorio were elected to offices in the North Baton Rouge Kiwanis Club recently. LeCroy, Ethyl Chloride Operations, was named president of the organization, and Lorio, safety engineer in the Ethyl Chloride area, was re-elected to the board of directors. Lorio has been a member of the club for six years and has never missed a weekly meeting.

Bill Ludt

Bill Ludt appeared before the Rocky Mountain Regional ASTM-DCC O & M group meeting held in Billings, Montana, September 19 and 20. Bill, manager of our Gasoline Testing Lab in North Kansas City, gave a demonstration and discussed the adjustment of the bouncing pin.

Mac MacEwen

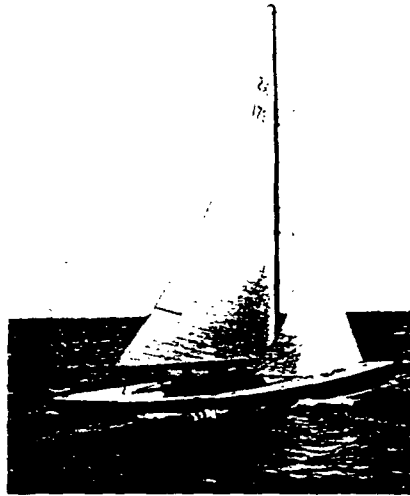
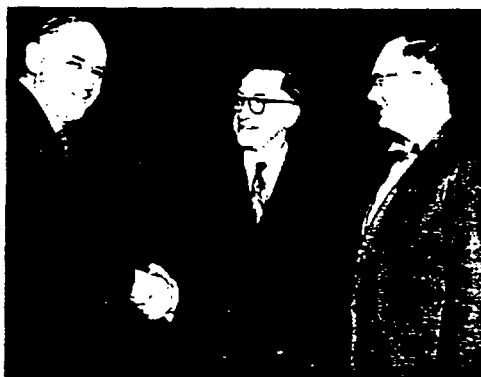
Mac MacEwen, automotive engineer for Ethyl Antiknock, Ltd., is chairman of the Class Reunion Committee of the University of Toronto Engineering Alumni Association. He's currently making arrangements for the Triennial Reunion being held in Toronto the latter part of October.

Bill McCarthy

Bill McCarthy, foreman of fire inspection at Baton Rouge, headed all Fire Prevention Week activities throughout the various industries in Baton Rouge. As acting chairman of the local Industrial Group, Bill played a major role in the National Fire Prevention Week campaign to eliminate fire hazards in and around Baton Rouge.

Jean Vincent

Color slides of photos taken by Jean Vincent of employees and equipment at our Detroit Research Labs were shown recently before the Technical Division Panel of the Photographic Society of America. The panel met at the Book Cadillac in Detroit from October 8 to 12 under the sponsorship of the Society of Application of Photography in Industry. Jean is head of the Photographic Section in Detroit.



Dick and Tommy Ronan

The sailboat above, an International 210, is the pride and joy of Tom Ronan and his family—and with good reason. With Tom's two sons, Dick, 17, and Tommy, 18, in command, the "Padashah" won a number of races last summer. It took two firsts in the Yacht Racing Association Championship on Long Island Sound and tied for sixth in the Nationals, held at the South Boston Yacht Club.

Sailing is nothing new to Dick, now a freshman at Lehigh and a member of the sailing team, and Tommy, a post graduate at Dwight. They got their first boat eight years ago and have spent their summer weekends on the water ever since. The "Padashah," a 30-footer, is their third and largest sailboat.

Tom's sons really proved their seamanship two years ago when a line squall with a 75-mile-per-hour wind damaged or sunk many boats on Long Island Sound. With a broken rudder, they were at the mercy of the eight to ten foot waves—and headed straight for a stone retaining wall. At the last minute, Dick managed to turn the boat with a paddle. Some hours later, they were towed into port and safety.

Tom, who's sales administration manager, N.Y., doesn't sail much these days—and he says that's probably why his boys are winning!

Attend OIIC Meeting in Detroit

The recent OIIC Dealer Rally, held at the Masonic Temple in Detroit, was attended by 3500 oil industry people and their wives. Dick Scales, Ethyl's director of technical service, represented the Company on the speaker's platform. Exchanging greetings at left are, left to right, L. T. White, Cities Service, N.Y.; Mayor Alfred E. Cobo of Detroit; and Ethyl's Dolly Dollahan, account representative in the Central Region, who is publicity chairman for the Detroit Oil Men's Club.

Manhattan Romance



Topping off a romance which began at the New York office about two years ago, Dot Campion, switchboard operator, and Gene Lenahan, head of the mailroom, were married November 10. Two days before, many of Dot's friends at Ethyl arranged a surprise shower for her at the Brass Rail restaurant and gave her some electric kitchen aids—a broiler, a blender and a mix-master. Shown above at the first table, going clockwise: Dot, Margaret Orzio, Mary O'Hern, Ronnie Wiegman, Loretta McEntegart, Muriel Homer, Alice Lahn, Dot Watson, Virginia Atamian, Louise Jensen, Bebe Gee, Blanche Hatfield, Joan Halligan, Joan McCabe, Marie Anderson. At the rear table, clockwise: Gertrude Melloh, Dot Hayes, Elizabeth Mergner, Ruth Moore, Mary Kane, Dorothy Locke, Erma Harris, Jessie Halton, Martha Fernandez (a former Ethyl employee), Lillian Johnson, Edith Mahoney, Eleanor Helmrich, Mava Luther, Ginny Leppla, Dorothea Held.

Recent Arrivals

AL and **MARGARET BINGHAM**—a girl, Patricia Ann, born September 23. Weight: 6 pounds, one ounce. Al, an account representative in the Central Region, has a son, Bob, now a sophomore at Ohio State.

JOHN and **DONNA KOEHNLE**—a boy, John, Jr., born November 8. Weight: six pounds, ten ounces. His father has just been transferred to the San Francisco office of the Western Region.

BILL and **HELEN LUDT**—a girl, Rosemary, born October 5. Weight: seven pounds, one and one-fourth ounces. Bill, manager of the Gasoline Testing Lab in North Kansas City, has another daughter, Peggy, and two sons, Bill and Ricky.

ROGER and **BARBARA WEEKS**—a boy, James Gardner, born October 1. Weight: six pounds, nine ounces. Barbara is the daughter of Walt Resler, head of Statistical Research, N. Y.

Engaged

JOAN HALLIGAN, of New York Sales, became engaged to Staff Sergeant Gerald Ryan, of New York, on Thanksgiving Day. He is stationed at Sampson Air Force Base. The couple are planning a Fall wedding—1952.

GERRY HARMS, secretary in the Eastern Regional office, New York, became engaged to Henry J. Bordieri, of New York, on November 15. The couple plan an April wedding and will live in Great Neck, Long Island.

Now He's Working for the Railroad



Before he left for his new job as vice president of the Pennsylvania Railroad, Ralph Champlin's staff gave him a farewell luncheon in the Hotel Russell. The two highlights of the affair were Ralph's acceptance of a shiny new briefcase and his extemporaneous reminiscing of his 14 years with Ethyl. Flanking the guest of honor are, at left, Jim Boudreau, who takes over Ralph's job as public relations director, and right, Ralph Clark, assistant director. Seated on the left are: Stan Nickerson and Dot Watson; at the right, Marcy Marquis and Chris Vogel. Standing, left to right: Hal Wohanka, Dick Cook, Marilyn O'Connell, Alice Heck, Ed Enoch, Marie Metzger, Norm Wakeman, Bebe Gee, Dennie Houghton, Thom Yates, Lois Berry, Mary Dumville and Peggy Smith. The Champlins have taken an apartment at 2031 Locust Street in Philadelphia—just a few blocks from his new office.

She'll Keep the Home Fires Burning



Before she retired to await the arrival of her first child, Helen Dowd was given a farewell party at the Brass Rail restaurant. Co-workers gave Helen some stemware and a baby's jacket and cap. Seated, from left to right, are Dorothea Held, Bernie McNeill, Joan Plant, Joan Simonsen, Helen, Lena Moskel and Grace Gregna. Standing, left to right, are Doris Reardon, Alice Lahn, Lois Berry, Peggy Smith, Muriel Homer, Virginia Atamian and Marjory Smith. Helen, secretary to Bill Ball of New York Sales, has been an Ethylite for six years. She and her husband live in Howard Beach, Long Island.



George Ball

George Ball, research engineer, Detroit Labs . . . born in Philadelphia . . . Ph.D. from Harvard University . . . formerly with Vought Aircraft . . . is married and the father of three children . . . he and his family live in Detroit.



Lewis Gilbert



Maurice Gilbert, Jr.



Theresa Buyan

Theresa Buyan, clerk, Detroit Labs . . . born in Calumet, Mich. . . . attended schools there . . . is married, has a son and daughter . . . after hour pastimes are gardening, golf, bridge, knitting and sewing . . . lives in Detroit.

Maurice Gilbert, Jr., auditor, New York . . . calls Brooklyn his birthplace . . . Al from William & Mary, M.S. from Columbia University . . . lists carpentry and photography as his favorite hobbies . . . lives with his parents in Bronxville.



Mary-Louise Corner

Mary-Louise Corner, stenographer, Detroit Labs . . . Detroit is her birthplace . . . graduated from Hazel Park High School . . . is fond of reading and dancing, tennis, ice skating, riding and golf . . . lives with parents in Hazel Park.

Anne Gildemeister, receptionist, Detroit Labs . . . Detroit is her birthplace . . . Bachelor of Design degree from University of Michigan . . . formerly worked as interior decorator . . . she lives with her parents in Detroit.

John Dempsey, research chemist, Detroit Labs . . . born in Minnesota . . . B.S. from St. Thomas College, Ph.D. from University of Iowa . . . over three years in Navy . . . married, one daughter . . . enjoys hunting and fishing.

Charles Graham, machine shop, Detroit Labs . . . born in Ireland . . . educated there . . . formerly employed by automotive companies in Michigan . . . and his wife, Bridget, have four sons and two daughters . . . live in Detroit.



John Dempsey

Lewis Gilbert, physical chemist, Detroit Labs . . . born in Michigan . . . B.S. and M.S. degrees from Michigan State College . . . served over four years in Air Force . . . photography is his favorite hobby . . . lives in Detroit.

Anne Gildemeister



Charles Graham



Carol Hoelle



Lois Marentette



Vincent Vespe



Edward Vaile, dynamometer operator, Detroit Labs . . . calls Michigan his birthplace . . . attended schools in Mount Clemens . . . formerly employed in shipping department of the Philco Corp. before joining Ethyl . . . lives in Mount Clemens.

Carol Hoelle, chemist, Detroit Labs . . . Wisconsin is her birthplace . . . degree from University of Wisconsin . . . lists swimming, bowling and photography as her favorite hobbies . . . she lives with her parents in Milwaukee.

Vincent Vespe, analytical chemist, Detroit Labs . . . born in Ohio . . . B.S. and M.S. from Wayne University . . . in Air Force for three years . . . music is his hobby . . . he and his wife live in Detroit with their son and daughter.



Norman Wakeman

Lois Marentette, Automotive Research, Detroit Labs . . . born in Michigan . . . attended Michigan State and the University of Michigan . . . formerly worked for Ford Motor Co. . . she and her husband live in Royal Oak with their daughter.

Norman Wakeman, Public Relations, Detroit Labs . . . born in Connecticut . . . A.B. from Brown University . . . public relations representative for Shell Oil in Houston before coming with us . . . married, one daughter . . . lives in Fairfield, Conn.

Thomas Reed, maintenance, Detroit Labs . . . Chicago is his birthplace . . . attended schools in Suttons Bay . . . formerly a fruit farmer there . . . lists swimming, boating and fishing as his favorite activities . . . lives in Royal Oak.

Patricia Wilson, lab technician, Detroit Labs . . . Michigan is her birthplace . . . B.S. from Michigan State College . . . formerly a schoolteacher . . . her hobbies are playing bridge and silk screening . . . she lives in Detroit.



Patricia Wilson



Thomas Reed

Leona Wolschon, secretary, Detroit Labs . . . born and reared in Detroit . . . her husband and two sons are her favorite hobby . . . also enjoys sewing and gardening when she isn't busy with her family . . . their home is in Oak Park.

Edward Vaile



Leona Wolschon

Reading Rack Proves Popular

"Let's Go Hunting," "Popular Music" and "The Family Money Manager," have proved to be three of the most popular pamphlets distributed through the Company's new reading racks. This service, started to help keep employees better informed on a wide variety of subjects, is currently proving successful in New York, Detroit, Baton Rouge and San Bernardino. Eventually, the Company hopes to include the sales offices, gasoline testing laboratories and terminals.

The racks contain five booklets at all times, with a new replacement added each week. Coming to your rack shortly will be the inspiring true story of "Singing Sam, the Happy Bus Driver" who remained cheerful in the face of numerous adversities and adventures. Those of you who have a

deskful of papers, receipts and stubs at home and don't know what to do with them will be interested in "Family Records: What To Keep." Joseph A. Fisher, president of the Utility Workers Union (CIO) of America, has written an informative article on "Labor's Case Against Public Ownership." All these and many more will be available at your reading rack soon.

As proof of the program's success, suggestions are already coming in from employees. Some want more sports booklets on the order of "Let's Go Hunting." Some want information of a more serious nature on social and economic subjects. Many found the booklets were a hit with all members of their families. One woman thought the idea "grand," said the pamphlets are just right for subway reading.

LSU Game Heard Overseas

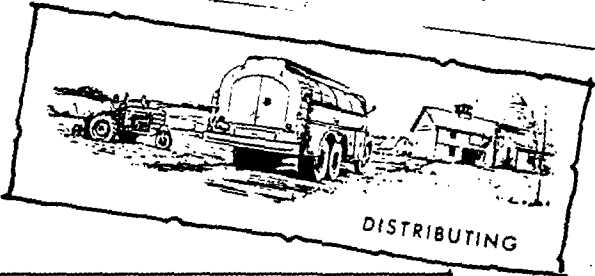
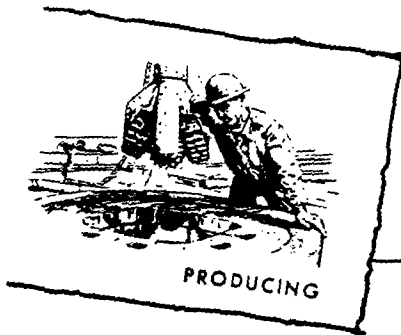
From every corner of the nation, radios have been tuned in on Saturdays this Fall to hear the Ethyl sponsored LSU games. The always hotly contested LSU-Tulane game achieved even more fame. It was heard overseas as well.

At the special request of the Armed Forces Radio Service, Ethyl gave permission for the LSU-Tulane game to be rebroadcast for members of our Armed Forces serving in Europe and the Mediterranean area.

The Armed Forces Radio Service chooses three games each week for this honor, and they are beamed overseas by shortwave from three transmitters located in the East. One is a pro game and transmitted "live" on Sunday. Another is heard as it occurs on Saturday and the third is rebroadcast Monday evening. Since the traditional

Army-Navy game was played on the same day as LSU tackled Tulane, it received the featured spot and Ethyl's broadcast was heard Monday, December 3. It was a close game, but the Tigers were the victors.

Ethyl's sponsorship of the LSU games and Charley Zeanah's capable announcing proved to be enormously popular with listeners this Fall—winning many new friends for both Charley and Ethyl. Letters poured in from New Hampshire to Florida, from Virginia to Utah and California—and even from Mexico—thanking Ethyl for the broadcasts and saying that Charley Zeanah is "tops." As one writer put it, "I liked not only the sportmanship but the general high quality of your broadcast—its organization, announcing, human interest comments. It was superb."



Would you pay \$6000 a barrel for oil? *Capitalism does!*

SINCE the war America has needed and received about two million more barrels of oil—every day!

That oil cost you, as gasoline or fuel oil, perhaps \$10 a barrel. But it cost the oil industry \$6000 to produce the first barrel for which you paid \$10.

Many people had to save their dollars and invest them in drilling wells (6 out of 7 dry and a total loss), in pumps and pipe lines and refineries and service stations. All so you and I can drive up and say "five gallons, please."

Those people saved the \$6000,

and invested it instead of spending it on themselves. Why? In the hope of a profit. If they had not saved and invested, these two million extra barrels you and I ordered would never have been produced, and you and I would still be in cold homes, and with gasoline rationed.

The hope of profit has saved us from that, and has created more oil that is now ready for defense. The hope of profit has also brought comfort and jobs and safety.

Remember that, next time you hear people attacking profits.

(Courtesy of Werner & Swasey)



Don't you be the Millionth Man to die in a traffic accident

Some dark day this December, the National Safety Council estimates America's millionth traffic fatality will occur.

How can we postpone the millionth death? How can you avoid being the 1,000,000th victim of carelessness?

These simple safety rules will help:

Safety-check your car! Faulty brakes, worn tires, defective horn and lights, bad steering gear, a worn-out windshield wiper—any one of these can involve you and your family in a terrible accident. Get your car in perfect running shape now. It's cheap insurance on your life.

Obey traffic laws! Speeding drivers are involved in 1 out of 3 fatal traffic accidents. So take your time, not your life. Slow down at intersections. Don't pass on hills and curves. And remember that bad weather conditions can make the safe speed lower than the legal, posted limit.

Watch out for children! Youngsters forget safety rules; that's why grown-ups have to be extra careful. Last year 120,000 school-age children were involved in traffic accidents. Be extra cautious when driving near schools, playgrounds, or in residential areas.

Be doubly alert at night! Over half of all traffic fatalities occur at night. It takes a double order of caution to make up for reduced visibility. Keep your windows and windshield clear of mud, rain, sleet, snow. Use chains on slippery roads. Keep an eye out for people walking, or crossing at intersections.

Four simple rules—for life. Follow them!



Don't you be one in a million!

