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EXHIBIT

ETCO-136

ETHYL
ULLETIN
BOARD

1952

ETC 13068

ROY N. CLOTNER

ETC 13069



The Stork and I

(See Page 3)

In This Issue	Page
----------------------	-------------

Are You Guilty	6
----------------	---

A New Leaf	10
------------	----

Jack Dooher Elected	13
---------------------	----

Life With Ethyl	14
-----------------	----

Party Pictures	15, 16 & 17
----------------	-------------

Ethyl Birthdays	18
-----------------	----

Ethyl BULLETIN BOARD



Weather or Not

Although it is mid-winter in Detroit, the car above is traveling through typical July weather. The tests will be completed in several hours without the car actually moving, and, if it is desired, the car can be operated in the same room under winter conditions simply by re-setting the controls. The reason: the flexibility provided by the design and construction of the all-weather rooms at our Detroit Laboratories. Ethyl's two newly-equipped dynamometer rooms, the product of 25 years' experience and development, can now reproduce a wide range of temperature and humidity conditions, as well as head or tail winds—without waiting for the weather to cooperate. Because our engineers working in the all-weather rooms have complete control over these factors, they can test fuels in automobiles under any desired combination of conditions. It is also possible for them to return, several months later to any selected environment for comparison of test results. Supplementing our facilities for laboratory and road evaluation of fuels, these improved chassis dynamometer rooms provide refiners with accurate ratings of their gasolines—conveniently and rapidly—in today's vehicles under actual service conditions. The new all-weather rooms are another example of the modern research tools which Ethyl maintains as a service to its customers.

ETHYL BULLETIN BOARD

by and for Ethyl employees

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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.

The First Ethyl Baby of 1952



Arriving four days after the New Year, at 2:45 p. m. on January 4, Timothy Patrick Roshto was the first baby born to Ethyl parents in 1952. He appears in the appealing picture on our cover and is shown here getting acquainted with his family. Father, June Roshto, is a tetraethyl lead operator at the Baton Rouge Plant, and his mother is the former Jeannette Acosta, of Baton Rouge.

Runner-up was another Baton Rouge baby, Donald Ray Chambers,

born the following day.

When Timothy Patrick made his debut before the camera, results of which you see here, he was two weeks old. Center of attention, all eyes are on the noisy little newcomer.

At top, mother holds the baby while the men folk look on. Big brother David eyes him with a curious stare, while father chucks him under the chin. Below, David warms up to his little playmate, decides maybe he'll be fun to have around after all.

A STORY WORTH TELLING

One of the best stories the oil industry has to tell, does not deal with products but with people. It's a human story the story of the man behind the pump. Ethyl's ad saluting the service station dealer (Oct. BB) spearheaded a nationwide tribute that had far-reaching effects. We thought you'd be interested in hearing about them.

For years the service station operator has been performing innumerable services for his community and considering it all a part of his day's work—and so did everyone else. Nobody had given much thought to just how valuable a man he is in his community until Ethyl came along with an ad paying tribute to this unofficial ambassador of good will. The idea appealed to the Oil Industry Information Committee so much that a nationwide salute to dealers, sponsored by OIIC, and supported by communities throughout the country, resulted.

The Advertising Department made posters, leaflets and reprints of our ad saluting the dealer, available for distribution by oil companies, chambers of commerce and other organizations. The Public Relations staff prepared stories and editorials for newspapers, trade journals and house magazines, scripts for radio interviews and spot announcements.

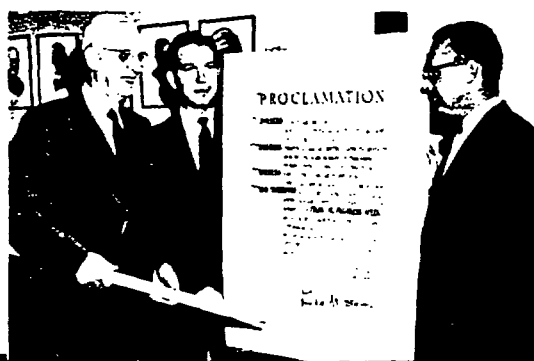
The impact of this publicity was so great, that the heretofore unheralded and unsung service station operator has emerged from obscurity to a recognized position of importance. During Oil Progress Week he was heralded on



Art Roberts (left) helps tell the oil industry story in an interview on station KOA in Denver. Art, who is a central region safety engineer, participated on the program with D. H. Lewis (right), of Standard Oil Co. (Ind.)

radio programs, in newspaper and magazine advertisements, in newspaper stories and editorials. More than 4,800 communities joined in honoring the service station operator. Thousands of the posters saluting him were displayed in hotels, stores and restaurants; 17,000 American Legion posts exhibited the posters on their bulletin boards; front page feature stories appeared in many newspapers. One major oil company read Ethyl's tribute during its broadcast of eight major football games over 118 stations. Oil trade publications and oil company magazines ran the dealer ad, prepared and supplied by Ethyl. In addition, many of these publications ran feature stories presenting the service station dealer in his newly-recognized role of ambassador of good will, pointing out the innumerable services he performs for his community, as well as for his customers.

The program, said Admiral H. B. Miller, former executive director of the Oil Industry Information Committee,



Mayor Stoner of Tulsa used a giant pencil to sign proclamation of Oil Progress Week. Dale Miller (center), southern regional office manager, was chairman of the Tulsa OPW Committee. W. F. Daugherty, of Shell, is at right.

will have lasting benefits because "it has brought about a new train of thinking." The town officials who made possible the widespread publicizing of service station operators have realized just how important they are to the life of a community.

Another major contribution to Oil Progress Week was the two equals three demonstration Ethyl put on in New Jersey for the OIIC (see Nov.-Dec. BB). The two equals three story which we originally told in 1950 at demonstrations in Detroit and Washington has since been told in countless speeches, newspaper articles and editorials, magazine features and ads. As you probably know, the New Jersey demonstration was the subject of an OIIC ad which appeared in national magazines in December and January.

In addition to the dealer salute and the two for three story, Ethyl contributed a lot of manpower to the Oil Progress Week effort. A number of men on our sales staff put on demonstrations, talked before various clubs and organizations, took part in radio broadcasts and held open house for high school students.

Frank Hayes, eastern region safety engineer, put on the Fire Power Show for six different groups in Upstate New York during the week. One of his audiences comprised nearly 1,200 high school students who not only learned more about the petroleum industry but found they really enjoyed doing so.

Out on the West Coast, Marv Russell participated in a program at Santa Maria, Calif., and used one of our demonstrating engines to help put over his progress talk.

As publicity chairman of the De-

troit Oil Men's Club, Dolly Dollahan, central region account representative, was responsible for most of the arrangements for Oil Progress Week observances in Detroit.

Ed Erskine and Dick Husta, of the Central Region, presented panels from the Product Sales Clinic at the St. Joseph Oil Men's outdoor fair which featured racing of cars of 1911 vintage and older.

Art Roberts, central region safety engineer, appeared on a radio broadcast over a Denver station to help present a script lauding the dealer.

Dale Miller, southern regional office manager, was chairman of the Oil Progress Week Committee in Tulsa. As a special feature, 154 high school seniors became "Oil Men and Women for a Day." We were one of 23 oil and equipment companies to be host to them. The group visiting the gasoline testing lab saw our movie, "The Long Road," learned about our policies and our relationship to the oil industry. They spent the afternoon touring the lab with Charlie Rankin, laboratory manager, as guide.

Bruce Crane, southern region account representative, participated in the McAllen, Texas oil show, to demonstrate the progress of gasoline refining using our 2=3 story. His performance won Bruce a front page photograph in the *San Antonio Evening News* and an interview on KRIO.

Other Southern Region men took part, too. Larry Reis, Grant Scott, and Bob Jordan (vice chairman of the OIIC for Florida) gave talks to clubs in their respective bailiwicks.

Ethyl's Bob Jordan (left), vice chairman of the Florida OIIC, talks over OPW plans with Hayden Smith, of Sinclair Refining Co., Mayor Burns of Jacksonville, W. H. Jones, of The Seaboard Oil Co., H. J. Wolf, of Colonial Oil Co., E. H. Beardsley of Sun Oil Co., and G. C. Hatcher of Gulf Oil Corp.



Are You Guilty?

At the rate they are going, the nation's motorists probably will drive into more accidents this year than ever before.

Most of these accidents, by far, will not be caused by crowded highways, bad weather or automobiles that are too powerful. They will be caused by careless drivers, men and women who unconsciously and even consciously violate traffic laws and disregard the rules of the road.

What kind of driver is this who will be involved in most of this year's accidents? A thoughtless youngster, tearing along in a souped-up jalopy? Not at all. The composite auto crash of 1952 will involve a sober, mature man who has had several years of driving experience. His car will be in apparently good condition. He will be driving along a dry, open, straight stretch of highway on a clear weekend evening. He will be traveling too fast. He will smash into another car.

This accident and thousands like it need not happen. The chances are they will not happen if all drivers drive according to the rules and

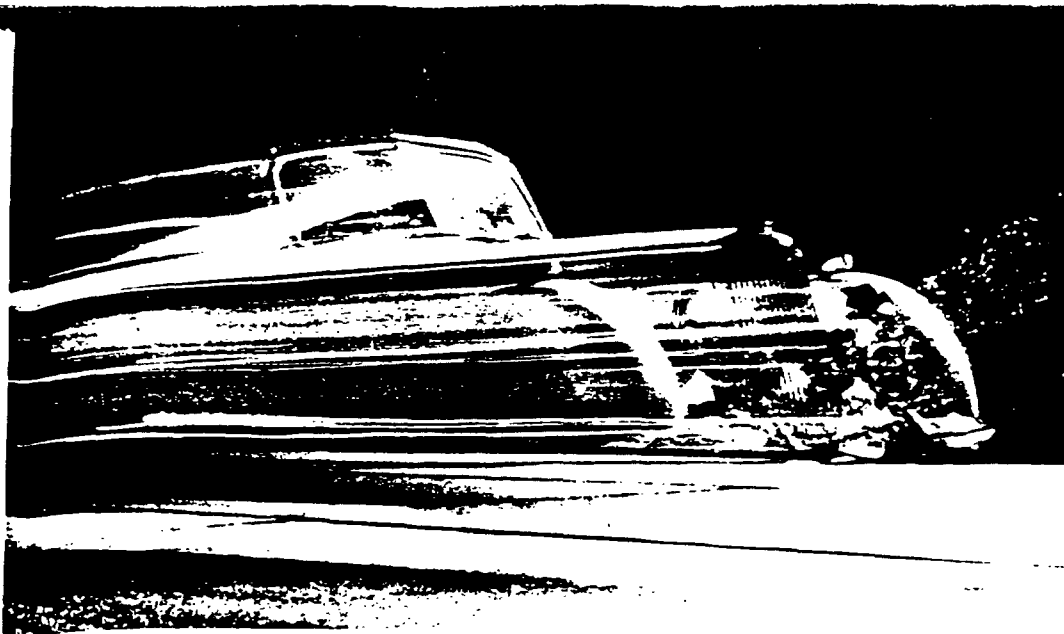


avoid making the errors that kill and maim. Eight such errors, those which cause the greater numbers of highway casualties, are shown on these and the next two pages. These scenes were specially staged by Arnold Eagle, photographer, and Ralph Graeter, safety consultant.



Right-of-way violators cause many serious accidents. Most of them occur at street or highway intersections that are clearly marked, as in the picture above. However, right-of-way crashes often happen where there are no such signs but where careful drivers could have

avoided the collisions. The man who swings out of his driveway onto a busy thoroughway without stopping to look obviously violates the right-of-way. So does the driver who, upon entering an unmarked intersection or crossroad, fails to yield the right-of-way to a car already there.



Speeding is the number one killer on highways and city streets. In 1950 it took the lives of 13,300 people and injured 475,000 more. It was the tragic error made by one out of every three drivers who were involved in the year's serious accidents. Exceeding the legal

limit is not the only form of speeding. Driving faster than is safe under existing conditions also is speeding. A driver may, for example, be traveling in a state where 50 is the speed limit but the road he is on is so winding and twisting that 30 becomes the top safe speed.

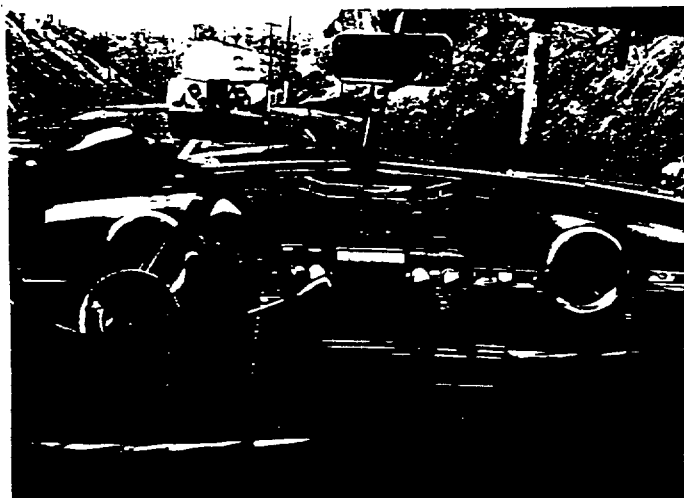


Improper signalling, confused signalling, failure to signal at all or not signalling soon enough before stopping or making a turn—are common driver-errors that often cause smash-ups. In the situation pictured above, the driver of the white car had interpreted the other

driver's hand signal as meaning—"I am bearing right onto the parkway." He immediately eased over a bit to his left and continued on his course, only to have the other car suddenly swing left into a U-turn right in front of him. The obvious result—a serious accident about to happen.



Passing on curves and hills, intersections and railroad crossings so clearly reveals poor driving judgment that the question "Why?" instantly arises. Are drivers unable to estimate their own speed and thus overtake and pass other cars at such dangerous places? Are they unaware of what may happen to themselves and others? Or is it sheer impatience?



Driving on the wrong side or in the middle of the road is another of the puzzling driver-errors. Some drivers do it because they want more room on either side in case of a blow-out. Others fear driving too far to the right and possibly going off the road. Some just take the middle, not aware that they may cause a head-on collision or sideswipe.



Reckless driving is the symptom of a dangerous driver-attitude. Whatever form it may take, from speeding, as above, to improper parking, it indicates a selfish disregard for the



Driving off the road is something no driver ever expects to do or to make other drivers do; yet it stands fifth on the list of highway killers and almost invariably is caused by



safety of all others on the highway, an unawareness of the automobile's potential for destruction, an unwillingness to accept the responsibilities that accompany the privilege of driving.



driver-error. Blinding lights or swinging too wide while passing may force another car off the road. And too often drivers forget that at every curve centrifugal force takes over control.



Passing on the wrong side, which leads to many crashes, may be either the cause or the effect of poor driving. The driver who hugs the white center line and refuses to move over is as guilty as the motorist who passes on the right. (*Reprinted from The Lamp, Standard Oil (N. J.). Buick & Olds loaned by GM; Rileys by J. S. Inskip.*)

I Resolve in '52...

January is a time for looking in two directions at once—like the god, Janus, who has two opposite faces. It is a time for looking back over the past year—on its pleasures and its sorrows, its mistakes and its achievements. It is a time for looking ahead and planning.

In the course of our planning, most of us get around to the business of making out a list of resolutions—resolutions that we believe—if followed—will lead to a healthier, happier, richer, more peaceful life.

A poll of a few Ethyl employees revealed some of the things that they have firmly resolved to do in '52. We arranged to get photographic proof of these Ethyl folk at work on their resolutions and present them on these pages for inspiration and enjoyment.



To get to work on time each and every morning

Gerry Harms of Eastern Region resolved to set her alarm a half hour earlier. But when seen early in January, she was still making this admirable 50-yard-dash. Awestruck passer-by is Jim Lonergan of N. Y. Advertising.



To wear the ties my relatives gave me for Christmas

George Sexton, of New York Finance, took one look at this tie and announced that his was the most courageous resolution of all. Even the dark glasses failed to make the gaudy pattern anything but gaudy.



To smile while my boss smokes those eternal cigars

Eleanore Schreyer nobly made her resolution while gently hinting that her boss resolve not to smoke them. She lost. Her boss, hidden behind a cloud of smoke, is Van Fleck, of New York Safety.





*To keep in good condition
with regular exercise*

The muffled and ear-muffled man bravely doing his setting-up exercises is Marshall McDorman, eastern region field engineer. Note that he's even opened the window—though only from the top, of course.



*To cheerfully give the baby
his two o'clock bottle*

John Koehnle, western region field engineer, big-heartedly promised his wife he would climb out of bed at 2 a.m. to feed their young offspring. And, all fathers take note, John's sticking to his resolution.



*To clean out our "Fibber
McGee" cupboard*

But where does one begin? That's what Rita Blaisus, of the business office, Detroit Labs, wants to know. Hubby Steve looks on, having resolved to make sure that Rita carries out her resolution this year.

*To find more time to play
with my children*

Frankly, it looks to us as though Chester Kelley of the Detroit Labs was just looking for a good excuse to play with his sons' trains. Family includes Larry, David and Jerry, and Chester's wife, Marion.



Leisure Bound



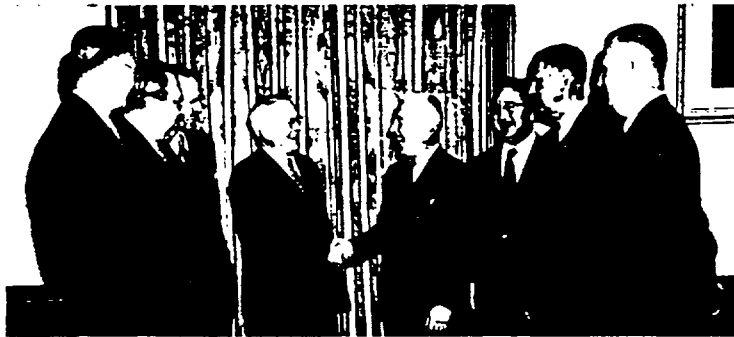
Jim Hyland

On November 30 many of Jim Hyland's Ethyl and Ethyl-Dow friends honored him with a farewell party at the Commodore Hotel. Above, Vice President Stanley Crossland presents Jim with a sterling tray, a gift from "his friends and associates in Ethyl and Dow." Seated at left is Edward L. Shea, president of Ethyl, and at right, Ivan F. Harlow, president of Ethyl-Dow.

The occasion was Jim's retirement after twenty years with the Company. Jim, secretary and assistant treasurer of Ethyl-Dow, joined Ethyl as an auditor in 1931. In 1934, he was appointed comptroller of Ethyl-Dow and was

the originator of their accounting system.

Bidding Jim farewell below is Ivan Harlow, president of Ethyl-Dow. Awaiting their turns are clockwise from left: Stanley Crossland, Ethyl vice president who is treasurer and a director of Ethyl-Dow; V. P. John Schaefer, an Ethyl-Dow director; Glenn Cantwell, assistant to Ivan Harlow; Shep McKeithan, assistant manager of the Freeport Plant; V. P. Graham Edgar, vice president and director of Ethyl-Dow; Jack Doohar, who succeeds Jim as secretary of Ethyl-Dow. Jim is retiring to his 30-acre farm in Newtown, Conn. to take up a new career as a model country gentleman.



Carrie MacMillan



Another 20-year Ethylite to retire in November was Carrie MacMillan of the General File Room at Detroit. Carrie was feted with a farewell party and gifted with a beautiful six-piece silver coffee and tea service and an electric toaster from her Detroit co-workers. At left, Carrie, Edith Bryant and Rose Lipsitz admire her presents.

Presenting her with her 20-year service award in October, Earl Bartholomew observed that, "The Company should make certain that Carrie's mental files are microfilmed before she leaves, since a wealth of information—impossible to catalog—is to be found there."

Jack Dooher Named Ethyl-Dow Secretary

Jack Dooher, assistant secretary of Ethyl-Dow Chemical Company since 1947, has been appointed secretary and assistant treasurer. Frank McNally has been named assistant secretary. Jack succeeds Jim Hyland who retired on November 30.

Jack, who will celebrate his fifteenth anniversary with the Company next month, joined Ethyl in 1937 and was named chief accountant of Ethyl-Dow the following year. Prior to his association with Ethyl he had been chief accountant for the Lauter Piano Company and assistant comptroller for the Frigidaire Corporation in Newark. Jack was born in Ireland and graduated from the New York Institute of Accounting and Commerce in 1931. He lives with his wife and children in Arlington, N. J.



Jack Dooher

Employees in Service Are Remembered

The Company remembered employees now in the Armed Forces in a special way this Christmas. Along with a letter of greetings from President E. L. Shea, each employee received as a gift an unusual knife—it has about as many useful gadgets as a knife could possibly have.

That the gift was appreciated is more than evident in this letter sent to the *Bulletin Board* by U. S. Air Force Captain Emerson Blair, who asked us to publish it for all to see. Emerson served for four years in World War II, rejoining the Company in 1946 as a field engineer in the Central Region. He went back into service in 1950 and is now stationed at Wright Field. We thought you'd enjoy reading about Emerson's life in the Army and are reprinting his letter here:

"A very pleasant thing happened to me this Christmas—all the more pleasant because it was unexpected. I received a lovely gift from Mr. E. L. Shea.

"It was only a pocket knife—but what a pocket knife. Every time I look at it, I find another gadget on it—it even has a pair of scissors!! I am so taken with the thing I carry it with me all the time and display it at every opportunity. My friends tell me I am more proud of it than I am of all my other presents combined. And I guess they are right.

"In any case, if what you sent me had only been a two-bit cigar, I still would have been mighty pleased. Thank you very much.

"I am at present being trained in automatic control work. The subjects include electronics, higher mathematics, servomechanisms, and aerodynamics. As you can see, my present sojourn in the military is not without its advantages. It is a rough go but mighty interesting, and it does keep me out of mischief. Those of you who know me well, take note of that last statement!

"I hope to see and be with you all again soon.

Sincerely,

(s) E. B. Blair"

13

BULLETIN BOARD—JANUARY

ETC 13082

Life With Ethyl

... two long-lost friends had luncheon in London recently—courtesy of Bayard Browne, Alexander Graham Bell and Lady Luck.

It began while Associated Ethyl's London representative, Berry Noble, was visiting the Bayard Brownes in Wilton, Conn. Berry learned that Gerald Skey, a friend he had known in the Far East years before and had been unable to locate since, lived nearby. Berry hurriedly phoned Mr. Skey's house, only to learn that he was on a trip to India.

But a few days later, another Wiltonite, visiting in London, ran into the elusive Mr. Skey, who had stopped off there enroute home from India. Word of the meeting soon reached Bayard Browne. The telephone wires started humming and before Berry left the States a luncheon reunion in London between Berry and his old friend Gerald Skey had been arranged.

... Ethyl Antiknock's Ben Penrose knew he had a nightly guest in his garbage can, but due to the striped variety of animal that frequents the area, it took him a while before he investigated closely. When he did, he found this self-possessed wild raccoon, now fondly called Mickey.

Ben hasn't told us whether Mickey prefers Sunday's dinner to Monday morning's leftovers. At any rate, he's always around whenever the garbage can is full.



... Central Region's Lou Wilson recently presented the Fire Power Show for the Texas Company in Chicago in a building at the end of the airport runway. Down the center of the room was a series of screens dividing the room into two parts—one side for the Fire Power Show, one for a birthday party being held by forty-five nurses. It seems the management was mixed up on their dates. With giggling nurses to the left of them and roaring planes above them, one might say the competition was a bit rough—but the show did go on.

Bill Rusher of Eastern Region can come pretty close to matching Lou's tale, though instead of giggling nurses he had howling dogs. It happened some time ago, when he was presenting the Fire Power Show at the Rochester Fire College. Again there were partitions down the center of the room—but this time there was a dog show on the other side.

... a certain Ethyl representative spent a week traveling with Central Region's Dolly Dollahan not long ago. In Grand Rapids his room number was 606, in Detroit, 666. Said Dolly, "If you were a betting man, you could bet on the sixth horse in the sixth race tomorrow and win."

Our representative decided to do just that and took along \$2.00 of Dolly's. The sixth horse in the sixth race came in first all right—but it didn't pay off to Ethyl's bettors. Our representative had taken a dislike to the jockey on No. 6 and bet on No. 7.

... what's that again department! One of the states, in replying to a follow-up inquiry on tank car taxes by N.Y. Finance, began as follows: "We do not find your letter of June 12, 1951 but regret very much that it was not answered."

The Raccoon Who Came to Dinner



Holiday Fun

Tw'as just before Christmas
And through every region
All work was forgotten
And parties were legion.
Best dresses and ties
Had been put on with care.
An air of festivity
Filled all the air.

New York

In the scene at top, Ethyl New Yorkers enjoy themselves at the Park Lane Hotel. The festivities began at 12:30 on December 21 and lasted til four. In keeping with the Christmas tradition, everybody brought toys to be distributed by the Children's Aid Society. Meanwhile, Erma Harris, Jessie Halton and Betty Beach beamingly preside over the toy table (above) full to overflowing.



Tulsa

Before the Christmas tree at Tulsa party above right, are standing, from left: Wahneta Reis, Al Ramsey, Santa Dale Miller, Joyce Naifeh, Betty DeLarzelere, Frank Boucher, Ann DeVore, Carl Bartholomew, Francis King, Cerise Cowley, Olive Huxtable, Kathleen Bartholomew, Rosalie and Bill Reed, Jane Davis, Len Huxtable; seated: Irene Gray, Frank DeVore. At right, June Miller arranges hubby's whiskers while Maxine Douglass, Harold Berg, Frank DeVore, Len Huxtable, Charlie Rankin, Helen Berg, Bob Douglass look on.





Chicago

Central Region employees were the first to celebrate the holiday season. They held their Christmas party at the Blackstone Hotel in Chicago on December 14. In the front row above, reading from left: Jack Pruitt, Bob Mead, Bill Lynch, Pat Johnson, Jack Bailie, Kae Broderick, Jack Fuller; row 2, Harry Mack, Sam Wagner, Mel Olson, Sue Schaible, Ham Greenup; row 3, Al Bingham, Bill Polachek, Alice Rhodes, Norm Swanson, George Rose; row 4. Norm Linstromberg, Joe Hopkins, Barbara Heim, Jack Maynard, Mary Bosco, Dolly Dollahan, Bob Smith. Mac Murdock, Al Ryan, Deane Birkes are at far end.



San Berdu

"Our biggest and best Christmas party" is the word from San Berdu. About 65 Ethylites and their wives assembled at Club Oaks on December 15 to dine, sing and make merry. Shown clockwise from left are: Whitey and Alpha Gruwell, Rosemary Purdew, Ellis Ringwald, Jim Terrell, Dean Whitehead, Harry Perdue, Shorty and Edie Guinn, Bob and Margaret Adams. Bill Hancock won the title of Maestro for his spirited leading of Christmas carols. That's Bill, very much in action, below. And, according to reports, everybody was in good voice.



Dayton

The Dayton gathering was small but it looks as if Santa made it to their party. Opening their presents on Christmas Eve are Harry Mack, Marian Geiger and Wally Distler. The fourth member, Lou Slack, holds the camera.



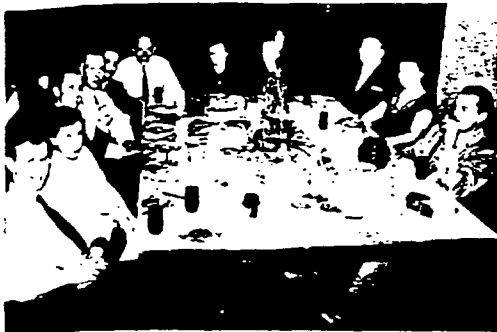
Detroit

The big day in Detroit was December 15. The place—the Veterans Memorial Building. The menu—an enormous Smorgasbord dinner, partly visible above. Approximately 315 people attended, including the Birmingham Ethylites who came down for the second year by chartered bus. The door prize, a clock radio, went to Helen Carrico of the Road Test Department. That the party was a huge success was largely due to the able management of Chairmen Wilkie Wilkinson & Art Hawkes.



Los Angeles

Santa Don Chapman had already paid his visit when this photo of Los Angeles folk was taken. Reading from left to right above: Fred Naylor, Bob Mead (visiting from Kansas City), Hume Chenault, John Koehnle, Delle Cardwell, Aili Koskela, Frank Elliott, Bill Van Wyck (in rear on stilts), Alberta Soffel, Don Chapman, Dorothy Sharman, Nelson Hough, Ray Daugherty, Helen Embrey, Ray Wynick, Ed Watson, Marv Russell, Jim Hodges and Herb Peters. Informally posed in front are Bo Weill, Frances Oppenheimer and Ted Littlefield.



Kansas City

You don't need a large staff for a successful Christmas office party—just good fellowship. Above, North Kansas City Lab employees and wives have fun at their informal get-together on December 20. Seated around table clockwise from left to right are: Ed and Beverly Mulligan, Bill Ludt, Nathan Fay, Remi Amelunxen, Ed Otto, Lola Chinn, Bernice and Preston Williams, Helen Ludt and Bill Howard.

Yonkers

The roads were icy and dangerous on December 20 in Yonkers, but most employees from the Lab braved them to reach their Christmas celebration, held at Schmidts' Farm Restaurant in Scarsdale. In foreground, Harold Flood, Fred Robinson, George Gier, Virginia Mitchell. Around the table from left: Laurretta Towers, Louise Hill, Cliff Pope, Marie Pettit, John Jones, George Carpenter, Elmer Mahlke, Walter Bauer, Jack Travis, Fred Ramin, Emma Reiss, Hudson Kellogg, and Chris Bruhl.



25 - Milestones - 20



Oscar Lewis



Cleve Walcutt



Guy Keller

Oscar Lewis, vice president of Ethyl Antiknock, Ltd., celebrates his twenty-fifth anniversary with the Company this month. During his 25 years with us he has handled many varied assignments in this country and abroad.

Oscar joined Ethyl in 1927 as a field representative and did promotion work in New York and New England. When "Ethyl" gasoline was introduced in England later that year, he went over to supervise the installation of blending plants and help market the new product. Back in the States he worked successively as a field representative in the middle west, manager of the old Baltimore Division, safety manager, and assistant general sales manager. He transferred to Ethyl Antiknock, Ltd. in 1949 as general manager and took over his present position in 1951.

Oscar was born in Brooklyn and educated at Dartmouth and Columbia. He and his wife and children now live in Toronto, where Oscar is a member of the Canadian and Granite clubs.

Cleve Walcutt, of Detroit, who also joins Ethyl's 25-year club, started his career with us at the Yonkers Lab. His first assignment was on the construction and development of knock test engines—the first units used in the United States. When this work was taken over by the Coordinating Fuel Research Committee, he helped establish standardized procedures for knockrating fuels.

Cleve's subsequent road test activities came to an abrupt end when he designed the control equipment for simulating road operations on the indoor chassis dynamometer now used at Detroit. He then began studying the combustion chamber deposit problem, and was instrumental in developing apparatus to differentiate between knock and wild-ping. His recent activities have been in the newly-organized field of combustion research where he is in hot pursuit of pre-combustion phenomena as described in several recent papers which he co-authored.

Cleve and his wife, Lucille, live in Birmingham, Mich.

Guy Keller, who holds down the job of deputy manager at our Baton Rouge Gasoline Testing Lab, joined Ethyl twenty years ago as a chemist at the Baton Rouge Lab. With the exception of a year and a half spent in Yonkers during 1935 and 1936, he has been in Baton Rouge ever since.

Guy, a native of the Pelican State, graduated from Louisiana State University with a B.S. in chemistry. His first job was with Standard Oil Company of New Jersey. He was a member of their Student Engineering Training School before coming to Ethyl.

His busiest activity right now is trying to keep up with his five children—three boys and two girls, ranging in age from 2 to 17. Guy is a member of the Baton Rouge Professional Chapter of Alpha Chi Sigma, and a contributing editor of the *Bulletin Board*.

5-10-15

It's the fifteenth Ethyl anniversary for: Vincent Hnizda and George Thomson of the Detroit Research Labs; and Verna Rahe of the Cincinnati Medical Department.

Now wearing ten-year-pins are: Silas Eaton, George Emery, Bill Gilpin and John

Lewis of the Detroit Research Labs; and Harry Manning of Western Region Sales.

Receiving service awards for their fifth anniversary with the Company are: Laura Day, of New York Product Development; and Frank McCahill, Jr., of New York Finance.

Harold McCauley

Harold McCauley, 47, died in a Tulsa hospital December 5, one week after undergoing an operation.

Harold was born and educated in Yonkers, N.Y. He joined our laboratory there in 1929, working at first as a machinist helper. A promotion to lab technician and engine operator soon followed. In 1940 he was transferred to Tulsa as a gasoline technician.

Services were held in St. Francis Xavier Catholic Church in Tulsa, with interment in Rose Hill Burial Park. Acting as pallbearers were: Charlie Rankin, Al Ramsey, Howard Hamaker, Dale Miller, W. L. Cowley and C. J. Baumann.

Surviving are his wife, Marguerite; a son, Richard McCauley; two daughters, Mrs. Edward Munter, Harrison, N.Y., and Mrs. C. Sapienza, Yonkers; two brothers, Ray McCauley, Crom-



Harold McCauley

well, Conn., and Francis McCauley, Yonkers, and two sisters, Mrs. Marguerite Walker and Mrs. Gertrude Fuches, Yonkers.

Gil Way on Air for Ethyl

Gil Way went on the air for Ethyl and the American Chemical Society last month and made quite a hit with his radio audience. He was featured on "Headlines in Chemistry," a 15-minute interview-type program sponsored by the San Gorgonio Section of the ACS over radio station KITO in San Bernardino.

The aim of the show is to present in entertaining and interesting fashion the activities of scientists in the San Bernardino-Riverside area and explain how their work affects the listeners. Gil, technical representative in the Western Region, discussed the operation of our San Bernardino Laboratory

and its relation to the overall progress being made by Ethyl and the oil industry. Gil also explained just what high octane gasoline is and what factors should influence a car owner in deciding whether to use regular or "Ethyl" gasoline.

Bob Adams, head of the San Berdu Gas Testing Lab, worked with Gil in preparing the script for the program.

The radio station received many favorable comments on our participation. Most amusing came directly to Gil from one of his friends in the oil industry. "He cussed me out," said Gil, "because my radio voice made such a big hit with his wife."

Anderson and Wilson

Merrill Anderson and Grover Wilson presented a paper before the National Fuels and Lubricants Meeting of the Society of Automotive Engineers in Chicago. Its title was, "Effectiveness of Amyl Nitrate in a Full-Scale Diesel Engine." Merrill is a research engineer and Grover is diesel engine-products coordinator at the Detroit Labs.

Jim Baldwin

Jim Baldwin has been elected a member of the executive committee of the New Jersey Chapter American Society of Safety Engineers and is chairman of the membership committee. Jim is chief safety engineer in the Eastern Region.

Harold Berg

Harold Berg, southern regional manager, has been elected district chairman of the Kansas-Oklahoma District Oil Industry Information Committee. Harold was elected to serve during 1952 and '53.



Harold Berg, newly-elected chairman of the Kansas-Oklahoma OIIC, chats with H. A. Trower, former chairman, as J. B. Smith, vice-chairman, and R. E. Featherston, look on.

Betker, Rifkin and Walcutt

A paper, co-authored by several Ethyl men, titled, "Early Combustion Reactions in Engine Operation" was presented at the National Fuels and Lubricants Meeting of the SAE. The authors, Cleveland Walcutt, Ellis Rifkin and George Betker, are research engineers at the Detroit Labs.

Bond and Hebert

Carroll Hebert, supervisor of safety at Baton Rouge, has been elected treasurer of the Louisiana Safety Association. Clint

Bond, general manager of manufacturing, who was president of the association during 1951, received a plaque for outstanding community service at the recent annual meeting.

Brewster, Brown, Gish, Rifkin and Warren

Thirty-five mechanical engineering seniors of the Michigan State College SAE Student Group visited the Detroit Labs recently. Ben Brewster of Tech Service briefed them on the Company's over-all operations preceding the tour. Rollin Gish and Joel Warren took the visitors through the Engineering Laboratory, and Ellis Rifkin and Jerry Brown were the Chemical Division hosts. Professor George W. Hobbs, of the M.S.C. Mechanical Engineering Department, was in charge of the group.

Ted Carron

Ted Carron, of Detroit Chem Research, spoke before the student chapter of the American Institute of Chemical Engineers at Wayne University recently. His topic was "The Value of Technical Society Memberships in Professional Development."

Chuck Colvin

Chuck Colvin, manager of purchasing at Baton Rouge, is chairman of the Parking and Traffic Committee of the Baton Rouge Chamber of Commerce. He recently addressed two groups on the subject of "The Traffic Problem in Baton Rouge," and also spoke before the Purchasing Agent's Association of New Orleans.

Dolly Dollahan

Dolly Dollahan assisted executives of the Old Dutch Refining Company in an orientation program for five foreign oil company officials who are touring the U. S. under ECA auspices. The refinery tour and luncheon were held in Muskegon, Mich. on November 23. Dolly is an account representative for the Central Sales Region.

Frank Elliott

Frank Elliott discussed engine performance and durability at a recent Fuels & Lubricants Meeting of the Northern California SAE held in the San Francisco Engineers Club. Frank, veteran fleet engineer in the Western Region, headquarters in Los Angeles.

Ray Faller

Ray Faller, manager of training, spoke on training methods used in our Sales Department at a symposium on "Role Playing in Training." The meeting was sponsored by the National Association of Training Directors and held in New York on November 29.

Curricular

Hall, Hesselberg and MacEwen

Hess Hesselberg and Cap Hall, of the Detroit Labs, spoke before the resident chemists from British American Oil Company refineries in Montreal on November 6. Hess discussed TEL effectiveness and combustion research work and showed the new film, "Fundamentals of Fuel Knock." Cap's subject was "Engine Cleanliness." The meeting was organized by Mac MacEwen, automotive engineer of Ethyl Antiknock, in Toronto.

Duke Hartsfield

Duke Hartsfield, of Baton Rouge, was chairman and leader of a panel discussion on plant housekeeping at the third annual Plant Maintenance Conference in Philadelphia.

Hebert, Henry, Porch and Robertson

Steve Henry, director of community relations at Baton Rouge, served as general chairman and a principal speaker at the annual conference of the Louisiana Safety Association. It was held at Louisiana State University early in December. Also taking an active part were Carroll Hebert, safety supervisor; Mike Porch, safety engineer; and Don Robertson, supervisor of publications.

Steve's busy calendar also included speeches at the annual banquets of the LSU Chapters

of Tau Beta Pi, honorary engineering fraternity, and Scabbard and Blade, military fraternity, and acting as master of ceremonies of the first annual Water Resources and Utilization Symposium banquet, also at LSU.

Woody Merritt

Woody Merritt, Ethyl Chloride labor foreman at Baton Rouge, was conductor and principal speaker at the Christmas Safety Program of the Anderson-Dunham Concrete Company in Baton Rouge. His subject was "Safety as I See It."

Dale Miller

Dale Miller, office manager for the southern region, appeared on a television program over Station KOTV on December 13. Dale, Luther Williams, Sunray Oil Corporation, and Raymond Carr, of Sinclair Oil Corporation, took part in an informal discussion. They brought out facts to substantiate Tulsa's claim to the title, Oil Capital of the World—and Dale, incidentally, got in several good plugs for Ethyl.

Al Tandrup

Al Tandrup addressed 50 members of the Montreal Chapter of the SAE and the Engineering Institute of Canada in Montreal recently. He spoke on "Some Factors Affecting Commercial Engine Durability." Al is in the Commercial Engine and Fleet Section of the Detroit Labs.



So that many of the underprivileged children in Detroit would be remembered by Santa this Christmas, employees at the Detroit Labs again volunteered their time and talents to dress 43 dolls for the Goodfellows' annual campaign. Preparing the dolls for delivery to the collection station at the J. L. Hudson Co. are (left to right): Zelda Heil, Emele Brooks, Shirley Walters, Dorothy Rhoades, Florence Held, Margaret Dullinger, Anne Gildemeister, Jeanne MacLeod. In the store contest, Anne Gildemeister's doll placed seventh in the "Tailored Class."

NEWS IN PIX



These Ethylites are charter members of the Baton Rouge chapter of the Desk and Derrick Club, a rapidly-growing national organization of oil industry women. Doris D'Aquin (standing at left) was elected president of the B. R. chapter. Shown with her are (seated, from left) Martha Monroe and Wilma Loudon; (standing) Margrette Henry. All are secretaries at our Baton Rouge Plant.



Fifty-five mechanical engineering students from Illinois Institute of Technology visited the Detroit Labs on December 14. Here Max Roensch (center), research supervisor on engine development at the Labs, is shown with men who made arrangements for the tour. On the left: Edward Mercanti, I.I.T. faculty advisor in charge of the student group, and George Paul, SAE student chairman at I.I.T. At right: B. W. Bogan and Dean Engel, of Chrysler Corp. Mr. Bogan is vice-chairman for student activities of the Detroit section, SAE.



Forty-one employees of the Detroit Labs donated blood in the current Red Cross drive to build up depleted stocks for Korea. Shown above, before leaving for the donation center, are (from left to right): Morley Morgana, Ivar Krohn, Dick Baker, Harold Orloff, Glenn Irish, Mary Corner, Jerry Brown, Nurse Stephanie Ciul, and Red Cross drivers, Mrs. Carl Metz and Mrs. Ivor H. Williams.

The four smiling men in the photograph below represent more than 100 years of Ethyl service—and bring together a lot of Ethyl know-how and experience. They are, reading from left to right: Frank Elliott, fleet engineer, Los Angeles; Bud Johnson, West Coast terminal supervisor; San Wagner, vice president in charge of sales; and Hume Chenault, chief safety engineer in the western region. The photo was taken before a 1902 Liberty Brush at the open house of the new Los Angeles building. Our four Ethylites have good reason to look so happy. The new building is the culmination of a great dream, which these men worked hard to make come true.



Ethyl's Technical Meeting Accents Our Widening Chemical Role

Murdock and Pruitt Get New Posts

Kitzmiller Appointed Associate Medical Director

API Meeting Sets Two Records

Turnley Appointed Consultant

Ethyl Show Called to the Colors

Murdock Meets With Men of Central Region

'Fire Power' Film Released

The Flood of '51

From 100 Frenchmen to -

Melting Pot of Millions

Houston Supervisory Staff Named

Advertising Program Expanded to Sell More Motorists

API Lionizes Lamb

IN PROOF OF PROGRESS

Visitors' Handbook Earns Praise

Hayes Gives Lisa Power Show

Jim Bondrean Named Public Relations Director

A HAND WORTH SHAKING

LSU Game Heard Overseas

Olivia Jones Named to PAD Post

Headlines of 1951

Ethyl's S-Man

Will Carry the Word to Our Customers

NEW FIELD TO CONQUER

Agribusiness

TV Kick-Off Luncheon

Reo Schoolhouse

Ethyl Scientist Visits Labs Abroad

Learn First Aid

Earn Red Cross Pin

WHEN THE SIREN WAILS

Turner Elected Vice President

Five Men Move Up to New Management Posts

A Bigger and Better Building No Ready for Business in Los Angeles

New Group Insurance Plan Announced

Lifeline to the Front

Research & Engineering Staff Changes Announced

Accident Rate Drops 46% at B. R. Plant

Scotty's Back in Uniform

We're All Ethyl Salesmen

TO CONQUER

Chemicals

TV Kick-Off Luncheon

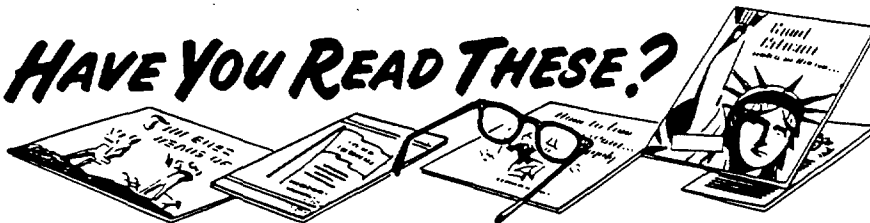
Reo Schoolhouse

Ethyl Scientist Visits Labs Abroad

Learn First Aid

Earn Red Cross Pin

HAVE YOU READ THESE?



The following booklets are scheduled for release on your reading rack. They cover a wide variety of subjects, some of which may be of interest to you. Take a look at them and see.

* * * * *

HOW TO LIVE A HUNDRED YEARS . . . HAPPILY was first heard as a radio address by Dr. John A. Schindler and was later hailed as the "Speech of the Year." According to Dr. Schindler, at least 50% of all the people going to doctors in the United States are suffering from a psychosomatic illness. In this important booklet, Dr. Schindler tells you how to prevent or cure this type of sickness by doing eight things. They're his key to living 100 years—happily.

* * * * *

WHERE DOES DUTY END? is the leading story in a booklet of inspiring selections from *Guideposts*. Captain Francis Reilly, eligible for honorable discharge after losing an eye in Korea, did a lot of thinking before he decided

where his duty lay—with his family or with the Army. In this article, he tells what decision he made and why.

In **WITH TRUST THEY CLIMB**, Floyd Starr relates a heartwarming story about his Commonwealth for Boys in Albion, Michigan.

To a world confused about drawing the line between right and wrong when black and white have run together in a large area of grey, Dr. Norman Vincent Peale offers a formula for clear cut decisions. You'll find it in his article, **HOW TO KNOW YOUR OWN GREY MARKET MORALS**.

* * * * *

ROAD MAP TO ADVENTURE is Donald Culross Peattie's recipe for the time of your life. Motoring requires more than careful driving if you're to realize the freedom and adventure of the road. Mr. Peattie tells you how you can take to the open road and make it your ribbon of adventure.

Shift Key

Frank Baldwin, who transferred to New York Product Development on a temporary basis last year, has been permanently assigned to that department. Frank joined Ethyl in 1948 as a research chemist at the Detroit Labs.

Ray Daugherty and **Ed Watson**, who started with us as engineers-in-training, have now joined the Western Region sales staff.

Grace Ferguson, formerly of the Yonkers Lab and more recently of N.Y.

Safety, is now secretary to Bill Ball.

Joan Halligan, who started in the New York Mailroom, has been assigned to Sales as a stenographer.

Dorothea Held has been transferred from New York Stenographic to Product Development as secretary to Charlie Smith and Dick Porter.

Genevieve Corcoran Murphy, former secretary to Harry Kaley, is now Girl Friday for Mac Murdock, newly-appointed general sales manager.

Right About Face



Jack Pruitt

Mac Murdock

It seems to us that there is no need to point out to you eagle-eyed readers the mistake in picture captions on page 6 in the last issue. Our phone became very busy as soon as the magazines were out and we are under the impression that everybody in the Ethyl Corporation was aware of the error. But lest anybody is confused about what face goes with which name, we are printing above pictures of our new sales manager, Mac Murdock, and the new central regional manager, Jack Pruitt—properly identified, and with apologies for last month's error.

Mac didn't seem to mind—thanked us for giving him hair and reported that he's received lots of notes from friends throughout the Company. The exact nature of their comments he failed to reveal.

This is a brand new picture of Mac (you notice this time, no chances were taken on a switch in captions) taken at the farewell party given for him in Chicago. He came East with a handsome new traveling bag, good-bye gift from Central Region friends.

Maurice Gilbert, of New York Finance, has been granted a military leave of absence to enter active service in the Air Force. Commissioned a 2nd lieutenant in the Organized Reserve last June, Maurice is now studying to be a Finance officer at Lackland Air Force Base in Texas.

17 Men Promoted to Houston Posts

Promotion of 17 Baton Rouge employees to supervisory positions at the Company's plant now under construction at Houston has been announced. Three supervisors and 14 area foremen were named.

Heading the list of promotions is Clarence Lowe, who will be chief supervisor of maintenance. He has been sodium maintenance supervisor at Baton Rouge, and was elected president of the Ethyl Management Club for 1952.

The two other supervisors named are John Keyser and Ed Darragh. John moves up to become supervisor of data at Houston from his job as assistant data supervisor at Baton Rouge. Ed, who has been supervisor of export shipments, becomes supervisor of traffic and shipping at the new plant.

Bound Volumes of News and BB

For those who would like a permanent record of the activities of Ethyl and its employees during 1951, bound volumes of *Ethyl News* and *Bulletin Board* will be available at cost to Company employees.

The price this year, covering the cost of imprinting the purchaser's name on the cover in gold, will be \$2.85 for the *News* and \$2.50 for the *Bulletin Board*. The *News* will be bound in red buckram and the *Bulletin Board* in blue.

Requests should be sent as soon as possible. If you wish to place an order for either or both magazines, please make your check payable to the Ethyl Corporation and send it to the Public Relations Office, Ethyl Corporation, 100 Park Avenue, New York 17, N.Y.

Recent Arrivals

GLEN and MARGARET IRISH—a girl, Shirley Ann, born December 18. Weight: seven pounds, thirteen ounces. This is their second daughter. Glen is a physical chemist at the Detroit Labs.

BOB and MADELYN MARKS—a girl, Janet Ann, born November 1. Weight: nine pounds, three ounces. Bob is in New York Multilith.

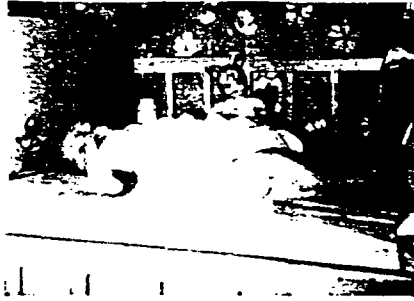
ED and BEVERLY MULLIGAN—a girl, Mary Theresa, born December 28. Weight: six pounds, nine and one-quarter ounces. Ed is a technician at the North Kansas City Lab.

DON and MILLIE OFFORD—a boy, Thomas Donald, born November 14. Weight: nine pounds, nine ounces. Don, who's at our Detroit Research Labs, has two other children, Jimmie and Susie.

ED and DIXIE OTTO—a girl, Margery Kathryn, born December 24. Weight: six pounds, nine ounces. Ed is deputy manager of the North Kansas City Gasoline Testing Lab.



Thomas Donald Offord, just ten minutes after arriving on this planet finds the bright lights a little too much to cope with and keeps his eyes shut through this picture taking ordeal. The ingenious Dr. Eugene Rowey is the man behind the lens.



Young Janet Ann Marks takes a sleepy look at the bright new world. Janet Ann is the first child of Bob and Madelyn Marks.

DICK and MELISSA SCALES—a boy, Douglas Scott, born December 12. Weight: eight pounds, one ounce. Dick, director of technical service, Detroit, also has a daughter, Melissa.

WARREN and MILDRED VALERO—a girl, Judith Anne, born September 20. Weight: six pounds, ten ounces. Judith Anne is the granddaughter of Anne O'Neill of New York Stenographic.

CAL and CECILIA WORRELL—a girl, Judith Mary, born December 8. Weight: seven pounds, fourteen ounces. Cal is a research chemist at the Detroit Labs.

They're Married

Anne Harmon, chemist in the Analytical Section, Detroit, became the bride of Joseph Hackman on December 29. The couple will make their home in Redford Township.

Mary Elizabeth Sherburne, stenographer in the Toronto office of Ethyl Antiknock, was married to Philip N. O'Hara on November 10. The couple, who spent their honeymoon in New York City, live in Toronto.

A week before their wedding, the Toronto staff of Ethyl Antiknock, Ltd. presented Betty with a damask linen tablecloth and matching napkins.

The Spirit of Christmas

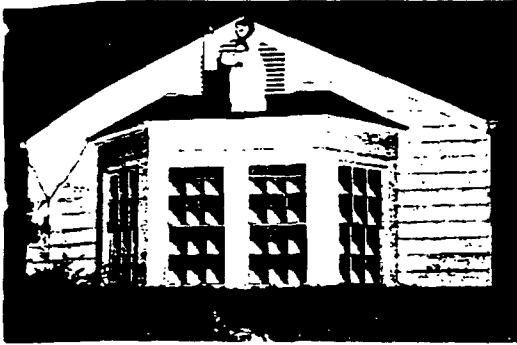


They may not have any snow-capped fir trees to inspire them, but Ethyl employees in Baton Rouge really proved that they do have more than their share of the Christmas spirit. In contests on home lighting and decorations for Christmas, Ethyl families

Mr. and Mrs. Joseph Christy not only proved that Santa really made it to Baton Rouge but they won first prize in the \$1 to \$15 division of the city's annual lighting and decoration contest as well.

cate) contest. Winners in the \$1 to \$15 division were Mr. and Mrs. Joseph Christy. Copping first prize in the \$15 to \$30 group were Mr. and Mrs. Ben Burge, and taking first in the over \$30 division were Mr. and Mrs. E. L. Alford.

Mr. and Mrs. Edgar Gros took first prize in the Port Allen contest. Mr. and Mrs. Duke Hartsfield won second prize in the Zachary Garden Club contest, and, in Slaughter, the second prize winner was Ledru Fulkerson.



This plywood girl and candle, plus snow-covered window panes and candy sticks and ribbons around the entrance at right, (not visible in the picture), brought first prize in the \$15 to \$30 division to Mr. and Mrs. Ben Burge.

entered in—and by dint of hard work and ingenuity captured the three top prizes in Baton Rouge. They also took first place in Port Allen, across the river, and captured second place in Zachary and Slaughter, two nearby towns.

In Baton Rouge, Ethylites took first place in all three divisions of the local newspaper's (*The Morning Advo-*



Mr. and Mrs. E. L. Alford won first prize in the over \$30 division for their elaborate depiction of the birth of Christ. Their very unusual display attracted wide attention throughout the city.



Charlotte Allen

Charlotte Allen, chemist, Detroit Labs . . . born in Highland Park, Mich. . . . graduated cum laude from University of Detroit with B.S. degree . . . formerly an analytical chemist for Chrysler Corp. . . . lives in Detroit with her husband, Everett.



Victor Alling

Victor Alling, stock clerk, New York . . . born in Bronxville, N. Y. . . . attended White Plains High School . . . assistant golf pro at the Scarsdale Golf Club before coming with Ethyl . . . is a sports enthusiast . . . lives with parents in Hartsdale.



Margaret Ball

Margaret Ball, Mailroom, New York . . . born and educated in Brooklyn . . . formerly assistant supervisor of file department for Home Insurance Co. . . . photography's her No. 1 after-hours pastime . . . lives with parents in Brooklyn.



Eleanor Clum

Eleanor Clum, stenographer, New York . . . Barre, Vermont is her birthplace . . . attended schools there . . . formerly a secretary with The Nestle Company, Inc. . . . lives in the Bronx with her husband, Donald.

Jane Davis, secretary, Tulsa . . . born in Kansas City, Mo. . . . Associated Arts degree from Junior College there . . . lists interior decorating and public speaking as her favorite extra-curricular activities . . . lives with her husband in Tulsa.

Shirley Gray, stenographer, Detroit Labs . . . born in Detroit . . . attended Great Lakes College and Detroit Business University . . . formerly worked for Vickers, Inc. . . . her favorite hobby is photo tinting . . . she and her husband live in Ferndale.

James Jolly, technician, Detroit Labs . . . was an R.O.T.C. cadet at Michigan State College . . . graduated with a B.S. degree . . . also attended Universities of Southern California and Wisconsin before joining Ethyl . . . his home is in Berkley, Mich.

Jean Kleasen, chemist, Detroit Labs . . . born in Buffalo, N. Y. . . . received B.S. in chemistry from Michigan State College . . . formerly worked for the New York Telephone Company . . . hobby: "getting the most out of life" . . . lives in Detroit.

Jean Kleasen



Jane Davis

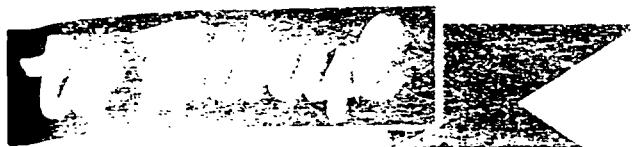


Shirley Gray



James Jolly





Helen Larson



Edmund Lee



Patricia Mattice



Helen Larson, new member of the micro-filming group in the Information Division, Detroit Labs . . . born and educated in Detroit . . . she came to Ethyl as a temporary employee last January and has now switched to the "regulars."

Edmund Lee, assistant counsel, New York . . . born in Bayshore, N. Y. . . . B.A. from Princeton and LL.B. from Yale School of Law . . . formerly practiced law in New York City . . . lives in Bronxville with his wife and their two children.

Patricia Mattice, Mailroom, New York . . . born and educated in Roxbury, N.Y. . . . worked there before joining Ethyl . . . favorite hobby is music—she plays the piano, organ and clarinet—also likes dancing, skating . . . lives in New York.

Richard Renius, draftsman, Detroit Labs . . . born in Detroit . . . attended Michigan State College and Valparaiso University . . . formerly with Chrysler Corp. . . . favorite extra-curricular activity is painting in water colors . . . lives in Detroit.

Mary Ryan, stenographer, New York . . . born in Glen Cove, N.Y. . . . E.S.S. from Emmanuel College in Boston . . . formerly worked as secretary for her father . . . hobbies include golf, bowling and skiing . . . lives in Manhasset with parents.

Bertha Snyder, Cafeteria, Detroit Labs . . . born and educated in Sparta, Tenn. . . . formerly with Huyler's and National Automotive Fibers . . . she keeps house for her husband, Leonard, in Detroit . . . they have one daughter, Katherine Jane.

Dorothy Tobin, Information Division, Detroit Labs . . . Fenton, Michigan is her birthplace . . . attended Michigan College of Mining & Technology and University of Detroit . . . lives with father in Detroit.

Eleanor Vekovius, stenographer, Detroit Labs . . . born in Detroit . . . is a graduate of Lincoln High in Ferndale . . . hobbies include golf, swimming and square dancing . . . lives in Ferndale with her husband and two children, Alan and John.

Richard Renius



Mary Ryan



Bertha Snyder



Dorothy Tobin



Eleanor Vekovius

Our Contributing Editor the EYES and EARS of ETHYL

Don Chapman, our Los Angeles correspondent, is a man with a sense of humor and fifteen hats. Claims he has the hats lined up in his office so that he can answer the call of duty in proper attire. An Ethyl field representative, you see, is a very versatile fellow—Don's duties take him down the paths of a fleet engineer, passenger car engineer, tractor engineer, safety engineer, account representative, major-domo of sales promotion meetings, glad-hander at Ethyl parties, worker on new buildings, mover of old buildings, repairer of machinery, tune-up mechanic and Community Chest worker (Section Chairman last year) to name just a few!

Life for Don started out comparatively peacefully in New Jersey. He attended various prep schools in the East before entering Georgia Tech, where he was working for B.S. degrees in Mechanical and Industrial Engineering when World War II came along. After serving for four years as a lieutenant in the Second Armored Division, three of them overseas, he was repatriated to the U. S. in 1945.

Don returned to Georgia Tech for his degrees. Then, intrigued with the picture of life with Ethyl as painted by Ray Faller, Alan Tully and Harold Berg, who came to the campus to interview candidates for jobs, he decided to learn more about octane numbers. After a year under Ray Faller's tutelage at the Detroit Labs, Don was routed to the West Coast in 1947.



Don Chapman

Don was a bachelor until 1942 when he "fell prey to a wonderful girl in Winston-Salem, N.C." After a greyhound courtship in North Carolina, Washington, D.C. and Fort Dix, N.J., he and Peggy were married on one day's notice just a week before he left for Europe with the Armed Forces. There was no time for a wedding rehearsal. Consequently, Don reports that he and his best man entered the church by the wrong door and appeared through the jungle of plant decorations feeling as if they were on a safari into darkest Africa.

After nearly five years in Los Angeles, Peggy claims she has nary a trace of a southern accent. According to Don, that is an audible delusion. Peggy and Don have two little red-heads—Annsley, 4½, and Donald, 2½.

When he's not wearing one of his fifteen hats, which, Don reports, keeps him "fairly busy," he works at his hobbies—cabinet making and gardening, and takes correspondence courses from I.C.S.

Summing up the life and times of Chapman, we quote this unsolicited testimonial for Ethyl and California: "I find Ethyl an excellent company to

work for—I think I am in the garden spot of the country—you cannot beat the variety and the hours, although somewhat erratic sometimes, when you are trying to squeeze 26 into 24, and I'm always amazed to find that I come out even in the end."



OIL-ALMANAC

The history of our industry is packed with interesting facts, figures and events. The highlights will be reviewed each month in this new feature.*

JANUARY 12. A coast-to-coast hookup brought the first performance of Ethyl's "Tune-Up Time" to the nation's motorists on January 12, 1939. "Tune-Up Time" was part of Ethyl's national advertising program, which for the past 28 years has helped develop and expand the premium gasoline market.

JANUARY 16. The patent application of Dr. Rudolph Diesel for his revolutionary engine was first made public on January 16, 1893. This patent was issued to the French-born German scientist a short time later, though it was not until 1895 that the first real diesel engine was built. The engine was first exhibited publicly at the Antwerp exposition three years later.



JANUARY 18. The first commercial high compression gasoline tractor was sold on January 18, 1935. An Ohio farmer bought it on the promise of greater power, from a set of blueprints and specifications. Ethyl tractor engineers played a big part in its development, pioneering conversion experiments and working with manufacturers to develop the most efficient engine.



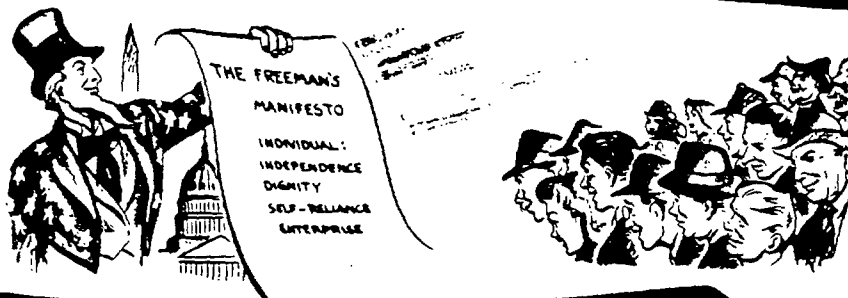
JANUARY 26. Glenn Curtis lifted the first hydroplane into the air on January 26, 1911, at San Diego, Calif.

JANUARY 29. Ethyl Laboratories completed their final move on January 29, 1942, when all their Detroit facilities were transplanted to new buildings at 1600 West Eight Mile Road.

JANUARY 30. Knock research by Charles Kettering and Thomas Midgley was suspended during World War I shortly after they discovered the antiknock properties of iodine, in favor of the development of a synthetic aviation fuel. The search for an effective antiknock agent was resumed with the Armistice, and on January 30, 1919, aniline was discovered to be a more effective knock suppressor—at a crucial moment. This search was to have been abandoned if there were no results within the next twelve days! However, aniline failed to prove itself commercially, and three more years of research were conducted before finding tetraethyl lead.

JANUARY 31. A Napier was the first automobile to exceed 100 miles per hour. On January 31, 1905, at Daytona Beach, Fla., the Napier roared across a measured mile in 34.25 seconds . . . 104.65 m.p.h.

**Reprinted from a new series of editorial advertisements appearing each Monday in The Oil Daily. If any of you have suggestions for events to be included in the ads, they would be most welcome. Just send them along to the Bulletin Board, and if they are used, the BB will publish the name of the contributor.*



The Free Man's Manifesto

When in the course of human events, inhuman forces arise to threaten freedom, we who still are free arise to defend it.

We have met the challenge before and beaten it down. We have learned the need for unending vigilance. We are vigilant now. We are united, determined and strong.

This is not alone because of our material strength; our real power flows from our moral and spiritual resources. We are strong because we are free, and we have been bred to value freedom far above our lives. We pride ourselves on certain traditions, certain values.

As free men we believe in the tradition of individualism... in the integrity of the individual, his personal worth, his independence, his dignity. We believe in the widest personal opportunity, narrowed down as little as possible by public interference. We believe in the competitive spirit... in competition among ourselves, but not between the governed and those who govern. We believe in free private enterprise... in what a man can achieve by his own hands and brain, by his energy, industry and inspiration, by his determination and self-reliance.

As free men we believe in the other fellow's freedom — in his merit, his integrity and his independence. We believe in the tradition of mutual self-help. And we endorse the practice — as well as the theory — of the Golden Rule. We believe in the tradition of decentralized power — politically and economically.

As free men we believe in a rule of law — and in a government of laws rather than of men. That is because where laws rule, impartial justice is probable — where men rule, partial justice is possible.

As free men we believe in the right of democratic criticism of authority. We reject thought control as well as speech control. We seek the truth but reserve the right to be honestly mistaken.

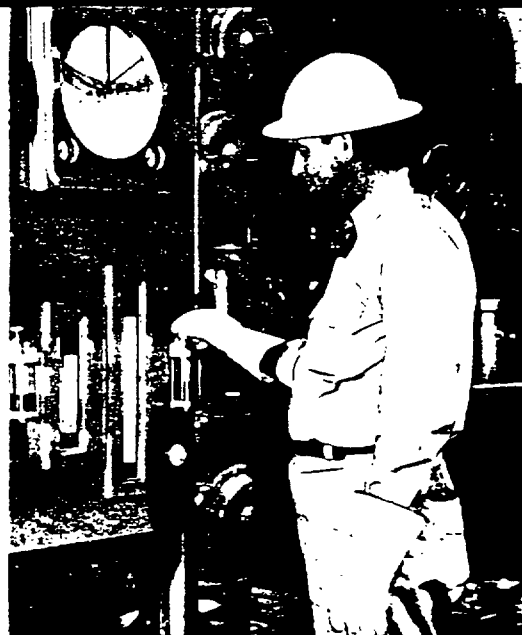
These traditions, these values, these freedoms form the great and unshakeable foundation of our system.

We have learned to recognize the enemy within or without. We can peer through his smokescreen... we know all his tricks of camouflage.

He may appear in a different uniform. He may run up different colors. He may sound a new battle cry of hate. But he can never change his true identity. This enemy is always tyranny — whether imperialism in 1914, Nazism in 1941, or Communism today.

In earlier trials the cause of freedom emerged triumphant over the soul-destroying forces that blocked the human path. We who were rescued from tyranny then do not forget the rescuers who fought and the rescuers who died. We who still are free will conquer again — in their name, and in the name of freedom.

(Written by Robert Montgomery)



On the Job at Houston

(See Page 23)

In This Issue	Page
----------------------	-------------

Our 1952 Sales Goals	3
----------------------	---

Ethyl Men Named Directors	11
---------------------------	----

Good Scouts All	12
-----------------	----

For Women Only	16
----------------	----

They Never Stop Trying	19
------------------------	----

Among the Best in the Land	23
----------------------------	----

Best Seller for Motorists	30
---------------------------	----

Ethyl BULLETIN BOARD

This Month in Ethyl

"We are out of the woods on metallic lead supplies," said Vice President Costello before the regional sales meetings (see page 9) . . . Defense officials remove many restrictions on pig lead . . . Ethyl making good progress toward TEL stockpiling goal . . . Refiners permitted to use 7% more "Ethyl" fluid than in 1951, effective March 1.

Expansion program at Ethyl-Dow plant at Freeport, Tex. is nearing completion (details next month).

Samples of Ethyl's new diesel fuel improver, amyl nitrate, are being distributed throughout the oil industry for test purposes.

Jack Fuller has been named manager of fuel technology . . . Charlie Smith has been appointed associate director of product development in charge of agricultural chemicals . . . Tom Davis, traffic manager at Baton Rouge, has been transferred to New York . . . during his absence Frank Fisher will take over his duties . . . Ed Darragh has been named supervisor of traffic at Houston . . . (Details on the above assignments next month.) . . . Stu Forbes has been named assistant manager of the Central Region (see page 15).

Joe Costello, San Wagner and By Turner have been elected to Ethyl's board of directors (see page 11).

The Advertising Department has just brought out the first issue of a bulletin called Impressions. Its purpose is to give information to the field on current facts about advertising and merchandising with particular reference to what is going on in the oil industry.

The Public Relations Department has introduced a weekly news summary, the TEL-o-gram. Primarily for the men in the field, it presents an up-to-date summary of news about our business and related industries.

Sales Promotion is putting the finishing touches on a new portable version of the Product Sales Clinic.

Ethyl's cartoon booklet on the importance of antiknock quality, "More Power to You," has been published in color.

Product Sales Clinic was introduced on West Coast before enthusiastic customer audience.

ETHYL BULLETIN BOARD

by and for Ethyl employees Marceline Marquis, Editor

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selfridge; Detroit: George Belker, Rita Blaisus, Margaret Dullinger, Peggy Osip, Andy Pailay, 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, Dean Painter; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Howard Hamaker; Yonkers: Catherine Henderson; Central Office: Gasoline Testing: Chris Bruhl; Ethyl Antiknock: Reny Barki.

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.

Regional Report



Joe Costello, vice president in charge of coordination and planning, brought the men up to date on PAD plans, the metallic lead supply situation and the TEL production outlook.

The importance of planning and coordination of our sales efforts to meet future conditions was stressed at the regional meetings of the Sales Department just completed. Underscoring this theme, a play, significantly titled, "*Their Shadows Before Them*," was presented by the New York staff as a highlight of the meetings, which all declared the best that have ever been held.

The kick-off came in Cincinnati when men of the Central Region con-

vened at the Netherland-Plaza Hotel on February 8 and 9. Then followed the Southern Region meeting in Houston on February 11 and 12, the Western in Los Angeles on the 14th and 15th and the Eastern at the Westchester Country Club on the 26th and 27th.

Vice President San Wagner told the men in keynoting the meetings that they had been planned "to give you what you want."

In his talk, he emphasized the interdependence of the various departments, pointing out that the sales team is not a departmental group but a corporate group. "When we sell our product," he said, "we sell our entire organization, and our entire organization sells with us."

You Asked For It

The usual question and answer period was replaced this year with a panel discussion, which streamlined the program and kept it moving along

Ted Littlefield, western regional manager greets Dick Scales, director of technical service, Detroit. At the meetings, Dick presented a progress report on new products.





Vice President Joe Costello, center, has an interested audience for this informal discussion. At left are Bill Van Wyck and Jerry Lofquist; at right Jack Cole and John Koehnle.

on schedule. Questions that the men wanted answered and subjects they wished information on were brought to light by means of an extensive questionnaire that was sent to the field last Fall. Meetings were held in each region in December to set up the program and plan it according to the wishes of the men in the field. As a result, the topics discussed included everything from the number of tank cars we have to the employee development program.

On the three-man panel which answered the questions were Sales Manager Mac Murdock, Julian Frey, sales manager—operations, and Ellis Loch-

Below: This panel of experts answers questions that have come in from the field. From left are Ellis Locher, safety manager, Mac Murdock, sales manager, and Julian Frey, sales manager—operations.



er, safety manager. Following is a brief summary of their discussions.

Mac Murdock:

... We have 394 tank cars for "Ethyl" antiknock compound—246 large and 148 small ... by summer, at season's peak, we will have 424—264 large and 160 small.

... We need a constant flow of current information from the field in order to improve our customer services.

... Your reports on industry trends are of vital interest. Keep them coming.

... The Chemical Sales Division is making steady and increasing gains in sales volume every year.

Julian Frey:

... Bill Turnley has been making a study of reports in an effort to eliminate red tape. A new system has been designed to eliminate useless reports and correspondence, condense and expedite the



This year, for the first time, each region took an active part in all the other regional meetings. Above: Regional representatives pictured at Cincinnati meeting are Jack Pruitt, Central, Bob Douglass, Southern, Bo Weill, Western, and Don Flynn, Eastern.

Harry Manning, left, and Ed Erskine, right, pose for cameraman Charlie White, who took the pictures of the Western Region meeting. Between them, busily engaged in conversation, are Don Flynn and Bob Douglass



training in human relations, public speaking and salesmanship.

Ellis Locher:

... Although a number of problems have arisen as a result of our modified tank cleaning policy that came out about the middle of 1950, overall it is working out all right. Special cases call for special treatment . . . A safety record is no accident.

... To take a fresh look at the method we use to transfer TEL from a tank car and mix it with gasoline,



Jack Pruitt, a Southerner from way back, shows how broad minded he has become since moving up north to Chicago as he nonchalantly poses for a picture in a Union Army cap presented to him by Al Bingham.



One of the busiest men at the Central Region meeting was Lou Slack, who recorded on film everything that happened.

Below, Lou caught Harry Mack in typical pose—smoking and smiling. At left is John Fischer and standing between them is Al Basye.

of how the Sales Department operates.

... The work of our gasoline testing laboratories and the quarterly survey reports will be continued as valuable customer services.

... We plan to do more and better training in the Sales Department. We're going to build from the bottom up, training the younger men to take over the many key positions in the department that will open up in the future, as old-timers reach retirement age. The development program will include





Maybe this joke is funny only to people named Bill. Bill Ball, at left, gets a laugh from Bill Trelease, next to him, and Bill Rusher, at right, but rates only a puzzled look from Redg Bushell.



Harold Berg, southern regional manager, who represented his region at the eastern meeting, discusses coordination of effort.



we hired a well-qualified outside firm, Arthur D. Little, to do the job. Results of the initial study, which takes into consideration all aspects of our present system of mixing, will be made to our management in the very near future. An investigation of our method of weighing revealed that meticulous care is taken in weighing the tank cars before and after loading. Our scales are considered so accurate that the Illinois Central uses them to achieve the last degree of accuracy when weighing tank cars.

Engineered Thinking

To show what happens to the ideas that are submitted through the "Engineered Thinking" plan, Jim Boudreau, Julian Frey, Mac McCulloch, Mac Murdock and Russ Weston put

Ted Littlefield, western regional manager, at left, shows Joe Costello, vice president, an old Liberty Brush in the L.A. auditorium.

on a skit. Representing the group that meets every Wednesday afternoon in New York to discuss the ideas that have come in—240 so far—they presented a typical meeting. The skit revealed that all ideas are evaluated by the department involved, then given thorough consideration by a management committee, which makes the final decision.

Winding up the skit, Mac Murdock said: "A lot of ideas have come in. They are very helpful and we are getting lots of good ones. Out of the big batch that you have sent in we have had many fine ideas that are now being put into use. We hope to get a lot more from you."

Alan Tully took his camera along to the Southern Region meeting in Houston and snapped this picture at the luncheon on the second day of the conclave, held in the Ben Milam Hotel.





Above: Frank Stablein, tractor engineer, and Spike Speaker, fleet engineer, pause for a picture. Both are in the Eastern Region.

Pictured below, opening the Eastern Regional meeting at the Westchester Country Club is Dick Murphy, regional manager.



Paul Harris, left, and Harry Manning, right, of the Western Region, have a serious talk with Walter Cosgrove, of New York Industrial Relations.

The Regions Report

A new feature introduced at this year's meetings was regional representation. For the first time each region took an active part in all the other regional meetings. In their talks the regional representatives pointed up the need for better coordination of effort throughout the Sales Department, stressing the fact that their problems and their jobs do not stop at regional boundaries.

They emphasized again and again

the importance of the work the men in the field are doing in selling customers and keeping them sold. They pointed out that most of the top executives in customer companies come from the field, themselves, and carry with them to the head office impressions that they have formed as a result of their contacts with Ethyl field men.

This feature of the program was another step towards welding the Sales Department together as a hard-hitting team. It brought into sharp focus the

Involved in a big discussion in Los Angeles, are, from left: Ed Watson, Frank Elliott, Jeff Bessire, Jim Hodges, Bob Adams and Bill Sievert. All are members of the Western Region except Bob, who is manager of the San Bernardino Gasoline Testing Lab.



Bill Wilson, second from right, beams happily as he tells of the latest addition to his family, a daughter whose arrival prevented his attending the Central Region meeting early in February. By the time Easterners convened he had recovered sufficiently to join them at their meeting. Shown with Bill are, from left: Jim Knick, Mac McCookey and Ed Ellerbe.

fact that the sales program is company-wide, not regional, and its success depends on the efforts of many men in many regions.

Progress on New Products

In his progress report on new products, Dick Scales, director of technical service, covered some half dozen projects now under way. He devoted most of his time to a discussion of amyl nitrate, our diesel fuel additive, which is the first new product to come along. He cited a number of others that are being examined in line with our broad policy of diversification of products.

Employee and Public Relations

Two representatives from other departments presented information about their activities. Walter Cosgrove discussed the functions of the Industrial Relations Department and explained the Company's benefit plans. Jim Boudreau told of the ways in which the Public Relations Department serves the Company, and the Sales Department in particular, and reported fruitful results of a number of recent projects.

Outlook for 1952

Predicting a strong demand for TEL during 1952 and 1953, Vice President Joe Costello revealed plans now under way to increase our TEL output. He reported that the new Houston plant is scheduled to begin

Jim Beckwith, eastern regional office manager, standing, stops to chat with Cliff Pope and Fred Robinson, of the Gasoline Testing Division, and Bob Richardson, newly-appointed sales representative for the Philadelphia area



production in May. "We want to keep abreast of demand," he said, "so we can take care of our customers."

He brought the men up to date on PAD plans and thinking, the metallic lead supply situation, and the TEL production outlook. Last year's production at our Baton Rouge plant, Joe pointed out, was the biggest in Company history, in spite of the shortage of lead. Stating that we're now "out of the woods" on lead supply, he said we look for no trouble at all in 1952 on this score.

Hucksters—1952

Advertising and sales promotion programs for 1952 were presented by Russ Weston, advertising manager,





and Mac McCulloch, sales promotion manager. An amusing and informative movie, starring Russ and Bayard Pope, of BBD&O, showed how our advertising campaigns are developed. The movie revealed that our advertisements are the result of a great deal of careful planning, research and work on the part of many people, and not dashed off in a spurt of inspiration as popularly believed.

Bigger Job

In the light of our rising production and the constantly changing market conditions, Mac Murdock pointed out that the Sales Department has a bigger job to do this year than ever before. It's a job that calls for careful



In this luncheon group at the Westchester Country Club are, from left: Bob Kimpton, fleet engineer, Mat Taylor, assistant manager of the eastern region, Jim Baldwin, chief safety engineer, and Stu Forbes, who has just left the East to become assistant manager of the central region.

sales planning and coordination of our sales effort.

Pointing to some of the many complicated factors that influence our volume of sales, Mac emphasized the fact that developing conditions this year will require our very best sales efforts. "Our problems this year," he declared, "are not much different from last," he said, "but they're a whale of a lot larger."

Developing the theme of careful sales planning, Mac emphasized the importance of individualized selling. He pointed out the value of getting to know the customer, what he thinks, what he likes, what he doesn't like, and of using this information in planning a sales approach.

"No woman," he said, "wants to be treated like every other woman in the world, and the same thing goes for customers. We must determine each customer's individual needs and requirements, and fit our services into his plans."

"... Their Shadows Before Them"

Giving dramatic emphasis to the fact that everything we do counts for—or against us—the New York staff enacted a fictional scene in a customer's office. The play centered around the customer's decision about renewing its contract with Ethyl. After a careful analysis, we won out—because Ethyl men and Ethyl services had been doing a good job.

These Ethyl men from Massachusetts, North Carolina and New York catch up on the news. They are from left: Herb Moseley, Wellesley Hills, Mass., Frank Hayes of Delmar, N. Y., Fritz Mercer, of Charlotte, N. C., and Larry Blatchford, of Norwood, Mass.



Joe Costello

New Members Elected to Ethyl Board of Directors

The election early in February of Vice Presidents Joseph A. Costello, B. Bynum Turner and Sanford M. Wagner to Ethyl's Board, increases the number of directors from 14 to

16. One vacancy was created by the resignation of Harry Kaley.

We now have six Ethyl men on the Board, including President Shea and Vice Presidents Stanley Crossland and John Schaefer. Former president,

Earle W. Webb, is also a member.

Other directors are: F. H. Bedford, Jr., Albert Bradley, W. R. Carlisle, F. G. Donner, R. T. Haslam, F. A. Howard, C. F. Kettering, C. L. McCuen, and Chester F. Smith.



By Turner

Joe Costello, vice president in charge of coordination and planning, started with Ethyl as a field representative in the Sales Department in 1928. A native of Scranton, he has a B.S. in engineering from Penn State.

Joe handled various assignment in Pennsylvania, New Jersey and New York until 1935, when he moved to Baltimore. He was assistant division manager there, later became manager of the Atlanta



San Wagner

Division, and then of the N.Y. Division.

During the war he was granted a leave of absence to serve with the Petroleum Administration for War as a technical expert. Upon his return to Ethyl he became assistant general manager of manufacturing and traffic and held this post until December 1949 when he was elected vice president to direct coordination and planning activities for the Company.

By Turner, who came with Ethyl in 1946, has held key positions in the Manufacturing Department, including an assignment as coordinator of our \$100 million expansion program. Last June he was elected vice president in charge of research and engineering.

Born in Angleton, Texas, By attended Rice Institute, graduating in 1933 with a B.S. degree in chemical engineering. Before joining Ethyl, By was associated with Humble Oil and Refining Company, and, during World War II served as head of the butadiene-from-petroleum section of the Rubber Reserve Company.

San Wagner, vice president in charge of sales, has played a major part in building Ethyl's business over the years. He joined the Company in 1926 when it was struggling along in its second year trying to establish a market for "Ethyl" antiknock compound. San was sent to the West Coast to introduce it to California oil refiners. He organized and managed the old Los Angeles Division, became manager of the Western Region when the Sales Department was reorganized on a regional basis in 1945 and two years ago came to New York to direct the Company's sales activities as vice president.

FORWARD..



on Liberty's Team

As they celebrated their 42nd anniversary during Boy Scout Week, February 6-12, millions of boys and their leaders planned to go "Forward ... on Liberty's team."

Originated to stress character building and citizenship training, the Boy Scout program today teaches boys not only to be good Americans, but good neighbors to people of all nations. For Scouting is world-wide in scope and, since its origin in England in 1908, has grown until today 51 different lands have their own Boy Scout organizations and are members of the International Scout Bureau.

Behind the success of the movement lies the hard work and devotion of civic-minded citizens who offer their time and energy that our youth may learn to stand on their own feet and think for themselves. Many Ethylites are giving generously of their talents to train the citizens of tomorrow, helping them to develop physical strength, mental alertness, initiative, resourcefulness and good moral character.

Many adults are needed for this work. Den Mothers meet once a week

The Beanes of Detroit have made Scouting a family affair. Here Sarah and Merlyn admire son Jim's recently acquired Life Scout badge. Sarah has been a Den Mother and Merlyn is now a Troop Secretary.



with small groups of neighborhood Cub Scouts from eight to ten years old. At 11 the Cubs become real Boy Scouts and are trained by men. These Scout leaders help the youngsters advance from Tenderfoot to the prized rank of Eagle Scout. Boys of 14 and over may join Explorer Crews which specialize in more advanced activities. This over-all program is in the hands of volunteers who serve as Unit Leaders, Committeemen, Commissioners, Council members and in other positions.

Ed Muller, who is account representative and safety engineer in the Southern Region, is a Troop Committeeman and also a member of the Executive Council Committee at Beaumont, Texas. His son Jimmie, 12, is a Scout.



First Aid is an important part of every Scout's training. Here, Ed Muller shows two Scouts how to bandage a splint. The patient is his son, Jimmie. Ed is a Troop Committeeman and a member of the Executive Council Committee at Beaumont, Texas.

Two members of the Yonkers Laboratory are engaged in Scout work. Elmer Mahlke, assistant manager of the Central office, and Fred Ramin deputy manager of the Testing Lab, are both Cub Scout Committeemen. Fred handles the points and awards for the Ardsley Cub Scout Pack 3 and recently presented his son George with a Silver Arrow for his Bear Badge (see photo). Elmer's son David, nine, is also a member of Cub Pack 3.

In the New York office, Merritt Collins, Ellis Locher, Chris Vogel and Thom Yates all assist the Scout program. Merritt, manager of the Marketing Analysis and Planning Division, is a member of Troop Committee, Troop 2 of Crestwood, N. Y.

Ellis, safety manager, is Chairman of the Troop Committee, Troop 4 of Larchmont, N. Y. His son Ellis, Jr., 12, is a Star Scout and patrol leader of that troop.

Chris Vogel and Thom Yates, of Public Relations, are active locally. Chris is a Cub Pack Committeeman in Hawthorne, N. Y. Thom is a Den Father and also a Committeeman in Ho-Ho-Kus, N. J. His young son Tommy, nine, is a Cub Scout.

Merlyn and Sarah Beane and their son, Jim, are one of Detroit's Scouting families. Merlyn, of Laboratory Services, is Secretary for Ferndale Troop F-1. There are forty-eight youngsters in the troop which headquarters at Taft Grade School in Ferndale. Sarah was a Den Mother in 1949. Jim, 15, has achieved the rank of Life Scout.

Two other Detroit Ethylites also assist with the work of Ferndale Troop F-1, Emerson Ide and Bill Moon. Emerson, Chemical Engineering, is leader of its Explorer Crew. One of the members is his son Ronnie, 14, who is a First Class Explorer Scout.

As an example of just how busy a troop can keep its leader, Emerson's crew just completed a six-week vocational training program sponsored by Detroit radio station WWJ, which emphasized the part Scouts can play in disaster mobilization. Another project of the group is repairing school toys. These are aside from regular meetings and activities. In the future, an overnight camping trip to northern Michigan is planned and a canoe trip down the famous Ausable trout stream.

Bill Moon, Chemical Engineering, is the third Ethylite in Ferndale Troop F-1. Bill has spent the last three years in Scout leadership activities and at present is Troop Committee Chair-



Due to training such as this, Scouts have received many awards for life saving. Here Scoutmaster Gordon Wilcox of the Detroit Lab shows some young members of his troop the correct method of artificial respiration.

Some Ferndale (Mich.) Scouts learn how to handle an axe safely. In rear, Merlyn Beane's son, Jim, Bill Moon and Merlyn. Bill's son, Ferdie, is at far left. Emerson Ide is in plaid shirt at right and his son, Ronnie, is seated third from right.





Fred Ramin, of the Yonkers Lab, congratulates son George. Fred, a Cub Scout Committeeman, has just presented his son with a Silver Arrow for his Bear Badge.

Merlyn Beane's son, Jim, an Explorer Scout, shows Cub Scout Pete Moon how to pitch a pup tent. Pete is the son of Bill Moon. Fathers and sons are with Ferndale Troop F-1.



man. He arranges hikes, procures equipment, assists the Scoutmaster and represents the troop at area meetings. Two of his sons are Scouts. Ferdie, 13, is a Second Class Scout. Pete, 11, will soon be a Tenderfoot. Ralph, one-and-a-half, will doubtless follow in their footsteps.

Gordon Wilcox, analytical section, is a real old-timer at Scouting. A life Scout himself, he has spent 20 years in the organization. By this time he must be an expert on Michigan's navigable rivers—he's taken so many youngsters down them on canoe trips. Gordon is now Scoutmaster for Troop 207 which headquarters at Central N.W. Presbyterian Church in Detroit.

• The Risks are another Scouting family. Tom, in charge of Refinery

Technology, was Chairman of the Franklin Cub Pack B-11 when it was founded. His wife, Grace, served as a Den Mother for two years. Now their two sons carry on. John, 13, is a Star Scout and Tom, Jr., 11, is a Second Class Scout.

Ethyl also offers proof that the Boy Scouts are an active international organization. "Hap" Philp, of Ethyl Antiknock, Ltd., is Chairman of the Group Committee of the 23rd Scout Group, believed to be one of the largest in Canada. It has over thirty members and supervises the activities of three Cub Packs, three Scout Groups, three Rover Crews and a Mothers' Auxiliary of over 50 members.

Thom Yates and his group of Cub Scouts recently visited the New York Planetarium. Here Thom and his boys examine parts of a meteorite that fell in Kansas. The second Cub from the left is his son, Tommy.





Stu Forbes



Bob Richardson



Marshall McDorman

Organization Changes

Stuart Forbes has been promoted from resident manager in Philadelphia to assistant manager of the Central Region with headquarters in Chicago. Stu began his Ethyl career 12 years ago as a junior automotive engineer on the Tune-Up Clinic, became a field engineer in the old Atlanta Division and later assistant manager of the Philadelphia Division. At the time of the reorganization of the Sales Department in 1950, he was named resident manager in Philadelphia.

Born in Flint, Mich., Stu attended Flint Junior College and the University of Michigan, graduating in 1937 with a B.S. in mechanical engineering. He worked as an engineer for Chevrolet Motor Company and as a manufacturing trouble shooter for Buick before joining Ethyl. During World War II he served for three-and-a-half years in the Navy as Bureau of Aeronautics representative in charge of the Toledo office.

Robert W. Richardson has been promoted from field engineer to sales representative for the Philadelphia area. Bob, who joined Ethyl in 1933, has served as a field engineer throughout New England and in Pennsylvania.

He was born and reared in Boston and is a graduate of Massachusetts Institute of Technology. He served as a lieutenant commander in World War II in charge of the construction, trials and acceptance for the Navy of submarine chasers, landing craft, picket boats and experimental refrigerated cargo vessels built under the supervision of the Navy.

Marshall McDorman, who has been a field engineer with headquarters in Baltimore, has been promoted to account representative in New York. Since joining Ethyl in 1941, he has worked as a field engineer in Charlotte, North Carolina and in Baltimore, with two years out for military leave. He was a lieutenant in the Navy and served in the North and South Atlantic and in the Mediterranean. Mac is a native of Baltimore and a graduate of Johns Hopkins.

Ed Erskine has been loaned to the Western Region by the Central Region to help conduct a series of Product Sales Clinics. He was manager of Central Region's Product Sales Clinic. **John Koehnle** has transferred from Los Angeles to the San Francisco office. He is building a home at Walnut Creek and expects to have the housewarming about April 15 providing, writes Harry Manning, "old Jupiter Pluvius runs out of that liquid fog in the near future."

Jack Wallis, Central Region, has been assigned to the Chicago area from St. Louis.

Seven engineers have completed their training course and been assigned to the regions as field engineers. They are: **Ed Michael** and **Bob Thurston**, Eastern Region; **Bill Purcell** and **Ed Smith**, Central; **Kerney Hurst** and **Gene Gallagher**, Southern; and **Ray Daugherty**, Western.

Strictly for the Girls



The Company tried something new in January—and according to all reports it really helped start the new year out right.

This innovation, arranged by Industrial Relations at the suggestion of President Shea, was a series of interesting and informative presentations relating to the jobs of women employees in the New York office. Three different lectures were given on January 22, 23 and 24 at 9:30, 11:00 and 1:30. The hours were staggered so that all could attend without leaving any department too short-handed.

The subjects covered were: Personal Requirements, Telephone Courtesy and Requirements for a Secretary. The latter was the subject covered by Helen Cole of the Katharine Gibbs School. She has made a study of requirements listed by employers and mentioned seven as being necessities for the woman aspiring to a top-of-the-ladder secretarial position.

The first of these is *native intelli-*

Helen Cole, of the Katharine Gibbs School, tells a group of New York employees the most difficult factor in trying to keep an accurate filing system—the boss who gets the urge to find something by himself! In her talk on "Requirements for a Secretary," Mrs. Cole added that all the Ethyl secretaries she had seen were "way above average."

gence and doesn't need much delving into. As a matter of fact, if you were hired by Ethyl, you've probably got it.

The second is *adaptability*—and is, perhaps, the most difficult and comprehensive of all the points she mentioned. It means conforming cheerfully to whatever rules and regulations you find around you. Any Company has set procedures which must be followed for the good of all. As Mrs. Cole pointed out, by following these rules religiously when you first join a firm, you'll usually find that they gradually become less strict.

In a large organization, you not only have the Company to please but your individual employer as well. There aren't many bosses like Scrooge

in the world, but Tiny Tim proved that even he could be handled. It's often been said that a man has two wives—the girl he married and his secretary. In that case, then a secretary can have two husbands—and she should work just as hard to please her boss as she does the man she promised to "love, honor and obey."

them just as dictated?

An *all-round educational background* is considered third in importance. The gal who knows something about liberal arts and current events has learned something even more valuable—how to think. On the job, there is much to learn, too. Know just what your firm does and why. Learn



Using Eastern Region's Genevieve LeRoy as a model, Virginia Russell, of the Powers School, tells a group of Ethylites the proper way to sit when taking dictation. Good posture, she stressed in her talk on "Personal Requirements," will help you avoid tiredness.

Learn to understand the man you work for, Mrs. Cole advised, and you will then know how best to please him. Does he want you to volunteer opinions? Does he want you to have a brisk or relaxed manner? What are his hobbies and his whims? What are the things that irritate him? Is he methodical or impulsive? Is he interested in details or does he want you to handle all that? Does he want you to edit his letters or does he prefer to receive

about its products and keep up on Company policies and activities through the firm's publications.

Good personal appearance ranks fourth in the minds of employers. The secretary who comes to work looking as though she were dropping in before a cocktail party or just returning from the beach will soon find herself able to devote full-time to those activities—for she won't remain employed long.

In her talk, Virginia Russell of the

Powers School delved more fully into this important subject. She stressed make-up as well as clothes, pointing out that before five make-up should be much more subtle and not at all obvious. Jewelry, too, should be modified for office use and jangling bracelets strictly avoided.

Good health is another important factor. In fact, Mrs. Cole was quite impressed to learn that Ethyl employees receive a complete physical examination before they are hired. Good physical condition is a must if you are to have the resilience to bounce back from the knocks that are bound to come in any job.

A *well-modulated voice* will always make a good impression for you and your firm and is easy as can be to acquire. Often the first voice a prospective customer hears when he contacts a firm is that of a secretary. If it

is raspy or shrill, loud or bored, the firm itself will receive a black mark in his books.

In the entertaining talk and movie presented by Alice Thain of the New York Telephone Company, all aspects of telephone courtesy were covered. It served as an excellent reminder for Ethyl folk who had already been briefed on telephone manners by last April's *Bulletin Board* article, "Your TP Is VI."

One of the most interesting points Mrs. Cole brought out in her talk was the fact that *technical skills* while important, are last in order of requisites listed by employers. Perhaps because a secretary devotes more preparatory time to shorthand and typing than she does to other skills. Accuracy always achieves top rating over speed. If you have both, you are doubly valuable.

In closing, Mrs. Cole stressed that you and you alone are responsible for your successes and your failures. If you follow her advice you'll probably not have to worry about the latter.

Alice Thain, of the New York Telephone Company, shown in rear center, gave the talk Ethyl girls enjoyed most. Here a class enjoys the accompanying movie on "Telephone Courtesy."



Communist Propaganda Falls on Barren Soil



Girls at the Detroit Labs read Communist Yuletide greeting, forwarded to Shirley Gray by her husband, stationed in Korea. From left, Lois Marantette, Marge Kammann, Donna Alkire Towns, Dorothy Laberge, Muriel Youngblood, and Shirley. The propaganda was especially interesting to them since all have husbands or brothers now serving in our Armed Forces.

Our servicemen have grown pretty accustomed to different forms of propaganda, but when the Chinese Communists started using our time-honored custom of Christmas card greetings to further their cause, they agreed that the Reds had achieved a new all-time low.

This new propaganda came to light when Shirley Gray, of the Detroit Labs, received a letter from her husband, James, a private first class with the 45th Infantry division now fighting in Korea. He enclosed a copy of the Communist-inspired Yuletide greeting and said thousands of them were dropped over UN lines on Christmas Day. Most of the servicemen found the card so far-fetched they managed to get a laugh out of it.

The card itself is folded. On the outside it shows three bells, red, green and blue, tied with holly by a yellow ribbon. Inside it says, "Greetings from the Chinese People's volunteers."

On the other side is this poem:

"Whatever the color, race or creed,
All Plain folks are brothers indeed.
Both you and we want life and peace,
If you go home, the war will cease.

Demand Peace!

Stop War!"

Reporters from the *Royal Oak Tribune* and *Detroit Free Press* heard about the card, interviewed Shirley, and ran lengthy articles on this latest example of Communist China's propaganda. In his letter accompanying the card, James asked his wife, "What do you think of that?" The reporters wanted to know Shirley's answer.

Said Shirley, "I think it's a big joke. Our fellows aren't that gullible."

Ethyl Serviceman Proves Shirley Is Right

Radioman 2/c Sam Crifasi, former carpenter 3/c in TEL Maintenance at Baton Rouge, is one of our servicemen who would scorn any Communist urging to quit Korea. Sam, who was

recalled to duty in August of 1950, knows what he is fighting for. It goes deeper than just being able to return to his wife, Mary Lou, and their two young children.

Sam put down his beliefs in a letter to the Company after he received the unusually-equipped knife sent to all Ethyl servicemen at Christmas. His letter, reprinted below, was written aboard the USS *Essex* in Korean waters.

"This is to inform you I have received your gift and wish to express my thanks and appreciation to you. Have been off this West Coast of Korea aboard the flagship of Task Force 77 for some five months now

and at times the destruction over there in Northern Korea seems useless, but the receipt of your gift caused me to think a little. Our Company is a very good example of what makes our great Country what it is, what we want to keep it. With our Country the value of an individual is priceless. Our Company is concerned with the welfare of each of its employees and treats all as an individual, no one is too small or too big to 'talk' to. Thanking you again for your gift and thoughtfulness and wishing all a Happy and Peaceful New Year.

Respectfully,

s Sam Crifasi"

Les Garringer Back at San Berdu After Service in Korea

Les Garringer is back at the wheel for Ethyl test driving at the San Bernardino Lab after serving for fifteen months as a Petty Officer 1/c on the Hospital Ship *Repose*.

Navy life is nothing new to Les. He

served in the South Pacific for six years in World War II. This time, though, he spent some time in Korea and Japan and claims he can now use chopsticks with his left hand. He still prefers knives and forks.

Fire Power Film

Ethyl's newly-released Fire Power film is already in great demand by oil companies, and the automotive industry. One print of the film, for example, was sent by request to the Detroit Industrial Safety Council on a permanent loan basis and is already booked solid through April. Ford, General Motors, Diesel, Socony-Vacuum and Detroit Edison are just a few of the Detroit industries who have used the film up to now.

A twenty-two minute version of Ethyl's famous Fire Power Show, the film was made so that a more widespread audience would be able to see it and learn the value of safe handling of gasoline.



TREASURY DEPARTMENT
U. S. SAVINGS BONDS DIVISION



TO ETHYL CORPORATION EMPLOYEES:

Peace is for the strong.

Every thinking person today realizes that the threat to our individual and national security is very real. The danger must be met by keeping our country both militarily and economically strong because the fight against Communism must be waged on both fronts.

Buying Defense Bonds helps fight aggression from without by building our national defenses. Saving regularly and systematically through the purchase of Defense Bonds helps fight inflation from within, and provides for our personal financial security as well. Our entire future, individually and as a nation, is at stake. We must save for the future to save the future.

Your company offers you the opportunity and the method of investing in United States Defense Bonds through the Payroll Savings Plan. You are urged to join immediately if you have not already done so. For those who are now purchasing bonds by this convenient method, it is suggested that you increase the amount of your regular savings, if at all possible.

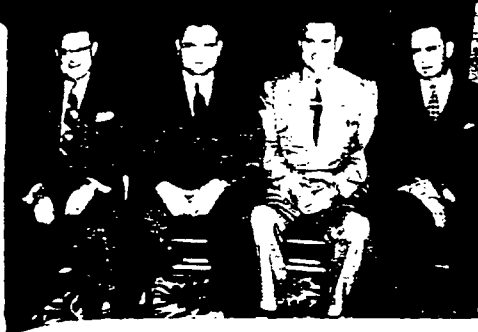
Sincerely yours,

F.B. Mitchell

Frank B. Mitchell
Director
Office of Payroll Savings

DEFENSE IS YOUR JOB TOO!

ETC 13120



Ethyl's Al Bingham, second from left, is new president of Cleveland Petroleum Club. Officers pictured with him are: L. S. Auerbach, R. L. Isselhardt, and Wilson Selner.

Bill Adams

Bill Adams, of Public Relations, spoke before the Kiwanis Club of Pontiac, Mich. on February 26. His topic was "Two Does Equal Three."

Bob Adams

Bob Adams, manager of the gasoline testing laboratory at San Bernardino, has been elected secretary and vice-chairman of the Southern California American Society for Testing Materials-Division Combustion Characteristics, Operation and Maintenance Group. Election took place at a meeting held at the Ethyl Building in Los Angeles.

Al Bingham

Al Bingham, account representative in the Central Region, has been elected president of the Cleveland Petroleum Club.

Jim Boudreau

Jim Boudreau, public relations director, has been named chairman of a new dealer sub-committee created by the national Oil Industry Information Committee.

Bruce Crane

Bruce Crane, field engineer in the Southern Region, gave an engine demonstration at the Mission (Tex.) Oil Show. A recording of the demonstration was broadcast over radio station WXCR in Harlingen.

Willie Dipaola

Willie Dipaola, electrician 1/c and president of the United Mine Workers at the Baton Rouge plant, is one of the new directors of the Baton Rouge Community Chest for the coming year. The board is the governing and policy-making body of the Red Feather organization.

Ray Faller, Bill Rusher, Thom Yates

Ray Faller, manager of training, has just finished conducting a public speaking course for the Oil Industry Information Committee, as part of a program to train speakers to publicize the oil industry before civic groups. Meetings were held at Ethyl's sales auditorium. Representatives from the company were Bill Rusher and Thom Yates.

Extra-Curricular

Ben Harrison

Ben Harrison, manager of industrial relations at Baton Rouge, has been elected to the YMCA board of directors for a three-year term. Ben is one of the town's busiest citizens. He is vice president of the local chapter of the Society for Advancement of Management, chairman of the public affairs committee of the Downtown Kiwanis Club, president of the Men's Club and deacon of the First Presbyterian Church.

Joe Hopkins

Joe Hopkins, account representative in the Central Region, appeared on a TV show over WGN in Chicago recently. He participated at the request of Standard Oil (Indiana) to help their Dr. Heard present "The Story of Fire." Joe gave a demonstration of the effect of "Ethyl" vapors on a knocking engine and Dr. Heard described what "Ethyl" fluid does to improve gasoline.

Art Huffman

Art Huffman delivered a paper in Detroit recently on which he, Cap Hall and Hal Gibson collaborated. Titled, "Combustion Chamber Deposition and Power Loss," it was presented at a session sponsored by the Fuels and Lubricants Committee of the Society of Automotive Engineers. Art, Cap and Hal are members of Detroit Automotive Research.

Barney Jones

Barney Jones presented a paper, "Make Slides Worth While," at the annual meeting of the Society of Automotive Engineers in Detroit. Barney asked that "minimum quality standards" for lantern slides be adopted and made a number of suggestions for the improvement of slide preparation and presentation techniques. He is operations manager of the technical information division at the Detroit Labs.

This is how Joe Hopkins, account man and showman, looked on Russ Davis's TV show in Chicago.



Extra-Curricular

Bob Kerley

Bob Kerley presented a paper on "Knock Testing of Aircraft Engine Fuels" at the Panel on Fuels for Air Breathing Power Plants, Research and Development Board, of the S.A.E. Committee on Fuels and Lubricants. The meeting was held in New York. Bob is associate director in charge of aeronautical research at the Detroit Labs.

Harry Manning

Harry Manning, fleet engineer in San Francisco, went on TV to explain the development and workings of the internal combustion engine on "Science in Action." The program is sponsored by the University of California. A letter from the University described Harry's demonstrations as an important contribution to the program.

Bill Meyer

Bill Meyer, of N.Y. Finance, was pictured in a recent issue of *Life* as one of the best ice skaters in the Western Hemisphere. One time world title-holder for barrel jumping, Bill tied for third place in the 1952 contest held at Grossinger's in New York State.

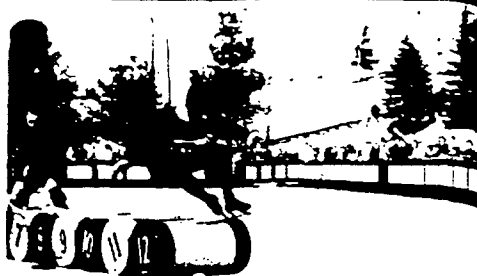
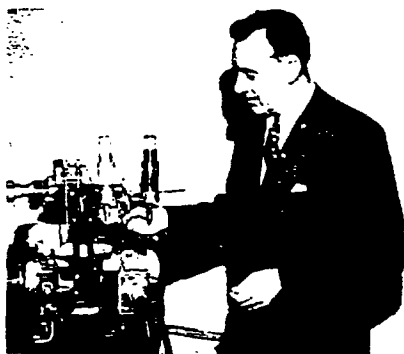
Punch Pfundstein & Jack Bailie

Punch Pfundstein recently gave a repeat performance with the paper written by Punch and Jack Bailie, "Factors Affecting Tractor Valve Performance." This time he presented it before the Minneapolis section of the Society of Automotive Engineers. Punch is head of the agricultural engineering section of technical service at the Detroit Labs and Jack is chief automotive engineer in the Central Region.

E. L. Shea

President E. L. Shea has been named, along with 16 other leaders in the oil industry, to serve on the Safety Committee of the Board of Directors of the American Petroleum Institute.

In California, Harry Manning made his TV debut, also with engine, on "Science in Action."



Bill Meyer, famed for flying through the air over barrels, tied for third place in this year's barrel-jumping contest. He has since made several TV appearances on N.Y. stations.

Harry Wheeler

Harry Wheeler, operations manager at Baton Rouge, addressed the Chamber of Commerce in Plaquemine, La. at the annual general membership meeting. "In Your Hands" was his subject.

Recent Arrivals

BILL and DOROTHY COOK—a girl, Margarette Lucille, born December 21, 1951. Bill, a first-time father, is a dynamometer operator in automotive research at Detroit.

ED and HILDA ELLERBE—a girl, Sherrye Elizabeth, born February 29. Weight: Six pounds, six ounces. She has two sisters, Sandra Elaine, almost 7, and Suellen, going on 3. Ed is a fleet engineer in the Eastern Region.

BILL and ELIZABETH WILSON—a girl, Emily Mae, born February 7. Weight: Seven pounds, seven ounces. The Wilsons have two sons, J. W. 13, and Art, 10. Bill is a safety engineer in the Central Region.

Marriages

DONNA ALKIRE, of Ferndale, Mich., became the bride of Ronald Towns on December 29, 1951. The ceremony was performed in the Oak Street Free Methodist Church in Flint. Ron is serving in the Army in Massachusetts.

BOB THURSTON, of the Eastern Region, and Phyllis Miller will be married on April 5. The wedding will take place in Chappaqua, N. Y. and the couple will live in New Rochelle, N. Y.

They Come to Stay

Anyone looking for a permanent position in our unpredictable times would do well to come to Ethyl. For most Ethyl employees are like the man who came to dinner—they just find they like conditions and stay on and on.

From January 1951 to December 1951 only 226 employees left the firm, giving Ethyl an average turnover of 4.55%—one of the lowest of any industrial concern in the country.

A look at the record proves just how unusually low our rate of turnover is.

Petroleum industries, which according to estimates, had the lowest rate of turnover of any industry, had a 9.4% turnover during the same period. The industrial organic chemical industry had an estimated turnover rate of 24.4%, while all manufacturing industries showed 52.7%.

Besides replacing the 226 terminations, 358 additional employees were hired during 1951. This increased the total number of Ethyl employees at the end of the year to 5,054.

Detroit Scientists Complete Course at Oak Ridge

Clarence Hall and Jim Hinkamp have recently completed a four-week course at the Oak Ridge Institute of Nuclear Studies in Oak Ridge, Tenn. Clarence, assistant research supervisor on motor fuels and lubricants, and Jim, research supervisor on petroleum chemicals, were among 32 scientists attending the course in radioisotopic techniques.

Radioisotopes—atoms which emit radiation—are proving valuable research tools in bacteriology, medicine, and in many fields of industrial research. They are widely used for tracing complicated chemical and biological processes. Clarence and Jim plan to use radioisotopes in chemical and automotive research projects at the Detroit laboratories.

Thanks, N.Y. Ethylites

Ethyl folk who played Santa to two of New York's children's centers at Christmas received a special note of thanks from Morgan Wheelock, president of The Children's Aid Society. The 235 gifts New York Ethylites contributed made it a Merry Christmas for many needy children.

In a letter addressed to President Shea, Mr. Wheelock said, "The thoughtfulness of your people helped make Christmas a memorable occasion for groups of children at two of our children's centers, and on their behalf and for the Society I want to express our gratitude and heartiest good wishes for the New Year."

On Our Cover

Testing of equipment and training of employees is under way at the new plant on the Houston ship channel, scheduled to start production in May. Pictured on the cover is the first wageroll employee hired. He is Robert J. Moody, better known as Jim. A first-class power operator, Jim is shown checking on the chemicals used in the water softening unit. Born in Lufkin, Texas, Jim and his wife, Billie Ruth, live in Houston.



Milestones

25 Years

Frank Fricker, staff assistant to the manager of administration at Detroit, started as a field representative in the Sales Department twenty five years ago. He covered the South Atlantic states and handled Ethyl's exhibit at Atlantic City, transferring after three years to Detroit. At first he was business manager for the Engineering Research Department, and later for all the Research Laboratories.

Born in Maryland, Frank received his A.B. from Davidson College and his S.B. from M.I.T. His hobbies include amateur theatricals and civic affairs. He is president of the Southern Oakland United Community Services, a member of the Board of Trustees and vice president of the Oakland Hospital, and a trustee of the Ferndale Community Building Ass'n to name only a few of the posts he holds. He and his wife live in Franklin Village with their five children, and a dachshund.



Charlie Wasserman, wage and salary coordinator, New York, joined Ethyl twenty five years ago, shortly after receiving his A.B. degree from Johns Hopkins University.

He began as a chemist at the Deepwater Lab and was brought into the office in 1933 as production supervisor to handle shipments of raw materials. When John Schaefer moved to New York and Art Stover took over as plant manager, Charlie became his assistant. Art went to Baton Rouge two years later and Charlie was appointed to succeed him. In 1944 he became resident manager and in 1947 transferred to New York to take over his present position.

Charlie was born in New York City but spent most of his youth in Baltimore. Today he and his wife and two daughters live in Larchmont. A former tennis star, Charlie now limits his sporting activities to bridge and golf.

20 Years



Nathan Fay was one of the first CFR engine operators to come to work at the Kansas City Gasoline Testing Lab. His interest and work in the knock testing field has contributed much to Ethyl's high standards of customer service. His interest in birds has contributed much to the work of the Missouri Audubon Society, of which he is president. Nathan lives with his wife and three children, Sylvia, 18, Linda, 10, and Lowell, 7.



Mabel Gerster, bookkeeper in New York Finance, joined Ethyl after a brief sojourn in Wall Street with Brown Brothers Harriman. A native of Rochester, N. Y., Mabel went through school there, winding up with a business course at St. Joseph's. Her first job was with Erickson Perkins in Rochester, where she learned a good deal about securities. Mabel's chief after-hour interests are painting and interior decoration.



Ferd Gillig, who started with Ethyl as an engine operator in Gasoline Testing, is now manager of aviation research operations. He transferred from Gasoline Testing to Engineering Research back in 1935 and a year later went into Aeronautical Research where he became acting assistant director in 1943 and later assistant director. The Gilligs—Ferd, his wife, "Mike," and their 14-year-old son, Jim, live in Royal Oak, Mich.



Mike Maroldy has been in charge of credit and collections in N.Y. Finance for the past nine years, and before that was head of book-keeping. One of those people you rarely hear about—a native New Yorker—Mike attended New York University and Columbia University. He was with Brown Brothers Harriman and U. S. Rubber before coming to Ethyl. Mike lives with his wife in Mt. Vernon, enjoys sailing and fishing.



Casey Jones heads the passenger car section of Technical Service at Detroit. Starting in the old Chicago Division as a field representative in the Sales Department, Casey became a clinic manager, then assistant manager of the Boston Division. In 1942 he went to Detroit as a research engineer and after two years was promoted to his present position. Casey is a native of Indiana and a graduate of the University of Illinois.



Hamilton Russell keeps things ship-shape at the Gasoline Testing Lab in Baton Rouge. He has been janitor there for the past 20 years. Most of his youth was spent on orange plantations in Louisiana, where he worked until he wearied of looking at oranges. He set out in search of new surroundings and a different kind of work, and wound up with Ethyl in Baton Rouge, where he owns his own home within walking distance of the lab.

Iola Sheppard, who is financial secretary of the Kettering Laboratory, also celebrates her 20th Ethyl anniversary in March and we're sorry we have no picture of her to publish. Iola started with us as secretary to our medical director, Dr. Kehoe, and after nine years progressed to her present position. Before joining Ethyl, she was Educational Secretary in the Psychological Lab. of the Board of Education.

15-10-5

Celebrating his fifteenth Ethyl anniversary is:

Jack Dooher, the secretary of Ethyl-Dow.

Marking up ten years with the Company are: Cerise Cowley, the Tulsa Gasoline Testing Lab; Eddie Girard and Bud Stanger, Detroit Research Labs; John Smith, Bill Sterrett and George Zelyez, New York Finance; Nick Carter, Central Region Sales. Receiving five-year service pins in New York are: Madelyn Drum, Finance; Gene Lenahan, Mail Room; Anne O'Neill, Stenographic; and in Detroit: George Hall, Geraldine Maisel and Don Renner.



A greatly expanded program of athletics and other recreation for Baton Rouge employees in 1952 is being made possible by increased backing of the Ethyl Recreation Association program by the Company. Above are 1952 ERA officers: W. S. Smith, treasurer; H. O. Wells, Sr., president, Mrs. Almetus Reeder, secretary, and Carl Hudson, vice president.

Many Ethylites in Baton Rouge received Oscars for outstanding service in the drive for funds for the current year. In recognition of its editorial support, *The Antiknock* received the Chest's highest award. Shown looking at it are Tom Stephenson, editor, and Steve Henry, director of community relations.

NEWS



Before he left to join the Army, Bill Brinn, center, was guest of honor at a farewell party given by his N. Y. Ethyl friends at the Brass Rail. Bill, who handled the archives in N. Y. Finance, is shown here receiving a \$100 Defense Bond from John Smith, chief accountant. Earl Currier, assistant chief accountant, looks on at left. Bill also received a fitted leather traveling kit.

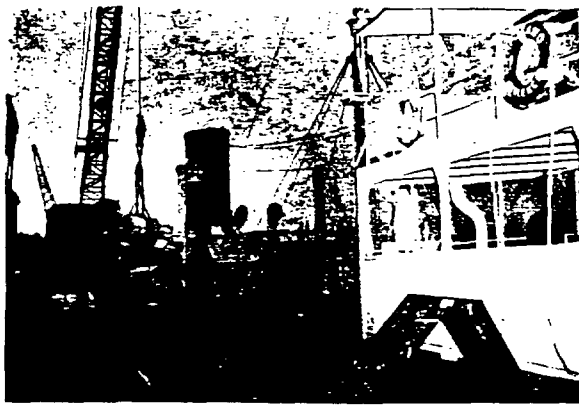


Decorated for service to Ethyl above and beyond the call of duty, Ed Smith, Bill Purcell and Dick Husta wear with pride the "Order of Frostbitten Feet." It was presented to them upon their arrival in Alexandria, Minn. by Joe Hopkins and Don Hornbeck who formed a welcoming committee for the weary travelers. They had been marooned overnight in snowdrifts, skidded off the road and overturned, spent an afternoon in 15° weather hauling the Product Sales Clinic truck back on the road (with the help of tow trucks) and survived to present the Clinic for Standard Oil.

IN PIX

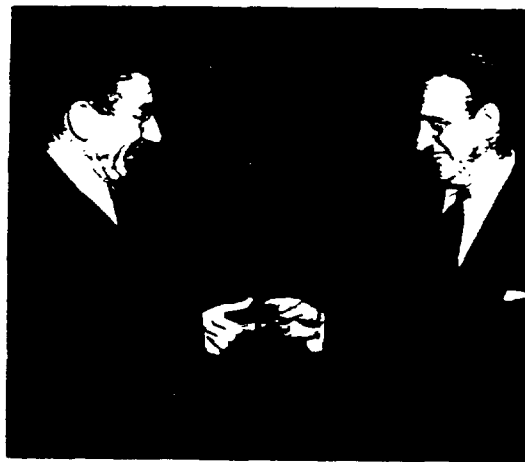


Steering committee of the San Bernardino Ethyl Society pose for their picture in front of the Lab. They are, from left: Virgil Allred, publicity chairman; Will Hancock, outgoing chairman; Jim Terrell; Walter Rantanen, former secretary; Adeline Nugent; Larry Stinson, newly-elected chairman. Al Bailey, another committee member was absent.



First shipment of "Ethyl" antiknock compound to go out by water from Baton Rouge is loaded aboard the first ship to use Municipal Docks after recent dredging. Dock workers stand by as two drums of "Ethyl" fluid are hoisted by the huge crane.

Herb Nixon receives from Ellis Locher, safety manager, the first "safe capacity" sign. Now being distributed to customers for installation on weightograph visors at their mixing plants, the signs were designed by Herb, who is a safety engineer in the Central Region. Presentation was made at the regional meeting in Cincinnati on February 9.



Detroit winners of golf and horseshoe tournaments pictured with trophies are: Front: Al Pauls, Wally Sherman, George Vaughn, Don Offord; back: Paul Elsey, Merrill Anderson, Al Sechrist, Rollie Ostrander and Jim McCoy. Tom Whaley, sports chairman, made the presentations.

Ethyl

Cecil Bauer, experimental chemist, Detroit Labs . . . born and educated in Canada . . . worked for the Ford Motor Company in Windsor, Ontario before coming to the States and Ethyl . . . sailing is his hobby . . . lives in Detroit.



Cecil Bauer

Marguerite Baylerian, research chemist, Detroit Labs . . . Detroit is her birthplace . . . received B.S. in Chemistry from University of Michigan . . . her hobbies include bowling, golf, tennis, sewing . . . lives with parents in Detroit.



Marguerite Baylerian

Patricia Brown, literature searcher, Detroit Labs . . . born in Lafayette, La. . . B.S. from Southwestern Louisiana Institute, M.A. from University of Texas . . . hobbies include cycling, mountain climbing, bowling . . . lives in Detroit.



Patricia Brown

Harry Cooper, chemist, Detroit Labs . . . born in Dearborn, Mich. . . B.S. from San Diego State College . . . served in Air Force during war . . . his hobbies are stamp collecting and fishing . . . lives in Dearborn with his wife and young son.

Howard Hamaker, deputy laboratory manager, Tulsa Lab . . . born in South Dakota . . . A.B. from University of South Dakota . . . former chemist for Mid-Continent Petroleum Corp. in Tulsa . . . lives in Tulsa with his wife and daughter.



Harry Cooper

Margaret Hughes, secretary, New York Finance . . . a native of New York City . . . graduated from Pace Institute . . . formerly with Bechtel International Corp. . . . likes to make her own clothes and root for the Yankees . . . lives in Flushing.

James McNamara, engineer, Detroit Labs . . . born in Illinois . . . M.S. and M.E. from Dartmouth . . . served four years in Navy as lieutenant (j.g.) . . . he is a sports enthusiast: skiing, hunting, fishing, golf . . . lives in Ferndale.

Twel



Howard Hamaker



Margaret Hughes



James McNamara

Times



Sally Ann Smith



Kathleen Pageau



Edwin Reid



Arthur Schiller



Bruno Walczak



Shirley Walters



You

Kathleen Pageau, clerk, Detroit Labs . . . Dearborn, Mich. is her birthplace . . . attended schools in Detroit . . . formerly worked for Montgomery Ward & Co. . . likes to sew when she isn't busy keeping house for her husband and their young son, Gary.

Edwin Reid, chemical technician, Detroit Labs . . . born in Wayne, Mich. . . attended Adrian College in Michigan . . . formerly with Chrysler Corp. . . his favorite extracurricular hobby is collecting books . . . lives with his parents in Romulus.

Arthur Schiller, dynamometer operator, Detroit Labs . . . born and educated in Detroit . . . formerly owned a service station . . . his favorite hobbies are fishing and bowling . . . he lives in Detroit with his wife and their daughter, Nancy.

Sally Ann Smith, stenographer, Detroit Labs . . . born in Port Huron, Mich. . . educated in Detroit . . . formerly with Technicolor Motion Picture Corp. in Hollywood . . . her hobbies are ceramic painting and bowling . . . lives in Detroit.

Bruno Walczak, technician, Detroit Labs . . . born in Detroit . . . attending Detroit Institute of Technology nights for his B.S. degree in Chemistry . . . his favorite hobbies are photography and chemistry . . . lives with parents in Detroit.

Shirley Walters, stenographer-clerk, Detroit Labs . . . born in Oshkosh, Wis. . . educated in Detroit . . . formerly with The Detroit Edison Company . . . lists bowling as her favorite hobby . . . she and her husband, John, live in Detroit.

Merl Watschke, senior instrument technician, Detroit Labs . . . born and educated in Minnesota . . . formerly a group supervisor for Bendix Aviation Corp. . . lives in Royal Oak with his wife, Ruth, and their two young sons, Ralph and Frank.

Merl Watschke

A RUN FOR YOUR MONEY

A new booklet of interest to all car owners is *A Run For Your Money*, which contains practical information for motorists in readable, easy to understand language. The booklet will be of special interest to Ethyl people, for they will see on the inside front cover a name familiar to many—Bill Ball, of New York Sales. Only it appears more formally as Wm. G. Ball.

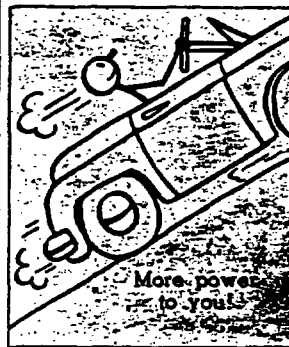
When the Mershaw Publishing Corporation planned the book, *A Run For Your Money*, to be written by William Hale Harris, they came to Ethyl for technical guidance. Always willing to help the average car owner learn more about his car and the services he can get from his service station dealer, Ethyl was glad to cooperate and assigned Bill Ball to the job. It turns out that Bill cooperated in the production of a best-seller, for sales hit 100,000 within eight days after the



Bill Ball

booklet went on sale at newsstands throughout the country.

The booklet is a readable and informative mixture of full-color cartoons and text covering a wide range of subjects. It is designed to make you an expert driver, save you money and increase your driving pleasure. If you missed seeing it on our Reading Racks, extra copies are available upon request to N.Y. Industrial Relations.





OIL-ALMANAC

Many interesting events in Ethyl history which occurred during February and March, ranging from the first sale of "Ethyl" gasoline to the establishment of the San Bernardino Laboratory, are reported below.*

FEBRUARY 2. Long years of antiknock research came to fruit on the wintry morning of February 2, 1923. A motorist pulled into a Refiners Oil Co. station in downtown Dayton and filled his tank with the first "Ethyl" gasoline sold to the public. 8,375 gallons were sold during the remainder of the month.



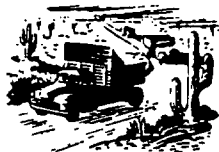
FEBRUARY 11. The first advertising budget of Ethyl Corporation was approved by the board of directors on February 11, 1925. This was the start of an advertising program that over the years helped to develop and expand the premium gasoline market—a market which has brought millions of dollars of added income annually to the petroleum industry.

FEBRUARY 15. Construction started on a new \$750,000 drumming unit at Ethyl's Baton Rouge plant on February 15, 1947. This unit was one phase of an improved distribution plan to facilitate shipments of "Ethyl" antiknock compound to refineries. The nominal capacity of the drumming unit is 10,000 drums a month. Complete facilities for the inspection, maintenance and filling of drums help assure customers of a steady, uninterrupted supply of "Ethyl" antiknock compound.

FEBRUARY 23. After Mr. Thomas Midgley and his associates discovered the remarkable antiknock properties of tetraethyl lead, they spent many months formulating a successful antiknock compound. Application was made for a patent covering the use of tetraethyl lead in motor fuels, but it was not until February 23, 1926, that the patent was granted. Meanwhile, "Ethyl" gasoline was put on the market. It is estimated that "Ethyl" antiknock compound conserved more than one billion barrels of crude oil during the first twenty-five years it was available—nearly equal to the total production of Pennsylvania wells from the discovery of oil in 1859 through 1947.

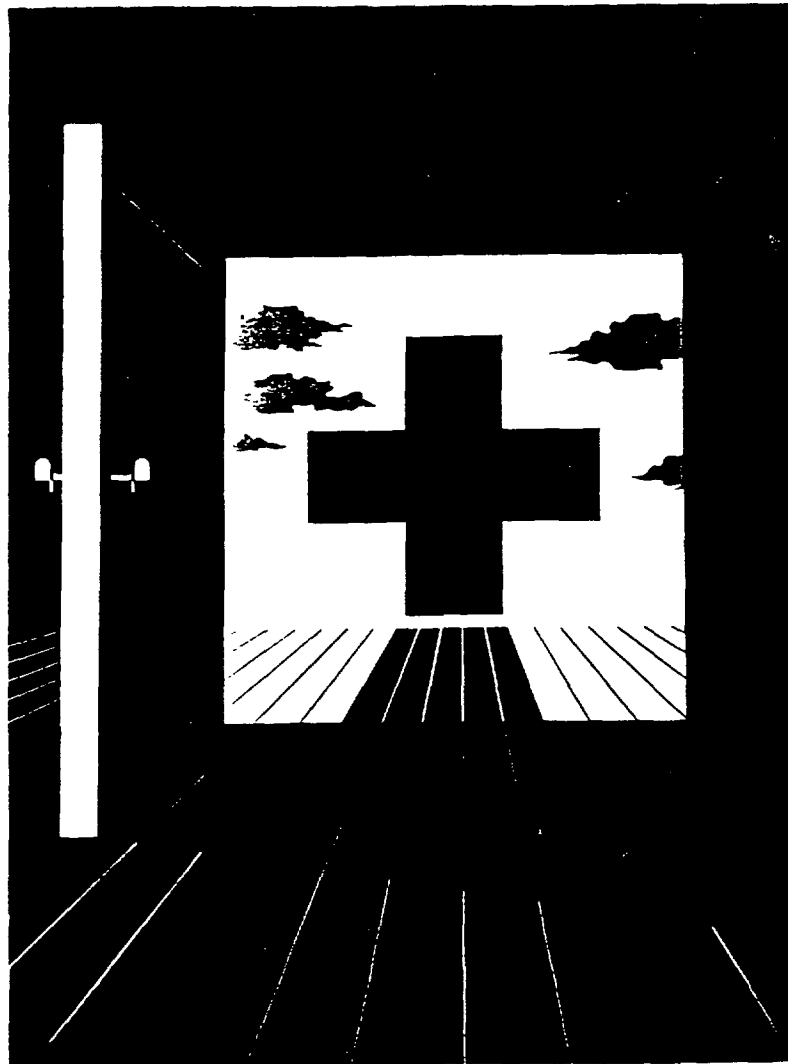
FEBRUARY 26. The first Series 30 knock-test unit was shipped from the Ethyl Laboratories machine shop on February 26, 1930. These famous test engines, designed through Ethyl research, were used by oil companies and automotive engine laboratories all over the world. The engines provided means for making better use of another product of Ethyl Research—the octane scale. The scale for measuring the antiknock quality of motor fuels had been devised some years earlier by Dr. Graham Edgar. This combination of an effective yardstick for determining fuel quality and the test engine to measure it contributed greatly to the development of better fuels.

MARCH 9. On March 9, 1935, a caravan of trucks and cars arrived in San Bernardino, California, to establish a new Ethyl laboratory. San Bernardino offered ideal terrain for road tests under varied weather, and altitude conditions. Besides a large fleet of test cars and trucks, the laboratory is today equipped with engine and chassis dynamometers, and special facilities for the blending and analysis of fuels. San Bernardino complements the work of Ethyl's extensive Detroit laboratories in investigating fuels, engines, lubricants and antiknock fluids.



**Reprinted from a series of editorial advertisements appearing each Monday in The Oil Daily. If any of you have suggestions for events to be included in the ads, they would be most welcome. Just send them along to the Bulletin Board, and if they are used, the BB will publish the name of the contributor.*

answer the call



1952 RED CROSS FUND



Just for Size

(See Page 10)

In This Issue	Page
----------------------	-------------

Going Through Its Paces	15
-------------------------	----

New Ethyl Ads Feature Cars	18
----------------------------	----

Keeping Posted on People	20
--------------------------	----

Five Up at Twenty-Five	24
------------------------	----

Bang-Up Bingo in Detroit	29
--------------------------	----

Bouquets and Blessed Events	32
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Ethyl BULLETIN BOARD

This Month in Ethyl

Opening of our New Houston plant means the start of a new chapter in the growth of Ethyl (page 3) . . . Some 2,000 people—employees, families and friends—attended the Family Day celebration held at the plant (page 10).

We are increasing our fleet of railroad tank cars to handle the new production from our Houston plant. . . . Expansion of our BHC facilities at Baton Rouge is nearing completion. The increased capacity will enhance our position in this important agricultural chemical.

Ethyl's new advertising campaign featuring cars "then and now" is currently breaking in leading national magazines (page 18) . . . Another advertising campaign is featuring our metallic sodium—and its availability from our two manufacturing plants.

The first national meeting of all our automotive engineers was held recently at the Dearborn Inn (page 17). Members of the Sales Department attended the recent meetings of the Western Petroleum Refiners Association in San Antonio and the National Petroleum Association in Cleveland.

Ethyl sponsored an old-time car race in Los Angeles on April 6, and presented the "Two Equals Three" demonstration between races for the crowd of 6,000. The races were widely publicized in the Los Angeles press and were televised by Movietone News, Telenews and NBC-TV (story next month).

First unit of the new portable version of the Product Sales Clinic will go to Ethyl Antiknock, Ltd. early in June. More units will be on their way to the field as quickly as they are completed.

You will shortly receive your statement of annuity income as issued by The Equitable Life Assurance Society showing the amount of retirement income credited to your account through December 1951.

A highly interesting and informal economics course is being offered throughout the Company. Purpose of the course is to give the basic facts about the way our economic system works.

Two Ethyl films, *Gasoline for Everybody*, and *The Long Road*, were shown recently on CBS-TV. A quarter million viewers tuned in on the program.

ETHYL BULLETIN BOARD

by and for Ethyl employees Marceline Marquis, Editor

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Seltridge; Detroit: Margaret Dullinger, Andy Pailay, Adele Rozek, Nora Wirick; photographers: Fred Green, Loren Knowles; 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, Dean Painter; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Howard Hamaker; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock: Remy Barki.

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

WHAT OUR NEW HOUSTON PLANT MEANS TO THE U.S. AND US



Like a giant cannon, the tower in the ethyl chloride area at the new Houston plant casts an impressive figure against the Texas sky.

Within a remarkably short period of time, a series of chain reactions recently went off at a place some 17 miles from Houston, Texas.

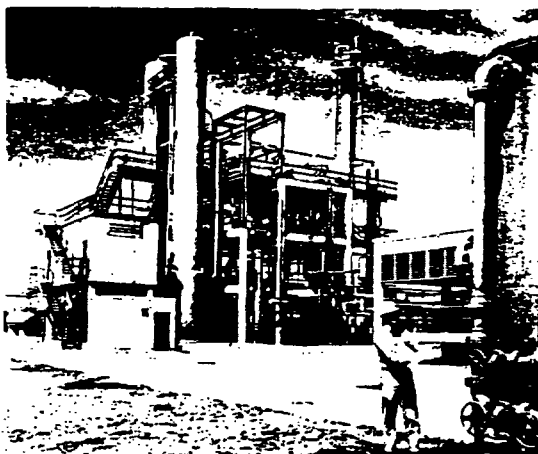
First a nitrogen plant went on stream, providing a blanket of inert gas that is needed in certain manufacturing operations. Then an alloy plant went into operation, skillfully blending molten sodium and molten lead, in precise proportions, for an important chemical reaction. Soon, all of many highly specialized chemical intermediates were brought together—and the first production of tetraethyl lead from an entirely new source came into being. Our new Houston plant was in operation.

Any oil refiner, any airman, any national defense official could tell you what this new plant meant: It meant a broad increase in the nation's tetraethyl lead capacity—a capacity increase in one of the most vital ingredients of modern gasoline. For Ethyl Corporation, it meant an increase of approximately one-third in its total tetraethyl lead capacity. But for the nation, it meant renewed assurance that the oil industry can and will provide gasoline of adequate antiknock quality for our country's needs in war or in peace. Our national defense has been greatly strengthened.

We in Ethyl know these things. We know that tetraethyl lead is used in



Behind the new Houston plant is the brain-power and the long experience of Ethyl men, gained through 28 years in the field of antiknock compounds. Careful planning and coordination of effort called for hundreds of meetings among Research and Engineering and Manufacturing people. Here, in a typical group with blueprints, slide rules and technical data are, clockwise, from left: Helen Johnson, secretary to Jim Bergin; J. B. Rhorer, construction coordinator; Jim Bergin, superintendent of operations; Bob Bloodwell, superintendent of services; Louis Davis, chief supervisor of ethyl chloride operations; Wally Armstrong, Houston plant manager; Joe Bridges, area engineer, Ethyl Chloride; Ray Hodgkinson, supervisor of technical research and Mac McClellan, assistant to the construction coordinator.



Two 90-foot-high columns identify the ethyl chloride plant, where complex manufacturing processes require extremely cold temperatures which go down to 80° below zero.

4

BULLETIN BOARD—APRIL-MAY

over 95% of all motor and aviation gasolines, that gasoline demand itself has doubled since 1939, and that at the rate our present civilian and military fuel needs are growing, TEL is more essential than ever.

Beyond this, our brand new plant has a special meaning—for everyone in every department of the Corporation.

For one thing, the plant, with its additional TEL capacity, means we are a larger and stronger company than before.

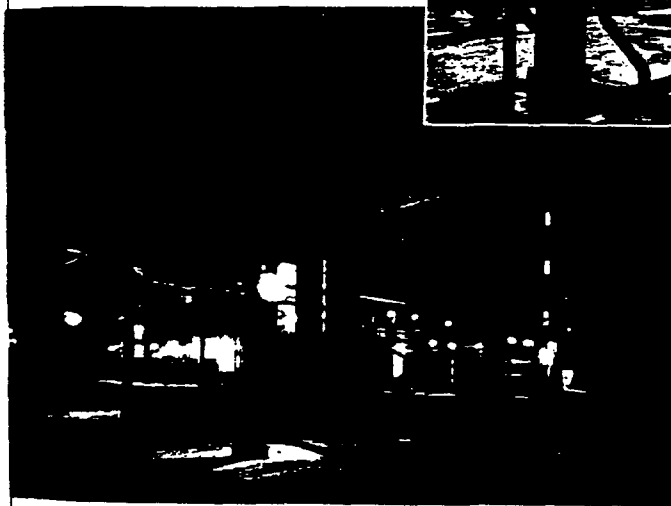
For another, our new Houston plant, truly a miracle of modern chemical engineering, embodies everything that Ethyl has learned out of 28 years' experience in the field of antiknock compounds.

And equally important, our new plant not only gives us a new and separate manufacturing site—but a new

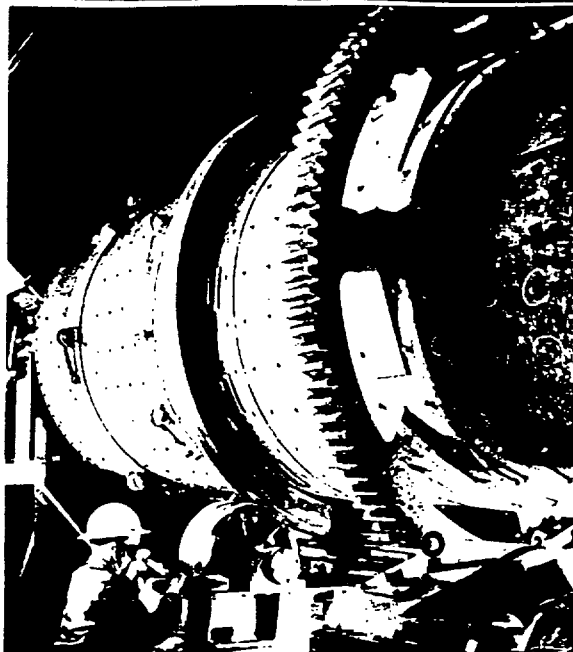


Left, a partial view of the fourth floor of the tetraethyl lead building, where the tetraethyl lead reaction begins. Here, an operator is feeding measured amounts of ethyl chloride into a TEL autoclave (located below) for reaction with the lead-sodium alloy. After the manufacturing cycle has been completed, the raw tetraethyl lead passes into the stills for purification.

Right, some of the stills that are used to purify raw tetraethyl lead. Here, the newly-made tetraethyl lead is distilled. Then the purified TEL is transferred to the blenders where it is mixed with the other ingredients which transform it into finished anti-knock compound.



Left, a night view of the TEL central process building—it handles under one roof many operations including alloying, blending, purification and lead recovery.



Left, this ten-ton salt shaker is a huge revolving oven which helps make drier and purer salt than you find on your dining room table. Hundreds of tons of pure salt are needed each week to produce sodium.

and separate site on which to grow and expand.

To anyone taking a tour through the plant, its physical proportions are certainly impressive.

The present buildings cover 80 acres of a 400-acre site, leaving plenty of room to grow. Besides the process buildings, the plant has a modern medical and personnel building, a shops and stores area, a storage tank area, a centralized utilities area, and other auxiliary features. The plant has its own power substation, 28 heavy-duty transformers and 10 mercury arc rectifiers, and it consumes as much electricity as a city of 100,000 people. There are 4 miles of roads and streets in the plant area and $6\frac{1}{4}$ miles of railroad track. It connects with ocean-going vessels on the one hand, through the Houston Ship Channel, and with six major railroad lines on the other hand, through the Port Terminal Railroad.

Not so easy to visualize, however, are what these buildings and equipment, processes and designs, represent in terms of technological advances in



A huge crane hoists equipment into the salt processing wing of the sodium building as it nears completion. Here, salt will be electrolytically decomposed into its elements, sodium and chlorine. At left is chlorine building.

a highly intricate manufacturing operation.

And yet, at every turn, operations have been improved and meanwhile simplified; new ways of doing things have been developed; less efficient steps and unnecessary operations have been discarded. These improvements, dramatic as they are, come as no surprise to our people in Baton Rouge. For they played an important part in the design of the process buildings at the new plant.

That's why the ethyl chloride unit

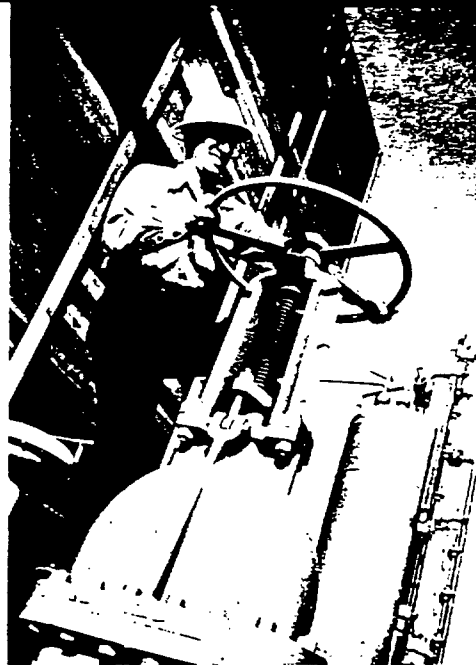
looks deceptively small in comparison with a similar unit at Baton Rouge—and yet it is one of the most efficient units that Ethyl, out of its long experience has devised. That's why the tetraethyl lead reaction and the manufacture of lead-sodium alloy—two seemingly unrelated operations—are combined under one roof. That's why countless other improvements and advances are visible throughout the entire plant.

Fundamentally, our manufacturing operations at Houston are the same as at Baton Rouge. And yet they are distinctly better—as only the people in our Research and Engineering and Manufacturing departments know how to make them better.

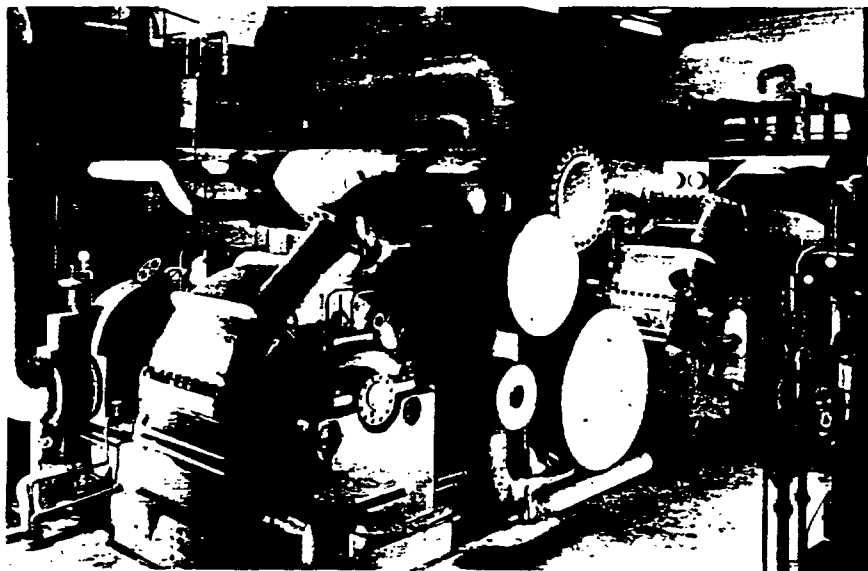
Our new plant at Houston represents both an end and a beginning.

On the one hand, it is a fitting climax to an expansion program of over

Below: Massive machinery which is part of the plant's central refrigeration system, dwarfs the man at back right. He is checking the temperature on one of the huge compressors. The central refrigeration plant has a capacity of 825 tons. That means the plant could provide refrigeration for the homes of every employee in the Ethyl Corporation—or approximately 6,000 dwellings.



Above: An elaborate system of valves controls the flow of water, chemicals, gases and other raw materials used in the making of "Ethyl" antiknock compound. Here, with a huge cooling tower as a backdrop for his operation, George James mans one of the more than 20,000 valves. Water is obtained from the Houston Ship Channel and from four wells located on the plant.

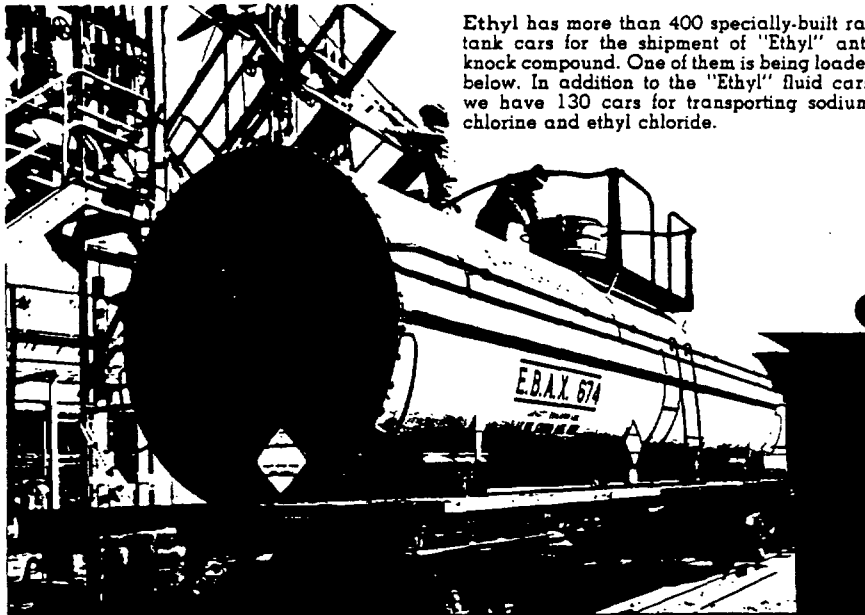


This pattern in pipes indicates the variety in size and type of the 200 miles of pipe at the plant. Liquids, gases, some hot, some cold, run through a complex system of pipelines, which transport most of the materials used in the manufacturing process.

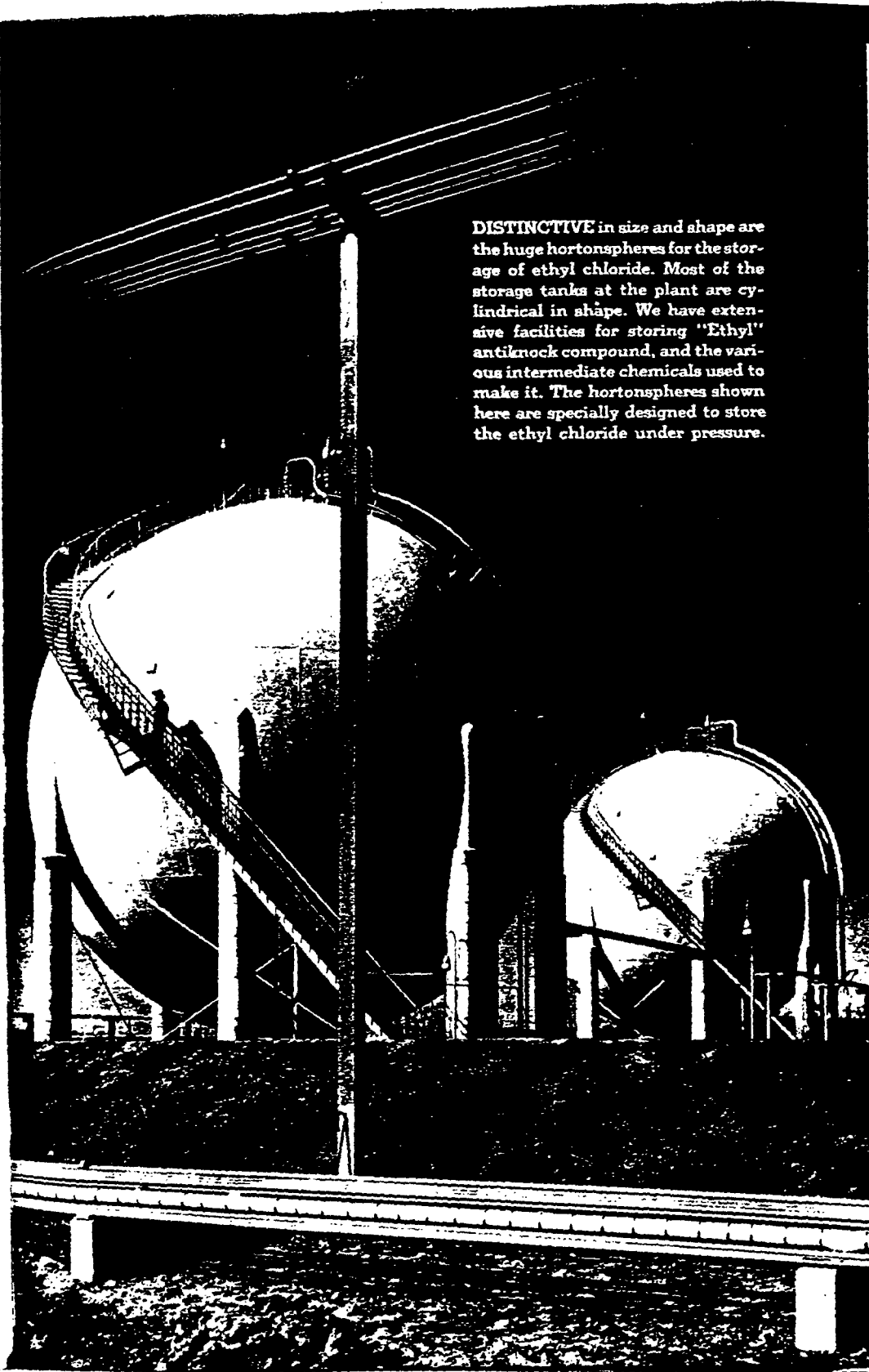


\$100 million that Ethyl has carried forward in the last six years. But as it goes on stream—creating new employment in the Houston area, serving an important refining area centered in Texas, and strengthening our national defense—it marks a new chapter in the careers of the Ethyl Corporation and its people.

Night view of the steam generating plant. A three-boiler, gas-fired unit, it can produce six-and-a-half million pounds of steam per day—enough to run a large ocean liner.



Ethyl has more than 400 specially-built rail tank cars for the shipment of "Ethyl" anti-knock compound. One of them is being loaded below. In addition to the "Ethyl" fluid cars, we have 130 cars for transporting sodium, chlorine and ethyl chloride.



DISTINCTIVE in size and shape are the huge hortspheres for the storage of ethyl chloride. Most of the storage tanks at the plant are cylindrical in shape. We have extensive facilities for storing "Ethyl" antiknock compound, and the various intermediate chemicals used to make it. The hortspheres shown here are specially designed to store the ethyl chloride under pressure.

FAMILY DAY AT HOUSTON



Completion of the new Houston plant will always be a milestone in Ethyl's continuous march forward, but to new employees there, one particular day last month will also be remembered for its warm and friendly introduction to what it means to work for and with a company like ours.

The day was Saturday, April 19—"Family Day." About 425 employees had been invited to bring their families out to the plant to be Ethyl's guests. They took part in a program designed to help them understand the Company, the plant, and their opportunities with Ethyl.

Getting their name badges as they arrive at the plant are Mr. and Mrs. Charlie Pigg and their daughters Judy, left, and Charlotte.

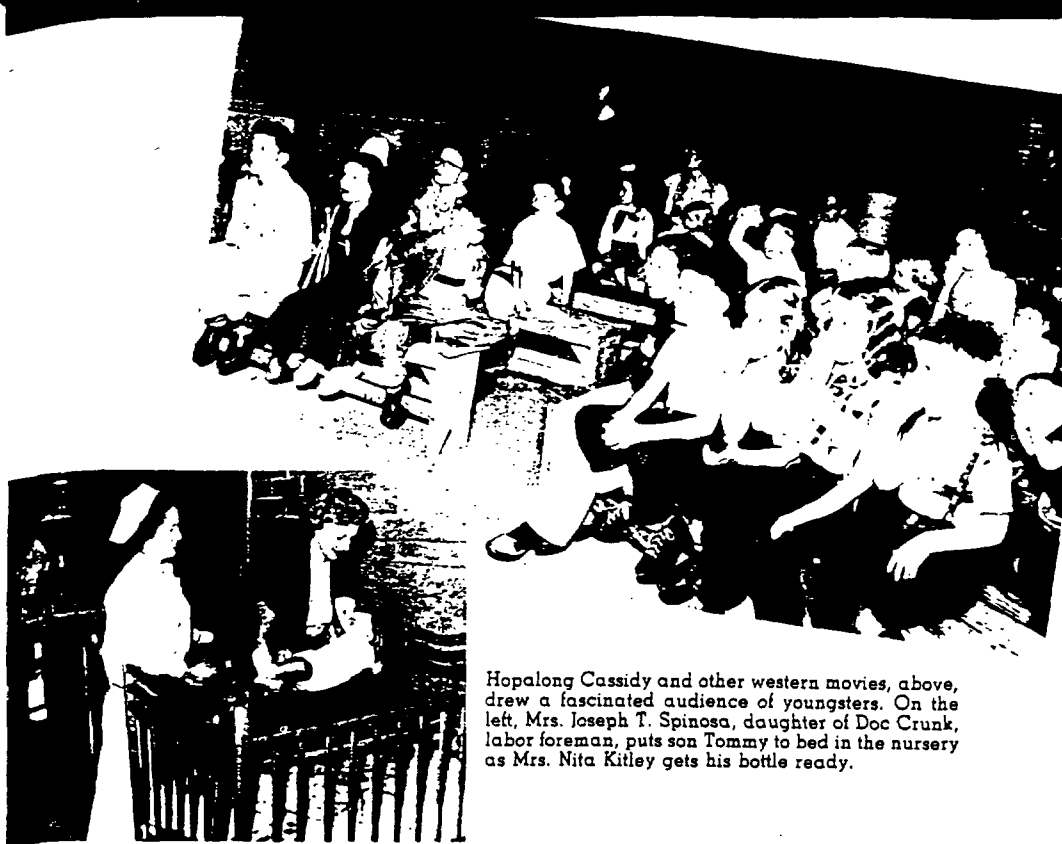
Many employees' wives met each other for the first time at Family Day. Here the Jack Vickers, left, are talking with Mr. and Mrs. Jim Rabalais. Jack and Jim are in TEL operations.

Including wives, husbands, children and the parents of some employees, nearly 2,000 people attended. Family Day, in fact, turned out to be one of the largest employee gatherings the Company has had, surpassed in attendance only by the annual picnics sponsored by the Company and the Ethyl Recreation Association in Baton Rouge.

Virtually all of the plant was finished, and so the visitors had an unusually good opportunity to inspect

Company executives were on hand to welcome new employees as they circled the exhibit area. From left are: Clint Bond, President Shea, Wally Armstrong and John Schaefer.





Hopalong Cassidy and other western movies, above, drew a fascinated audience of youngsters. On the left, Mrs. Joseph T. Spinosa, daughter of Doc Crunk, labor foreman, puts son Tommy to bed in the nursery as Mrs. Nita Kitley gets his bottle ready.

the various installations, in all their complexity and variety. Informal talks by President Shea and Plant Manager Wally Armstrong made clear to employees and their families the advantages, the privileges and the responsibilities of their jobs on the Ethyl team. Exhibits, demonstrations and movies covered various aspects of policies towards employees and activities of the Company.

President Shea, whose talk was filmed for television over KPRC-TV, welcomed the assembly which filled to capacity the auditorium area of the shops and stores building.

Discussing the growth of the Company, Mr. Shea said that our Houston plant, with its good working condi-

tions and new opportunities for everyone, was made possible by one basic Ethyl policy. That policy, he declared, is to give the customer more value in the product he buys than the money he pays for it.

"We have been able to increase our business year by year," he said, "by following that basic policy, and so we have been able to price our product competitively. Just as this policy has been responsible for our success in the past, so must it be responsible for our

A popular demonstration was a test-engine that knocked like a sledge-hammer until the fuel was changed to "Ethyl" gasoline. Grant Scott of Dallas Sales, left, ran the show.



An old car and a new car mounted on dynamometers were run for an interested audience by Jack Laubach of the Dallas Sales office. The demonstration showed how modern cars get a lot more mileage with modern gasoline.



Dave Turner of Personnel, who was on duty at the Benefit Plans booth, pauses for a moment to visit with his wife and 3-year old son, Dave, III.

a major contributor towards better motorized transportation, he said.

"We look forward with the confident expectation that you will do your part on the Ethyl team," he continued. "It's the kind of job that's bound to have a number of new and challenging aspects as time goes on."

After underscoring the importance

success in the future. It is up to everyone to do his job efficiently in order that we may continue to prosper and grow."

Wally Armstrong paid high tribute to those whose experience, knowledge and perseverance made it possible to design and build a highly efficient plant like ours in Houston. The plant will be

Groups of employees and their families, right, were taken through the TEL buildings when they made the plant tour. Here John Thibaud, one of the guides (back to camera) explains how lead-sodium alloy from the hopper on the left is discharged into an autoclave on the floor below, where TEL manufacturing processes begin.



Buses left the shops and stores building at five minute intervals to take Family Day visitors on a 45-minute tour of the new plant.



Nearly 1200 people attended the morning session to hear President Shea and Plant Manager Wally Armstrong speak informally about Company policies and the opportunities Ethyl employees share. Houston's television station, KPRC-TV, picked up parts of the program.

of every employee's work, Wally declared that "starting a new job in a new plant in a newly-developed part of a progressive community can be an exciting experience for anyone. I want to wish you all kinds of success, happiness and the best of luck in reaching the goals you have set for yourselves. We have a bright future ahead of us."

Planned and arranged by the Industrial Relations and Community Relations Departments of Houston, Baton Rouge and New York, with the assistance of Sales, Advertising and Public Relations, the day's activities were organized into two sessions in order to give all employees a chance to share in the festivities. The morning

program started at 10 o'clock, and was repeated in the afternoon, beginning at 3 o'clock.

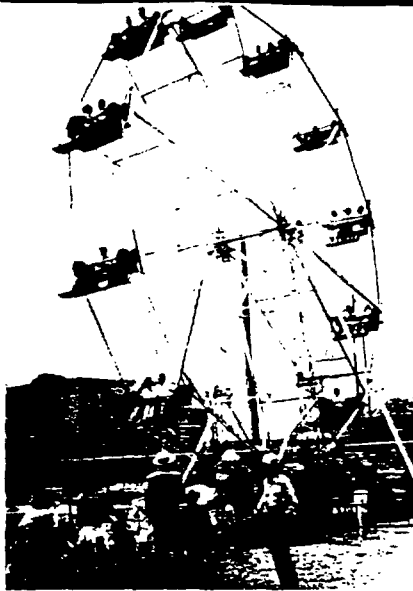
As employees and their families arrived, they were welcomed by a committee at the entrance of the shops and stores building. Souvenir ash-trays and key-chains were given to parents and T-shirts with the Ethyl emblem to youngsters. Then the crowd moved on to the exhibit area.

Attractively arranged panels with special lighting effects illustrated the Company's history, products, services to customers, and advantages and opportunities available to employees, such as good wages, security of employment, safety, recreation and the benefit plans. Other panels featured interesting and unusual facts about the size and nature of the new plant. The amount of piping and electric wire, for example, would stretch nearly the entire width of Texas.

Buses left the shops and stores building every five minutes during the



Fascinated by the array of shrimp, cold cuts, steamed chicken and other delicacies, little George Murphy, Jr., in his father's arms, and daughter Barbara Jean, go through the buffet line with their parents. Dad is in Operations.



The ferris wheel was popular with small-fry and their parents—a major attraction in the play-area set up outside the shops and stores building for Family Day.

with an electric roaster by Charlie Zeanah, chairman of the Houston arrangements committee. Then an elaborate buffet was served.

Employees had an opportunity to meet a number of the Company's principal executives, who had come from New York, Baton Rouge and Houston, and to introduce their wives and husbands to fellow employees.

Press Visits the New Plant

Special arrangements were made by the Public Relations Department for appropriate news and picture coverage of the new plant by newspapers and oil, automotive and chemical magazines, as well as by Houston radio and TV stations. Twenty-one editors, writers, program directors and other specialists were guests of the Company for a plant tour and luncheon on Friday, April 18, followed by dinner at night. Ethyl's principal executives welcomed the press and joined in the tour.

day to take the crowds on a 45-minute tour around the plant, stopping at strategic locations while guides explained the various installations. Groups inspected much of the elaborate equipment in the tetraethyl lead buildings, fresh in their silver, green and buff paint.

Parents with small children found a completely equipped nursery ready to take charge of the smallest infants-in-arms. Other youngsters enjoyed the play-area, set up for the occasion. The ferris wheel was popular with the braver small fry, and a modern merry-go-round with small cars instead of horses drew swarms of toddlers. Continuous western movies glued many an energetic 10-year-old to the benches of a temporary theater in the change house building. Huge cones made of crushed ice with bright syrup on top lured sons and daughters of all ages.

Following the talks by President Shea and Plant Manager Armstrong, a cartoon movie was shown, describing highlights of the benefit plans. The door-prize winner was presented

During the press tour of the new plant on Friday, Tom Lester, oil editor of the Houston Chronicle, stops to heft one of the 100 pound pigs of lead in the TEL building.



New Product Being Tested



Amyl nitrate researchers pose for a portrait during a discussion of the DB-36 development program. They are, from left, Jim Hinkamp, John Wintringham, Jack Taylor, Andy Anderson, Roy Sugimoto and Grover Wilson.

A. U. S. Navy submarine, a big diesel locomotive, and a powerful diesel truck might not appear to have much in common. But, for us, they do. All three types of power plants are being used in a special test program to determine the effectiveness of a new Ethyl product.

New, that is, to people on the outside. But to Ethyl men like Bill Hubner, of Product Development, John Wintringham, Grover Wilson, Jim Hinkamp, Merrill Anderson, Ed Desmond and Roy Sugimoto, of Research, and Tom Taylor, of Baton Rouge Development, it's an old story—and an important one—that goes back some several years.

It began with Management's decision to investigate the field of diesel fuel additives, which appeared to offer a logical expansion in the petroleum additives field. With the distillate fuel market growing rapidly and refiners finding it more and more difficult to meet both quality and quantity de-

mands for diesel fuel, it seemed that an ignition improver would be of distinct value to the oil industry. Furthermore, the manufacture and marketing of such a product would fit into our overall research and sales program.

Accordingly, research was begun and extensive investigation of potential cetane improvers for diesel fuel was carried on for several years. More than 300 compounds were tested. The action of cetane improvers in promoting combustion control in diesel fuels is just the opposite from the action of antiknock compounds in gasoline. While tetraethyl lead promotes smooth combustion of gasoline by slowing down the rate of combustion, a cetane improver accomplishes the same results with diesel fuel by speeding up the start of combustion.

The most effective compound on a cost basis which our research people found for improving cetane numbers was a special blend of primary amyl nitrates. This compound was originally

At a U. S. Navy base, preparations are made for the first, experimental run of a submarine using diesel fuel improved with our special amyl nitrate blend. Ethyl men, who worked with Navy Fuel Depot personnel on the blending, are shown here looking on as amyl nitrate is pumped into a line carrying diesel fuel. Ellis Locher and Van Fleck, of New York Safety, are at left, and Whit Sweeney, Eastern Region representative, is second from right. Navy men are D. E. Edwards and S. H. Leonard, Jr.



produced in a laboratory unit at the rate of half a gallon an hour. Present production facilities can turn out 900 gallons a day, but commercial quantities will not be produced until the large-scale service test programs now being set up are successfully completed.

There has been a growing interest among refiners in a cetane improver. Copies of a brochure recently prepared and distributed by our Sales, Product Development, Research and Technical Service people have created a great deal of interest in our product. And, as a result, refiners, locomotive manufacturers, and Ethyl are getting together on large-scale service tests on trains and fleets of trucks to ascertain whether or not the laboratory tests are borne out in actual service.

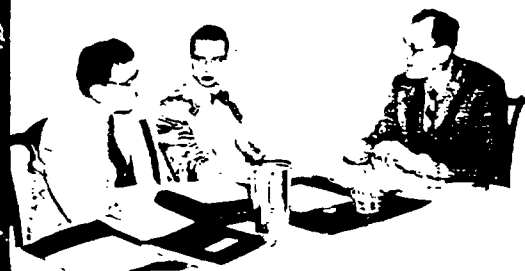
Our full-scale engine tests in the lab have been supplemented by over-the-road tests at San Bernardino and by extensive U. S. Navy tests. The Navy



submarine tests, started last August, will continue until a full year of testing has been completed, and approximately 4,000,000 gallons of diesel fuel containing 0.2% of amyl nitrate have been consumed. In some cases, less than one-tenth of one percent is all that is required.

With the demand for diesel fuel now four times as great as it was in 1941 and expected to double again by 1960, our ignition improver promises to be of tremendous help to the oil industry in meeting the country's needs, if current service tests prove successful. Our cetane improver would enable refiners to produce the required grades of diesel fuel at low cost. An important advantage is the flexibility it would permit in refining operations, by eliminating or reducing the selective blending now required. Refiners could manufacture, store and transport one grade of distillate fuel, to be used either as heating oil for home heating units, or as diesel fuel. In those cases where the fuel failed to meet the desired specification for cetane number, it could be upgraded with our cetane improver.

Here, a group of Navy men watch the fuel flow into a compartment of a U. S. Navy fuel transfer barge. On hand from Washington for the occasion were Lt. Paul Lewis (center) and A. K. Ramsey, of the Bureau of Ships, shown at right. At left is A. R. Mac Kechnie, superintendent of the fuel depot.



Tony Woska, Herb Sumner and Heinie Mueller join in an informal coffee-time discussion.

First Nationwide Meeting of Automotive Men

The first national conference of regional automotive engineers with members of the Research Laboratories' Technical Service Division was held March 17 to 19 at the Dearborn Inn near Detroit. Although the automotive engineers have met together for the past four years, in regional groups with one or two regions meeting at a time, the Dearborn meeting brought all of them together for the first time. In addition to our four domestic sales regions, representatives were present from Canada and Mexico.

Purpose of the conference was two-fold: 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.

The program included talks by members of the Technical Service Division and the sales regions, group and individual discussions. Dick Scales, director of technical service, welcomed the men. Then Dan Guy, assistant director of technical service,

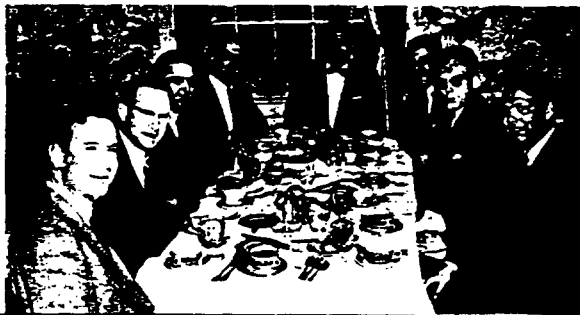
took over as conference chairman and outlined the three-day program.

On the first day, the conference was devoted to presentations by technical service personnel. Casey Jones discussed recent passenger car developments and Harry Toulmin reported on the spark plug fouling problem. Ed Paige outlined the commercial engine and fleet program. Punch Pfundstein told about developments in the farm tractor field. Herb Sumner discussed engine durability topics previously suggested by the automotive engineers. Ben Brewster reported on activities of the Research Laboratories. Mike Remondino discussed combustion chamber deposits and Dick Sneed gave a talk on diesel fuels and engines. In the afternoon an informal round-table discussion on carburetion was conducted by Harry Toulmin and Heinie Mueller.

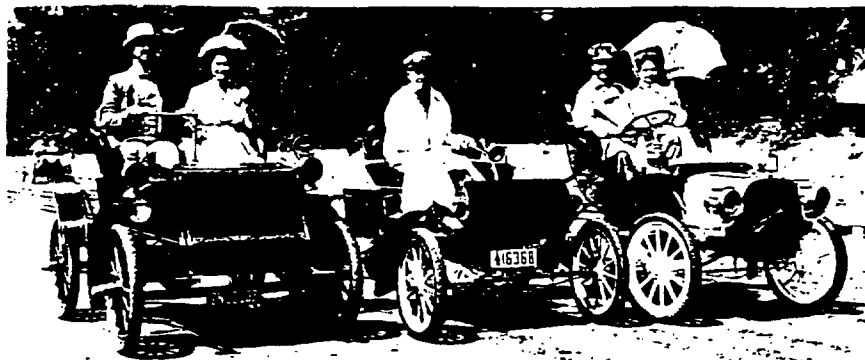
The next day Charlie Welch and Mel Olson reported on the farm tractor trailer demonstration program. Art Johnson gave a talk on the use of LP-gas in city bus operation and Bill Polachek made a presentation of the small version of the Product Sales Clinic. The balance of the day's meeting was devoted to a round-table discussion of field problems.

Following further discussions of field problems on the third day of the conference, Bill Turnley explained the new automotive interview report forms and reporting procedure. Mac Murdock and Julian Frey addressed the closing session of the conference.

Lunching together are, from left, Don Hornbeck, Central Region, Dick Scales, Detroit, Mel Olsen, Central Region, Tom Wilkinson, Detroit, Dan Guy, Detroit, Punch Pfundstein, Detroit, Dick Sneed, of Detroit and Jack Bailie, of the Central Region.



NEW ADVERTISING CAMPAIGN TO HIT BIG SUMMER DRIVING MARKET



"Granddaddies" of our modern cars, plus many other interesting and unusual autos will be featured in Ethyl's new advertising campaign. Here are a few "old-timers" on parade at the Los Angeles County Fairgrounds preceding the Vanderbilt Cup and Grand Prix races sponsored by Ethyl, April 6. At left is an old Pierce-Arrow, in the center, one of the earliest curved-dash Oldsmobiles, and at right a dashing turn-of-the-century Cadillac.

One day last month Don Flynn lifted a small rectangular package out of his mailbox, unwrapped it and discovered inside a construction kit. When his son, Doug, 15, got through putting together the contents of the box he had a scale model of an old-time car. A little note inside the box said, "We understand from a friend that you are about to become an 'Old Timer' automobile enthusiast—so we thought you'd like to have this model of a 1902-1903 Cadillac."

A few days later, Don received an advance proof of the first ad in our new advertising campaign which will feature the "granddaddies" of today's cars, plus many other interesting and unusual autos. Don then realized that the Advertising Department was giving him, along with others on the Sales staff, a kind of "on your mark, get set, go" treatment. The arrival of the model car was the "on your mark" signal, the advance proof said "get set" and then they were all ready to "go" right out and tell their customers all about the new campaign.

The first advertisement will appear in leading national magazines just in time for the start of the big summer driving market. It's scheduled first for the May 5 issue of *Life*, with the other insertions quickly following in other magazines.

It will run in the *American Legion*, *Colliers*, *Country Gentleman*, *Grit*, *Life*, *Pathfinder*, *Progressive Farmer*, *Saturday Evening Post*, *Sunset* and *Time*. Total circulation of these magazines is over 23,000,000.

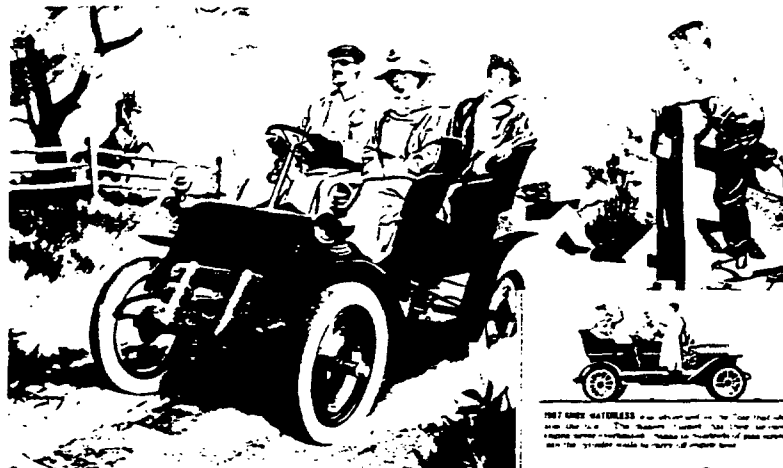
Few who see the ads will realize that this campaign was a year in the making. The idea was conceived and the first draft of the copy and rough layouts were prepared in May of 1951. This was one of five campaigns prepared and presented for our consideration by Ethyl's advertising agency, Batten, Barton, Durstine and Osborne. After careful appraisal, those responsible for our advertising program chose the old car campaign.

In August of 1951 reader studies were made with sample advertisements specially bound into *Look*

magazine. The ad was tested against a real winner—one of our "powerful difference" series, which has racked up top readership scores. These studies indicated that the new ad puts across to the reader a stronger selling message, that our sales story sticks in the minds of more readers. For every 100 who remembered the sales story pre-

sented in the "powerful difference" ad, 143 remembered it in the new ad.

Armed with this advance information on the advertising campaign, the men in the field have taken the opportunity to tell our customers about this extra Ethyl service. Designed to help customers sell more of their best gasoline, it's an extra worth talking about.



TODAY AS YESTERDAY.

CARS RUN THEIR BEST ON THE BEST GASOLINE

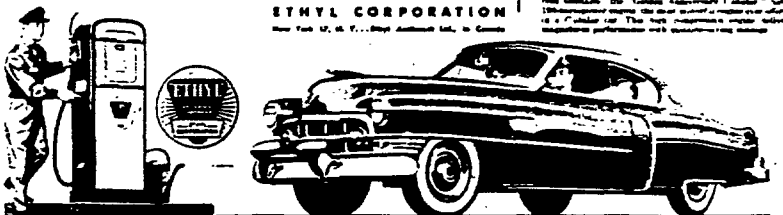
"The better the gasoline, the better the engine" is more than a catch phrase.

Ever since automobiles were invented, engine progress and fuel progress have gone forward hand in hand. And the combination of a modern high compression engine and high octane "Ethyl" gasoline gives today's car owners the power, economy and

all-round performance that was only a dream a few years back.

"Ethyl" gasoline is high octane gasoline. It's the fuel modern high compression engines need to develop top power and efficiency. It's the gasoline you ought to buy. Remember, there's a powerful difference between gasoline and "Ethyl" gasoline.

ETHYL CORPORATION
New York 17, 44 E. 57th Street, New York 17, N. Y.



1927 FORD WATERBURY is an early car in the "Ethyl" series. The "Ethyl" gasoline was used in the early days of the automobile. It was the first gasoline made by Ethyl.

1922 HILLYARD featured an early type of motor engine designed to run on the best gasoline. The engine had an overhead valve and a compression ratio of 12 to 1. It was the first car to run on "Ethyl" gasoline.

1928 BUICK offered the "Duesenberg" engine designed to run on the best gasoline. The engine had an overhead valve and a compression ratio of 12 to 1. It was the first car to run on "Ethyl" gasoline.

1932 CADILLAC was the "Golden Anniversary" car. It was the first car to run on "Ethyl" gasoline. It was the first car to run on "Ethyl" gasoline.

Theme of the new advertising campaign as shown in this, the first of the series, is "Today As Yesterday, Cars Run Their Best on the Best Gasoline." This ad is appearing in leading national magazines, beginning with the May 5 issue of Life.

Organization Changes

Manufacturing

Harold Madden has been appointed manager of plant and employee services at the Baton Rouge plant. Harold joined the Company as a chemical engineer in 1940 shortly after graduating from West Virginia University with a chemical engineering degree. In 1943 he went to Deepwater, where he worked for two years, then was transferred to New York as special assistant to Vice President John Schaefer. He returned to Baton Rouge in 1947 and was in the Industrial Engineering Section in charge of time study and cost analysis until his promotion.

Research and Engineering

Jack Macauley, director of research, has announced the following promotions and appointments at the Detroit Research Laboratories.

Automotive Products

Hal Gibson has been appointed assistant director of the Automotive Products Division. He started with Ethyl as an engineer following his graduation from the University of Michigan with a master's degree in engineering in 1930. For the past eight



Hal Gibson

years he has been research supervisor on motor fuels and lubricants.

Dave Davidson has been named staff assistant to John Wintringham, associate director. Dave came with us in 1929 as an engineer in the Gasoline Testing Division, became a laboratory manager, then head of the fuel research section and later manager of the automotive research operating division. He took his B.S. in engineering from Georgia School of Technology and his M.S. from Louisiana State.

Jim Foote has been appointed head of the engine section, with Ralph Wahrenbrock as his assistant. Jim joined Ethyl in 1946 following two years with the Navy as a lieutenant (jg), and in 1947 was named head of the fuel research section. A native of Jackson, Mich., he has a B.S.M.E. from Michigan State College.

Ralph Wahrenbrock, who started with us as an engineer-in-training in 1941, has been assistant head of the engine durability section since 1947. He was born in Enterprise, Kans. and is a graduate of Kansas State College. Jim Hinkamp has been named research supervisor in a new field at the labs called petroleum chemicals. He had been a section head in Chemical Research since 1948. Born in Holland, Mich., Jim attended Hope College there, received his Ph.D. from Ohio State University in 1943 and joined Ethyl shortly afterward.

Rollie Ostrander is now in charge of the Vehicle Section. Born in Stockbridge, Mich., Rollie attended Michigan State College, where he earned a B.S.M.E. Starting with Ethyl as an engineer-in-training in 1940, Rollie worked successively as a field representative, research engineer, assistant head and head of the endurance test section, and head of road test.

Durward Rossman has been named head of the Equipment Section. He came with us in 1928 following his graduation from the University of Michigan with a B.S.M.E. Since 1941 he has been in charge of the engine test equipment section.

Chemical Research

Gus Ligett has been promoted from assistant director of chemical research to associate director. He came to Ethyl in 1944 as a research chemist, had formerly worked for Eastman Kodak and just before joining Ethyl was a post-doctoral research fellow at Purdue Research Foundation. Gus received his B.S. in chemistry from Antioch College, his M.S. and Ph.D. from Purdue.



Gus Ligett

Gene Hill, formerly a research supervisor, moves up to become assistant director of research. Gene is a graduate of the School of Mines and Metallurgy at Rolla, Mo., where he earned his B.S. and M.S. in chemical engineering. He was a research supervisor at Wyandotte Chemical Corporation before coming with us in 1946.

Ted Carron has been appointed head of the chemical engineering section. Ted came to Ethyl in 1946 from Du Pont where he had been a production engineer. A native of Detroit, he attended Detroit University, where he



Gene Hill

received a B.Ch.E., then took his master's from the University of Michigan. Leon Chrzan, who has been a chemist at the Detroit Labs since 1947 with the exception of six months spent in the Development Section at Baton Rouge, has been named assistant head of the chemical engineering section. Leon was born in Olean, N. Y. and has a B.Ch. and a Ch.E. from Cornell.

Ed Johnson has been appointed staff assistant to Harold Soroos, superintendent of chemical services. He had been a research chemical engineer, pilot plant supervisor and head of chemical engineering. Ed is a native of Republic, Mich. and a graduate of Tri-State College in Angola, Ind., where he received a B.S.Ch.E.

Sig Rue has taken over responsibility of the Chemical Technical Office Section in addition to his duties as head of the special chemicals supply section. Sig joined Ethyl in 1941 as a research chemist, became a supervisor in Chemical Research in 1943 and head of special chemicals supply in 1947. He was born in Westerville, South Dakota, received his B.A. from Luther College in Decorah, Iowa, and his M.S. and Ph.D. from the State University of Iowa.

Al Kolka has been named supervisor of the exploratory research group. Al joined Ethyl as a research chemist in

1943 and has served successively as project leader, coordinator, assistant research supervisor and research supervisor. Al was with National Aniline Division of Allied Chemical and Dye Company before coming with Ethyl. He has three degrees from Notre Dame—a B.S., an M.S., and a Ph.D. **Art Hawkes** is the newly-appointed supervisor of the sodium research group. Art has been working as a research chemist since 1948. A native of Canada, he has a B.A. from the University of British Columbia and a Ph.D. from McGill. Before Ethyl, he was with Trinidad Leaseholds. **Cal Wolf** has been appointed supervisor of the agricultural chemicals group. Cal, who came with us in 1949 as a research chemist, was formerly with U. S. Rubber. He has degrees from three universities—a B.S.Ch.E., an M.A. and a Ph.D. from the University of Illinois, Indiana U. and the State University of Iowa.

Basic Combustion Research

Art Huffman has been named staff assistant to Wheeler Lovell, associate director of basic combustion research. Art, who started as an engineer-in-training in 1939, has been head of the engine durability section of automotive research since 1948. Born in Denison, Tex., Art attended the University of Oklahoma, received a B.S. and M.E. **Hy Shapiro** and **Howard Hesselberg** have been appointed assistant directors on basic combustion research. Hy will be working primarily upon new antiknock compounds, while Hess will be concerned with the other aspects of combustion research. Working with Hy will be **Earl De Witt** as assistant research supervisor. **Cleve Walcutt** and **Ellis Rifkin** will work with Hess as assistant supervisors. **Howard Hesselberg**, new assistant director, joined Ethyl as a project engineer in 1940 following his graduation from the University of Missouri with

a B.S. in mechanical engineering. Before his promotion, he was research supervisor on combustion research.

Hy Shapiro started with us as a research chemist in 1936 and was research supervisor on antiknock manufacture prior to his promotion. Born in Detroit, Hy attended Wayne University, where he received a B.S. in chemistry. He took his M.S. from the University of Michigan.

Earl De Witt moves up to his new job as assistant research supervisor after working as a research chemist since 1949. Before that he was with the Clinton Laboratories in Oak Ridge, Tenn., the Los Alamos Scientific Lab of the University of California, and Ohio State University. He has a Ph.D. from Ohio State and an A.B. from Hope College in Holland, Mich., his home town.

Cleve Walcutt, newly-appointed research supervisor, has been with the Company since 1927. He helped develop the original knock test engine, later developed the inertia loaded chassis dynamometer and has conducted many significant studies in the fields of ignition and combustion. He is a graduate of New York University. **Ellis Rifkin** has been promoted from research chemist to his new job as assistant research supervisor. He came with us in 1949 after taking his Ph.D. from Ohio State University. He has a B.A. and a B.S. in chemical engineering from University of Pennsylvania.

Sales Department

Jack Fuller, who has stepped up to fill the newly-created position of manager of fuel technology, was formerly fuel technologist for the Central Region. Jack was one of the original group of Ethyl men who were trained for this highly specialized job by means of a nine-months' course during which they acquired first-hand information about our customer companies, their equipment, refining processes



Jack Fuller

and particular problems. This specialized service, designed to help our customer companies make more effective use of "Ethyl" antiknock compound in their refining operations, will now be coordinated under Jack's direction. He will headquarter in Detroit.

Starting with us as a safety engineer in Hutchinson, Kans. in 1941, Jack transferred to the Research Laboratories in Detroit the following year. He worked in the Refinery Division until 1948 when he rejoined the Sales Department as a fuel technologist.

Jack was born in Mason City, Iowa. He attended Los Angeles Junior College and received his B.A. from the University of California at Los Angeles in 1940. Before joining Ethyl, he

was a chemist with the Caminol Oil Company in Santa Fe Springs, Calif.

Traffic Department

Tom Davis, who was assistant traffic manager at Baton Rouge, has been transferred to New York as traffic manager for the entire Company. In his new job he succeeds Ed Gresslin, who now becomes general traffic manager. Tom joined Ethyl in 1938 as assistant to the traffic manager at Deepwater, N. J., went to Baton Rouge as assistant traffic manager six years ago. Mike Gaydos has been named assistant traffic manager. Mike started with us at Deepwater in 1941 as a traffic and rate clerk, and was transferred to New York in 1946.

Frank Fisher, formerly supervisor of traffic at Baton Rouge, has moved up to become plant traffic manager. Frank was with the Santa Fe Railroad before World War II, served as a lieutenant with the Engineers Corps for four years, then joined Ethyl as a clerk in the Traffic Department.

Ed Darragh, who was supervisor of export shipments, has been named plant traffic manager for the new Houston plant, and has moved from Baton Rouge to Houston. Ed started with us in the Traffic Department at Deepwater in 1936, and transferred to Baton Rouge about four years ago.



Tom Davis



Mike Gaydos



Clint Leacock

Clinton T. Leacock, of Detroit Research, began building his reputation as a gasoline analysis expert at the old Yonkers Lab where he joined Ethyl. Today many of the men he has trained in this specialized field, are working in our test labs throughout the U. S. In 1936, Clint transferred from Yonkers to the Chem Research Lab in Detroit, having helped move it to the Motor City several years before.

Born in Edinboro, Pa., Clint earned a B.S. degree from Valparaiso University. He belongs to the American Chemical Society and the Kiwanis Club. One of Detroit's star bowlers, he also enjoys pitching horseshoes and gardening. He lives with his wife in Detroit.

25-1



Genevieve Murphy

Genevieve Corcoran Murphy, New York, rounding out 25 years as an Ethyl secretary, remembers the time when there were only three girls in the N. Y. office. That was down at 25 Broadway when she started with us as secretary to the late Art Mittnacht, secretary-treasurer. After his death, she worked for his successor, John Mehring. When he went to Baton Rouge, Genevieve switched to Sales as secretary to Harry Kaley, general sales manager and later vice president. She now works for our new sales manager, Mac Murdock.

Genevieve was born in New York City and educated in Englewood, New Jersey. She and her husband, Jim, and their young son, Jim Arthur, live in Manhattan.



Bill Newman

William A. Newman, safety engineer in the Houston area, really knows all the answers when it comes to safety. And no wonder. He is the man responsible for Ethyl's revised safety manual, brought out in 1949 after a year and a half of careful and detailed study. Another of Bill's important contributions to safety is a welder's head-piece, which he designed.

In his early days with Ethyl, Bill worked as a field representative in Ohio, Kentucky and Tennessee, then became manager of the Dayton Clinic. After it closed, he handled safety matters in the Dayton office until moving to Texas in 1949. Bill and his wife live in Houston.



John Robertson

John M. Robertson, of N. Y. Payroll, claims the distinction of being Ethyl's original office boy. When he came to work for the Company, the staff numbered about a dozen and a half and John did everything they could think up for him to do, to make himself generally useful. But before long, he transferred to general accounting work, and went on from there to account distribution and budget work, then to the Payroll Division. Now John's energy and talent are devoted to such things as overtime calculations, Blue Cross and microfilming.

A native of Brooklyn, he lives with his wife and daughters, Linda Susan, 3, and Kathy Jane, 1, in Baldwin, L. I.



Russell B. Weston, advertising manager, started with us in 1927 as a field representative in the old New York Division. After three years in the field, he was brought into the New York office to work on special sales assignments. In 1938, Russ was named assistant advertising manager and, in 1945 sales promotion manager. Two years later he was appointed advertising manager.

Born in Buffalo, N. Y., Russ was graduated from Union College, Schenectady with a B.S.C.E. in 1926. He lives in Irvington, N. Y. with his wife, Dorothy, and two daughters, Deborah, 13, and Nancy, 11.

Russ Weston

Milestones-20

Charles A. Rankin, manager of the Tulsa Gasoline Testing Lab, started his Ethyl career there 20 years ago as a chemist. His next stop was California, where he went to run our San Bernardino Lab. Four years ago, he returned to Tulsa and his present position. A native of Waxahachie, Tex., he was graduated with a B.A. degree from Trinity University. Charlie is a member of the board of directors of the Tulsa Boys' home. His favorite sports are tennis, golf and baseball. Charlie lives in Tulsa with his wife, Mabelle, and their two children, Rosalind, 11, and Charles, 3.



Charlie Rankin

John R. Howard, III, coordinator of technical publicity, Detroit, joined Ethyl in 1932 as an engineer, after courses in mechanical engineering and business administration at Harvard. Born in Buffalo, John grew up in Old Greenwich, Conn., where he attended grade and high school. During World War II, he served four years with Army Ordnance. John, erstwhile football and swimming enthusiast, now goes in for fishing and sailing.

He lives with his wife and children, John R., IV, 16, and Diana, 11, in Birmingham, Mich.



John Howard

15 Years

Celebrating his fifteenth year with Ethyl is Claude Daviet, Detroit Research Laboratories.

10 Years

Chalking up ten years with the Company are: Paul Thompson, Gus Trapp and Layt Willans, in Detroit, and Marie Anderson and Ellen Svendsen in New York.

5 Years

Five new members join the Five-Year club. They are: Allen Bozung, Bob O'Meara and Phil Savage, Detroit Research Labs; Jim Donohue, New York Finance; and Kathleen Abell, the Southern Regional Sales office.

Stork Confusion

Sometimes when you think a fact is a fact, along comes late news, and whoosh—your fact is no more.

Take the case of the first Ethyl baby of 1952. We checked reporters' reports on January arrivals at press time and found that Timothy Patrick Roshto, of Baton Rouge, was first. We reported that fact, with a picture of Tim in the January *Bulletin Board*.

Later our Baton Rouge reporter received another report on a baby born January 3, a day before Tim. The baby is Mark Douglas Pourciau, son of Rudolph Pourciau, laboratory assistant in Chemical Development.

Mark has registered no complaint, but now that he's been discovered we thought you might like to see his picture, too. We have arranged to get one on his six-month birthday and we'll publish it next month.

Happy Anniversary



In Detroit, Earl Bartholomew presents a watch to Clint Leacock on his 25th Ethyl anniversary, as friends gather 'round to congratulate him. From left are: Jack Macauley, Fred Dykstra, Al Gassman, Gus Ligett, Frank Fricker, Hal Beatty, Andy Reimold, Harold Soroos, Pat Harding and John Murphy.



In Kansas City, friends honor Nathan Fay on his 25th Ethyl birthday. At left are Ed Otto and Ed Mulligan, and at right, Bill Howard, Remi Amelunxen and Bill Ludt. Guest of honor is at back, in the center.



In New York, John Robertson, of Finance, receives a watch from Vice President Crossland, at right. Friends from Finance helped him celebrate his 25th anniversary with a luncheon at the Chemists' Club. Clockwise from left are: Bill Bauer, Jim Kirby, Art Deverill, Jack Dooher, Paul Monahan, Bob Brown and Heyward Kinard. Standing are John Smith, Al Warrington and John Palmer. Guest of honor is seated at the head of the table. On the right are Stanley Crossland, Bill Meyer, Jim Southwick, Bob Burns, Herb Case, Wayne Newman and Angelo Pascucci.

Earl Bartholomew

Earl Bartholomew was one of the scheduled speakers at the annual meeting of the Western Petroleum Refiners Association in San Antonio. He participated in a discussion on motor fuel volatility.

Lew Barnum

Lew Barnum, assistant director of Community Relations at Baton Rouge, was chosen to participate in the LSU Laboratory High School career day program in which industrial and business representatives told of careers open to graduates. He also addressed the Rotary Club of Bunkie (La.) about Ethyl as an industrial citizen of Baton Rouge and of Louisiana.

Business-Education Day

Several Tulsa men returned to school on March 28 to take a look at modern education, as participants in Business-Education day, sponsored by the Chamber of Commerce. Hank Ball, Carl Bartholomew and Bob Douglass, of Southern Region Sales, and Charlie Rankin, and Howard Harnaker, of the Gasoline Testing Laboratory, visited high schools and junior highs, returning the visit students had paid to our office and lab last year on Business-Education day.

Ted Carron

Ted Carron participated as a counselor at a vocational guidance meeting of the Engineering Society of Detroit, March 26. On April 8, Ted spoke on "Chemical Engineering As A Career," as part of Birmingham High's "Career Day" program.

Chuck Colvin

Chuck Colvin, active in civic affairs at Baton Rouge, and chairman of Baton Rouge's Chamber of Commerce Traffic Committee, has been named to the City-Parish Planning Commission.

Desk and Derrick Club

Dot Watson, charter member of the Desk and Derrick Club of the City of New York, has been appointed to serve on the transportation committee. Marcy Marquis has been named publicity director. Other members are Dorothy Grainger and Loretta Liebler.

Bill Edwards

Bill Edwards, employment supervisor at Baton Rouge, was one of the principal speakers at the recent Cooperative Industrial Personnel Testing Institute at the University of Houston. It was a one-week course sponsored by the University of Houston and the Rensselaer Polytechnic Institute, of Troy, N.Y. John Furr, training supervisor, and Connie Mary, of Baton Rouge Personnel, also attended.

Extra-Curricular

Margaret Griffing, Adele Rozek

Margaret Griffing delivered a paper at the annual Spring meeting of the American Chemical Society in Buffalo, N. Y. on March 26. The paper, titled "Determination of Nitrates, Nitrate Esters and Oxides of Nitrogen," was co-authored by Adele Rozek.

Paul Harris

Paul Harris, of the Western Region, gave a talk for the Society of Automotive Engineers, University of Washington Student Branch, on March 4. He explained mechanical and chemical octane numbers and discussed fuel improvements. Several of Ethyl's technical publications are now being used in classroom lectures at the University, Paul reports.

Don Jennings

Don Jennings, Detroit Labs, addressed the Rotary Club of Romeo (Mich.) on March 25. His subject was "The Service Club's Place in the Community."

Barney Jones

Barney Jones, operations manager, information division, Detroit, received a special gold medal certificate from Henning and Cheadle, Inc., producers of visual education and sales promotion aids. The certificate recognized the contribution to the visual communications field made by Barney's recent SAE paper, "Make Slides Worth While."

Casey Jones, Bill Polachek

Casey Jones, of Detroit Technical Service, and Bill Polachek, of the Central Region, were "guest stars" on Milwaukee's WTMJ-TV program, "The Man Next Door" on February 19. They discussed gasolines and engines, and Bill, with the help of a demonstration engine, showed the powerful difference between gasoline and "Ethyl" gasoline. The next evening, Casey addressed over six hundred members of the Engineers' Society of Milwaukee on "Automotive Fuels, Past, Present and Future." Bill again conducted an engine demonstration. Their performance rated a story in the *Milwaukee Journal*.

Frances Lamb

Frances Lamb's portrait appeared in a photographic exhibit of Detroit's "Women of Achievement" at Marygrove College art galleries early in April. This exhibit was shown at the Women's City Club during Detroit's 250th birthday celebration, in recognition of women's contributions in business and professional life, and in scientific, educational and social service fields.

Extra-Curricular

Mac MacEwen

Mac MacEwen, technical representative for Ethyl Antiknock, Ltd., delivered a paper on "Motor Fuels and Their Effects on Engine Performance," April 1, for students in the Automotive Fleet Maintenance Course, at the University Extension of the U. of Toronto. On March 4, Mac gave a talk on "Factors Affecting Vehicle Operation in Cold Weather" at the Engineering Institute of Canada.

Frank McNally

Frank McNally, tax counsel, N. Y., participated in a panel discussion on inflation at the Briarcliff Manor League of Women Voters meeting on March 31. He was introduced by Carolyn Biehle, wife of Jud Biehle, of New York Manufacturing.

Herbert Neal

Herbert Neal, of the Detroit Labs, has been elected president of the Bond Parent Teachers Association for the 1951-1952 school year.

New York Cancer Drive

Seventeen girls in the New York office worked as volunteers, soliciting funds for the Cancer Committee throughout the month of April. They were Betty Beach, Edna Blakley, Mary Dumville, Dot Grainger, Grace Gregna, Joan Halligan, Erma Harris, Mary Kane, Alice Lahn, Ginny Leppa, Dorothy Locke, Florence Ludwig, Marcy Marquis, team captain, Joan McCabe, Mary O'Hern, Marge Smith and Peggy Smith.

Orloff, Griffing, Kolka

Harold Orloff presented "Two New Isomers of Benzene Hexachloride" March 24 at the ACS in Buffalo. The paper was prepared by Harold, Al Kolka and Margaret Griffing. Harold also delivered "The Mechanism of Dehydrohalogenation of Benzene Tetrachloride and Related Compounds."

Ed Otto

Ed Otto is currently acting as an instructor for the Naval Volunteers Petroleum Unit, No. 92, of Kansas City, teaching the ramifications of aviation fuels. He is using Ethyl's publication "Aviation Fuels and Their Effects on Engine Performance" as the text. The books, furnished by the Sales Department, received enthusiastic acclaim from the "students," who are reserve officers from customer refineries.

Mike Porch, who retired as president of the Baton Rouge Symphony orchestra in April, is greeting music lovers prior to the orchestra's recent coast-to-coast program.

Mike Porch

Mike and Marion Porch were featured as first rate citizens in a story in the *Baton Rouge Morning Advocate* on March 30. The article, illustrated with many pictures of Mike and Marion, tells of their outstanding service to the community as leaders in many civic organizations. Mike is safety engineer at the Baton Rouge plant.

Art Roberts

Art Roberts, Central Region, and E. F. Underwood, of the Sioux Oil Company, presented a program on refining at a recent meeting of the Desk and Derrick Club of Denver. Art gave an engine demonstration showing how "Ethyl" antiknock compound eliminates knock, and presented Ethyl's film "Gasoline for Everybody." The girls were also given a copy of our booklet "More Power to You."

Hy Shapiro

Hy Shapiro gave a talk on "TEL Manufacture and Research" for the U. S. Patent Office Examiners at the Patent Office in Washington, D. C. on March 10.

Snyder, Futch, Hopkins

Lou Snyder, Baton Rouge Development Section, presented "A Simplified Dithizone Method for the Determination of Lead in Urine," at the ACS in Buffalo on March 27. It was written by Lou in collaboration with Jan Futch, and Frank Hopkins.

Ben Weil

Ben Weil, supervisor of the information division at Detroit, addressed a group meeting of the Detroit Section, American Chemical Society, recently. Subject was "Chemical Literature Activities at the Ethyl Laboratories."

Thom Yates

Thom Yates, *Ethyl News* editor, acted as consultant to an Industrial Publicity class on "Events for the Press" at New York University, March 17.





Detroit's annual bingo party, held March 14, attracted the usual large crowd of Ethylites and their families. Above, Russell Frank shows young daughter, Arlene, how to play the game.

BINGO!



Jim Gillig, son of Ferd, examines his prize, an Argo-Flex camera—one of the 16 prizes awarded. His mother, "Mike" is at left, and that's Gladys Caris, wife of Paul, on the right.



Andy Pallay and his wife, Ruth, are all ears as they listen for the caller to give the next number. They're ready, willing and eager to fill up their cards with the right numbers.

Ross Rife decides he might as well give up and go home. He's spent the evening filling up his card—except for the final winning number. Now he has a new card, but only one space has been filled.



Jack Taylor happily receives a prize from Ellie Eskola. It's an Everhot electric casserole—just the thing for easy summer time cooking.



The winner—thanks to the queen of clubs. Tied for the grand prize, Burleigh Green (r.) and Mrs. Clyde Johnson drew for it and Mrs. Johnson's queen won. Prize was a clock radio.



Audrey Atkinson

Welcome

Audrey Atkinson, Mailroom, New York . . . born and educated in the Bronx . . . her favorite hobbies are dancing, swimming, bowling, skating and adding to her growing kennel of china dogs . . . lives with her parents in the Bronx.



Bonnie Brainard

Bonnie Brainard, receptionist, Tulsa . . . born in Battle Creek, Mich. . . graduated from Michigan State with B.A. degree . . . member of Kappa Alpha Theta . . . spends her spare time sewing . . . lives with her husband, Charles . . . in Tulsa.

John Busch, chemical operator, Detroit . . . born in Chicago . . . attended Wayne University . . . served a year in the Army . . . former track star, now likes swimming and bowling . . . automotive engineering is another hobby . . . lives in Detroit.



Dow Carr



John Busch

Paul Caris, Automotive Research, Road Test Section, Detroit . . . Ohioan by birth . . . Paul and his wife Gladys make their home in Detroit.

Robert Carleton, engineer, Detroit . . . native Californian . . . graduated with B.S. from University of California . . . belongs to Tau Beta Pi . . . hitch in Merchant Marine . . . hobbies include sports and gardening . . . lives in Royal Oak with his wife, Geraldine, and their three-year-old son, Chuck.



Jean Davis



Paul Caris

Dow Carr, dynamometer operator, Detroit . . . born and educated there . . . served in Coast Guard for three years in South Pacific . . . model cars, tractors and planes are his pastimes . . . he lives in Detroit with his wife and their two youngsters.

Jean Davis, stenographer, Detroit . . . Fort Smith, Ark. is her home town . . . went through grade and high school there . . . worked for The Development Co., Inc. in Ft. Smith before coming to Ethyl . . . she and her husband, Roy, live in Pontiac.



Miguel Espinosa



Miguel Espinosa, safety engineer, Mexico . . . native of Mexico . . . formerly worked for Cuernavaca Motors, S.A. . . spent two years with the Infantry in Europe . . . stamp collecting, wood carving and sports are his hobbies . . . lives with wife and son.

Helen Frank, secretary, Toronto . . . her birthplace is Guelph . . . earned a B.A. degree from the University of Toronto . . . she was employed by Automatic Electric, Ltd. before coming to Ethyl . . . she is secretary of the University Women's Club.

Robert Carleton

Helen Frank



to Ethyl

Bernard Frazier, Gasoline Testing, Tulsa . . . native of Wichita Falls, Tex. . . graduated from Midwestern University with B.A. degree . . . formerly worked for Panhandle Producing & Refining Co. . . chess enthusiast . . . lives with wife and daughter.



James O'Neill



Bernard Frazier

Eileen Harbolick, stenographer, New York . . . her home town is Port Chester . . . graduate of Katharine Gibbs Secretarial School . . . formerly with Eastern Air Lines . . . sports fan . . . fond of gardening, knitting and reading . . . lives in Port Chester.



Joseph Paruch

Shirley Krebiehl, Purchasing, Detroit . . . born in Farmington . . . attended school in Clawson . . . worked for De Vlieg Machine Co. before joining Ethyl . . . extra-curricular activities are swimming and bowling . . . lives with husband in Ferndale.



Eileen Harbolick

Patricia McCarty, stenographer, Detroit . . . born and reared in Detroit . . . is a graduate of St. Mary's in Royal Oak . . . formerly with Fidelity & Casualty Co. of New York . . . lists music, knitting and bowling as hobbies . . . lives in Pleasant Ridge.



Martin Perkins

James O'Neill, chemical operator, Detroit . . . born there . . . attended Detroit University . . . previously worked for Detroit Edison Co. . . served four years with the Navy in Pacific area and Alaska . . . enjoys all sports . . . his home is in Detroit.



Shirley Krebiehl

Joseph Paruch, chemical operator, Detroit . . . a native of Michigan, he was born in the Motor City . . . studied at Wayne University . . . spent a year and a half in Army . . . hobbies are swimming and photography . . . lives with wife, Jean, in Detroit.



Sally Roth

Martin Perkins, Maintenance, Detroit . . . born and reared in Paisley, Scotland . . . served for six years in Royal Air Force . . . he and his bride, Sarah, came to America two years ago . . . they are now living in Highland Park, Mich.



Patricia McCarty

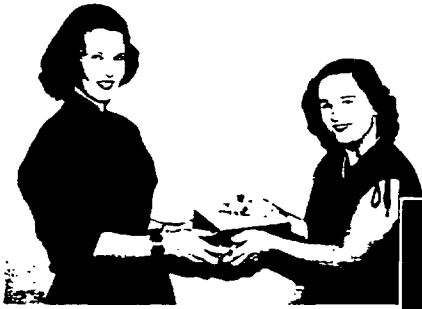
Sally Roth, messenger, New York Finance . . . born in Manhattan . . . fond of many sports including softball, swimming and badminton . . . writes essays and short stories in her spare time . . . she lives with her parents in Lincolndale, N. Y.



Donna Walker

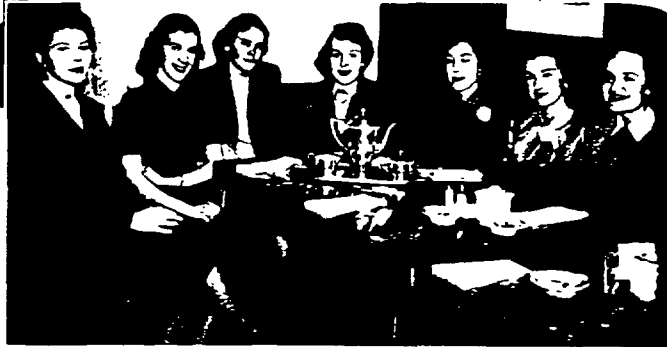
Donna Walker, Purchasing, Detroit . . . born in Monroe (Mich.) . . . graduate of Redford High . . . was with Northwest Auto Company before coming to Ethyl . . . favorite sport is bowling . . . she lives in Hazel Park with her husband, Kenneth.

New Page for the Family Album



Above, Betty O'Hara (right) presents a wedding gift to Betty Joyce Kenny, now Mrs. Paul Steere. The gift, a Ronson cigarette box with matching table lighter and ash trays, is from her friends in Ethyl Antiknock, Ltd. The bride was secretary to Vice President Oscar Lewis before her recent marriage.

Below, girls of the Central Regional office honor Mrs. Kenneth Barr (the former Kae Broderick) with a luncheon. Kae, secretary to Jack Pruitt, regional manager, received the silver coffee service from her friends in the region. Pictured here, from left, are Barbara Heim, Alice Rhodes, Pat Johnson, Kae, Sue Schaible, Mary Spencer and Pat Kelly.



Recent Arrivals

BOB ADAMS, of the San Bernardino Lab—a granddaughter, Deborah Johnson, born March 7. Weight: Six pounds, twelve ounces. Her mother, Mrs. Ray Johnson, is the former Janet Adams.

JIM BALDWIN, chief safety engineer in the Eastern Region—a granddaughter, Carol Robin Timmons, born March 28. Weight: Seven pounds, two ounces. Mrs. Timmons is the former Carolyn Baldwin.

ANN MARIE and HAROLD FLOOD—a leap year daughter, Denise Marie, born February 29. Weight: Seven pounds, fourteen ounces. Harold, a machinist at the Yonkers Lab, helps turn out equipment for Sales Department shows.

Norm Linstromberg's favorite pastime these days is taking pictures of his five-month-old daughter, Susan Diane. She cooperates beautifully by paying absolutely no attention to him, as in the snapshot at right. Norm is an account man in Central Region.

JIM and TEDDY HINKAMP—a son, William Paul, born April 2. Weight: Seven pounds, four ounces. He has a brother Jim, 6, and a sister, Joan, 3. Pop is in Automotive Products at Detroit.

ART and MARY HUFFMAN, Detroit—a daughter, Linda Marie, born March 6. Weight: Eight pounds, ten ounces. She has a sister Laura Ann, 3.

DICK PORTER—a son, Philip Rood Porter, born February 2. Weight: Six pounds, twelve ounces. His brother, Alan, is 4. Dick is a plant pathologist in Product Development, N. Y.



Headed for Homemaking Careers



Jessie Halton, head of New York Stenographic, presents June Fay a good-bye gift from her Ethyl friends. On hand for the presentation are some of the girls who gathered for a farewell luncheon. From left, they are: Eileen Harbolic, Sylvia Varis, Anne O'Neill, Erma Harris, Jessie, Genevieve Murphy, Eleanor Clum, June, Esther Stapley, Edna Vorwerk and Celia Lewis. June had been with us five years.



When Loretta Hogan McEntegart, secretary to Heyward Kinard, New York Finance, left Ethyl after almost ten years with the Company, friends honored her with a luncheon in the Commodore Hotel. Almost 50 were present for the party, left, held in the Century Room. Inset: Loretta displays one of her gifts—a Waring blender. She also received a pin and earring set and a toy carpenter set. Loretta claims she's going to take a course in carpentry.

The day Rita Blaisus, of the Detroit Business Office, said good-bye to Ethyl after almost five years with us, friends dropped into her office bearing gifts and goodies. At right, Rita displays one of her presents, a modern electric clock. Looking on, from left, are: Jeanne McLeod, Marge Dullinger, Lydia Hurn, John Murphy, Florence Held, Marge Kammann, Angie Colosimo and Anne Siefert.



The Animal Kingdom

Ethyl's animal advertisements have long been famous—but one Los Angeles girl, Sarane Burns, put them to unique use. Asked to graph the evolution of man for a high school biology course, she used animals from our ads to make the unusual chart below. Sarane, now a student at the University of Southern California, was asked to leave the chart behind her for use in future classes. She very modestly credits Ethyl with the success of her creative effort, saying that without our ads she could never have completed her project. Ethyl, we assure you Miss Burns, is happy to serve, not only the oil industry, but talented young students, too.



34

BULLETIN BOARD—APRIL-MAY

Ahead in the Racks

The following booklets will soon be placed in the reading racks:

Baseball by Watson Spoelstra, sports writer, *Detroit News* and *National Sporting News*. This 22 page booklet is packed full of interesting information about America's favorite sport and is generously illustrated with amusing drawings. It contains the 1952 schedules of both the American and National leagues.

Pattern for Plenty by Charles F. Kettering and Allen Orth. Mass production and what it means to you is the theme of this booklet. Beginning with Eli Whitney's revolutionary idea of "mass-producing" guns, and continuing through the era of the horseless carriage down to today, the booklet tells how the American system and our industrial know-how have accomplished miracles of production. You'll be especially interested in the part about the improvement of automotive engines and the contribution tetra-ethyl lead has made toward engine efficiency and petroleum conservation.

Want To Save 10% of Your Pay?, reprinted from *Changing Times*, The Kiplinger Magazine, gives you a simple one, two, three method for saving 10% of your pay. Realizing, however, that for most of us, it isn't at all simple to save 10% and pay our bills, too, the article presents a clear-cut and careful analysis of the problem. It asks a number of questions that you must answer honestly if you really want to solve your savings problem.

This Is Our Greatest Danger is condensed from *The Return to Morality* by Senator Charles W. Tobey. Senator Tobey tells why we must have a moral awakening that will restore to us as individuals the high principles upon which our country was founded. The picture he paints is one to make Americans ponder.



OIL-ALMANAC

An important Ethyl service, the automobile industry and the S.S. Ethyl were all launched in April. You'll find some facts about these interesting and historic events below.*

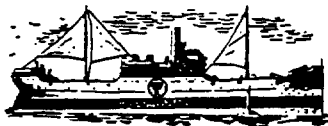
APRIL 16. A new Ethyl laboratory in Detroit tested its first sample of gasoline on April 16, 1929, as part of a newly established service to the oil industry. Today, five laboratories in key cities continue this work, testing over 14,000 samples of gasoline a year to obtain data for Ethyl's national and regional surveys of gasoline quality. Each sample may be given as many as eleven separate tests . . . to determine Motor and Research octane numbers, tetraethyl lead content, color, gravity, gum content, oxidation, stability, sulfur content, corrosion, vapor pressure and distillation.



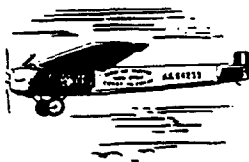
APRIL 19. Springfield, Mass. reached way back into automotive history for a date on which to base their claim of being the "Birthplace of the Automobile Industry." They claimed that on April 19, 1892, the Duryea Brothers' car was given a "pulling test" at 47 Taylor Street, Springfield—presumably the first test of a successful American-built gasoline buggy.



APRIL 27. One of the stumbling blocks in developing a manufacturing process for "Ethyl" antiknock compound was finding a steady source of bromine. After some months of research, it was decided to extract bromine directly from ocean water. To test the feasibility of "mining the sea," the specially fitted S. S. Ethyl sailed on April 27, 1925. She was purchased by Ethyl Corporation for this experiment and converted into a floating chemical plant with a maze of pipes, tanks and pumps. Operations started on May 2.

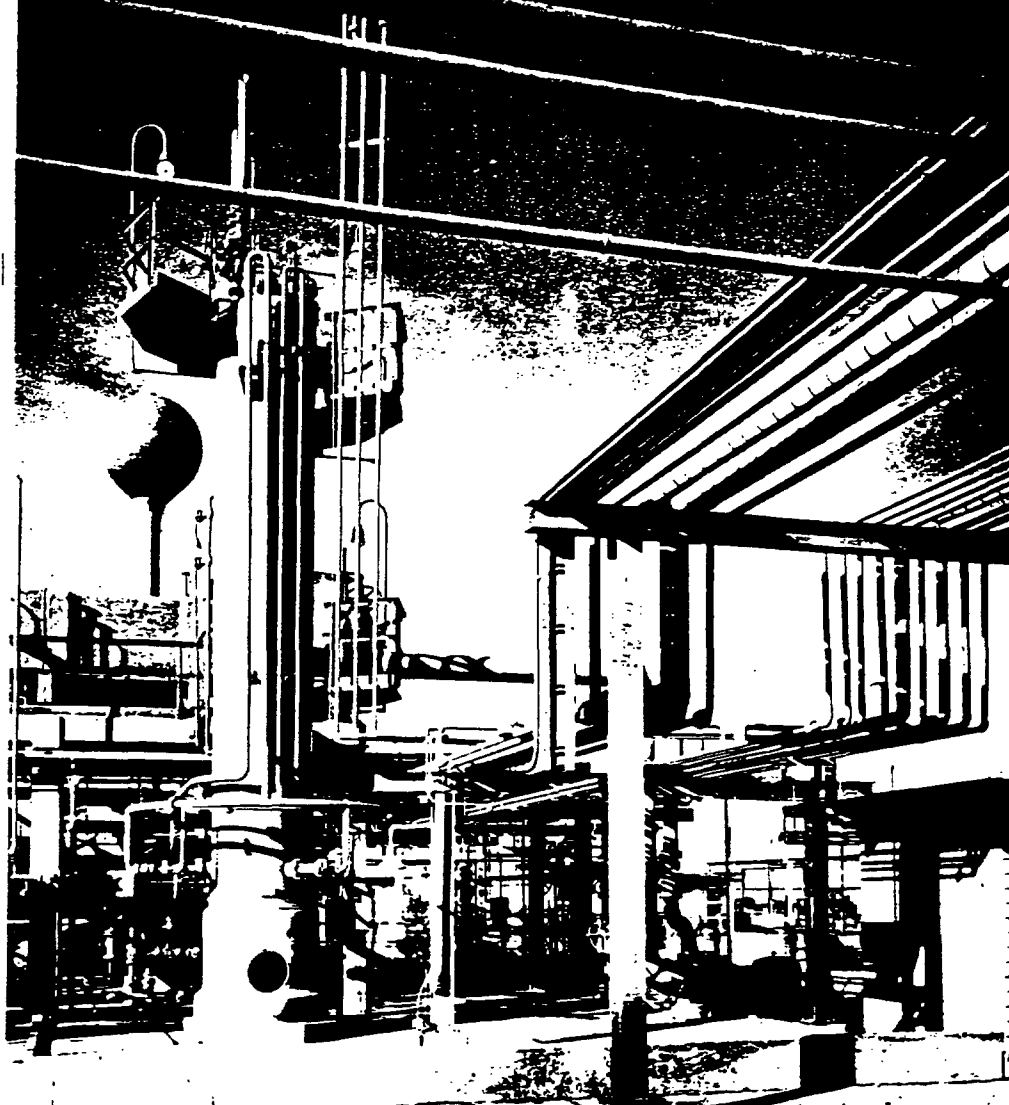


MAY 2. Two Army lieutenants were the first to make a non-stop flight across the United States. The aviators took off on May 2, 1923, in a Fokker T2 monoplane powered by a Liberty engine. They landed at Coronado Beach, California, nearly twenty-seven hours later, after covering 2,700 miles.



MAY 5. On May 5, 1931, almost six years to the day after the first experiments to "mine at sea" for the then scarce chemical—bromine—Ethyl Corporation contracted with Dow Chemical Company for construction of a bromine pilot plant. The test plant was built at Kure Beach, N. C., to work out the best commercial method of extracting bromine directly from sea water—though only one pound of the chemical is found in every seven and one-half tons of water.

**Reprinted from a series of editorial advertisements appearing each Monday in The Oil Daily. If any of you have suggestions for events to be included in the ads, they would be most welcome. Just send them along to the Bulletin Board, and you'll get a credit line.*



View of the ethylene dichloride unit at the new Houston plant. Ethylene is added to chlorine in this tall column to form ethylene dichloride. In the background, the 150-foot-high water tower, has a capacity of 100,000 gallons.



Transatlantic Tourists

(See Inside Front Cover)

In This Issue	Page
Freeport Plant Expands	3
"2=3" Audience Is Growing	4
Telling the Editor	8
People and Events in Pix	10, 12, 14
Vacation Time, U.S.A.	16, 17, 25
The Shift Key	18
Anniversary Celebrations	22, 23

ETHEL BURTON BOARD

JUNE-JULY, 1952

This Month in Ethyl

A new and expanded TV-drive-in-theater advertising program made its bow on July 3. Titled "Ask Me Another," it is a quiz-type show with a unique format featuring famous sports stars as guests . . . A new safety film, "The Ethyl Mixing Plant," will soon be distributed to the field.

Sales Department organizational changes, announced at press time, include: Mat Taylor, assistant manager, Eastern Region, to manager of sales operations; Mac McCulloch to assistant manager of advertising and sales promotion, with Don Chapman, of the Western Region, succeeding Mac as sales promotion manager. New assistant managers for the Eastern Region are Don Flynn, sales coordinator, and George Rosser, Pittsburgh resident manager. (Details next issue.)

Plans for large-scale production of lindane, a highly effective insecticide, are announced. The new lindane unit is scheduled for completion early next year . . . Greatly increased facilities for the manufacture of benzene hexachloride will be finished and ready for production in August . . . Several highly promising agricultural chemicals are currently being field-tested . . . Pilot plant samples of calcium metal are now available. Many requests for samples have already been received from potential customers . . . The first tank car of "Ethyl" antiknock compound was shipped from the Houston plant in mid-June.

The Sales Department held its mid-year meetings in the various regions during June . . . A week's course on diesel engines and fuels was given at the Detroit Research Laboratories July 7-11 for automotive men in Sales Department . . . Martin Alspaugh, of Detroit Automotive Research, has been appointed fuel technologist for the Southern Region, effective June 1. He will make his headquarters in Tulsa . . . Eight college graduates from universities throughout the country began their training the first of July for positions on the sales staff. They started in New York where they received their indoctrination before going to Detroit to continue their 14-week training program.

The ever-popular Boys' Day Camp, sponsored by the Ethyl Recreation Association in Baton Rouge, attracted a record number of boys this year with 200 sons of Ethyl employees attending June 16-27. The Girls' Day Camp scheduled for July 7-18 was also expected to set a new record.

On the Cover: Fred Beck, machinist at the Detroit Labs, took his wife, Rose, on the inauguration flight of Pan American's transatlantic coach service May 1. Since coming to America in 1920, the Becks have made three trips back to their native Switzerland.

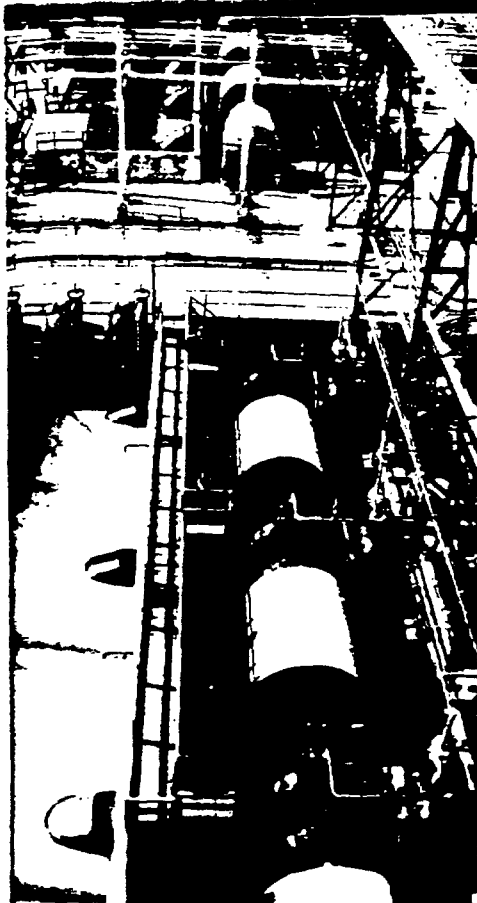
ETHYL BULLETIN BOARD

by and for Ethyl employees Marceline Marquis, Editor

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selfridge; Detroit: Margaret Dullinger, Andy Pally, Adele Rozek, Nora Wirick; photographers: Fred Green, Eric Owen; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Don Chapman; Mexico: Lynn Phillips; New York: Jim Beckwith, Jim Donohue, Wilma Hansa, Erma Harris, Frank Howard, Alice Lahn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, Dean Painter; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Howard Hamaker; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock: Remy Barki.

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.



.... Expansion at Freeport Nears Completion

More pumps like these are being added at the Freeport plant where new facilities, which will greatly increase production, are scheduled for completion soon. Powered by 1500 horsepower motors, the machines each pump 55,000 gallons of water a minute through the extraction plant.

Extracting this small amount of bromine from tremendous quantities of water requires a series of pumps, each of which can handle 55,000 gallons of water a minute. These pumps lift the brine up to the top of blowing out towers in which the bromine is extracted. First the water is treated with acid, then chlorine is added. As a result, bromine is liberated but remains dissolved in the brine. As the brine pours down through the tower in droplets, the bromine is removed by powerful blasts of air blown up through the tower. The air leaving the tower carries with it a mist in which bromine is concentrated to 80,000 parts per million. Bromine is then recovered from the solution, purified and combined with ethylene to form ethylene dibromide.

Additions to the plant include a series of booster fans for one of the present blowing out towers, and an entire new production unit, consisting of a blowing out tower and related facilities. The booster fans, already completed, have increased production about 10%. The new unit, scheduled for completion in August, will add 25% more capacity.

This means that the plant can then process daily as much water as pours out of the reservoirs of Detroit, Cleveland and St. Louis, three of the largest cities in the country.

Expansion now nearing completion at Ethyl-Dow's plant in Freeport, Tex. will increase production of ethylene dibromide about 35%. The expanded facilities will enable the plant to meet the ever-growing requirements of ethylene dibromide for use in the manufacture of "Ethyl" antiknock compound.

Located on the Gulf Coast, about 50 miles from our new Houston plant, the Ethyl-Dow plant is unique in its operation. It produces bromine by mining it from the sea. And the sea does not relinquish its riches easily. To obtain one pound of bromine, more than seven and one-half tons of sea water must be processed, for there are only 67 parts of bromine to 1,000,000 parts of water.

Take Me OUT TO THE RACE TRACK



As racers sped around the half-mile oval at Pomona, all Ethyl eyes were on Western Region's John Koehnle. On tower at right are television cameramen for Movietone News, Telenews and NBC-TV.

The good news about gasoline value which Ethyl uncovered and reported to the industry a couple of years ago, is still hitting the headlines. Our "Two Equals Three" demonstration will be presented August 8 and 9 at Soldiers Memorial Field in Chicago for thousands of racing fans. Midget auto races on the first night and stock races on the second are expected to attract more than 30,000 people, who will see, between racing events, the demonstra-

tion, which is being presented under the auspices of the Great Lakes District Oil Industry Information Committee.

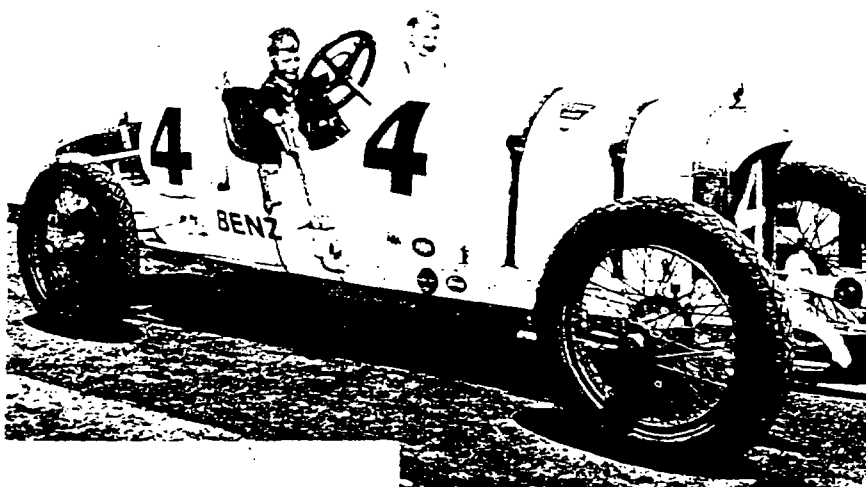
Pictures of Ethyl people, shown on these and the following pages, were taken at the Los Angeles County Fairgrounds in Pomona, where the "Two Equals Three" show was featured this spring during a gala afternoon of old car races and parades.

The demonstration, which Ethyl



At left, Marv Russell checks the fuel system on the old 1923 Cadillac to see that the burette containing one-tenth of a gallon of gasoline is properly hooked up. Below, Frank Elliott shows how many feet the car traveled on this allotment.





Billy Van Wyck, six, and little sister, Linda, two-and-a-half, try out the driver's seat in this 1908 Benz racer. Their pop, Bill Van Wyck, is a safety engineer in Los Angeles.



Bill Sievert, sales representative in San Francisco, checks over the "fifth wheel" on the old Cadillac before the fuel economy run. Looking on at left are Marv Russell and Ed Watson. In the background are Bill Van Wyck and Ed Erskine.

John roars into the home stretch in the Vanderbilt Cup Race. Competing against the nation's top professional racers, John brought his 1910 Pope Hartford in third and fourth in the two heats of this race.





Versatile Western Region men turned construction crew to put up exhibits of old and new service stations. On the front end of the crate are Ray Daugherty, left, and Ed Erskine; Bill Van Wyck, Ed Watson and Don Chapman are heave-hoing in the rear.

Old and new cars in the fuel economy run had a dress rehearsal day before the race. At the wheel are Charlie White and Frank Elliott, and beside them are impartial observers from the California Institute of Technology. Observing from tower at right are Art Zeitz, of the San Bernardino Lab; Burns Lee, Los Angeles publicist; Bill Van Wyck and Bo Weill, of the Western Region.



first presented in Detroit about two years ago, dramatically proves that two gallons of today's gasoline do the work of three gallons of 1925 fuel. Since then, the demonstration has been repeated in Washington, Newark, and Los Angeles, and has gained nationwide attention through newspapers and trade journals, oil industry advertisements and oil company publications.

The Los Angeles show got under way with a parade of horseless carriages and other old-time automobiles. Attired in touring costumes of the early 1900's, members of the Horseless Carriage Club of Southern California piloted these veteran vehicles. In their goggles, dusters and high-button shoes, they re-created the era of early-day motoring.

After the parade came an afternoon of daring, hectic racing by old-time racing cars. Billed as the "Ethyl Corporation Vanderbilt Cup and Grand



At the end of the races, John gets a fitting reward from his pretty wife, Donna.

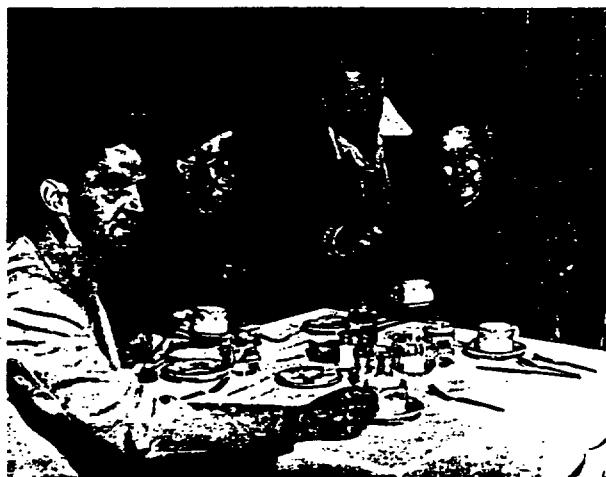
Prix Races," the events—which had the sanction of the AAA—were thrilling flash-backs to these famous pre-World War I auto races. Fifteen ancient racers, ranging in age from a 1907 Benz, once owned and driven by Barney Oldfield, to a 1917 Hudson of Indianapolis "500" fame, competed on the half-mile oval.

Staged between the running of the Grand Prix and the Vanderbilt Cup races, the fuel economy run portion of Ethyl's "Two Equals Three" demonstration proved once again the superiority of today's gasoline over that

of a generation or so ago. It proved again what a bargain gasoline is. While gasoline today costs about the same as it did a quarter-century ago (excluding taxes), it delivers up to 50% more mileage in modern cars and increases the useful power of an automobile engine by about the same percentage.

Following the afternoon's activities at the fairgrounds, Ethyl's Western Region was host at a buffet at the Pomona Golf and Country club for the representatives of customer oil companies and their families.

Among Ethyl people who attended the races were Dick and Virginia Rice, far left and far right, from San Bernardino; Dottie Sievert who came down from San Francisco with husband Bill; and Art Zeitz, from San Bernardino. They are shown here having supper at the Pomona Golf and Country Club after the races.





94.6% read all or most of the *Bulletin Board* every issue.

WE'RE LISTENING



3.2% indicated that they just look at the pictures.

In editing the *Bulletin Board*, we can't take a look in a crystal ball or at a subscription list and tell how we're doing. The only way to find out is to ask you, because you're the customer.

So, you received a questionnaire—a big one, that looked forbidding. But you answered it. What's more you must have given it a lot of time and thought because you came up with excellent ideas and suggestions. And thereby proved your interest in helping us put out an even better magazine.

Six hundred and fifty-two of you gave us a lot of real assistance by replying. It turns out that most of you read and like the magazine—94.6% either read every issue thoroughly, or go through each issue page by page and read what interests you; 89.8% ranked the *Bulletin Board* good, very good or excellent. A majority said that most of your information about the Ethyl Corporation came to you from the *Bulletin Board*. And we're glad to know that most of you think the magazine has improved during the past two years.

Almost all of you like pictures—96.2%. You're most interested in reading about expansion of the Company's business. Next on your list comes picture stories about departmental operations. Employee activities (sports events and parties) rank third. The complete list of subjects is given below in order of popularity.

A lot of interesting comments, suggestions and criticisms came in. There were many bouquets and a few brickbats. We appreciate both. The bouquets encourage us, and the brickbats

keep us on our toes. We plan to act on as many of the suggestions as time, space, and Company policy permit.

Suggestions

Here are some of the suggestions:

A calendar of events. (See page 23.)

More humor, "anecdotes, funny happenings that pop up during the day's work." (We think this is an excellent suggestion. Tell your anecdotes and funny happenings to your local *Bulletin Board* reporter, or send them direct to the BB. We believe humor reprinted from other publications should be pertinent to our business. See page 19.)

More information about changes in Company policy, future plans, etc. (We'll try even harder to give you more of this type of information.)

More articles and news about certain groups. (We get news from the various localities and departments through our contributing editors, who do a fine job. You can help them do an even better job by giving them any news items or suggestions for stories that you may have. Or, if you prefer, write direct to the *Bulletin Board*.)

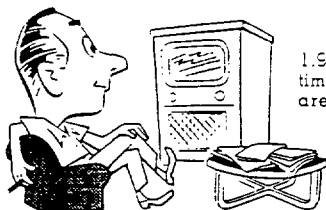
Many said they are mainly interested in reading about Ethyl people. (We are beginning soon a series on how Ethyl people work and live.)

Brickbats

Here are the biggest brickbats:

"My only gripe is that the BB is always late. Why not get it out on the first of the month instead of the following month?" (That is our greatest aim in life and we developed ulcers trying to accomplish it. Still trying.)

"Suggest you not skip as many



I can't find time to read it or aren't interested.

issues by means of 'July-August,' 'September-October' or the like." (Sorry, we don't like to do it either. It's a question of time and man, or speaking more literally, woman power.)

"... it (*Bulletin Board*) appears to be late for the news mentioned, i.e. October news appearing in December." (This is inevitable with a monthly magazine. Sometimes the news is two weeks to a month old—or even older—when it reaches this office. Production time for magazines, unlike newspapers, is about a month. That's from the time stories and articles are written and sent to the printer until magazines roll off the press.)

Bouquets

Here are a few of the bouquets: "Not knowing, it is assumed that the *Bulletin Board* was designed to instill in the employee 'pride in being,' 'loyalty in staying' and 'unity of family.' If this be true, then as a medium, the *Bulletin Board* does a fine job. It serves an important function and we hope it will continue and expand."

"I feel that your magazine serves a very valuable and useful function. It seems to bring all Ethyl people

closer to one another."

"I haven't been with the Company long, but the *Bulletin Board* has made me feel closer to the corporation as a whole."

"I think the BB is wonderful, is really valued and thoroughly read and enjoyed by the people in the Sales Department, and in all it does a good job in employee relations for Ethyl."

Some of the suggestions stymie us. One man thinks the magazine "a little stiff, too formal;" another complains of its informality.

Which brings up the point that much as we'd like to please everybody all the time, that's a job no editor can do. People are individuals and like different things. Editors have to try to get a wide enough variety of stories, information and pictures so there'll be something in each issue to interest almost everybody. To get the right balance we need your guidance.

So keep on helping us improve. Tell us what you like and don't like in this and future issues. You're a much better guide than a crystal ball.



Besides Ethylites, their wives, husbands, children, friends and relatives read the BB.

SUBJECT	PERCENT
Expansion of the Company's business—new products, new buildings, improvements in present equipment and facilities	80.0
Picture stories about departmental operations—purchasing, advertising, etc., showing the people who work there and telling what they do	69.0
Employee activities, such as sports events and parties	55.1
Picture stories about Ethyl employees showing how they work and live	51.5
Articles about unusual hobbies of employees	48.5
Articles about Ethyl people who receive service awards	43.9
Articles or picture features about the petroleum industry	36.3
Articles explaining the various employee benefit plans	35.6
Cities and towns where Ethyl people live and work	29.6
Activities in the field such as customer company meetings	25.3
Articles on economic subjects	21.6
Articles on health	18.1
Articles on safety	17.3
Women's Page	15.5



Plans are under way to make this year's Oil Progress Week, October 12-18, the best yet. Theme will be Ethyl's "2 Equals 3" story (see page 4). Among those who will take the stump to speak up for oil will be graduates of a speakers' course sponsored by the N. Y.-N. J. Oil Industry Information Committee and taught by Ethyl's training manager, Ray Faller. Classes were held in N. Y. C. and Buffalo. In front row at the N. Y. C. class were Thom Yates, *Ethyl News* editor, and Bill Rusher, Eastern Region (see photo). On podium is Prof. Faller.



Leroy Morrison, above, doesn't usually work with a black cat in the middle of his desk. Hobo is getting special attention because he rode the rails right into the Baton Rouge plant. Actually, he rode just over the brakes on a returning "Ethyl" antiknock compound car. Bailey Jenkins, upper right, points to spot where the kitten was found, frightened and hungry. Leroy, plant yardmaster, took Hobo home and hoped his wanderings had ended.

Karen May Simons, daughter of Al and Ruth Simons, of Detroit, has come a long way in the year that she has been skating. She did a dance number in the "Roller Review of 1952," plans to keep working at it and do even fancier skating in the future.



in Pix



▲ The executive committee of the National Safety Council's Petroleum Section recently toured the Baton Rouge plant to learn at first hand about our safety activities. Two of them are shown above with Safety Manager Ellis Locher (far left) and C. L. Weeks, of Tech Service, who served as a guide. Guests are J. B. Lelaune, Cities Service, and Harry Britt, of Atlantic Refining Company.



▲ At the Southern Region safety meeting held in Galveston in April, these experts were snapped by Alan Tully. They are from left, Jack Maynard, Hank Ball, and Jim Baldwin, chief safety engineers for the Central, Southern and Eastern regions, respectively, and Van Fleck, assistant safety manager.

When Bill Adams, of Public Relations was transferred from Detroit to New York, friends gave him a good-bye party and gift. Here Charlie Kass (left) unveils the present—a light exposure meter for the camera fan.



John Palmer, 7th grade student in Hempstead, L. I., won first prize and a \$25 Defense Bond in an essay contest. His essay, "Democracy" won over entries submitted by 7th and 8th grade pupils in three schools. John's pop is assistant head of the Payroll Division in New York.



Dayton Round Table

Three Central Region meetings were held in Dayton, Chicago and Kansas City this spring to discuss problems and business trends. Lou Slack provides these pix of Dayton meeting.



Stu Forbes, appointed assistant regional manager in February, had an opportunity to become better acquainted with the men in the region during the residency meetings which brought small groups together. Here Stu is caught in smiling mood by Lou's candid camera.

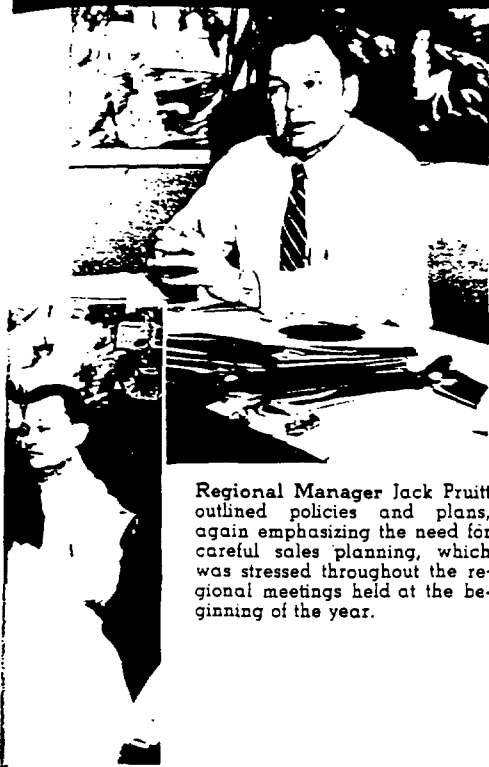


Shirt sleeves and suspenders showing, the men got down to cases. Clockwise from left are Dolly Dollahan (who kept careful notes for later distribution), Nick Carter, John Fischer, Norm Linstromberg, Bill Wilson, Wally Distler and Stu.



Jack Fuller, manager of fuel technology, discussed catalytic cracking processes, types of fuels, their lead susceptibility and road rating; the status of the amyl nitrate project; and aims of the fuel technology program.





Regional Manager Jack Pruitt outlined policies and plans, again emphasizing the need for careful sales planning, which was stressed throughout the regional meetings held at the beginning of the year.



One of the important features of the meetings was the talk by Bill Turnley about the new snap-out forms to be used by field personnel. Bill did an admirable job in familiarizing the men with the use of the forms.

Looks as if Harry Mack (right) is taking Al Bingham's sales talk with at least a grain of salt. We don't know what Al's selling, but he's going at it with great determination.

Inaugural Program

Ethyl folk in Baton Rouge took an active part in the inaugural program for Louisiana's new governor, Robert F. Kennon. Many of them did behind-the-scenes committee work, while others served on the reception committee. In the latter group were: ALAN TULLY, BY TURNER, CLINT BOND, ROY CLOTHIER, MR. and MRS. W. H. DICKERSON and STEVE HENRY.

Harry at the Bat

When WALLY DISTLER was looking through the files in the Dayton office recently, he came across an interesting sports item from the local paper.

It read: "HARRY MACK's sensational and long distance clouting Tuesday night just about clinched the pennant for the American Business Club in the Civic League for the fifth straight year. Batting in cleanup position, Mack hammered out two home runs, two doubles and a pair of singles in eight times at bat, almost single handedly defeating Mercators."

Harry's "barrage of bingles" came in for more praise in the next paragraph. (Date line on the story—1929.)

Hole-in-One Club

WALLACE EMERY, of Dallas, rated notice in the local press for the hole-in-one he scored recently on the 18th at Tenison Park. When asked what he shot on the previous holes, Wally said he "didn't hit my stride until the 18th." That, incidentally, is reported to be one of the toughest three-par holes in the city of Dallas.

FRANK MCNALLY, tax counsel in the New York office, performed a similar feat while in California recently. Frank was playing at the Annandale Golf Club in Pasadena when he scored his 115-yard bulls-eye on the 9th hole.

Sales Canvass

Once a year girls of the Tulsa Desk and Derrick Club have a dinner party for some very special guests—their bosses. Three Ethyl girls with their guests are pictured here. From left are Len Huxtable, Tulsa resident manager, Glenis Dickerson, Harold Berg, Southern regional manager, Rosalie Reed, Bob Douglass, assistant regional manager, and Dolores Bennett. Dolores appeared in a skit, "Oil Men's Revue of '52," presented for the entertainment of the honored guests.



In Los Angeles, Ethyl men put on the Product Sales Clinic for the Desk and Derrick Club. At left, Mrs. Florence Hopkins, president of the club, thanks "Bo" Weill, Los Angeles resident manager. The clinic was presented at the Ethyl building and the girls were guests at a short cocktail hour preceding the clinic. According to Don Chapman, 160 women, plus a few martinis, makes a very volatile mixture when stirred rapidly with ten Ethyl men. Result: a wonderful time was had by all.

A couple of surprise performers join the seniorita behind the mike. The occasion is the Ethyl party at the annual Western Petroleum Refiners Association meeting in San Antonio. That's our general sales manager Mac Murdock on the left and R. L. Aycock, vice president of Pan-Am Southern on the right.



After spending his vacation last year painting his house, Don Flynn, eastern region sales coordinator, decided to splurge this spring and take his family to Bermuda. In this picture of the Flynn family taken enroute on the "Queen of Bermuda," are Doug, 15, Anne and Don, and Rick, 17. Among the friends they met while on the island were Ben Brewster, Technical Service operations manager, and his wife from Detroit.



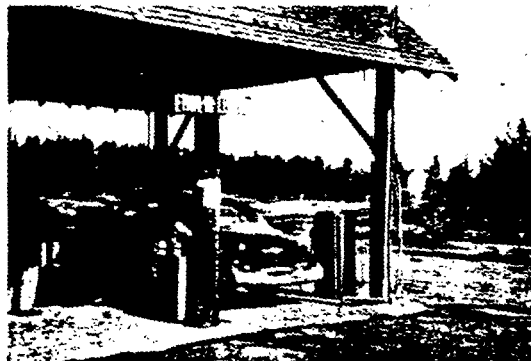
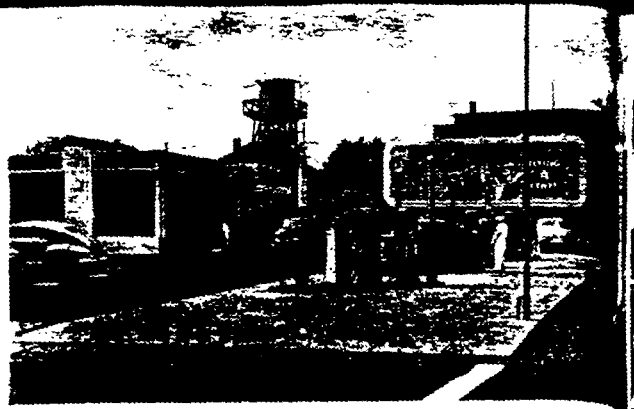
When our customer oil companies hold dealer meetings, Ethyl is always ready to help in any way we can—with demonstrations, movies, clinics. At left, Don Chapman, of the Western Region, (center) is shown following a demonstration at a Seaside Oil Company dealer meeting. With him are R. J. Irvin, Seaside vice president and sales manager, left, and G. B. Tucker, advertising & sales promotion manager.

Ethyl is continually conducting tests on possible future engines with possible future fuels, as well as tests on current fuels and engines. To help our customers fit their fuels to engine designs, we pass along to them information on the latest trends and developments. Here Casey Jones, head of the passenger car engine section, is talking at a dinner meeting of Richfield Oil Company refinery personnel. This was one of 13 such meetings held in the Western Region this spring. Leaning forward at left is "Bo" Weill, Los Angeles resident manager.



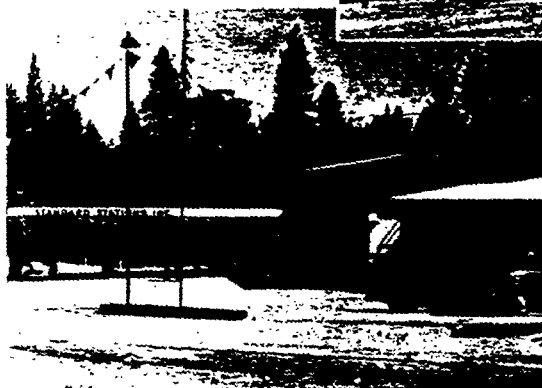
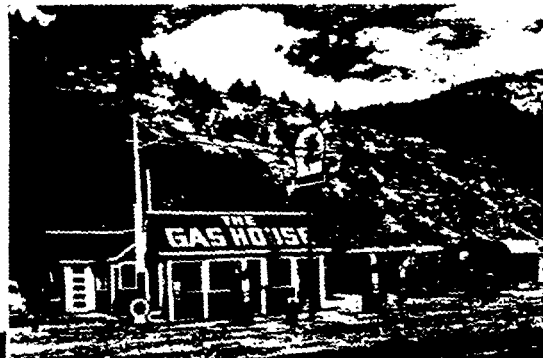
An entertaining and instructive feature of the program at the annual meeting of the Illinois Petroleum Marketers Association was a series of skits depicting important events in petroleum history. George Rose, Ethyl's resident manager in Chicago, was chairman of the committee in charge of the skits and Norm Swanson and Bill Polachek, of the Central Region, participated in them. That's Norm in the duster at left, while Bill sports striped coat at right.

ALAMEDA, CALIFORNIA
Latest type of pump-island layout becoming popular on West Coast is shown in this Tydol station at the right.



YELLOWSTONE PARK
Ethyl's Dale Miller fills up with "Ethyl" gasoline at this Continental service station.

IDAHO SPRINGS, COLO.
Bidding for business in a popular resort area, this station accommodates trailers.

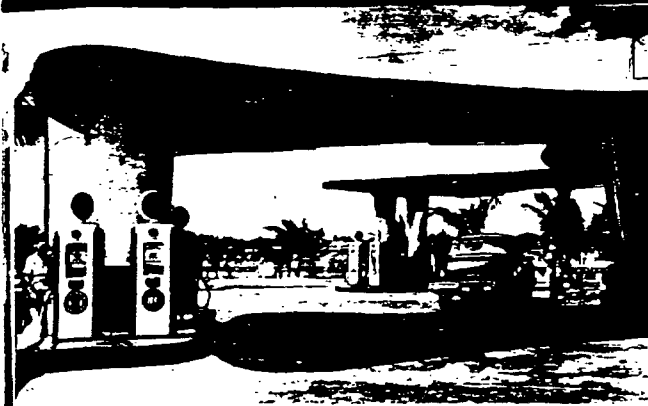


BIG BEAR, CALIFORNIA
Combining the rustic with the modern, this shiny Standard station has a picturesque backdrop of tall pines.

"ETHYL" Gasoline on Our Trade-Marks

Footloose Americans headed for the open road and two weeks of play with pay are chalking up the greatest year in history. More than 75 million Americans will take vacation trips this year—8 out of 10 by car.

They'll go over the great American road—3,322,000 miles of it—to mountain and seashore, to city and village. Wherever they go, they'll find service stations (there are 216,847). And



FT. LAUDERDALE, FLA.
Sinclair super service station is located at Bahia-Mar, famed throughout the country for its fine yachting facilities.

Tap EVERYWHERE

Spans the Nation

wherever they go, they'll find the familiar black and yellow "Ethyl" emblem. A welcome sight, especially in strange territory where gasoline brand names may not be familiar, the "Ethyl" emblem serves as their guide to the best gasoline in the station. Pictured on these pages are a few of the stations where vacationists from New York to California will be stopping to fill up at the "Ethyl" pump.



NEW YORK CITY
Two-level Tydol station near George Washington Bridge, gets motorists coming and going on Henry Hudson Pkwy.



GRAND TETON, WYOMING
In the heart of the Tetons, gasoline is sold by Utoco and Phillips. (Photo by Jim Baldwin, of the Eastern Region.)

NEW ORLEANS, LA.
A Gulf station of modern design serves citizens and tourists in this quaint, old city, year-round vacation mecca.



Promotions and Transfers

Central Region

DOUG BAKER, field engineer, has been transferred from Omaha, Nebr. to Louisville, Ky.

Southern Region

KERNEY HURST, field engineer, has been transferred from Tulsa, Okla. to Houston, Tex.

TONY WOSKA, field engineer, has been transferred from Birmingham, Ala. to Dallas, Tex.

Western Region

JOHN PAULI has been transferred from the San Bernardino Gasoline Testing Laboratory to the Western Region sales staff. John is now a fleet engineer in the Pacific Northwest. He will make his headquarters in Seattle.

Houston

CHARLEY ZEANAH has been named supervisor of community relations for the Houston plant. Charley will continue to coordinate training activities at the Texas plant.

New York

EILEEN HARBOLICK has been promoted from Stenographic to Sales to replace JOAN HALLIGAN in Lou Shank's office. JOAN has become secretary to Ed Downs, replacing Wanda Kahn.

ELEANOR SCHREYER, who was secretary to Van Fleck, has become secretary to Safety Manager Ellis Locher, replacing Norma Frazer, resigned.

CELIA LEWIS has moved up from Stenographic to fill Eleanor's former position as secretary to Van.

Our Pedigreed Advertising Merits A Top Dog Award



A new kind of award has been added to the long list that Ethyl's advertising programs have won over the years. It's the "Top Dog" Award, shown above. *Your Dog Magazine*, noting that the dog is getting to be just about as good a friend of the advertising man as the beautiful model, presented awards for ads making the most interesting and effective use of the dog.

Keeping Up With Our Military Men

Now in Military Service

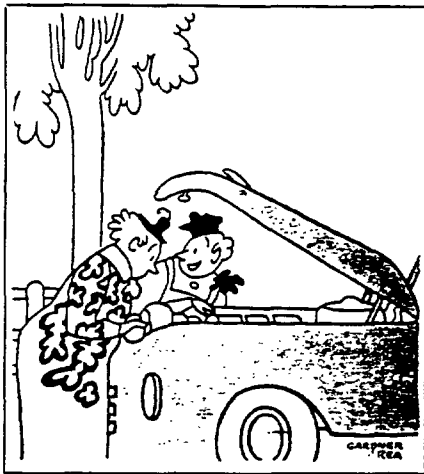
Two more Ethyl men have entered military service. They are: FRANK COLEMAN, of the New York Mailroom, and BOB DRAKE, of the Detroit Research Labs.

Frank is serving in the Marine Corps at Camp Le Jeune, N. C. His address is Pvt. Frank R. Coleman, 1305142, Plt. 346, Co. A., 5th Rec. Trn. En., Parris Island, S. C.

Lt. Drake is in the Air Force, stationed at James Connally field in Waco, Tex. His address is Box 736 JCAFB, Waco, Tex.

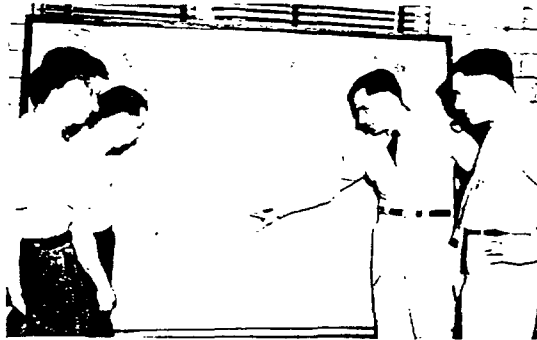
Promotion for David

LT. DAVID J. DONOVAN, United States Air Force, has been promoted from second to first lieutenant. David, formerly of the New York Mailroom, has been stationed in the Azores for the past two years. His address is AO 932436, APO 406, c/o Postmaster, New York, N. Y.



"Listen—knock-knock . . . knock-knock-knock . . . knock . . . I do believe it's trying to tell us something."

(Courtesy True, The Man's Magazine.)



Lt. Karl Schmid, visiting the Detroit Labs on furlough, shows friends his base—Hensley Field in Ft. Worth, Tex. From left are George Ball, Fred Hughes, Karl, and Jim Mason.

News from Scotty

Lt. Col. T. S. (Scotty) DuBose, on military leave from San Francisco, where he is resident manager, writes that he is now stationed at Ft. Belvoir, Va. as executive officer. Scotty had received orders to leave for Japan, took his family back to South Carolina to stay with his parents, and was all set to head for the Orient when his new orders came through. Scotty expects to be at Ft. Belvoir until December, and would like to see or hear from Ethyl friends. Write to him at Sultan Hall, Room 18-B; phone 3296; or call him at the Commandant's office; phone, 7194, Ft. Belvoir, Va.

John Pauli opens his farewell gift from co-workers in San Berdu. (See opposite page.) Looking on from left are Dean Whitehead, Dean Painter, Walter Rantanen, Judy Schaub, Jim Terrell, and Bob Adams.



Extra-Curricular

Wally Armstrong

Wally Armstrong, manager of our new Houston plant, was one of the principal speakers at a meeting of the Chamber of Commerce convention committee during Houston's observance of Texas Industrial Week.

Earl Bartholomew

Earl Bartholomew was one of the featured speakers at the Western Petroleum Refiners Association meeting in Wichita. His paper paid tribute to the Derby Oil Company, WPRA host, on 32 years of growth.

Jud Biehle

Jud Biehle, of N. Y. Manufacturing, is the newly-elected president of the Hawthorne (N.Y.) Parent Teachers Association.

Clint Bond

Clint Bond has been elected president of the board of trustees of the Baton Rouge General Hospital. Clint is general manager of manufacturing.

Nick Carter

Nick Carter, of the Central Region, was principal speaker at a recent meeting of the Rotary Club in Trenton, Mich. Nick talked about his experiences in Japan when he was serving as petroleum consultant to Gen. Douglas MacArthur.

Jack Cole

Jack Cole, of Salt Lake City, has been named to the Utah Oil Industry Information Committee and is serving on its School Activity Committee.

Dick Cook

Dick Cook, associate editor of *Ethyl News*, has been named vice chairman of the publications committee of *Old Timers News*, official publication of the Automobile Old Timers, Inc.

Wally Distler and Casey Jones

Wally Distler and Casey Jones participated in a TV program over WBNS-TV at Columbus, Ohio on May 25. The program was sponsored by the American Institute of Mining and Metallurgical Engineers.

Gene Gallagher

Gene Gallagher, of the Southern Region, rated a picture in *Tour*, publication of Shamrock Oil and Gas. He is shown in action with one of the Product Sales Clinic displays. The clinic was one of the main features of Shamrock's spring dealer meetings.

Charlie Gambrill

Charlie Gambrill, head of the analytical section in Detroit, attended the National Air Pollution Symposium in Pasadena, Calif. on May 5 and 6.

Carroll Hebert

Carroll Hebert, supervisor of safety at the Baton Rouge plant, is one of two Baton Rouge citizens named to Gov. Kennon's Highway Safety Committee. The Committee was created to coordinate safety activities of state departments in an effort to reduce Louisiana traffic fatalities.

Steve Henry

Steve Henry, director of community relations, was one of the speakers at a conference on community relations sponsored by the National Association of Manufacturers in Houston on April 23. Steve spoke on "Employer-Employee Relations in the Community." On May 16 Steve was toastmaster at the annual Armed Forces Day banquet in B. R.



Jack Cole (second from left) is shown with members of the Utah Oil Industry Information Committee at a meeting in Salt Lake City.



Latest picture of Gil Way, which was taken at a recent Ethyl meeting when associates elected him ringmaster. (This is not the costume he wore when speaking at the API.)

Joe Hopkins

Joe Hopkins presented the Fire Power Show for Standard Oil (Indiana) at the first annual divisional meeting for all dealers and salesmen, and the show was acclaimed the outstanding attraction of the meeting. Joe, account representative in the Central Region, also appeared on a broadcast over radio station WDZ.

Casey Jones

Casey Jones gave a talk on "Trends in Passenger Car Engine Design" before the Chicago Oilmen's Club on May 22.

Bob Kerley

Bob Kerley, associate director of research on aviation products, has been appointed to the Aviation Technical Service Committee of the American Petroleum Institute.

Ed Kurt

Ed Kurt, staff assistant to Jack Macauley, spoke before students at Michigan College of Mining and Technology on "The Role of the Chemist and Chemical Engineer in Ethyl's Research and Engineering Activities," May 15. He addressed a joint dinner meeting of the student chapters of AIChE and ACS. On May 22 he gave a talk on "Factors in Professional Success" at the annual banquet of the student chapter of AIChE of the U. of Detroit.

Ernest Lange

Ernest Lange has been named a director of the Long Island Chapter of the National Association of Cost Accountants. He has served two terms as secretary of the club.

Bill Ludt

Bill Ludt, manager of the North Kansas City Laboratory, was elected Group Leader of the Kansas Regional ASTM-DCC group at a meeting in the Hotel President on April 16.

Alfred Morschauser

Al Morschauser, draftsman at the Yonkers Lab, was recently installed as commander of the Cooper-Connors Post, Veterans of Foreign Wars. Al is a veteran of three-and-a-half years of service with the Navy.

Rollie Ostrander

Rollie Ostrander spoke on "Vehicle Testing Procedures & Equipment" to automotive engineering students at Massachusetts Institute of Technology May 12 and addressed the student section of the SAE there on "Trends in Engine Design."

Art Roberts

Art Roberts has been appointed a member of the Colorado Oil Industry Information Committee. He was pictured, along with other members of the committee, in the April issue of the Rocky Mountain Oil Reporter.

Fred Robinson

Fred Robinson, manager of the Yonkers Lab, has been elected president of the Yonkers Council of Civic and Taxpayers Associations. Fred is also president of the Rose Hill Community Association.

Frank Stablein

Frank Stablein, tractor engineer in the Eastern Region, was one of two judges of an essay contest for Future Farmers of America in the State of New York. Purpose of the contest, sponsored by the N. Y. Farm Equipment Dealers Assn., was to encourage improved operation and maintenance practices in the use of tractors and other equipment.

Harry Toulmin

Harry Toulmin, of Detroit Technical Service, addressed the Rotary Club of Albion, Mich., May 22. His subject was "Trends in Passenger Car Engine Design."

Gil Way

Gil Way presented a paper on the 1951 activities of the CRC Ordnance Fuel Performance Group at the May API Refining Division meeting in San Francisco.

Tom Wilkinson

Tom Wilkinson, of Detroit Technical Service, spoke at a meeting of the Waterloo (Iowa) Technical Society on May 14. His subject was "Gasoline for Your Engine."

Thom Yates

Thom Yates spoke on "And Just Who Is Your Competition?" at the June 5-7 Texas State Society of Associated Industrial Editors Conference in Amarillo. He also participated in a panel discussion on the theme "Meeting Your Competition."



To honor the only 25-year woman in the Ethyl Corporation, this group of girls attended a luncheon party in the Commodore Hotel. Honored guest was Genevieve Corcoran Murphy, secretary to Mac Murdock. Gen is seated in the center. At left are Erma Harris and Esther Lyman; on the right are Corinne Hill, former secretary to Mr. Webb, Ethyl's first 25-year woman, who is no longer with us, and Joan Holligan; standing are Edith Mahoney, Emmie Koster, Dorothy Grainger, Joan McCabe, Mabel Gerster and Marguerite McDonald.



On Bill Newman's 25th anniversary, members of the sales staff in the Houston area gathered at the Houston Club to celebrate the occasion. At left, Jake Balzer, Houston resident manager, looks on while Vice President San Wagner decorates Bill with his 25-year pin. Mac Murdock, sales manager, smiles approval.

Climax of Advertising Manager Russ Weston's anniversary party at the Commodore Hotel was the presentation of his watch by President E. L. Shea. Flanking are Vice Presidents Joe Costello, left, and San Wagner.



Milestones

25 Years



Charles D. Hawley

Charles D. Hawley, better known as Chuck, took a temporary job with Ethyl one summer and stayed for 25 years. It was June 13, 1927 that he started to work as an engineer at our original research lab in Yonkers. He had been teaching at Harvard and had met there another young instructor, Earl Bartholomew. Earl, meanwhile, had become director of engineering research for Ethyl and signed up Chuck as one of the first members of the research staff. Chuck has held various administrative positions, is now manager of administration at the Detroit Research Laboratories. Born in East Tawas, Mich., Chuck moved to Oregon when he was eight, received a B.S.M.E. from Oregon State College in 1924, then took graduate work at Harvard University. He and his wife, Barbara, live in Birmingham, Mich. with their children, Tom, 18, John, 16, Andy, 13, and Mary Barbara, 10.

Kwilos, Morley Morgana and Bob Stevenson, of the Research Laboratories.

15 Years

Chalking up fifteen years with Ethyl is C. P. (Spike) Speaker of Eastern Region Sales.

10 Years

There are four Detroiters who have joined the Company's 10-Year Club: Jake Boss, Sophie

5 Years

Rounding the 5-Year mark are Russell Carlson, Detroit Research, John Koehnle, Western Region Sales, Bill Rusher, Eastern Region Sales, and Grant Scott, Southern Region Sales.

CALENDAR OF EVENTS

JULY

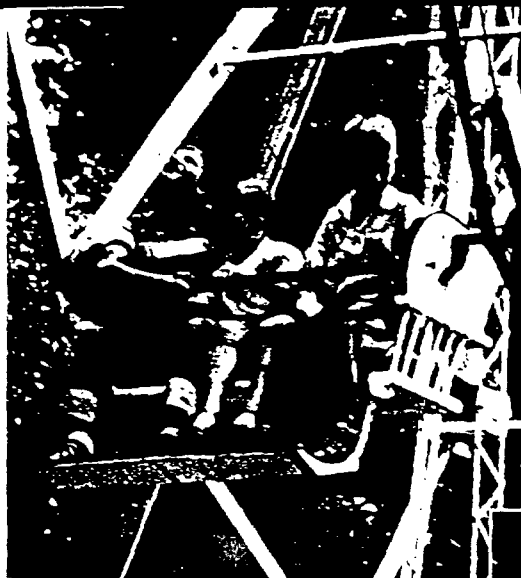
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|-------|---|-----------------------------|----------------------|
| 6-11 | American Oil Chemists' Socy.
(short course on soaps and synthetic detergents) | Rutgers University | New Brunswick, N. J. |
| 7-11 | ETHYL Diesel School | Ethyl Research Laboratories | Detroit, Mich. |
| 15-16 | American Petroleum Institute
(Committee on Agriculture, annual business meeting) | Brown Palace Hotel | Denver, Colo. |
| 16-19 | Silver Bay Conference on Human Relations in Industry | Auditorium | Silver Bay, N. Y. |

AUGUST

- | | | | |
|-------|---|----------------|-----------------------|
| 11-13 | Soc. of Automotive Engineers
(national West Coast meeting) | Fairmont Hotel | San Francisco, Calif. |
| 19-22 | American Inst. of Electrical Engineers
(Pacific general meeting) | Westward Ho | Phoenix, Ariz. |

23

BULLETIN BOARD—JUNE-JULY



Big Day at B.R.

More than 8,200 people turned out for the Baton Rouge plant picnic, which has become an increasingly popular annual affair for Ethyl families. They arrived early in the morning for a full day of varied activities. There were contests, games, field and track events, swimming, dancing and a stage show. Especially for the children, there were rides on ferris wheel, merry-go-round and airplane. For babies there was a nursery. Everybody had a big time.

Up, down and around they go on the big ferris wheel, which was filled with happy boys and girls from morning till night. They took to the merry-go-round and airplane rides with equal zest.

Nothing quite like hot dogs on a picnic. Ethylites ate 19,000, drank 15,000 bottles of cold drinks, ate 12,000 popsicles and ice cream bars during the day.

Stage shows featured a bull whip act by Paul Stogner, an employee, and his son, an acrobatic team from the Y.M.C.A., and tap numbers by L.S.U. girls. Audience watches with interest.





YOUR VACATION CHECKLIST ✓

***Before You Leave Town,
Take These Precautions...***

1. Stop milk, newspaper and other deliveries. Ask a neighbor to keep advertising circulars off your porch.
2. Leave window shades up instead of pulled down. If you are to be gone three weeks or more, arrange to have your lawn mowed. Prowlers watch for such tipoffs.
3. Notify post office to hold mail, or arrange delivery to a neighbor.
4. Lock windows and doors.
5. Shut off gas and water at main valves. Shut off electricity at master switch unless refrigerator or food locker is to be left on. If current must be left on, disconnect lamps and appliances at wall outlets. If refrigerator is disconnected, leave door open to prevent mold.
6. Inform police how long house will be vacant and where you can be reached in emergency.
7. Service car thoroughly, with close attention to safety features such as lights, brakes, tires, steering, windshield wipers.
8. Put a first aid kit and flashlight in glove compartment. Be sure you have all tire tools.

***Then slam the door on troubles and worries
And head for a carefree, relaxing vacation.***



*Listen to the music, listen to the call;
All join hands and waltz the hall;
Pat your foot and whirl on your heel
The longer you dance the better you feel.*

Chester Kelly leads the grand promenade followed by wife, Marion, Eve and Dave Briggs, Mariys and Tom Wilkinson, Lucille and Dave Cooper, Ellie Eskola and Connie Anderson.



*Around neat lady with a grape
vine twist,
Back to the center with a whoa-
haw-gee,
And around the gent whom
you do not see.*

Fritz Schroeter, in fancy shirt, reaches to take the hand of Florence Gish, approaching from right. To the left of Florence, in checked blouse, is Janet Saxon, whose husband, Gordon, was recently transferred to San Bernardino. At far left, are Connie and Andy Anderson.

*Alamandi left,
Lady go east and gent go west,
On around and dance your best.*

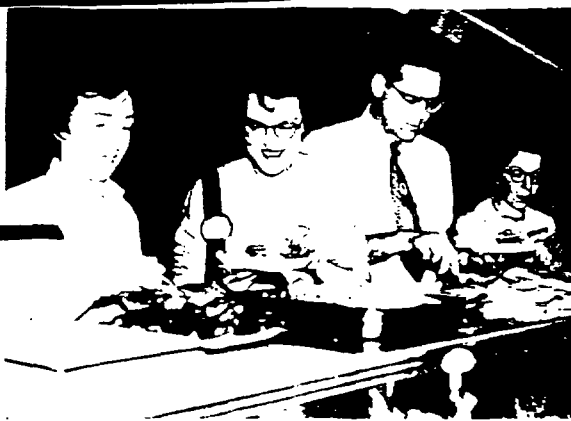
At left, back to camera, are Therese and Ed Reeber. Behind Ed is Bob Eskola; Ross Rife is in center in checked shirt, and behind him are his guests Maxine and Clifford Elliott. Pauline Rife's back is at right.



Denim and Calico

Swinging, skipping and clapping their way to fun, more than a million Americans have banded together in small square dancing groups. They meet regularly for an evening of vigorous entertainment under the spell of lively folk tunes and spirited callers.

Caught in the grip of this national revival of square dancing are Ethyl's Detroiters. A big event on their calendar of social activities is the Ethyl Society's annual spring square dance. It was held this year at the Star ballroom on April 18. On these pages you see some of the people and some of the figures they were cutting.



Buffet style is in order when square dancing works up big appetites. Here Mary Jane Ball and Annie Sittig happily help themselves. Behind them are Marshall Sittig and Mary Willans. Her husband, Late, is following her but just missed being in the camera's range.

It's time to relax and cool off with a glass of beer. Clockwise around the table from left are Cecil Bauer and guest, Al Alys-worth, Marilyn Johnson, Naomi Alys-worth and Bob Johnson.



Enjoying time out and refreshments around this table, clockwise from the left are: Lucille Cooper, Everett Allen, Jim McCoy, Cathy Clark, Joe and Lois Oldenweller, Pat Wilson, Joyce Myron, Shirley Trapp, Lee Seymour, Jay Greblich, Ed Myron, Bob and Doris Mayberger, Peg and Walt Osip, Cecilia and Cal Worrell, Charlotte Allen and Gloria Sielbinder

PARTIES

... for the Traveler



Far away places beckoned to Laura Day, of New York Product Development, shown above admiring a farewell gift (yellow cashmere sweater) from Ethyl friends. Laura, who was with us for five years, was guest of honor at a party in the Brass Rail before she left for Harmon Air Force Base in Newfoundland, where she is now working. Seated from left are Ellen Svendsen, Edna Vorwerk, Laura, Lucille Titlar Dennis and Margaret Dolan; standing, Marguerite McDonald, Dorothea Held, Doris Reardon, Dorothy Grainger and Edythe Kimball.



... for the Retiree

When Lola Carpenter, of Detroit Maintenance, retired recently, fellow employees gathered 'round for cake and ice cream and gave her a present in the form of a cashier's check. Presentation was made by Harold Faucher, head of maintenance. Seated are George Emery, Lola, and Sophie Kwilos; standing are Silas Eaton, Arthur Heiser, Harold Faucher, Lewis Wardowski, William Chambers, Karl Kuhn, Andy Reimold, Eleanor Whipple and Mary Jones.

To honor bride-to-be Kathleen Boylan, 20 girls of New York Finance gave a party at the Brass Rail and presented her with an electric grill, a set of carving knives and a canister set, gifts from her friends in Finance. Seated are, from left, Genevieve Morgan, Mildred Cooney, Helen Flanagan, Marjorie Dunne, Helen Stritter, Kathleen, Florence Ludwig, Wilma Hansa, Edith Mahoney and Mabel Gerster; standing, Beatrice Turrie, Eleanor Helmrich, Anne Coyne, Helen Furey, Martha Hennessy, Gertrude Melloh, Ruth Moore, Loretta Hogan McEntegart, Veronica Wiegman, Mary O'Brien, and Dorothy Rogan. (See page 29.)

... for the Bride



They're Married

Detroit

JOAN LYNCH became the bride of Murlin Vellequette on April 19. The ceremony took place at St. Joan of Arc Church, St. Clair Shores, Mich. The couple took a wedding trip to Washington, D. C. Joan is a research chemist at the labs.

BARBARA ANN SMITH was married to Howard Hildenbrand on May 24 at St. Lawrence Church in Utica, Mich. The bride and groom went to New York City on their wedding trip. Barbara is a patent abstractor.

Los Angeles

DOROTHY SHARMAN became the bride of Lee Hartman on March 22 at the Immanuel Presbyterian Church in Los Angeles. Delle Cardwell and her husband, Dick, were maid of honor and best man. The bride is secretary to Ted Littlefield and Delle is secretary to Hume Chenault. The entire L. A. office staff attended the wedding

following a cake and ice cream party they gave for the bride. They presented Dorothy with a silver service.

New York

KATHLEEN BOYLAN, of Finance, was married to James Marsh at the home of her parents in Bellerose, L. I. on May 3. The couple are now at home in Bayside, L. I. (See party pic opposite.)

GERALDINE HARMS, of Eastern Region, became the bride of Henry Bordieri on May 11. The ceremony, performed at St. George's Episcopal Church in Flushing, L. I., was followed by a small reception at the Amber Lantern. The couple motored to Washington and Williamsburg.

MARGARET HUGHES, of Finance, was married to Eugene Horstmann on May 27 in Greenwich, Conn. The informal ceremony was followed by a wedding breakfast in Pickwick Arms.

Recent Arrivals

Dallas

WALLACE and GERTRUDE EMERY—a son, James Wallace, jr., April 29.

Detroit

JACK and MARY BETH DEMPSEY—a daughter, Mary Beth, May 29. She has a sister, Barbara Ann, 3.

ART and MARY HUFFMAN—a son, Arthur Donald, March 23. The Huffmans have two daughters, Carole Ann, 5 and Mary Lynn, almost 4. Art is staff assistant to Wheeler Lovell.

JOSEPH and LOIS ODENWELLER—a daughter, Linda Marie, March 6. She has a sister, 3. Joe is a chemist.

New York

BILL and MARY ADAMS—a son, William M. Adams, Jr., June 22. He has a sister, 2. Bill is in Public Relations.

FRANK and JOAN HOWARD—a daughter, Alison Barr, June 26. Frank is assistant advertising manager.

BILL and LILLIAN LANKENAU—a son, Steven John, April 28. He has two playmates: Linda, 5, and Gary 3. Bill is assistant purchasing agent.

FRANK and ELEANOR McNALLY—a son, James Joseph, March 8. He has two sisters, Mary Anne, 6, and Paula, 4, and three brothers, Jud, 8, Peter, 3, and John, 1. Frank is tax counsel.

BILL and LILY ANN RUSHER—a daughter, Karen Ann, May 2. She has a sister, 2. Bill is in Eastern Region.

NORM and MURIEL WAKEMAN—a daughter, Robin, June 11. She has one sister, 4. Pop is in Public Relations.

Our Contributing Editors the EYES and EARS of ETHYL

Carol Simcock, our contributing editor for the San Bernardino Engineering Lab, has one of the most interesting hobbies we've heard about. She correlates the weather in the Midwest with the "on time" schedules of the Santa Fe Super Chief and El Capitan as they pass the San Bernardino Laboratory. We presume that if a train is five minutes late, it passed through a brief rainstorm, whereas a five hour delay would mean a mild mid-western blizzard. What exactly Carol does with this vital information,

momometer Section of the Detroit Labs until 1947 and then transferred to San Berdu.

At the lab, according to informed sources, she is noted for . . . her willingness to share, the coffee she brews for all laboratory personnel, and her perennial sentence-opener, "Well, when I was in Milford . . ." Carol lived in Milford, Mich. when she worked at the Detroit Labs and still returns there to visit family and friends whenever she gets a chance.

Correlating weather is not the only



nobody seems to know.

Carol reached San Berdu and her unique hobby via the Detroit Labs—and raves impartially about both California and Michigan whenever she can get an audience.

Born in New Boston, Mich., Carol received her B.S. degree from Michigan State College and then taught school for five years. After that, she was a technician for the General Motors Proving Grounds for two years, coming to Ethyl in 1944. She was in the Dyna-

one of Carol's unusual hobbies. She's also developed a fondness for desert life and spends hours exploring desert trails in her car. She claims, incidentally, that she uses nothing but "Ethyl" gasoline and gets the best possible performance. She's also found time to become an expert at leathercraft and photography.

Carol belongs to the San Bernardino Hobby Club, the Disaster Corps of the Red Cross, the local alumni chapter of Zeta Tau Alpha, and the Ethyl Society.

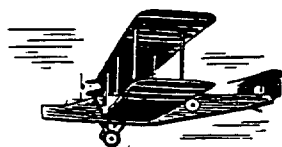


OIL-ALMANAC

JUNE 1. One of the activities undertaken by Ethyl Corporation to promote the sale of premium gasoline was the Ethyl Motor Clinic, which gave its premiere performance on June 1, 1936. The clinic was designed to point out to oil and automotive service people the importance of regular motor tune-ups. Highlight of the show was a demonstration on the stage of a car mounted on a chassis dynamometer and running under conditions matching actual road operation. This was the first of Ethyl's national shows developed as a service to the petroleum and automotive industries.

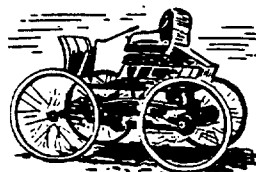


JUNE 9. On June 9, 1916, a seemingly routine event took place that was to lead to a means of controlling engine knock. On that date, Charles Kettering hired a young mechanical engineer, Thomas Midgley, Jr., as a laboratory assistant. Mr. Midgley was eventually assigned the job of finding out what really makes an engine knock. After more than five years of experiments with countless chemicals and chemical compounds, Thomas Midgley and his laboratory crew discovered the effectiveness of tetraethyl lead as a knock suppressor and later developed "Ethyl" antiknock compound.



JUNE 14. Captain John Alcock and Lieutenant Arthur Brown were the first aviators to make a non-stop crossing of the Atlantic Ocean. They left St. John's, N. F., on June 14, 1919, in a Vickers-Vimy bomber powered by two Rolls-Royce engines with four-bladed propellers. Their successful hop, which ended at Clifton, Ireland, won them the \$50,000 prize offered by the London Daily Mail for the feat.

JULY 4. The citizens of Kokomo, Indiana, were treated to their first demonstration of a successful American automobile on July 4, 1894, when Elwood Haynes took his gasoline buggy out for a trial spin. The one-cylinder car hit a top speed of seven miles per hour during the test run. Haynes claimed this car to be "America's First Automobile" until the Duryeas were able to establish their prior claim to the title.



On July 4, 1942, six Air Corps crews manned British planes for the first American bombing raid in Europe during World War II. The planes were American-built A-20 "Boston" bombers, and the raid was conducted against Nazi airfields in The Netherlands.

Reprinted from a series of editorial advertisements appearing each Monday in The Oil Daily. If any of you have suggestions for events to be included in the ads, they would be most welcome. Just send them along to the Bulletin Board and we'll pass them along to the Advertising Department and see that you're credited with a contribution.

Just remember



...it's loaded!

It purrs . . . yet it can pounce, too.

It rolls smoothly . . . yet it can skid.

It has all the comforts of home . . . yet it is thoroughly equipped to kill.

If you drive safely, it'll get you there and bring you back.
And you'll enjoy every moment of your summer vacation.

If you don't . . . well, you can't very well say "I didn't know it was loaded!"

Now can you?



Be careful — the life you save may be your own!



Mission Accomplished
(See Page 23)

In This Issue	Page
Agchem Family Growing	6
Million-Hour Records Set	10
Two Famous Names Hook Up	11
On Top of the World	12
10,000 Pictures a Second	14
Their Big Day Has Come	16
Right Down Our Alley	26

Ethyl BULLETIN BOARD

This Month in Ethyl

A new handbook for employees in New York, Detroit, San Bernardino and all members of the Sales Department is now on the press. Titled *Ethyl and You*, the book was prepared by the Public Relations Department to acquaint new employees with Ethyl history, operations and policies. In addition, it will serve as a refresher for seasoned employees and a handy reference book for everybody. It will be distributed within the next few weeks . . . A new edition of the Baton Rouge handbook is also on the press and will be out around October 1 . . . Another handbook is being prepared for employees in Houston.

Three more promotions in the Sales Department were announced by General Sales Manager Mac Murdock as we were going to press. Fred Naylor, assistant manager of the Western Region, will move to New York as manager of personnel development. Bo Weill, Los Angeles district manager, moves up to replace Fred as assistant regional manager. Ellis Locher, safety manager, will go to the West Coast from New York to become Los Angeles district manager. Van Fleck, assistant safety manager, moves up to the position of safety manager.

Opening of the new Medical and Personnel Building at Houston on August 25 marked the completion of the last of the major units at the Houston plant. The two-story, L-shaped structure, strikingly modern in appearance, contains 30 air-conditioned offices and work area for about 75 administrative, medical, clerical and secretarial employees.

Dr. Albert E. Griffiths, formerly of Socony-Vacuum Oil Company, has joined the Chemical Sales Division to supervise technical service work connected with the Company's agricultural chemicals.

Ethyl will again sponsor the broadcasts of Louisiana State University football games this season through the facilities of WJBO in Baton Rouge and a state-wide hook-up. Charley Zeanah, popular sportscaster who announced the games last year and is now supervisor of community relations for our Houston plant, will give a play by play account of the ten games beginning September 20 when L.S.U. meets Texas U. in Baton Rouge.

ETHYL BULLETIN BOARD

by and for Ethyl employees Marceline Marquis, Editor

Contributing Editors

Baton Rouge: Gey Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selfridge; Detroit: Margaret Dullinger, Andy Pally, Adele Rosek, Nora Wirick; photographers: Fred Green, Eric Owen; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Don Chapman; Mexico: Lynn Phillips; New York: Jim Beckwith, Jim Donohue, Wilma Hansa, Erma Harris, Frank Howard, Alice Labn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, Dean Painter; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Dale Miller, Howard Hamaker; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock: Reny Barki.

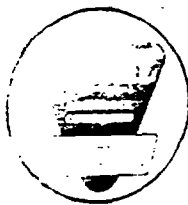
Published by the Ethyl Corporation, 100 Park Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice President and Treasurer; Herbert A. Savage, Secretary.

TV and Drive-In Movies Carry "Ethyl" Gasoline Story to Motorists



Emcee of our new TV quiz show, "Ask Me Another" is Joe Boland, well-known sportscaster, stand-

ing. Seated are panel members Johnnie Lujack, Tom Duggan, Kay Westfall and Warren Brown.



A new star-studded show is brightening the summer TV screen. It's bringing a lot of entertainment and information to millions of motorists about the fuel that feeds the horses under the hoods of their cars.

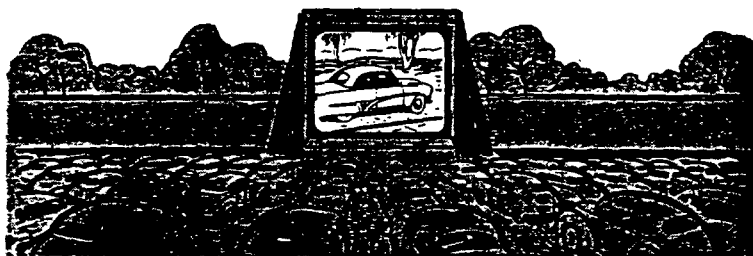
It's telling them the best fuel by far is "Ethyl" gasoline—not to be confused with *ordinary* gasoline. No, indeed, because "Ethyl" gasoline is quite different—it's loaded with extra driving pleasure.

The show, called "Ask Me Another," is a big help to our customer

oil companies. During the peak of the motoring season, it helps them to sell more of their premium gasoline. This is the second consecutive summer we have expanded our advertising program to include both television and drive-in movie theaters.

On television, the "Ethyl" gasoline message is brought to viewers twice during the course of a half-hour panel quiz show, and on the screen of the open-air theaters, audiences see these same commercials as minute movies.

First aired on July 3, "Ask Me



In the area where the TV and drive-in advertising program is operating, more than half the premium gasoline in the United States is sold, and a still higher percentage of the "Ethyl" gasoline is sold.



Here are a few of the celebrities who have appeared on "Ask Me Another": Rogers Hornsby, top left; Gertrude Ederle, above, center; Ed "Strangler" Lewis, top right; Dizzy Dean, bottom, left; and Bob Hope, bottom right.

Another," the TV program, has received favorable reviews by television columnists and critics. It is now being seen and heard over 25 stations of the NBC-TV network in 17 states. Live telecasts are presented on 11 stations of the Midwest and Southwest on Thursdays from 9:30 to 10:00 p.m., Central Daylight Saving Time. Fourteen other stations ranging from Baltimore and Syracuse in the East to Los Angeles in the West carry the program later on a delayed broadcast basis. In these cases, the show is a kinescope taken at the time of the live performance.

The sports flavor of the program appeals strongly to men who, according to surveys, influence most retail gasoline purchases. Master of ceremonies is Joe Boland, well-known sports announcer and former Notre Dame football coach. The present panel is composed of Johnnie Lujack, Chicago Bears quarterback; Warren Brown, Chicago *Herald-American* sports columnist; Kay Westfall, popu-

lar TV actress; and Tom Duggan, NBC sportscaster.

Three outstanding sports personalities of the past or present appear as "mystery" guests on the show each week. They make their appearance individually in full view of the audience but only their silhouette is seen by the panel of experts as a shadow on a lighted screen. After the panel has succeeded in guessing each guest's identity, he takes his place alongside Joe Boland and answers questions the panel fires at him about his sports activities.

Sports personalities who have ap-



Wilbur Shaw, famous racing driver, does the commentary for our commercials, aimed at explaining the cause and cure of knock. Here, for example, he shows what happens to a piston when it is pounded by knocking gasoline.

peared on the show in its first weeks include former heavyweight champion Ezzard Charles, baseball's Dizzy Dean, Fred Merkle (famous for his baseball boner), Gertrude Ederle, first woman to swim the English Channel, Ed "Strangler" Lewis, noted wrestler, Rogers Hornsby, and Bob Hope.

The show is produced by Louis G. Cowan who has staged such other successful TV quiz shows as "Down You Go" and "Quiz Kids."

Supplementing this network television show in urban areas, minute movies are being shown in some 450 drive-in theaters in rural areas. Presented on an every-other-week basis in 14 of the same states in which the television program is being aired, minute movies are reaching an additional audience of 2 million motorists each month. Like the TV program,

they have a special appeal for men. They feature Wilbur Shaw, former champion racing car driver and president of the Indianapolis Speedway.

Commercials are of two types: One group ties in with the current national advertising campaign featuring old cars and reminds spectators that "Today as yesterday, cars run their best on the best gasoline." The other group of commercials is semi-technical in a popular vein, using a Very pistol, a hammer and piston panel, and the Ethyl demonstration engine. Other commercials play up the 2=3 theme, safe driving and other timely subjects.

The drive-in theater and TV advertising are in addition to Ethyl's 27 years of continuing advertising in the nation's leading magazines. Full-page ads carry the "Ethyl" gasoline story to some 48 million readers monthly.

New Houston Plant Now Hitting Its Stride

The new Houston plant, which made its first shipment of "Ethyl" antiknock compound the middle of June, is shifting into high gear with all three areas of the plant now in production. The TEL area was the first to go on stream and the Sodium and Ethyl Chloride areas followed shortly.

Operating at design capacity, the plant is currently meeting the demands of customers in its area. By the end of July approximately 140 tank cars had been shipped carrying close to nine and a half million pounds of "Ethyl" antiknock compound to refiners for mixing with their gasoline to improve its antiknock quality.

Farthest shipment—made was to Tacuba, just outside of Mexico City, where Petroleos Mexicanos' largest refinery is located. This trip rolled up 1,144 miles over the Missouri Pacific and the National Railways of Mexico.

Nearest shipment, which was also the first, was made to the neighboring Sinclair refinery about four miles from our plant, via the Port Terminal Railroad.

The strategic location of our Texas plant enables us to give some of our customers even more efficient service than in the past. Those in the Lone Star State are within a 150-mile radius of the plant. The Houston location also affords shipping advantages to refineries in neighboring states.

This year 30 new tank cars have been added to our EBAX fleet to enable us to continue to give fast and reliable service to our customers in all parts of the United States, Canada and Mexico. According to General Traffic Manager Ed Gresslin an ample supply of tank cars has been assigned to the exclusive use of the Texas plant to take care of its production.

BAD NEWS FOR BUGS



Benzene hexachloride is shipped from our Baton Rouge plant in 200 pound Fibrepack drums to agricultural chemical and insecticide firms. They use BHC to make such well-known knockout powders as 3-5-40 cotton dust (3% BHC, 5% DDT, 40% sulphur and 52% clay).

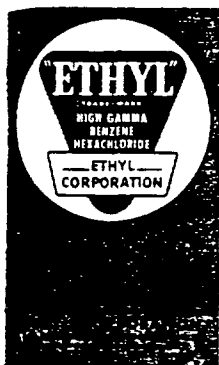
It's like a game of dominoes, manufacturing agricultural chemicals. You start with one block and that leads to another . . . and another . . . and another, all sprouting offshoots in every direction.

But with agricultural chemicals the process is somewhat slower and more complicated. Four years ago Ethyl started to make benzene hexachloride, an effective insecticide for cotton pests, called BHC for short. Now we've greatly expanded its production and plan to add three more agricultural chemicals to our list of products within the next year.

They'll be added, like in dominoes, one at a time. The original building block from which they all stem is ordinary salt. We break it down into sodium and chlorine. For years we've

been using the chlorine to make ethyl chloride for TEL. Now we are finding other uses for it, as chlorine is also the starting point for a whole family of new agricultural chemicals.

The first is BHC, which Ethyl became interested in as soon as it was introduced to America in 1947, and started manufacturing and selling in 1948. In the beginning it was made at a pilot plant at our principal manufacturing plant in Baton Rouge. The pilot plant was later replaced by BHC Plant No. 1. Now BHC Plant No. 2, incorporating process improvements that have resulted from operating experience and laboratory development work, is nearing completion. When this expansion is finished our production facilities for the manufacture of BHC will have quadrupled in capacity



to meet an ever-growing demand for this popular insecticide.

More important, our increased production will enable us to manufacture two other agricultural insecticides, which are derived from BHC. They are high gamma BHC and lindane, which are five to

ten times as effective as DDT against many insects. A new plant for the production of high gamma BHC and lindane now under construction and scheduled for completion early next year, will be the largest in the country and will assure American farmers of adequate supplies at economical cost of these highly versatile and effective insecticides.

Our next step will be to build a trichlorobenzene unit, which will recover the inactive or waste isomers of BHC and give us the basis for more chemicals and also more hydrochloric acid for TEL.

Sure Death for Insects

Extremely potent against a wide variety of insect pests, lindane acts as a contact poison, a stomach poison, and a vapor poison. This means sure death to any insect that touches it, eats it, or inhales it.

Lindane is highly effective against such harmful insects as flies, mosquitoes, roaches, aphids, plant bugs, beetles and weevils, and it can safely be used, under prescribed conditions, on edible crops and applied in the presence of humans and animals. It has been approved by the U. S. Department of Agriculture for use on dairy cattle for the control of lice and ticks, and on other livestock for these

and other pests. It has also been used in Korea, in place of DDT, to stamp out body lice.

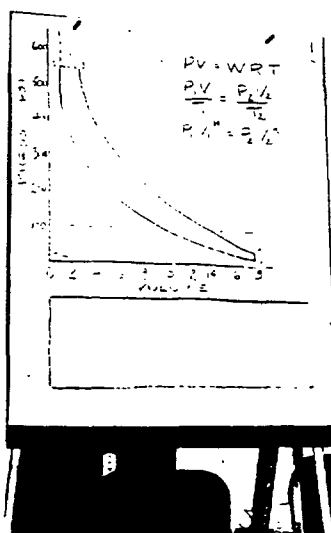
This new insecticide is particularly useful against insects infesting livestock, the soil, and forage crops, as well as for the protection of many fruits and vegetable crops, shade trees and ornamentals. Wide applications for it are also foreseen in the field of public health. Lindane can be used in conjunction with most other common insecticides, and it can be employed as a dust or a vapor, a spray or an aerosol, and in the form of a salve.

BHC has come to be widely used against the boll weevil and other cotton pests. While there are at least six known molecular forms, or isomers, of BHC, only one—the gamma isomer—is the effective insecticide. Lindane consists of a 99% or higher concentration of the gamma isomer of BHC. It has a much wider range of usefulness than "low gamma" BHC, is far more effective in specific doses, and has other technical advantages.

Aid to Farmer

In manufacturing lindane, Ethyl will make a new and valuable insecticide available to the American farmer and householder at low cost. Many crops, which in the past have been limited to treatment by older insecticides because of comparative cost, can now receive modern treatment with lindane. The Corporation's new capacity represents a major step toward the United States Department of Agriculture's goal for the increased production and availability of this new insecticide.





They Learned About Diesels in Detroit



Grover Wilson, diesel-research supervisor, acted as chairman of the school sessions. He also conducted classes on various aspects of diesel fuels and combustion.

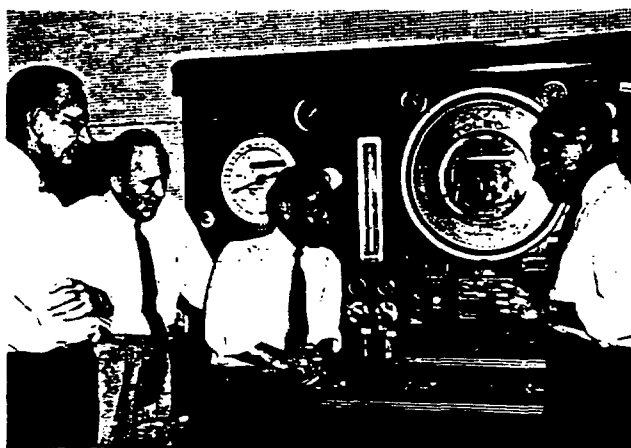
Not long after their small fry were rejoicing over the fact that classes were out for the summer, school bells rang for a number of men in the Sales Department. Selected representatives from the four sales regions went to Detroit early in July to attend a week of classroom discussions and laboratory demonstrations on diesel fuels and engines conducted by our research personnel.

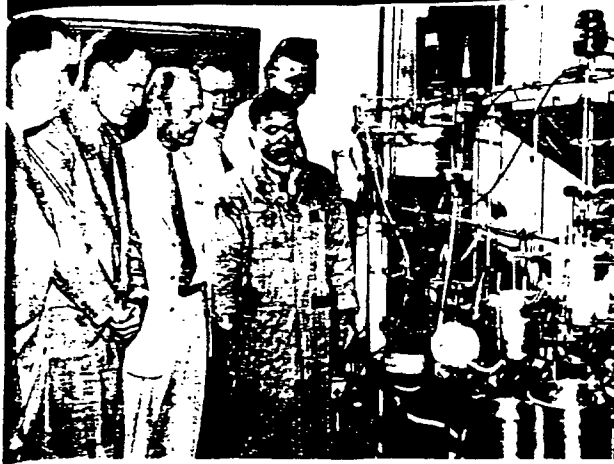
Bringing members of the Sales staff up to date on the operation of diesel engines and their fuel requirements is in anticipation of the marketing of our new diesel fuel ignition improver, a special blend of primary amyl nitrates, known as DB-36 Amyl Nitrate. De-

veloped to help refiners upgrade and standardize the ignition quality of diesel fuels, it is particularly valuable at a time when the spiraling growth of diesel power, and demands for middle distillates for other uses has greatly increased the need for available supplies of satisfactory fuels.

"Students" attending the school were Bill Ball, of New York general sales; Eastern Region's Bob Hogan and Don Williams; Jack Bailie, Art Johnson, and Herb Andersen, from the Central Region; Frank DeVore and Marty Alspaugh, of the Southern Region; Frank Elliott and Herb Peters, from the Western; Mac MacEwen, of Ethyl Antiknock, Ltd.; and Robert

Besides the classroom sessions and laboratory demonstrations, informal discussions helped familiarize Sales Department representatives with the operation of diesel fuels and engines. In this group, talking over the performance of fuels containing Ethyl's new ignition improver, are Marty Alspaugh, Bob Hogan and Jack Bailie, of Sales, and Andy Anderson of the laboratory staff.



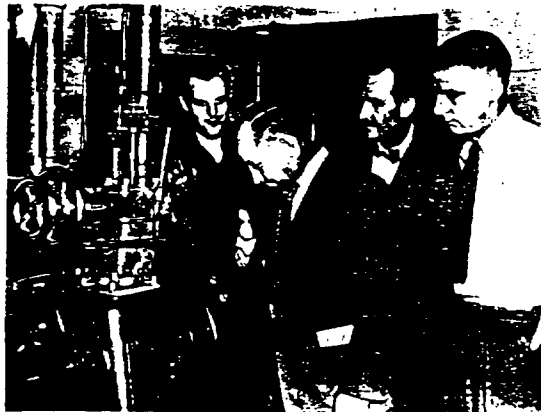


To the uninitiated this may look like Rube Goldberg's latest creation. Actually it's a Detroit-developed piece of equipment for producing experimental quantities of DB-36 Amyl Nitrate. Roy Sugimoto is explaining the process to Herb Andersen, Bill Ball, Frank DeVore, Tom Wilkinson and Bob Carleton.

Carleton, an engineer-in-training.

After being welcomed by Director of Research Jack Macauley, the men settled down to a full week of intensive instruction. Classroom and discussion sessions were held Monday through Thursday, July 7-10, in the Sheraton Hotel. On Friday laboratory demonstrations were given at our research labs.

"Faculty" for the diesel school included John Wintringham, Grover Wilson, Dick Sneed, Max Roensch, Ed Desmond, Jim Hinkamp, Roy Sugimoto, Andy Anderson, Charlie Gambrill, and Jim Foote, of the Detroit Labs; Bill Hubner of New York Product Development; and A. F. Brecht and Don Briggs, of General Motors' Detroit Diesel Division.



Flanked by Henry Mailszewski and Dale Bueretta of the Detroit Labs, Art Johnson and Herb Peters inspect a test engine used to determine the cetane rating (ignition quality) of diesel fuels.



Exhaustive testing under a wide variety of conditions is an essential step in the development of any new product. The performance of fuels containing DB-36 Amyl Nitrate is constantly being checked by Ethyl research experts. Here Jim Foote (right) tells Frank Elliott, Don Williams and Mac MacEwen about one of the diesel engines being used in experimental and development work.



Baton Rouge Plant Manager Roy Clothier congratulates supervisors of two TEL groups who have completed 1,000,000 man-hours of work without a time-losing injury. In the center is Stan D'Armond, supervisor of TEL Maintenance, and at right is Joe Achord, supervisor of Achord's Shift. Big safety poster board at right pays tribute to the two groups.

BR Groups Achieve Safety Goal

Outstanding safety achievements brought high awards and company-wide recognition to two groups at the Baton Rouge Plant last month.

Two Tetraethyl Lead groups attained the coveted goal of a million man-hours without a time-losing accident. TEL Maintenance won the honor on July 23 after completing more than a year and a half (581 days) without a time-losing injury. Achord's Shift reached the goal on July 26 with almost two-and-a-half safe years. TEL Maintenance has an average of 309 employees, while Achord's Shift has an average of 200.

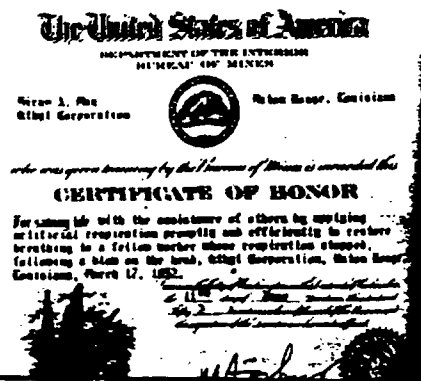
This is the first time since the Plant Safety Award Plan was reorganized in

1949 that the million-man hour mark has been reached by a Maintenance group. In 1950, however, a plant safety record was established when all plant groups reached a record of 1,227,895 injury-free man-hours in 69 days.

Stan D'Armond, supervisor of TEL Maintenance, and Joe Achord supervisor of Achord's Shift, received messages of congratulations from Vice-President John Schaefer, General Manager of Manufacturing Clint Bond, and Plant Manager Roy Clothier. The letters highly praised the supervisors and the individual effort of each and every man who helped to achieve the splendid safety record.

AWARD FOR SAVING LIFE

For rendering first aid immediately when a fellow employee was injured by a falling piece of timber, six Maintenance employees were presented the U.S. Bureau of Mines Certificate of Honor on August 8. Those who received the certificates are: E. A. Ambrose, Archie Cook, Walker Hodges, Charles Mathis, Hiram May, and Clarence Sandefer. On March 18, they applied artificial respiration and shock treatment to L. G. Cannon when he was struck unconscious by a falling piece of timber and appeared to stop breathing.



The Houstons of Houston

One of Ethyl's newest and youngest employees at the Houston plant shares a special pride in the colorful history of Texas.

He is Sam Houston, IV, great-grandson of General Sam Houston, first president of the Republic of Texas and hero of the Battle of San Jacinto, where the Mexican armies of Santa Anna were defeated in 1836.

General Houston's victory led to Texas' independence, and paved the way for bringing what is now the whole tier of northwestern states under the flag of the United States. Historians point to the Battle of San Jacinto as one of the most decisive in history. The city of Houston is named for the dashing general.

Today's Sam Houston, like most of the junior employees at Ethyl, is beginning at the bottom of the ladder, but he has ambitions of his own for working his way up. He's now a mail-room clerk—making deliveries around the plant, picking up outgoing mail, sorting and filing, going back and forth to the Pasadena post office, running duplicating machines and handling other clerical chores.

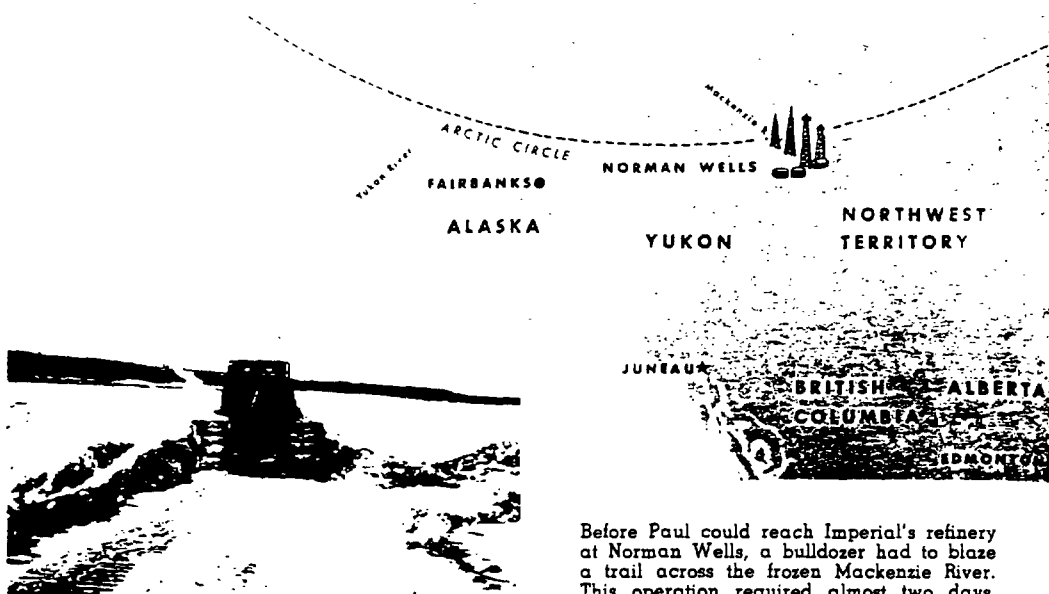
He started work on June 27 after going through a comprehensive screening and testing program at the Houston plant employment office. And now, from the windows of the mailroom in the temporary office building, he can see the tall monument at San Jacinto, where his famous great-grandfather won a spectacular victory 116 years ago.

Young Sam is tall, dark-haired and serious in his appearance and manner. He's 20 years old. Unless Uncle Sam has other ideas and calls him up for military service, he wants to go back to the University of Houston this fall and get ready for a career in law.



At the same time, he plans to continue at Ethyl. Right now he isn't sure whether he will go to night school at the University of Houston and keep on working days or whether he will go to college in the daytime and try for a different job on the night shift.

In any case, Sam is glad to be with Ethyl and enjoys his work. He applied for a job at the Houston plant "because I heard it was a good company to work for and I liked the idea of being some place where I'd have a chance to get ahead."



Before Paul could reach Imperial's refinery at Norman Wells, a bulldozer had to blaze a trail across the frozen Mackenzie River. This operation required almost two days.

Paul's Polar Bear Project

While most Ethylites are suffering under what may go down in history as the Great Heat Wave of 1952, Paul Harris, our Seattle representative, can look back a few months to a time and place where the mercury was 'way down at the other end of the thermometer. Paul recently observed a tank cleaning at the Imperial Oil Company's refinery at Norman Wells, in Canada's Northwest Territory, just below the Arctic Circle.

Attending tank cleanings is not unusual in the life of Ethyl men. What made this operation in the Far North unique were the frigid temperatures under which it was conducted. Paul casually says they rose from "a low of minus 46 degrees the week prior to my trip to 23 to 15 degrees below zero during my stay."

When he flew into Norman Wells from Calgary aboard an Imperial plane, Paul found that it was necessary to bulldoze a roadway through

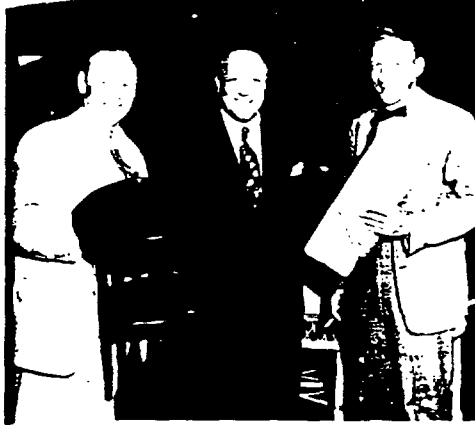
deep snow across the frozen surface of the four-mile-wide Mackenzie River to the tank site, a job which took the better part of two days. Later a tank truck used the frozen river road to carry hot water from the refinery boiler house to the tank.

Actual cleaning was carried out using standard equipment and protective clothing. But tank crew members could remain inside the tank less than 15 minutes at a time because the extremely cold air supplied through the blower masks made breathing so difficult.

Polar bear Harris modestly concludes his report of the trip by saying that the "tank cleaning was accomplished on schedule and with no untoward results."

We have an idea that the extreme cold made things pretty tough and toss a belated orchid to Paul for his exploits on behalf of Ethyl near the top of the world.

Ethyl Gives a Party



After golf came a delectable duck dinner. Waiting for dessert in foreground above are Tom Parks, Quaker State, Mike Remondino, Ethyl rover boy, Arch Newton, Quaker State, and Ethyl's Bob Kimpton.

At left, Gel Howell awards prizes to a couple of happy guests—Harold Dunmire, left, of Freedom Valvoline; and Charles Scott, of Wolf's Head Oil.

Sunnyskies, congenial company, good food, and a sporting golf course combined to make the Pennsylvania refiners' party a big success. Guests declared it "the best yet" and that's quite a record as this annual Ethyl party dates back to 1937. Gel Howell, account representative who is responsible for running the party, says, "Each year it seems to have become bigger and better."

The party was held on June 18 at the Wanango Country Club at Oil City, Pa. with 139 dinner guests, many of whom came early in the afternoon for a round of golf. Though most of the guests live within a 50-mile radius, some came from as far away as Ashland, Ky., Buffalo and New York City, which are jaunts of from 300 to 400 miles.

Highlight of the evening was a talk by Vice President Graham Edgar in which he reviewed the history of Ethyl's early marketing problems. Gel reports that it was intensely interest-

ing to all of the men because "they and their companies have been through these things with us."

Prizes, awarded to winners of golfing events, were all made by local manufacturers and carefully chosen by Gel. Such things as porcelain china dishes with designs of early automobiles, hand cut crystal, smoking stands, knife sets and hand wrought aluminum pieces provided permanent reminders of the outing to the lucky winners. Prizes were awarded for low gross, longest drive, "closest to the pin," putting and "kicker's" handicap.

Ethyl executives in addition to Graham Edgar who were on hand to greet the guests included President Edward L. Shea, Julian Frey, Mac Murdock, Dick Murphy, and John Schaefer. Other Ethyl men who served as hosts were: Al Bingham, Jack Fuller, Bob Kimpton, Jim Krick, Norm Linstromberg, Harry Mack, Mike Remondino, George Rosser, Whit Sweeney and Mat Taylor.



While visiting our research laboratories, J. C. Livengood and Prof. W. A. Leary of M.I.T. (at right), inspected the instrumentation used in Ethyl's combustion research. Howard Hesselberg (left) and Jack McCullough were hosts to the two visitors who are supervising the basic combustion work which we are sponsoring at M.I.T.'s Sloan Laboratories.

The INSIDE STORY

A recent addition to Ethyl's motion picture film library, "Fundamentals of Fuel Knock," has been very well received by technical personnel of customer oil companies and automotive firms, according to all reports.

Providing new facts on the basic hows and whys of fuel knock, the 30-minute sound film is a cine-graphic progress report on a combustion research project which our company has been sponsoring at Massachusetts Institute of Technology since 1946. At that time, Ethyl contracted to sponsor the M.I.T. combustion research project at the suggestion of Jack Macauley, who felt that a phase of M.I.T.'s Sloan Laboratory work could well be directed toward finding out more about how tetraethyl lead exerts its anti-knock effect.

Harold Gibson supervised the project for Ethyl until the establishment of our Combustion Research group at

Detroit in 1948. Since then, Wheeler Lovell, assisted by Howard Hesselberg, has continued to work closely with Profs. C. F. Taylor and W. A. Leary, and J. C. Livengood of M.I.T.

Aiding the men at M.I.T. in this new phase of knock research is an unusual piece of equipment, the Rapid Compression Machine—popularly known as the "Bang Machine." By means of driving and compressing pistons, the machine squeezes fuel-air mixtures until their temperature and pressure become high enough to induce auto-ignition. A permanent record of each test is made by a special high speed camera through a quartz window in one end of the machine. At a rate of 10,000 frames per second, it photographs the combustion reactions as they take place. "Fundamentals of Fuel Knock," contains sequences from a number of tests, showing these split-second reactions in "slow motion."

"Fundamentals of Fuel Knock" contains much new information, but is similar to past Ethyl films in that making it involved considerably more than waving a wand and calling, "Action, camera!"

Our Detroit research people were responsible for much of the preliminary and follow-up work. Jack Macauley made initial arrangements with the M.I.T. staff members to shoot the film in the Sloan Laboratories at Cambridge, and Wheeler Lovell, Howard Hesselberg and John Howard reviewed and revised various drafts of the script. "Hess" also acted as liaison between M.I.T., Ethyl's Advertising Department, and Audio Productions, which made the film for us.

Russ Weston made several trips to M.I.T. as a script advisor and to

otherwise assist in the film's production. When Audio delivered the finished product, Jim Lonergan took over the distribution of the films from New York. Copies of the film have been placed with each of the regional Sales offices, Ethyl Antiknock, Ltd., Baton Rouge and Houston plants, and the Research Laboratories in Detroit. Copies were also delivered to Associated Ethyl in England.

Through showings of "Fundamentals of Fuel Knock," Ethyl is making the M.I.T. findings available to oil and automotive industry technical personnel and to college and university classes. The film has also furthered our good relations with M.I.T., which is citing "Fundamentals" as an excellent example of Institute-Industry cooperation.

Octane Going Up in Canada

Gasoline sold under the "Ethyl" trade-mark in Canada will have a higher octane rating beginning October 1. Minimum limits of octane rating will be increased from 86 to 88, according to Oscar Lewis, vice-president of Ethyl Antiknock, Ltd.

The new rating by the research test method will be effective in all of Canada except certain high altitude areas in Western Canada where the minimum will be 85 octane.

Mrs. Bernard Frazier

We in Ethyl extend sincere sympathy to Bernard Frazier, chemist at the Tulsa Gasoline Testing Laboratory, on the death of his wife, Charlotte.

Stricken with an attack of polio late in June, she died in a Tulsa hospital after a four-day illness. Mrs. Frazier was 22. Surviving, besides her husband, is a daughter, Barbara Sue, two.

Reading Racks Popular

If there was ever any doubt about the popularity of the Reading Rack Service among Ethyl employees, it was completely dispelled by the recent company-wide survey.

With a return of better than 50% of the questionnaires, 98.5% of you who responded said you like the service and 91.3% said you examine new booklets regularly. In addition, most of you indicated that you take them home and discuss them with family and friends.

The Reading Rack Service was started last Fall on a six-month basis. In view of your enthusiastic response, the Company has decided to continue the service and will be guided by your suggestions in choosing future booklets. Top spot on your list of subjects went to sports. Second came home crafts, and then health. Next three subjects in the order of their popularity were gardening, business topics and company activities.



Judy Baldwin

Judy Baldwin, a '52 graduate of Westfield, (N. J.) H.S. joined Ethyl for the summer, but future plans will take her on to Colby College in September. Judy won honors with 1st prize in essay contest sponsored by the *Plainfield Courier*. Pop is Eastern Region's top safety man.



Clarke Cole

Clarke Cole plans to major in forestry and logging engineering at Oregon State College this Fall. A June graduate of East High in Salt Lake City, Clarke's the son of Jack Cole, Salt Lake City district manager.



Cathy D'Arcy

Cathy D'Arcy's a graduate of Derby High School. Swimming and dancing are pastimes she rates highest. Cathy's the daughter of Bill D'Arcy of the Detroit Research Laboratories.



Courtney Davis

Courtney Davis graduated from Baton Rouge H.S. in June. September will find her enrolled at Louisiana State University, specializing in education. She's the daughter of Traffic Manager Tom Davis.

Bonnie Green enters nurses training in Highland Park General Hospital in September. Bonnie's special interests are piano and harp and she has studied two summers at the Interlocken National Music Camp. Her dad is Fred Green, of Detroit.

Bonnie Green

In business, college, matrimony and

Starting



Lt. Art Deverill, Jr.

Lt. Art Deverill, Jr. was one of the 528 June graduates from the U. S. Military Academy. (For wedding see p. 28). Next assignment is with the 11th Division of the Airborne Artillery at Ft. Sill, Okla. Art Sr.'s in N. Y. Finance.



Rick Flynn

Rick Flynn, a Scarsdale H.S. graduate, is the son of Don Flynn, assistant manager of the Eastern Region. Rick, who packs 200 pounds of athletic prowess, won honors in football and golf. He goes on to Duke U.



Dan Guy, Jr.

Dan Guy, Jr. won a B.S. cum laude in mechanical engineering from Michigan State College. Popular and able, Dan is a member of several honorary fraternities. A 2nd Lt., he reports to Wright Field for duty. Dad's asst. director of Tech. Service.



the military, June Graduates are

Careers



Doug Jeppe, II

Doug Jeppe, II graduated from the U. of Oklahoma. His dad, Doug Jeppe, Jr. is an account representative in the Southern Region. Doug's next assignment will be active duty in military service.

Beth Schulze is a graduate of the U. of Arizona. Beth has a business administration degree but may be more interested in private budget controls than departmental finance, as she's chosen a matrimonial career as Mrs. Boyd Clements. Her dad manages S.B. Engineering Lab.

Suzanne Jones' plans are sighted for a career in journalism. Charted with memberships in Quill and Scroll and the Scribblers Club, Suzanne continues her work at the U. of Illinois in September. She's the daughter of Casey Jones, Tech Service, Detroit.



Suzanne Jones

Anne Elizabeth Swartwood is a '52 graduate of Birmingham High School. Anne plans to continue work at Michigan State in the Fall, majoring in history. She's versatile in her interests and lists swimming and music as favorites. Her father is patent attorney at the Detroit Labs.

Bob Jordan, Jr. completed his work at the U. of Florida this June. Son of Bob Jordan, of the Eastern Region, he is a 2nd Lt. in the Air Corps Reserve and awaits orders that will start him off on two years of military duty.



Bob Jordan, Jr.

Steve Trelease starts classes in chemical engineering at the U. of Illinois in September. He's a graduate of Westfield, (N.J.) H.S. and holds a summer job at the pilot plant of the American Agricultural Chemical Co. His dad is in the Eastern Region.

Bob Richardson Jr. was a Phi Kappa Sigma, served on the Student Council and sang with the Glee Club at Penn State where he won a B.A. A varsity man, he earned his letter on the swimming team. Bob's future plans depend on Uncle Sam. Bob Sr. is Philadelphia district manager.



Bob Richardson



Elizabeth Rossman



Beth Schulze



Anne Elizabeth Swartwood



Steve Trelease

Organization Changes

Sales

Mat Taylor, has been promoted from assistant manager of the Eastern Region to manager of sales operations. This will allow Julian Frey to devote more time to sales matters and direct contacts with customers.

Mat joined the Company in 1929 as a field representative in the old St. Louis Division. Two years later he was named manager of the Boston Division office and when it was closed in 1945, became manager of the Philadelphia Division. He transferred to the Eastern Regional office in New York in 1947 as operations manager, becoming assistant regional manager in 1950. A native of New York, Mat received his M.E. degree from Stevens Institute of Technology.

Two men have been promoted to posts as assistant regional manager: **Don Flynn** and **George Rosser**. George will remain in the Pittsburgh office. Two assistant managers were appointed because of the high percentage of customer company home offices in the Eastern Region.

Don started with us as field representative in 1931, became assistant manager of the Boston Division in 1935, and four years later transferred to a similar post in Kansas City. In 1945 he was named manager of the Kansas City Division and when the regional plan of organization was established became sales coordinator in the Central Region. He moved to New York as a sales coordinator in the Eastern Region early in 1948.

Don was born in Providence, R. I. and is a graduate of Brown University.

George, who was born in Atlanta, Ga. and graduated from Georgia Institute of Technology, joined Ethyl in 1930 as a field representative. After three years of field work in Georgia

and Florida, he became assistant manager of the Atlanta Division. During the war he served as a lieutenant colonel in the Automotive Maintenance Division of the Army Service Forces. When he returned to Ethyl, he was appointed assistant manager of the Kansas City Division, later transferred to Pittsburgh, where he has been resident manager since 1950.

Mac McCulloch has been promoted from sales promotion manager to assistant manager of advertising and sales promotion. Mac started with us in 1932 as a field engineer in the Kansas City Division where he worked for 14 years, except for two-and-a-half years with the Navy. In 1946 he came to New York to serve as sales promotion assistant to the sales manager, a year later became sales promotion manager.

Mac was born in Owensboro, Ky. and is a graduate of the University of the South in Sewanee, Tenn.

Don Chapman, account representative in the Western Region, is moving up to take over Mac's position as sales promotion manager. Don joined the Company in 1946 as an engineer-in-training following four years of service as a lieutenant in the Second Armored Division. Upon completion of his training he was assigned to the Los Angeles office, where he has been working as a member of the sales staff. He will assume his new duties in the New York office early in September.

Don, born in Paterson, N. J., has a B.S. in mechanical engineering from the Georgia Institute of Technology.

Bill Lankenau, has moved into the Advertising Department to assist Ed Enoch on the production side. Bill, who joined Ethyl in 1946, was assistant purchasing agent.

The four sales regions have been divided into districts with resident managers now becoming district managers. They will be responsible for all the Company's affairs within their territory. District managers are:

Eastern Region: Roy Goltz, New York; Bob Richardson, Philadelphia.

Central Region: Harry Mack, Dayton; Bob Mead, Kansas City; and George Rose, Chicago.

Southern Region: Jake Balzer, Houston; Len Huxtable, Tulsa; Russ Schell, Dallas; and Alan Tully, Baton Rouge.

Western Region: Jack Cole, Salt Lake City; Bill Sievert, San Francisco.

With the exception of **Roy Goltz**, **Jack Cole** and **Bill Sievert**, these men were formerly resident managers. Roy moved up from the position of sales coordinator in the Eastern Region (for more about Roy see *Milestones*, p. 22); Jack and Bill were upped from account representatives.

Jack Cole has been serving our customers for the past 19 years as field representative, safety engineer and account representative in both the East and the West. He started with us in the East in 1933, moved west in 1940, settling in Casper, Wyo. For the past four years he has lived in Salt Lake City. Jack was born in Brooklyn and graduated from Stevens Institute of Technology.

Bill Sievert, born in Wilmont, Minn., is a graduate of the University of California. He joined Ethyl in 1930 and began work as a field representative in the Los Angeles Division. He transferred to San Francisco and safety work in 1941, served as a lieutenant commander in the Coast Guard during World War II, returning to San Francisco and Ethyl in 1946. He has been acting as resident manager in San Francisco since **Scotty DuBose's** return to the Army last year.

Manufacturing

Mike Voorhies has been promoted from assistant manager to manager of the Production Planning Section at the Baton Rouge plant. He replaces **Phil Bertin**, resigned.

Mike was born in Laredo, Tex. He attended high school and college in Baton Rouge, receiving his chemical engineering degree from L.S.U. in 1938. He joined Ethyl shortly after graduating.

Rudy Williams has been promoted from terminals superintendent to assistant manager of the Production Planning Section. Rudy was born in Minersville, Pa., and is a graduate of the University of Delaware. He started with us as a chemist at Deepwater, N. J. in 1934 and after five years became assistant division manager at Deepwater. Rudy has been superintendent of terminals since 1948.

Research and Engineering

Two men have been promoted to newly-created posts as assistant directors of the Patent Section. **Lewis Krieg**, Baton Rouge, has been appointed assistant director in charge of patent matters relating to manufacturing and engineering operations and pilot plant processes. **Morley Morgana** will be in charge of patent matters relating to research and development operations of an exploratory nature.

Bob Herzog, staff assistant to Vice President **By Turner**, and **Paul McKim**, a supervisor in process development, have been temporarily transferred from Baton Rouge to New York to work on a special assignment in Product Development.

Art Zeitz has returned to Tech Service in Detroit after a year's assignment in San Bernardino. **Gordon Saxon** has gone out to San Berdu from Detroit to replace Art.

Chuck Averill and Dolton Brown

Chuck Averill and Dolton Brown are members of the new Baton Rouge Port Commission. Named by Gov. Kennon. Chuck holds the job of secretary while Dolton represents the West Baton Rouge Parish Police Jury.

Al Basye

Al Basye, account representative in the Central Region, was featured in a recent issue of *The Pop Valve*, Rock Island Refining publication. The article told about the development and manufacture of "Ethyl" antiknock compound and its contribution to automotive progress. It also pointed out Ethyl's many services as rendered to Rock Island by "Al 'Ethyl' Basye."

Hume Chenault

Hume Chenault addressed the Western Safety Conference in Long Beach recently with a talk and demonstration on tank ventilation and tank cleanings. Hume is chief safety engineer in the Western Region.

Chuck Colvin

Chuck Colvin, manager of purchasing at Baton Rouge, is serving as chairman of the Traffic Improvements Committee of the B. R. Chamber of Commerce. Recently, he was instrumental in getting state land donated for an important addition to the city's downtown street area.



Chuck Colvin, far right, watches as Gov. Kennon signs agreement to donate state land for extension of Baton Rouge street. Chuck is the chairman of the Traffic Improvement Committee for the Chamber of Commerce. Other committee members watch with interest.

Extra-Curricular

Ben Harrison

Ben Harrison, manager of industrial engineering at Baton Rouge, is the newly-elected president of the local chapter of the Society for the Advancement of Management.



Ben Harrison

Steve Henry

Steve Henry has been named to serve on the Salvation Army's Advisory Board in Baton Rouge for a 3-year term. Steve is our director of community relations.

Joe Hopkins

The Chicago petroleum group raised 103% of their quota in the 1952 Red Cross Fund drive. One of the men who helped achieve this record was Joe Hopkins, account representative in the Central Region, who served as a team captain in the petroleum group.

Robert Kehoe

Dr. R. A. Kehoe, Ethyl medical director, presented the principal address at the 45th annual meeting of the Air Pollution and Smoke Prevention Association in Cleveland recently. Dr. Kehoe spoke on "Health Aspects of Air Pollution."

Hudson Kellogg

Hudson Kellogg was elected president of the Dobbs Ferry School Board early in July. At the time of his election he was in his second 3-year term on the Board, having been first elected to serve in 1948. Hudson is assistant manager of the gasoline testing division.

Marie Mathews

Marie Mathews, steno in N. Y. Advertising, was quoted by the *Daily News* "Inquiring Photographer" when asked if she believed "girls marry today because they are too lazy to work." Marie thinks "women marry for love ... chores without it would lead to boredom."

Ed Lorio and Bill McCarthy

Ed Lorio, safety engineer, is the newly appointed vice-chairman of the Greater Baton Rouge Fire Prevention Committee. Bill McCarthy is serving as chairman of the Industrial Group.

Bill McCarthy

Bill McCarthy was chairman of the Ethyl Management Club Blood Donor Committee which chalked up one of the most successful blood donation days during the month of July. Of the 135 pints collected by the Bloodmobile the day EMC sponsored it, 100 pints were donated by Ethyl employees.

Herb Neal

Herb Neal of the Detroit Research Labs has been elected to the Board of Directors of the Forest Hills Association for a 3-year term.

Lynn Phillips

Lynn Phillips (Mexico) was recently honored by being accepted as a member of the Royal Society of Arts. A British organization, the Society is established for the "encouragement of arts, manufactures and commerce."

Lee Rasmussen

Lee Rasmussen, of the Pittsburgh Sales office, has been elected recording secretary of the newly-organized Desk and Derrick Club there. Lee also recently became vice president of the National Secretaries' Association, Pittsburgh Chapter.

George Rose

George Rose has been appointed vice chairman of the Women's Committee of the Oil Industry Information Committee for the State of Illinois. George is Ethyl's Chicago district manager.

Marv Russell

Mary Russell has been re-elected to a second term as vice chairman of the Los Angeles Chapter of the Society of Automotive Engineers. Marv is in Ethyl's Los Angeles district.

Harry Wheeler

Harry Wheeler's article *An Old Foreman Learns New Tricks* appeared in the July issue of *Manage*. It emphasized the desirability of personal contact between foreman and worker. Harry is manager of operations at the Baton Rouge plant.

Thom Yates

Thom Yates has been elected to a 2-year term on the *House Magazine Institute's* Board of Governors. The Institute, an organization of industrial editors in metropolitan New York, marked its 13th birthday this year at the Waldorf Astoria.



The officers and directors of the newly formed chapter of Pittsburgh's Desk and Derrick Club pose for a picture. Second from right is Ethyl's Lee Rasmussen (secretary to George Rosser) who is recording secretary. Others are Angela Cross, Big Lake Oil; Mary Glass, Plymouth Oil; Marion Smith, Gulf; Katherine Favo, Sun; standing: Alice McInnes, Freedom-Valvoline; Leona Schlacter, Esso Standard; Marion Rodgers, Gulf; Nancy Hughes, Gulf.

Milestones

20 Years



Roy Goltz

Roy Goltz, New York district manager, completed two decades of Ethyl service this summer. The year 1932 may have been a grim period of the Great Depression for some, but for Roy it marked the beginning of 20 years of sales activities with Ethyl.

Upon joining the Company, Roy was assigned to cover the New Jersey territory as a field representative. A year later he was transferred to Pittsburgh from which point he represented Ethyl in Western Pennsylvania. In 1936, he returned to New York as assistant manager of the New York Division. When Division Manager Joe Costello was called to Washington to join the Office of the Petroleum Coordinator during the war, Roy was named acting division manager and later became manager. Under the Sales Department reorganization in 1947, he became eastern sales coordinator and was named New York district manager last month.

A native of Chicago, Roy came East to college and was graduated from Cornell with a degree in mechanical engineering. He lives in Chatham, New Jersey with his wife and daughter, Carole, who is 17 years old.

Fifteen, Ten and Five

New Members of Ethyl's 15-Year Club are: Van Fleck, New York Safety; Ham Greenup, Central Region Sales; Dale Miller and Ed Muller, Southern Region Sales.

Four Detroiters and two New Yorkers have recently received 10-year service awards and emblems: Sue Gendernalik, Clarence Hall, Evelyn Ryan and Wilson Souter, Detroit Re-

search; and Betty Metzger, Public Relations, and Bea Turrie, Finance, New York.

Those who have been awarded 5-year emblems and certificates include: Frank Bellinger, Detroit Labs; Lillian Campbell, Teletype, and Frank Howard, Advertising, New York; Leona Rasmussen, Pittsburgh Sales; and Delle Cardwell, Los Angeles Sales office.

Calendar of Events for September

8-11	Soc'y. of Automotive Engineers (national tractor meeting and production forum)	Hotel Schroeder	Milwaukee, Wisc.
9-11	Oil Industry Information Committee	The Traymore	Atlantic City, N. J.
9-13	National Chemical Exposition—7th (Trail Blazers' section)	Coliseum	Chicago, Ill.
10	American Petroleum Institute (Division of Marketing, Lubrication Committee)	The Traymore	Atlantic City, N. J.
10-12	National Petroleum Assn. (50th annual meeting)	The Traymore	Atlantic City, N. J.
11-13	American Inst. of Chemical Engineers	Palmer House	Chicago, Ill.
12-13	Assn. of Desk & Derrick Clubs of North America (first convention)	The Shamrock	Houston, Texas
14-19	American Chemical Society (122nd nat'l meeting) (Petroleum Division)	The Traymore	Atlantic City, N. J.
17-18	National Industrial Conference Board	Waldorf-Astoria	New York, N. Y.

22

BULLETIN BOARD—AUGUST

Pat Joins the Leisure Class



Red roses and candles gave the cafeteria a festive air when Detroit employees gathered for a mid-afternoon farewell party. Above are Pat, Art Jennings and Frank Fricker.

Everyone at the Detroit Labs was on hand to say so long to one of the best-known and best-liked men in the Company when Pat Harding, design engineer at the labs, retired from active service May 29.

One of Ethyl's real pioneers, Pat worked with "Boss Ket," Tom Midgley, and T. A. Boyd on the development of "Ethyl" antiknock compound. Along with many memories of the Company's colorful early-day history, Pat carries the good wishes of all his Ethyl friends and associates.



On his last day at the labs, Pat was guest of honor at a luncheon where he did a lot of reminiscing with Ethyl old-timers. Pat, looking surprised and happy, is third from left. On his left is C. F. Kettering, Ethyl's first president, and on around the table are: "Pop" Mescher, retired '49, John Murphy, Jack Taylor, Earl Bartholomew, Cleve Walcutt, Frank Fricker, Chuck Hawley, T. A. Boyd, General Motors consultant, Fred Dykstra, Clint Leacock, Bob Mescher and Andy Reimold. At far left is Ivan Teeter, of GM, and next to him is Reg Broquet.

Good-bye gift from fellow employees was presented by Earl Bartholomew—a Polaroid Land camera and leather case. Watching the presentation, at left, is Carl Michaels. Trophy, bearing the inscription, "Old horses never die, they just fade away," was given to Pat by his close buddies. (See cut.)

On the cover: Pat Harding (r.), Ethyl pioneer, who just retired, shown with his first Ethyl boss, C. F. Kettering.



News in Pix

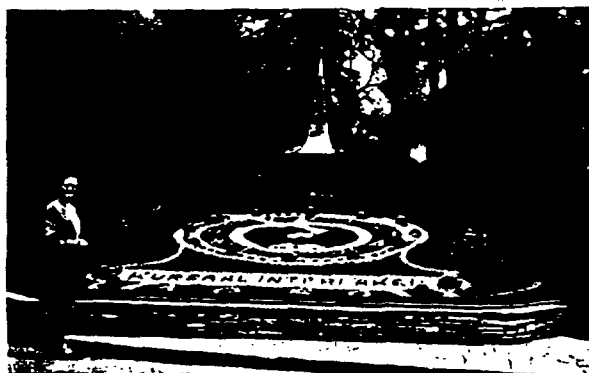


Not tax matters but a celebration brought these tax experts together in Vice President Crossland's N. Y. office. They gathered preceding a dinner party honoring Paul Cahill (second from l.) and Jim Donohue (far l.), who had received their masters degrees from New York U. Paul took his degree in tax law; Jim's is in business administration. They were presented with gold tie clips. Seated are Frank McNally, tax counsel and Stanley Crossland; in back are Bruce Douglas and Jim Brierley.



"Manning Special" salad and barbecued spare ribs served up by Mae and Harry Manning were features of dinner party at their San Leandro home. From left are Edna Harris, Mae and Harry, and Alice and Paul Harris.

When Bill Polacheck went down to Kansas City recently to hold a "demo" engine clinic for men in the K. C. district, they took time out to get some snapshots of the group. In the one above are: standing from left, Bill, Art Roberts and Art Johnson; in front are Jack Downs and Bob Mead, who is district manager in Kansas City.



Mrs. Fred Beck who went to Switzerland with her husband, machinist in Detroit, is pictured beside flower clock in Interlaken. Clock keeps accurate time and chimes every 15 minutes. While in Paris, the Becks went to the Folies Bergere and Fred was called up on the stage to take part in the show—an "unforgettable finale to a happy vacation."



Anne Kellogg returns Sept. 5 from two months abroad under an American Field Service Scholarship. 104 students from schools and communities throughout the U.S. were chosen to go. She's the daughter of Hudson Kellogg, assistant manager of gasoline testing division.



Top social event of the recent SAE meeting in Atlantic City was Gaslight Gayeties. Mustachioed gentleman in the surrey with the fringe on top is Max Roensch, of our Detroit Labs. The lady fair by his side is Mrs. Roensch.



The Baton Rouge plant was host to the local chapter of Desk & Derrick for a tour of the plant and luncheon. About 30 members representing various oil companies along with 16 Ethyl girls attended. Here they posed for a picture with Ethyl's Doris D'Aquin, club president on far left, and Mary Gaines Read, also of Ethyl, who served as tour committee chairman, 3rd from left.



A going-away party marking Art Zeit's departure for Detroit after a year's stay at San Berdu brought out the smiles and cakes pictured here. The smiles belong to: Cecil Cummins, Harry Perdeu, Ray Seymour, Art Stahlheber, Ernie Goodman, Art, Gordon Saxon, who came out from Detroit to take Art's place, and Shortie Guinn.

Bowling Them Over

With league activities suspended for the summer, about all bowling devotees can do besides roll an occasional game is reminisce about last season's accomplishments and speculate on how the pins will fall come next season. And that's just what Ethyl bowlers are doing these days. A look at some of last season's outstanding accomplishments and performers may be an indication of how much damage the sturdy maple pins will suffer at the hands of our alley cats this Fall.

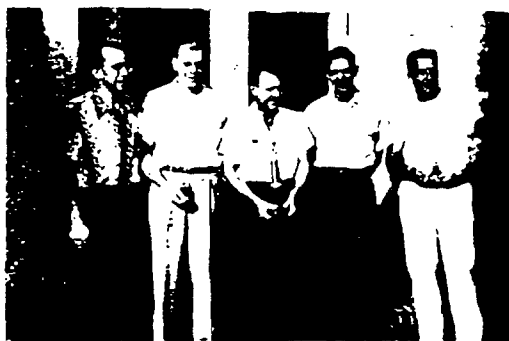
Final standings in the Ethyl Men's League at Detroit show that Team No. 8, popularly known as the Tomcats, bowled over all opposition and pinned up the championship. Tomcats Anderson, Schroeter, Goller, Roberts, and Betker edged out the second-place Noxiis and wound up with an 81 won, 51 lost total over an 80-52 record by the runners-up.

One of the stalwarts of the team was Andy Anderson whose season average of 176 was tops for the entire league. High game and high series winner among Class A competitors was Jim McCoy who chalked up a 247 and a 614. Joe Weaver won high game and high series in Class B with 241 and 608.



Among Detroit's women keglers, Jean Kleason was champion. She won a trophy for posting high game score of the year—a striking 246.

The San Bernardino Lab shares



San Berdu bowlers showing off trophies of bowling triumphs are from left to right: Art Stahlheber, Art Zeitz, Shortie Guinn, Dick Rice and Al Bailey.

Detroit's enthusiasm for bowling. A team made up of Claude Guinn, Art Stahlheber, "Whitie" Gruwell, Dick Rice, and Larry Stinson captured ninth place in California's Tenth Annual Citrus Belt bowling tournament in which a total of 137 teams vied for honors.

During the regular season a San B team bowled in the 10-team Industrial Handicap League, and though it failed to place high in the final standings, Art Stahlheber, Dick Rice, Larry Stinson, Al Bailey and Art Zeitz received individual trophies for the team high single game of 963. Larry Stinson also received a trophy for high single game score of 249.

Bowling in the Gate City Major League, Art Stahlheber posted a high single game score of 278. His high three-game series score in this competition was 696.

Detroit's Tomcats who took top bowling honors in the Ethyl league are l. to r. Ed Goller, Andy Anderson, Fritz Schroeter, holding the bowling ball, Tommy Roberts, and George Betker.



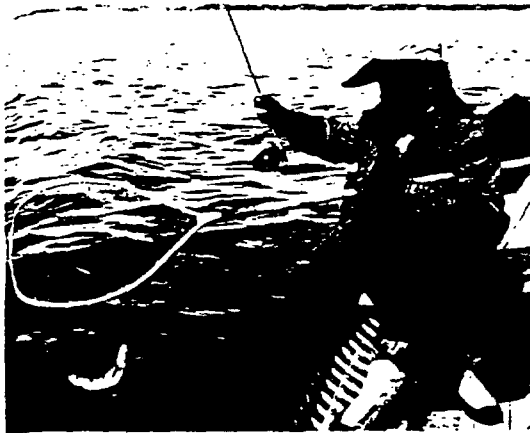
Fish Out of Water



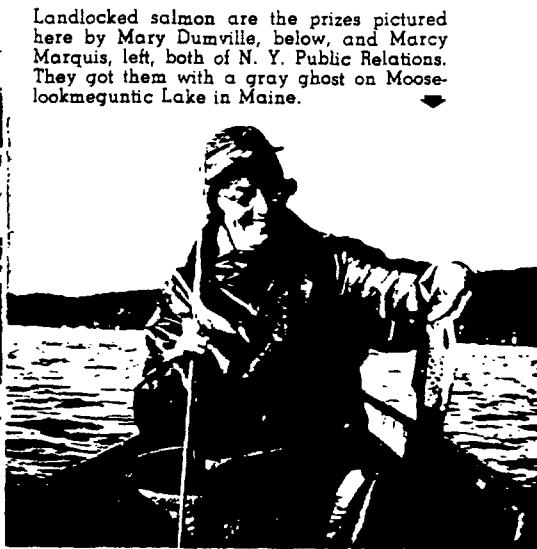
It's a large-mouthed bass that Dorothy Callahan, of N. Y. Tax, is showing off. Dorothy landed him on Friends Lake at Chestertown, N. J.



Ethyl fishermen and women have been landing their share of fish this summer as these photos show. At right Lillian Campbell, head of N.Y. Teletype, exhibits Great Northern Pike caught on Flagstaff Lake in Maine.



Howard Gerber and John Rollins and a nine-and-a-half foot sailfish, caught off the coast of Acapulco, Mexico. Lynn Phillips, our representative below the border, who took them fishing, says nobody's quite sure just who really caught the fish.



Landlocked salmon are the prizes pictured here by Mary Dumville, below, and Marcy Marquis, left, both of N. Y. Public Relations. They got them with a gray ghost on Mooselookmeguntic Lake in Maine.



Vice President Graham Edgar poses with an evening's catch—21½ pounds of wall-eyed pike. He caught them in the St. Lawrence River, fishing by moonlight.



Recent Arrivals

Detroit

ERNEST and CATHERINE CLINTON—a daughter, Barbara Sue, June 8. Sister Kathy is 3. Ernie is doing research on agricultural chemicals at the labs.

ED and AUDREY KIEFER—a son, Kurtis Alan, July 17. Ed is a research chemist in the Analytical Section.

WALLACE and BETTY LESNICK—a son, Bruce Randolph, July 31. Wally is a research chemist in the Analytical Section at the labs.

WESLEY and ELMA PRICE—a son, Edward Joseph, August 6. Brother Jimmy is 8. Wes is acting head, Fuel Handling Section, Lab. Services.

JACK and HELEN SIEBERTH—a son, Raymond Frederick, July 21. Jack is a patent chemist at the labs.

Houston

THE BILL DIXONS—a daughter, Deborah Sue, born on July 4. Bill is a field representative.

THE HOWARD GERBERS—a daughter, Kathleen Ellen Gerber, born July 24. Howard is an account representative and safety engineer.

New York

BILL and JOAN CLEARY—a son, Thomas John Cleary, July 22. Tommy's playmates will be brothers Bill, 10, and Jerry, 7. Bill is assistant to the wage and salary coordinator.

San Bernardino

ART and MARGARET STAHLHEBER—a grandson, Stephen John, June 12, born to Jack and Joan Stahlheber. Art is in the San Berdu engineering lab.

The young man offering a friendly suggestion to the photographer is Arthur Donald Huffman, 5-month old son of Art and Mary Huffman. Little Art has two older sisters, Carole Ann, 5½ and Mary Lynn, 4. Pop is staff assistant to Wheeler Lovell at the Detroit labs.

28

BULLETIN BOARD—AUGUST

They're Married

Central Region

DICK HUSTA, field representative, married Nancy Rhodes June 21. The ceremony was performed in Zion Episcopal Church in Great Neck, L. I. and was followed by a reception at the Officer's Club at Fort Totten. Dick and Nancy honeymooned at Sea Island, Ga. and are now at home in Toledo, Ohio.

Detroit

MARGARET DULLINGER became the bride of Jack Casler, of Chicago, June 22. Marge, who is in Detroit Automotive Research, and Jack toured the Northwest on their wedding trip.

AUSTIN EDWARD JONES, son of Casey Jones of Detroit Technical Service, was married to Marion Nevill Kirk of Birmingham, Mich. on June 13. The double-ring ceremony took place at Christ Church, Cranbrook, Mich.

LUCY GLASER became the bride of Bernard Merritt on June 21. They spent their honeymoon in the Finger Lake region of New York State. The bride is a research chemist at the Detroit Laboratories.

New York

ART DEVERILL, JR. married Jean Macomber at Christ Church in Tarrytown, N. Y. on July 3. After a Cape Cod honeymoon, Art and Jean motored to Ft. Sill, Okla. where Art reports for further training. (See p. 16.)





Detroit Ethylites came to the summer outing and brought all their family—in some cases, including pets. Here, on this side of the picnic table are Harold Lindholm, Jackie Owen, Terry Lindholm and his dog, Lillian Lindholm, Esther Owen and young Jeanie (wife and child of Eric); on far side are Bob Aiken, Sarah Beane, Jean Aiken and Merlyn Beane.

Family Festival

A crowd of 530 Detroiters turned out for the annual Ethyl picnic held at Walled Lake Amusement Park on a sunny Saturday in June. They enjoyed sports, games, races, refreshments and genial conversation. The day was jam-packed with activities planned for the pleasure of the entire family with some events scheduled for the participation of the grown-ups and others for the enthusiastic small fry.

Lucky winner of the door prize was Bruno Walczak, of Chemical Research, who took home a clock-radio. He came within 28 of guessing the number of beans in the bottle—there were 1472 and he guessed 1500.

Ken and Joanne Bier are all set for a boat ride, but the idea doesn't seem to appeal to the "boss" of the family—little Christine Marie, who's almost two.



Part of the fun was trying to guess the number of beans in this bottle. Here Joe Teeley cogitates while wife, Marge, and young Kathy and Brian wait patiently.



Our Contributing Editor the EYES and EARS of ETHEL

When we wrote our Baton Rouge correspondent for some pertinent facts about himself, we jokingly asked him for some extra-curricular information such as how he built his house with his own two hands. He answered, most seriously, that while he may not have built it all, he has turned the attic into two bedrooms and a bath with but a minimum of professional assistance.

By a bit of sleuthing we unearthed why it is no joking matter to Guy Keller. It's taken him fifteen years!

He has six good reasons for the delay, though—five active children between the ages of 2 and 17, and an important job as deputy manager of our Baton Rouge Gasoline Testing Lab.

Guy is a native of Louisiana. He spent his early years on a sugar plan-

tation and got his full share of sugar cane chewing. He went to grade and high school in Montz and Destrehan, Louisiana, then entered Louisiana State University.

After graduating with a B.S. in chemistry, he got his first job with Standard Oil Company of New Jersey. He was a member of their Student Engineering Training School in Elizabeth, N. J., until it closed in 1931.

He joined Ethyl in January of 1932 as a chemist at the Baton Rouge Lab. With the exception of a year and a half spent in Yonkers during 1935 and 1936, he has been at the Baton Rouge lab ever since.

Guy's busiest activity right now is trying to keep up with his five children. There's Michael, 2, Diane, 7, Ronnie, 12, Gwen, 15 and Jimmie, 17. The size of his family makes it practically a corporation, of which Guy could be called co-president, treasurer and controller—all positions guaranteed to keep a man pretty well occupied.

At present Guy is recuperating from an operation and is building up his strength for the football season. When the teams trot out on the field this Fall, Guy's oldest son, Jimmy, will be playing first string with his high school team. Last season he played center and trying to keep him all in one piece constitutes a man-sized job, Guy says.

Favorite pastimes of our Bulletin Board reporter are hunting, fishing and square dancing. He and his wife belong to the Horse Show Square Dance Club. Guy is a member of the Professional Chapter of Alpha Chi Sigma, national chemistry fraternity.



Guy Keller



OIL-ALMANAC

AUGUST 1. A blending and canning plant went into operation on August 1, 1923, to prepare "Ethyl" antiknock compound for shipment to service stations. For the first few years after its introduction, "Ethyl" fluid was shipped directly to service stations in small metal containers called methyl-eters. These were attached to service-station pumps and the compound added to gasoline as it was pumped into motorists' cars. This method of adding "Ethyl" antiknock compound to gasoline was discontinued in 1925.



AUGUST 11. Ten Premier automobiles with air-cooled engines were used on the first transcontinental group tour. The cars left Atlantic City, N. J., in late June and arrived in Los Angeles on August 11, 1911. A special guide car blazed the trail for the "ocean to ocean" drivers, and a truck carried spare parts and supplies.

Having been born in a test tube, so to speak, Ethyl Corporation has naturally placed great emphasis on research. The Corporation's first research headquarters were set up in Moraine City, Ohio, on August 11, 1924. From that small temporary facility, research activity switched to Yonkers, N. Y., and then to today's major centers in Detroit and San Bernardino. At these centers, Ethyl is able to undertake independent and cooperative research programs helpful to the oil and automotive industries.



AUGUST 17. A patent was issued to Charles Kettering on August 17, 1915, for the first electric self-starter, which he had developed some years earlier. The starter had been installed experimentally on the 1911 Cadillac and worked so well that it was made standard equipment on this make car the following year.

AUGUST 18. August 18, 1924, saw the incorporation of Ethyl Gasoline Corporation to handle the marketing of the newly developed "Ethyl" antiknock compound. Ten days later, the Corporation elected officers. Included among them were the discoverers of tetraethyl lead as an antiknock agent—Charles Kettering as president, and Thomas Midgley as second vice-president and general manager.

AUGUST 25. On August 25, 1921, Thomas Midgley, Jr., and T. A. Boyd adapted the bouncing-pin indicator for knock-testing engines. This "diddle pin" enabled the research group that was working on the problem of fuel knock to closely measure the intensity of knock within an engine cylinder. It was of great help in the search which finally led to the discovery of tetraethyl lead as an antiknock agent and to the development of "Ethyl" antiknock compound.

AUGUST 28. As far back as 1904, motorists were evidently going too fast. A Newport, Rhode Island, man was convicted of exceeding the city's speed limit of 15 miles an hour on August 28, 1904, and sentenced to five days in jail. The same fellow had been fined for the same offense (the first recorded speeding conviction) a few days earlier.





YOU can help change this picture. Let's show the world that Americans don't have to lose the privilege of voting in order to appreciate it. In the 1948 presidential election, over 27,000,000 Americans couldn't vote because they weren't registered. Don't let that happen to you or anyone in your family. Below are registration dates for states in which Ethyl people live. Be sure to register, study the campaign issues carefully, then vote.

CALIFORNIA.....	September 11	MISSOURI (Kansas City).....	October 7
COLORADO.....	October 20	(St. Louis).....	October 10
CONNECTICUT.....	October 18	(Elsewhere).....	October 14
DELAWARE.....	October 11	MONTANA.....	September 19
FLORIDA.....	October 4	NEBRASKA.....	October 25
ILLINOIS.....	October 6	NEW JERSEY.....	September 25
INDIANA.....	October 6	NEW YORK.....	October 3-11*
KANSAS (Kansas City, Topeka, Wichita).....	October 14	NORTH CAROLINA.....	October 25
(Elsewhere).....	October 24	OHIO.....	September 24
KENTUCKY.....	September 5	OKLAHOMA.....	October 24
MASSACHUSETTS.....	October 3	OREGON.....	October 4
LOUISIANA.....	October 4	PENNSYLVANIA.....	September 13
MICHIGAN.....	October 6	TEXAS, poll tax paid by.....	Jan. 31, 1952
MINNESOTA.....	October 13	UTAH.....	October 29
WASHINGTON.....	October 3	VIRGINIA.....	October 4

*Registration days within this period will vary in different communities.



"Great Day A-Dawning"
(See Inside Front Cover)

In This Issue	Page
Newest of the New	3
On the Oil Frontier	7
Organization Changes	8
A Fishy Story	11
How to Change the Nation	12
Tractor-Trailer Jr.-Sized	16
Wish You Were Here	18

Ethyl BULLETIN BOARD

This Month in Ethyl

The Ethyl family now exceeds 6,000 people. This is nearly double the number of employees we had as recently as 1946, and is five to six times the size of our force during World War II. . . . Illustrating the growth of our chemical sales activities, the advertising agency of H. B. Humphrey, Alley & Richards has been appointed to handle our chemical advertising. Batten, Barton, Durstine & Osborn will continue to handle all advertising of "Ethyl" antiknock compound and other petroleum additives.

The U. S. Navy has approved the new diesel fuel additive developed by Ethyl, following a 12-month testing program. The new product—Ignition Improver (DB-36)—will be particularly valuable in enabling refiners to produce diesel fuels meeting U. S. Navy specifications.

Three informative and eye-appealing brochures for use in our chemical sales and farm programs are just off the press. *Crystalline Calcium Metal* briefly describes the properties and potential uses of this interesting new product developed by Ethyl. The product is now being made available in pilot plant quantities. . . . Of interest to farmers, tractor manufacturers and dealers, and our customer companies who supply fuels for the farm market are the two new farm program booklets. One reveals the results of a survey on tractor service operations and the other describes the benefits of valve rotators.

Jack Fuller, manager of fuel technology, has now completed his organization with the promotion of Fred Robinson to fuel technologist for the Central Region and the appointment of Alon Cole, in the Eastern Region (see page 9). Fred was formerly manager of the Yonkers Gasoline Testing Laboratory.

On our Cover: The cover picture reproduces a scene from "Great Day A-Dawning," a 45-minute play presented by Ethyl Corporation at the annual banquet of the National Petroleum Association, September 11, at the Hotel Traymore, Atlantic City. The play, which recreated early days of the oil industry in Pennsylvania, was sponsored by Ethyl as a tribute to the N.P.A. on its 50th birthday. Written, directed and staged by Broadway professionals, "Great Day A-Dawning" featured the Cities Service Green and White Quartet which is heard weekly over NBC. For picture coverage of the N.P.A. meeting see the October *Ethyl News*.

ETHYL BULLETIN BOARD

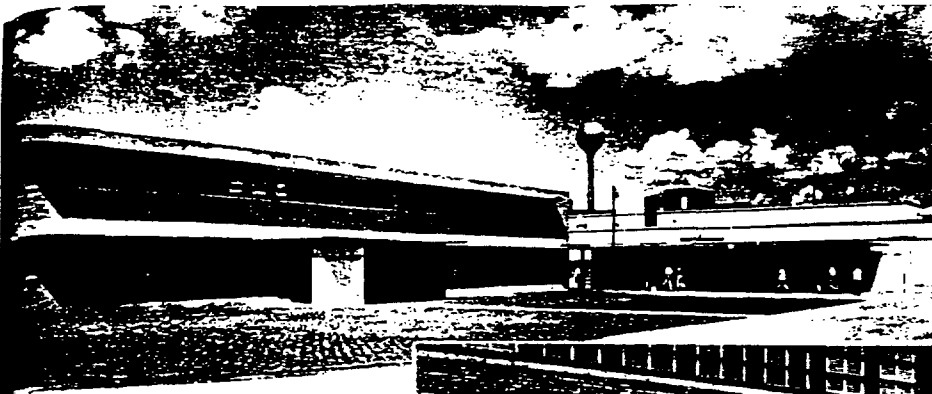
by and for Ethyl employees

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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.



The streamlined buff brick building is trimmed in sea green and maroon. The lower photo shows workmen arriving with the first furniture. An interesting point is that the flat limestone support, which holds up the concrete awning over the doorway, is made of fossiliferous limestone, which means there are a lot of little fossilized shells in the stone. Angled concrete louvers, painted maroon, are on the right.



New Offices Opened at Houston

The Medical and Personnel Building at Ethyl's new plant on the Houston Ship Channel is finished, the last of the major units to be completed. It houses the plant's principal executive and administration offices, as well as facilities for the Medical Department.

Employees were busy the last week in August getting settled in their new quarters. The offices were formerly in a temporary structure.

Among the Ethyl people directly responsible for carrying out engineering and construction phases of the new building were J. B. Rhorer, construction coordinator; Mac McClellan and John Thibaut, assistant construction

coordinators; and Jim Diven, project engineer.

Bob Burrough was in charge of the move into the new building from the temporary one. He was assisted by Ed Darragh, traffic and shipping supervisor; John Keyser, data supervisor; and Willard Mitchell, purchasing agent.

Streamlined and clean-cut in appearance, the two-story Medical and Personnel Building is just outside the main entrance of the plant, adjoining the gatehouse. Its 50 air-conditioned offices and work areas will accommodate 75 employees in the Manufacturing and Engineering Departments. The Employment Office, formerly located

in nearby Pasadena, is now in the new building.

Wally Armstrong, plant manager, describes the administrative center as "a modern, efficient unit, designed to give us the space and the facilities we need for various operating and service activities. We think it is comfortable and attractive, but there are no unnecessary frills."

General features of the building as a whole include liberal use of double awning-type windows, Venetian blinds, recessed indirect lighting, accoustical ceilings and asphalt tiled floors. Doors are of oak, with bronze fittings. Soft

color combinations have been introduced throughout the various offices. Exterior trim is of sea green and maroon.

The entire ground floor of the east wing of the L-shaped building houses the Medical Department. Facilities include a dispensary and first-aid station, examination and minor surgery rooms, the latest X-ray and eye-ear-nose-and-throat equipment, a laboratory, physio-therapy apparatus and a small ward. All employees are given periodic examinations as a part of the Company's health protection service.

Other ground floor space is assigned

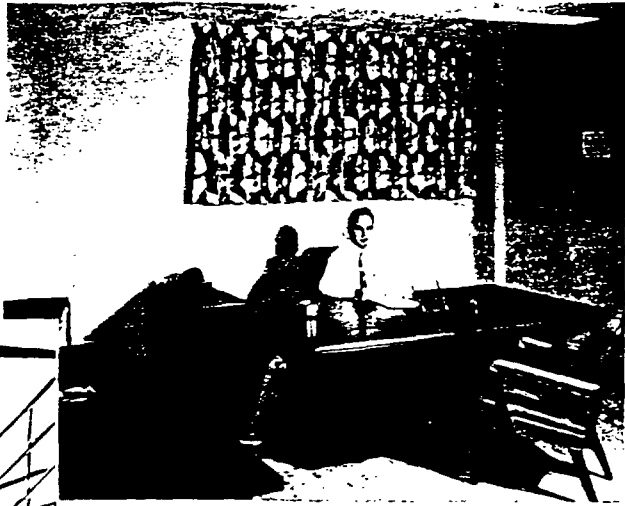


Bob Burrough, our employment supervisor at the Houston building, here directs the placing of his desk on the ground floor. Bob was in charge of the whole moving job.



Dr. J. Gordon Burdick, physician in charge of the plant's Medical Dept. examines his new sterilizer. The Medical Department occupies the entire ground floor of the east wing of the L-shaped building and includes the most up-to-date facilities.

Here's plant manager Wally Armstrong all settled and ready to start work at his new desk. The modern furniture, accented by warm greens, carries through the tailored look of the building's exterior design.



Dixie Brent and Beuana Cumbie start for home down the concrete and green marble terrazzo spiral staircase, a unique feature of the strikingly modern building.

to the Employment Office, Purchasing, Traffic and Shipping, Teletype and Payroll personnel. A lunch room for the use of the employees is in the west end.

Second floor offices are for the plant manager, his staff and their secretaries in the Operations, Maintenance, Engineering and Service groups. The second floor also has offices for Data and Accounting, Chart and Supply, Community Relations and Industrial Relations. One of the most attractive accommodations is the conference room for staff and other executive meetings.

Service facilities include a 100-ton air-conditioning system, an elevator, intra-plant dial telephone system, stock room and mail room. A vault has been installed for storing records.

Built of brick and reinforced concrete, the building was started on October 2, 1951. Its east-west wing is 145 feet long and the north-south wing 113 feet overall. The principal contractor was James Stewart & Co., Inc. of Dallas. Architects were Bodman and Murrell of Baton Rouge, and Goleman and Rolfe of Houston.



The busy participants of Dr. Pigford's lecture group on "Thermodynamics" are left to right: Ted Skaggs, Process Development; Orland Brown, Process Development; Roy Dunn, Process Development; Ted Melot, Technical Service; Professor Pigford; Gene Johnson, Chemical Development; Jack Mueller, Technical Service, and Martin Smith, Chemical Development.

BATON ROUGE LECTURES

The annual technical lectures given by outstanding college and university professors are now in progress at Ethyl's Baton Rouge plant. The program, which has been steadily expanded in recent years, supplements Ethyl's intra-departmental technical meetings as a way to keep its research and engineering staffs abreast of the latest scientific development and theories.

So far this year, four one-week lecture series have been completed. The first of these was presented by Dr. Herbert C. Brown, professor of chemistry at Purdue University, who spoke on "Reaction Mechanisms." The second series, "Rate Processes in Chemical Engineering," was delivered by

Professor Robert R. White of the Chemical Engineering Department, University of Michigan. He was followed by Professor Robert L. Pigford, chairman of the University of Delaware's Chemical Engineering Department. Professor Pigford, who is pictured above in one of his sessions, discussed "Thermodynamics."

Third course of lectures was the series by Dr. Cecil C. Lynch, professor of chemistry at the University of Delaware. His subject was "Data Interpretation." The group is pictured below.

Dr. Philip W. West, professor of chemistry at Louisiana State University is now presenting the final series of lectures on "Micro Chemistry."

At far left is Dr. Cecil Lynch who talked on "Data Interpretation" during the week of August 25. He is shown speaking to, from left to right, front row, Reuben Miller, Patent Group; Jimmie Ward, chemical statistician; Harry Butler, chemist; Louis Snyder, chemist; Martin Smith, chemist; Jim Wood, Jr., chemist. Second row, Joe Story, chemist; Tom Leeper, process engineer; Andy Wikman, process engineer; George Thomson, senior chemical mathematician, Detroit; Edward Garelis, chemical mathematician, Detroit; Lester Cohen, chemist; Ralph Baker, chemical engineer. Back row, Frank Conrad, chemist; Jim Hetrick, chemist; Clarence Weeks, Technical Service and Julian Battaile, chemist.



ETHYL... goes to HARVARD

Hal Beatty, director of research planning, Detroit, is the second Ethyl man to attend the Advanced Management Course at Harvard's Graduate School of Business Administration. Highly selective in membership, it is available to only 150 executives from all over the world in each session.

George Kirby, director of Chemical Research in Detroit was the first Ethyl man to attend. He completed the 13-week course last Spring.

Ethyl paves the way for its top executives to take this course because though they may be specialized in one activity, the Management Course enables them to see the developing picture of business activities from all angles. They also make contacts and friends for themselves that help them grow with their jobs.

Harvard believes that in taking only the best the various fields have to offer, those attending will profit more from each other and be able to contribute to its program as well. It is the Company's plan to continue sending as many Ethyl men as are qualified to attend the Management Course.



Hal Beatty



George Kirby



Ethyl experience and know-how are in demand wherever you find refineries turning out modern improved fuels. For this reason, Jim Baldwin, chief safety engineer for the Eastern Region, recently ventured to the southernmost city in the world to observe gasoline blending operations at the first refinery ever built in Chile. The refinery is on the tiny island of Tierra del Fuego, across the Straits of Magellan near Cape Horn. With hopes of supplying the country's future petroleum needs, the Chilean government has recently begun exploration, production and refining operations.

The refinery went on stream in August and Jim flew down to be on hand when the first shipment of "Ethyl" antiknock compound arrived so that he could observe the unloading and blending of the fluid. Via box car, freighter, coastal steamer, LCT and truck, the drums of "Ethyl" antiknock made their three-week trek over the 6,800 mile journey from our principal manufacturing center at Baton Rouge to the new refinery just above the Antarctic.

The weather there was a source of continual surprise to Jim. "It would rain in great torrents one day, snow the next, and then the sun would shine," he reports. "The sad result was a continual morass of mud that greatly hampered travel."

Despite all difficulties the drums of "Ethyl" fluid were delivered and blending operations were carried out on schedule.

Promotions and

Sales

(Concurrent with BULLETIN BOARD's deadline last month, four promotions in the Sales Department were announced that will involve considerable shifting.)



Fred Naylor will move from California to New York to become manager of personnel development, giving special attention to sales training programs. This brings Fred back to the East Coast, where he started with

Ethyl in the New York Sales Division as a field representative in 1931. He became clinic manager of the Chicago Division in 1938 and from 1940 to 1947 served as assistant manager in the Seattle Division. Named Western sales coordinator in 1947, Fred advanced to become assistant regional manager in Los Angeles in 1950, and now turns that post over to:

Bo Weill. Bo's Ethyl history goes back to 1939 when he joined us as a field engineer. Prior to the war, in conjunction with Bill Sievert, he

spent almost a year on special work in cooperation with the San Bernardino laboratory staff. The work that he did there formed a background for the successful Tune-Up School later held by the Western Region. In 1947 he was made a sales

coordinator in the Western Region and Los Angeles resident manager in 1950.



Ellis Locher leaves his job as safety manager with headquarters in New York to take over where Bo left off as Los Angeles district manager. Ellis started with Ethyl in 1936 as a field engineer in the old New York Division

and later was assigned to safety activities. For several years he was a member of the safety staff of the Los Angeles Division. In 1946 he was named assistant manager of safety services for the entire company and in 1950 was made safety manager.

Van Fleck advances from assistant safety manager to the No. 1 spot left vacant by Ellis. Van will head a staff of 33 safety engineers located throughout the Company's four sales regions. He has been an Ethyl employee since 1937 when he started as field representative in Baltimore. In 1939 he was assigned to safety work in Dallas, Texas, and shortly thereafter went to Tulsa as senior safety engineer. In 1941 he left Tulsa for the Army and soon after his return came to New York. He was named assistant safety manager in 1950, filling this post until his new promotion.



Transfers

Eastern Region

Pres Berry has been transferred from Southern to Eastern Region. He will headquarter in Pittsburgh and do general field work.

Alon Cole has joined Eastern Region as fuel technologist. Alon was formerly supervisor of light product operations for the Socony Vacuum Oil Company in Paulsboro, N. J.

Tom Cosgrove has moved to Baltimore as a field representative. He was on the Product Sales Clinic staff.

Don Forsdick is now sales representative for Connecticut and metropolitan New York. He had been in charge of Eastern Region's Product Sales Clinic prior to his new assignment. Gel Howell, account representative, has been transferred from western Pennsylvania to New York City.

John Holst is now working in Atlanta as an automotive engineer. He came to Eastern Region from Detroit Technical Service.

Ed Michael has been promoted from the Product Sales Clinic to general field representative in the Philadelphia area.

Bob Thurston has moved to Atlanta as a safety engineer. He had been on the Product Sales Clinic staff.

Southern Region

Carl Bartholomew is the new office manager for the Southern Region. He had been senior sales service engineer.

Dale Miller, formerly office manager, Southern Region, is now an account representative working out of the Tulsa office.

Houston Plant

Dave Detweiler has moved from Baton Rouge Research and Engineering to the Operations Section in Houston, as assistant laboratory supervisor.

New York

Andy Anderson, formerly on Vice President John Schaefer's staff, becomes special assistant to Vice President Joe Costello.

Bill Ball, Jr. has moved to New York Public Relations from New York Sales.

Ollie Jones has been named special assistant to Joe Costello and will also serve as consultant to PAD. Ollie returned to Ethyl July 1 after a six-month leave of absence in Washington as special assistant to the director of the Refining Division of the Petroleum Administration for Defense.

Gene Lenahan has been transferred to the Purchasing Section. He had been supervisor of the mail room in the New York office.

Ed Desmond Heads New Diesel Section

A promotion for Ed Desmond and a new section of the Technical Service Division have been announced by Dick Scales, technical service director. The newly-formed section, headed by Ed, will be concerned with diesel engines, fuels and additives.

Ed, an Ethylman since 1939, has been active in our diesel program for some time. He's been our representative in connection with field service tests of amyl nitrate and has been handling liaison with the Navy.

Ed graduated from Pennsylvania State College with a mechanical engineering degree, and entered the Navy submarine service in 1943. He returned to Ethyl and his activities in the aeronautical laboratory in 1946.

Ed will now supervise all field tests of diesel fuels and additives and coordinate them with laboratory programs.



...and the Yanks Came Last!



Dan Guy

Farmington Michigan's interest in baseball this summer was focused on the Cubs, Tigers, Yanks and Cards, and if you think this isn't so unusual, then we'll quickly explain that all four were Farmington teams and all junior-sized. Sponsored by Farmington business firms and franchised by Little League Baseball, Inc., the Farmington kids played ball, just as the big teams do, according to rules set down by the League. Their field was built according to specifications on land specially assigned to them by the city.

One - hundred - and - twenty Little Leaguers made up the four teams with 15 members on each team and one farm team for each group as well. The season ran from June 7 to July 26. Each team played 14 games and the season ended with the Tigers and Cubs tied for first place, the Cards third, and the Yanks fourth. Due to inexperience, the Farmington league was eliminated from national competition but hopes are high for a try next year.

Dan Guy, assistant director of Detroit Technical Service, is one of the five directors of the Farmington Little

League, and is also in charge of the buying and distribution of equipment. His son, Tommy Guy, was substitute pitcher and first baseman for the third place Cards.

Steve Droege, technician in the Detroit Analytical Lab, acted as base umpire, and was also one of the many that played a big part toward making a success of Farmington's first season in Little League Baseball.

L.S.U. Broadcasts

Broadcasts of Louisiana State University's football games began this month when Charley Zeanah gave a play-by-play report of the University of Texas game on September 20. For the second consecutive year, Ethyl exclusively is broadcasting the L.S.U. games over a state-wide eight station hook-up with Charley, now supervisor of community relations at Houston, again serving as sportscaster.

The originating station is WJBO, in Baton Rouge. The games are also carried over WWL in New Orleans, as well as local stations in Shreveport, Alexandria, Monroe, Lafayette and Lake Charles, Louisiana.

To help you follow the games more closely here's the Tiger schedule:

September	27—U. of Alabama (B.R.)*
October	4—Rice Institute (Houston)*
	11—U. of Kentucky (Lexington)*
	18—U. of Georgia (B.R.)*
	25—U. of Maryland (College Park)
November	1—U. of Mississippi (Oxford)
	8—Homecoming (B.R.) U. of Tenn.
	15—Mississippi State (B.R.)
	22—open date
	29—Tulane U. (New Orleans)

*asterisks indicate night games.

The Young Girl and The Sea...*

By Carol Simcock

Logged August 2, 1952:

Today was *Albacore Day*... (tuna to landlubbers). Twenty-eight of us chartered the "Early Bird" from San Clemente Beach for a day of fishing. Met at 3:00 a.m. (on time too) and got into a chartered bus that took us over the 75 miles that led to the sea. Al Bailey drove.

Going and going... through fog and dark, then fog and light, finally reached San Clemente. Stopped for breakfast, gobbled food, rushed to pier, rushed off pier... and then at last the "Early Bird" rocked off at 6:30 a.m.

First stop: bait boat for ammunition. Bait too small, headed for second boat. The bait was scooped from nets and passed over into a tank on our boat. It's quite a business... we were all fascinated watching everything.

Then we were ready! Headed out four miles to sea... bait was thrown out and there was a bite on a test line. The skipper shouted: "hook up" and we baited the hooks and threw the lines. The excitement began. *You get a bite and you're on your own.*

The fish is master of the situation, you go where it pulls until you get it in close enough to be gaffed and brought in for you. Lines would get tangled. We crossed our fingers and reeled in and hoped the skipper wouldn't have to cut to untangle the mess of lines.

One of the highlights of the trip was when Al Bailey brought in this beautiful albacore with the skipper's help. Al's reel had snapped and the skipper took over in the emergency and brought it in hand over hand. Al's holding the prize, the others l. to r. are: Claude Guinn, Chuck Hilton and Dean Painter, who caught the biggest fish on the trip.



The San Berdu fishers show off their catch. Carol Simcock who logged the expedition for us is third from left. The others l. to r. are: Larry Stinson, Ray Seymour, Carol, Virgil Allred, Norma Bailey, Al Bailey, Gil Way, Pat Hilton, Chuck Hilton, Jim Terrell, Charlie Meyer, Jack Webster and a guest.

Our first school of tuna: rich find. We all got quite a few and then when they quit biting, shoved off.

Between fishing sprees we ate. Everything tasted so good! Albacore are pretty bloody so we tried not to look at the deck too often... we looked at the sky and the water and everything was all right.

The skipper was a real hunter—we found school after school of tuna out about 20 miles in the blue clear ocean. Fished and fished and fished.

Back to shore at 4:30 p.m. Twenty-eight tired people and 32 beautiful fish. Too tired to do anything. Hired a couple of kids to drag the fish from the boat to the pier. Everybody exhausted. Waiting for bus to take us home. No back-seat driving on way back.

P.S. Looked up albacore in Funk & Wagnall's: it is a long-finned tunny (*Thunnus alalunga*) found in the Atlantic... and there we were, 20 miles out in the Pacific.

*with apologies to the "Old Man" and Mr. Hemingway.



EVERY NATION IS THE LENGTH



I

A NATION is not just some land, a government, and a flag: *it is a society made up of individuals.*

The kind of a society it is depends upon what kind of people the individuals are: their "nation" is always the lengthened shadow of their character, ideals and ambitions.

The question, "How 'good' can a nation be?" is answered by, "How 'good' are the people?"

This principle is found throughout nature.

For instance, a piece of steel is what it is because its molecules (the particles which compose it) are what they are.

To change the nature of the steel, it would be necessary to change the nature of its molecules.

Similarly, America is what it is because Americans are what they are.

To change America, it would be necessary to change the nature of Americans.

ENED SHADOW OF ITS PEOPLE*

II

TO GET better government in America, the people, as individuals, would have to become better citizens.

To get a more moral America, the people, as individuals, would have to become more moral.

To get a more prosperous America, the people, as individuals, would have to become more industrious and more thrifty.

That is why it is so useless for us to wait for some miraculous "mass" action to lift us up to new heights of prosperity and security.

Every nation has pretty much the same pattern.

First comes the individual, then the family, then the neighborhood, then the town, then the county, then the state, then the nation.

Better states make better nations.

Better counties make better states.

Better towns make better counties.

Better neighborhoods make better towns.

Better families make better neighborhoods.

Better people make better families.

III

MOST AMERICANS, as individuals, have usually worked hard; lived up to their contracts; tried to be decent, respectable citizens; reached out a helping hand to their less fortunate neighbors; respected the property of others; practiced enough thrift and self-denial to acquire some property of their own; and have asked nothing of their government except the maintenance of law, order, and national defense.

These individual qualities have made us what we are.

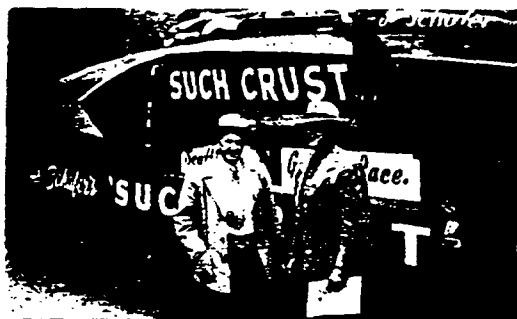
To keep what we have gained and to make more progress, we must, as individuals, maintain and intensify these qualities.

If, as individuals, we become a different kind of people, America will become a different kind of nation.

*One of a series of illustrated editorials presented by Manage Magazine.



Among the most enthusiastic fans of Ethyl's TV program, "Ask Me Another," are members of the Chicago Oilmen's Club, who were introduced to the program on July 17 when Ethyl supplied the entertainment for one of their regular luncheons. Joe Boland, our TV master of ceremonies, interviewed famous sports stars who were special guests, and George Rose, Chicago district manager, briefly discussed the TV show. Shown here at the speaker's table are, l. to r.: R. C. Duffett, secretary of C.O.C.; F. E. Dolezal, chairman of the house committee; J. H. Begley in charge of entertainment committee; George Rose; Jed Black, collegiate boxing champion and sparring partner of Chuck Davey, professional welterweight fighter and title contender; Chuck Davey; Gerald Tripp, vice president of the C.O.C.; Johnny Karras, Illinois U. football star; Joe Boland; W. H. Ganley, vice president of C.O.C.; Chuck Wood, of H. B. Dunn & Co.; Art Folz, president of Chicago Stock Car Racing Association; O. R. Waller, president of the Petroleum Marketer, and Ray Pentz, C.O.C. treasurer.



Wearing official badges as technicians, Ethyl's Frank Elliott and Paul Harris, of the Western Region, are pictured in the boat pits at Lake Washington the day of the Gold Cup Race. (See September *Ethyl News*.) They assisted in the final preparation of special fuel compounded by General Petroleum with added quantities of "Ethyl" antiknock compound, which helped *Slo-Mo-Shun IV* retain its record as the world's fastest speed boat. In background is, *Such Crust*, the prize Detroit entry, which exploded, caught fire and burned in the second heat of the race.



Here's as busy a shot as you've probably seen all summer. The scene's laid deep in the Ozark country at the summer cabin, "Yankee-Okie", of Bill and Cerise Cowley, standing at left. It's also the chosen site of the annual summer picnic of the Tulsa laboratory staff and their families. Standing at right of Cerise are: Benny Frazier, Jack Ledterman and Joe Keahey. Seated: Paul and Dorothy Hewitt, Belle Rankin, Gladys Roney and Marge Hamaker. Family pets shared the fun.



Jim and Carol Greenup look so pleased because they're both music students who walked off with extra honors when they were chosen to appear in the final concert for the Minnesota Music Teachers' Association this summer. Daddy, Ham Greenup, is an account representative in the Central Region.



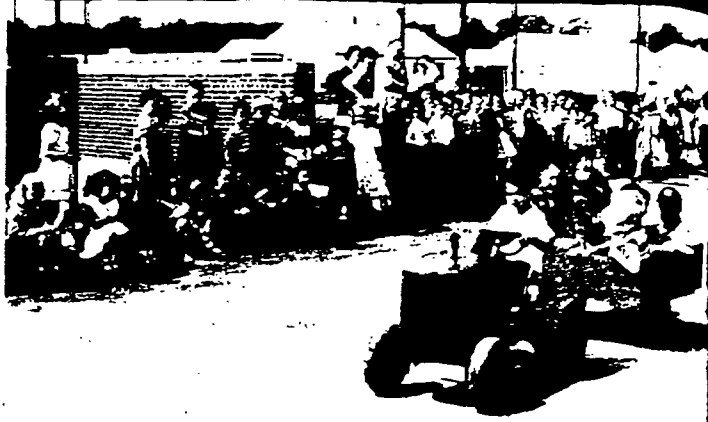
Kerney Hurst, field engineer in the Southern Region, puts his all into this scene from a recent Fire Power Show. He's demonstrating the effectiveness of static electricity and most convincingly, too.

Dr. Karl Kitzmiller, associate medical director of the Kettering Laboratory in Cincinnati, recently stopped for a brief visit with Lynn Phillips in Mexico, on his way back from Panama. Here's a snap of Dr. Karl, Anne Phillips and Lynn, Ethyl's representative down below the border.



The occasion for the bright smiles and tempting cake is Florence Charles' farewell office party. She'll be moving to San Francisco with her husband. Shown with Florence are the men she worked for: l. to r. Mike Remondino, Ben Brewster, Dick Sneed, Charlie Kass and Dan Guy of Detroit Technical Service.

HEAD OF THE CLASS:
Billy's importance and popularity doubled and tripled the day he brought his trailer-tractor to school. Class-mates share the big day with him.



How to Make

Yes, you, too, can build this wonderful child's motor car, if you have the following requirements: six months' worth of extra

If you've ever thought about building a child's model car, this story of how one man put together a toy tractor-trailer will give you food for further thought—and action.

Bill Howard, a technician in the North Kansas City Gasoline Testing Laboratory, recently turned over to his boys, Bill, 5 and John, 2½, the tractor-trailer you see pictured on these pages.

It took him about six months of intense after-work hours to put together this miniature model that's complete to 1-cylinder, 2½ horsepower engine. The pictures show the boys had no difficulty taking to driving, thanks to Bill's mechanical skills.

The tractor boasts a motor with 3 speeds . . . airplane landing gear . . . steering apparatus from an airplane, all ingeniously blended to make the toy as much a scaled-model as was at all possible. It can carry five or six children, or turn workhorse to haul a load of rocks. It's fun to run, but has been built for duty as well.

The professional look of the tractor belies the reworking and readjusting it took to keep this project to a low expenditure. According to Bill: "... the amount of cash involved was around \$35.00, the amount of trading around for parts involved ran into considerable time."

To be more specific, he explained:



GOOD-NEIGHBOR POLICY is here being carried out by Billy and John Howard. They're treating friends and pets to ride in new toy. Everybody seems to be having a good time.



ALL PLAY AND NO WORK is not Daddy Bill's plan and so the trailer-tractor serves a useful purpose too.

a Child's Toy

hours...spare automotive parts...miscellaneous items for trade (lawnmowers, engines, etc.)...skill...plenty of inventiveness...

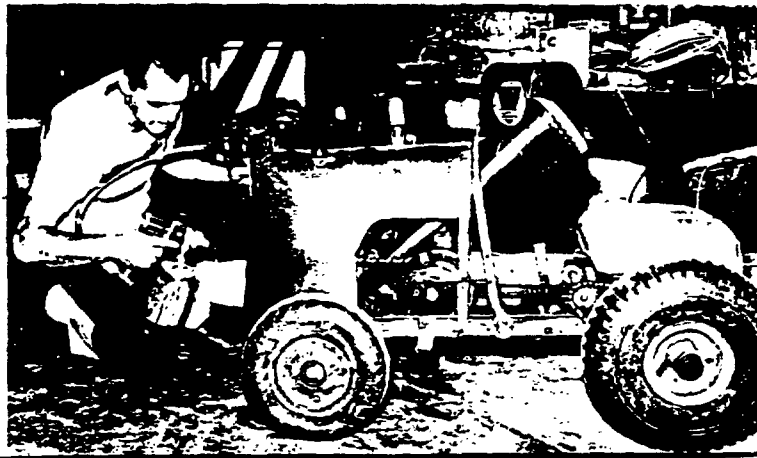
"... I bought seven engines in various stages of repair, and several boxes of parts. I rebuilt the engines and traded one for a small welder—traded two of them for three wheels, one wheel of which was traded for a pair of wheels that I used on the front of the tractor. Another engine was traded for a broken power lawnmower that I repaired and traded for the engine which is on the tractor." He elaborates further on the exchanges: "... this trading around of engines was necessary in order to get a gear reduction engine." (Unless your mechanical I.Q. rates with Bill's we hesitate to recommend this procedure.)

Bill, Sr.'s inventiveness paid off not

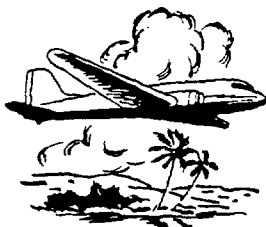
only in pleasure for his boys but in publicity for himself as well. The Kansas City Star carried a feature story on the tractor-trailer the day Bill Jr., took it to kindergarten and drove some of his classmates around. The remaining 89 lined up to take a turn—a big day for Billy! The event also was carried over the local T.V. show *Heart of America* as a news feature.

All this has spurred Big Bill on to greater enthusiasm and he is now at work on a small racer with a 4 H.P. engine and hydraulic transmission. If you have any spare parts to trade, sell or contribute to this project, we suggest you write to Bill at 3520 Kenwood Avenue, North Kansas City, Mo.

GENIUS AT WORK: here's Bill Howard putting finishing touches to his first brain-child. He's now at work on a small racer with a 4 H.P. engine.

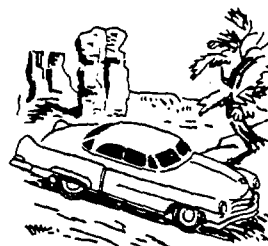


Vacation Express



Ethyl people took this summer . . . it's the last excursion of the summer, and it's all free. . . . so come along, maybe you'll pick up a hint or so to make your next "two weeks with pay" another exciting time.

The end of summer spells the end of vacations and the perennial two weeks of fun all too soon fade away. For most of us the summer's already a bunch of lively memories we're ready to store away with cotton dresses and fishing reels, but just for the fun of it, let's muse over some of the jaunts



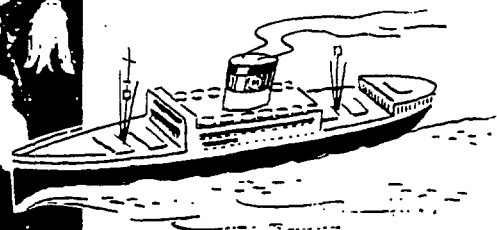
BERMUDA and its elegant easy charm captivated Betty White, at left, of Industrial Relations and Dot Watson, of N.Y. Public Relations on their summer holiday. They flew down by Pan American to spend a wonderful week exploring the Bermudian shore, sometimes on bicycle, sometimes by horsedrawn carriage, but most often, just strolling on foot.

◆ The BADLANDS of South Dakota are the background for Lois Marentette in this vacation shot . . . we wonder whether it's the famous "stone faces" on Mt. Rushmore that have inspired her pensive expression. Lois is in Detroit's Automotive Research Laboratory.

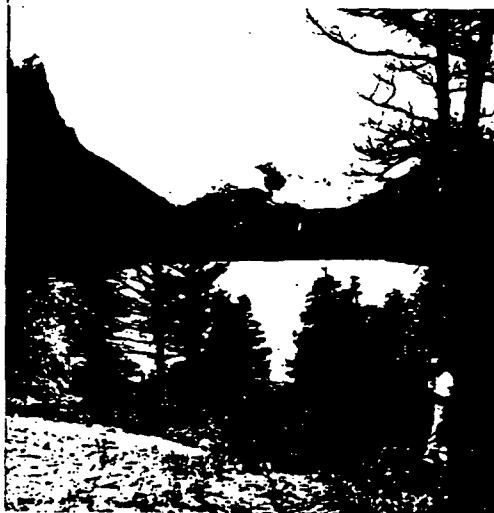




A cruise to Trinidad made Edna Vorwerk's vacation an outstanding one this year. She sunned, swam, golfed, danced, played shuffleboard . . . and all aboard ship! Edna, a secretary in Product Development, is pictured here in her stateroom on the *S. S. Argentina*, the ship she sailed back from Trinidad on.



It was EUROPE and all the fascinations of continental life that Mary Ryan chose to explore this summer. And here's a picture of Mary gayly draped on the rail of the ship that took her there: the *S.S. Mauretania*. Her favorite stop? To Irish-descended Mary, who's a secretary in the New York Law Department, it's a very easy answer: Ireland.



◆ The scenic Northwest was the answer to Marge and Jack Casler's vacation dreams this year. A honeymoon trip for Marge, chief Detroit BB correspondent, and Jack, it was all the more a memorable trip. Jack's in the lower right corner near the leaning tree, somewhere in Montana, binoculars in hand. Marge, we think, snapped the shutter.



Recent Arrivals

This cute little girl is Rebecca Byerly Dawson, ten-month-old daughter of Tuck and Evelyn Dawson. The other Dawson children are Teddy 17, Levin 10, and sister Tally, 15.

Their daddy, Tuck, is the manager of Ethyl's Gasoline Testing Laboratory in Baton Rouge.

Detroit

DARLENE GAY, a daughter, born to Mildred and Harry Dittmar August 6. The Dittmar's other children are Jay, 8, Sue Ann, 6, and Tommy, 2. Harry is a research chemist in the Special Chemicals Service Group.

JANICE LEE, a daughter, to Millie and Bob Young August 15, their first child. Bob is an operator in the Chemical Engineering Section.

New York

BARBARA WILSON, a daughter, July 31, to Frank and Dorothy Baldwin. The Baldwins also have a son, Billy, who is 5. Frank's on the Product Development staff.

HEATHER ANN, a daughter, to Don and Kay Forsdick August 29. Two sons: Jeff, 3½, and Greg, 1½, round out the Forsdick family. Don is a sales representative for Connecticut and New York.

NANCY JEAN, a daughter, to Bill and Betty Meyer, July 20. The Meyers have a second child, Susan, who is 5. Bill is in New York Payroll.

Here's Linda Marie, youngest member of Joe and Lois Odenweller's family. Linda, who was born March 6th, is shown here when she was 3 months old... has a sister, Laura Ann, who is 3. Daddy Joe works in the Petroleum Products Group as a research chemist.



They're Married



CAP HALL married Carolyn Vosburg at Christ Church in Cranbrook, Mich. on July 26. Cap and Carolyn honeymooned at Bigwin Inn on an island in the Muskoka Lakes region of Canada, and are now at home in the Graefield Terraces in Birmingham, Mich. Cap is an assistant research supervisor at the Detroit Research Laboratories.

Extra-Curricular

Frank Elliott and Paul Harris

Frank Elliott and Paul Harris are new members of the exclusive "Plus 100 Mile Club." Restricted to those who have ridden over 100 mph in the world's fastest speed boat, Slo-Mo-Shun No. IV, the club's roster is limited to a select few including Judge Harold Medina. Frank rode 155 mph with Stan Sayres, owner of the boat, at the controls, and Paul hit 145 mph with Anchor Jensen, who built the record-winning boat, at the throttle. Frank is fleet engineer for the Western Region and Paul, formerly of the Western Region, is now in Chemical Sales, with headquarters still in Seattle.

Clarence Harvey

Clarence Harvey, engineer at the Baton Rouge plant, has developed a system to make painting of chemical plants and chemical process equipment a less serious problem to plant managers and maintenance engineers. His system is described in a feature story in the current publication of *Lead Magazine*.

Steve Henry

Steve Henry spoke on "Teamwork in Industry" at the meeting of the Petroleum Marketers Association in Mineral Wells, Texas on August 19. Steve is director of community relations at Baton Rouge.

Barney Jones

Barney Jones addressed the American Chemical Society's division of Chemical Literature in Atlantic City September 18. His speech was titled "Confusing or Clear?" Barney is in Information Division at Detroit.



Dr. Robert Kehoe

Ken Jost

Ken Jost presented Ethyl's Fire Power Show to the Desk and Derrick Club of Tulsa on August 13. Another feature of the program was a talk by Dolores Bennett, of the Tulsa sales office. She described her job responsibilities as secretary to the chief safety engineer.

Robert Kehoe

Dr. R. A. Kehoe, director of the Kettering Laboratory at Cincinnati, was keynote speaker for the industrial waste symposium held Thursday, September 25 in Houston, as part of this year's Industrial Health Conference. A film on air pollution was also shown.

Mike Porch

Mike Porch, Baton Rouge safety engineer, is one of the 7 members of the executive committee who coordinate the B.R. Mutual Aid System. Last month, to demonstrate the combined efforts of those within the system, M.A.S. staged an imaginary plant explosion and fire. Called without warning, policemen, firemen, and industrial employees reacted to the test exactly as if it had been an actual emergency. The B.R. press commended the demonstration in a front page article.

News from Ed Erskine

Ed Erskine, 1st lieutenant in the Marine Corps, is stationed at Cherry Point, N.C. He writes that he and wife, Mitzi, are living in a rented trailer on the base, but are house-hunting for a more permanent home. They hope for a cottage by the sea away from the base.

Ed is still uncertain of what Washington has in mind for him and awaits further assignment. Just now he's with the Marine Air Ground Control, but this may not be for long.

To reach Ed write to:

1st Lt. E. R. Erskine 047650
MTG-20, VMFT-20
MCAS
Cherry Point, N. C.

- Milestones -

15 Years

It's fifteen years with Ethyl this month for . . . Bill Ball, Jr., of N.Y. Public Relations . . . and Bob Kimpton of Eastern Region Sales.

10 Years

Marking their tenth year with the Company are Eleanor Dunlop of New York Finance and Ivar Krohn of the Detroit Research Labs.

5 Years

Five year anniversaries are chalked up by: Bernardine Burdick, Leon Chrzan, Loren Knowles, Adele Rozek, Ken Swartwood, Grover Wilson, and Maurice Granger, all of the Research Labs in Detroit . . . and Lucy Johnson of Western Region Sales; Sue Schaible of Central Region Sales . . . and Dot Watson of New York Public Relations.

Reading Rack Reviews



Last month we brought you the news that the Ethyl Reading Rack is here to stay, and this month, as a special feature, the rack presented one of the cleverest and quippiest booklets we've seen on an important topic of the times: the tax situation.

To make it more interesting and keep you turning the pages to see what's next, the story's illustrated with baby pictures . . . the sassiest, smartest babies you've seen in a long, long time. If you haven't seen "Let's Quit Kidding About Taxes" yet, get a copy now, and in addition to learning some of the facts about taxes, treat yourself to a few good chuckles.

Another good, informative September release was the Meat Institute's booklet giving meat tips and meat recipes. A chart describing meat cuts will be a big help to culinary novices.

YOUR HEALTH

September's a frisky month . . . flirtatious winds whisk upon you without warning . . . blowing your lid . . . flipping your skirt . . . and inviting dangerous specks into your eyes. It's a time for taut nerves and thoughtless gestures. It's the time when discomfort overrules good sense.

"Your Health at Work," a monthly publication slanted toward keeping us healthy and wise, finds its way to our desk each month, and in its latest issue calls attention to the care we should give our eyes. When some foreign matter decides to temporarily dislodge your composure, "try to control the urge to rub the eye," the bulletin warns, "rubbing often does more harm than the little speck of dirt."

"Just as you wouldn't think of putting dirty fingers into your mouth, remember to keep soiled hands away from your eyes. If they itch, feel tired, look red or scaly, have them examined," the bulletin concludes. You'll probably be suffering along with the rest of us with the flirty breezes raising the soot and dirt around and round, so take a little care, remember the eye is delicate and treat it accordingly. Tone down the urge, keep your head, and master the maddening annoyance.

Memo to Researchers: Why doesn't somebody discover a "speck remover" which when held to the eye automatically attracts and pulls out the troublesome whidget?





OIL-ALMANAC

SEPTEMBER 3. Sir Malcolm Campbell was the first person to exceed a speed of 300 miles per hour in an automobile. On September 3, 1935, he drove his Bluebird Special across a measured mile on the Bonneville Salt Flats at a speed of 304.331 miles an hour.

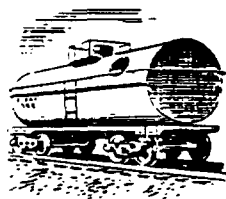


SEPTEMBER 5. The first gasoline pump was delivered on September 5, 1885. It had been built a short time earlier in a barn by Sylvanus F. Bowser of Fort Wayne, Indiana. The pump had marble valves, wooden plungers and a capacity of one barrel.

SEPTEMBER 7. Narragansett, Rhode Island, was the scene of the first automobile race run on a track in the United States. The event took place on September 7, 1896, during the state fair and was watched by 40,000 people. An electric Riker won the mile race over another electric and five gasoline cars at a speed of 24 miles per hour.



SEPTEMBER 9. Following the discovery of tetraethyl lead as an antiknock agent, many difficulties had to be overcome before "Ethyl" gasoline could go on the market. A year was devoted to road testing, formula changes, manufacturing developments, industry conferences and consumer surveys. Then on September 9, 1922, a letter was received from a West Virginia jobber, Spears and Riddle, asking that they be one of the first to market "Ethyl" gasoline to the public. Encouraged by this sign of marketer interest, the corporation formulated final plans, and "Ethyl" gasoline went on sale in February 1923.

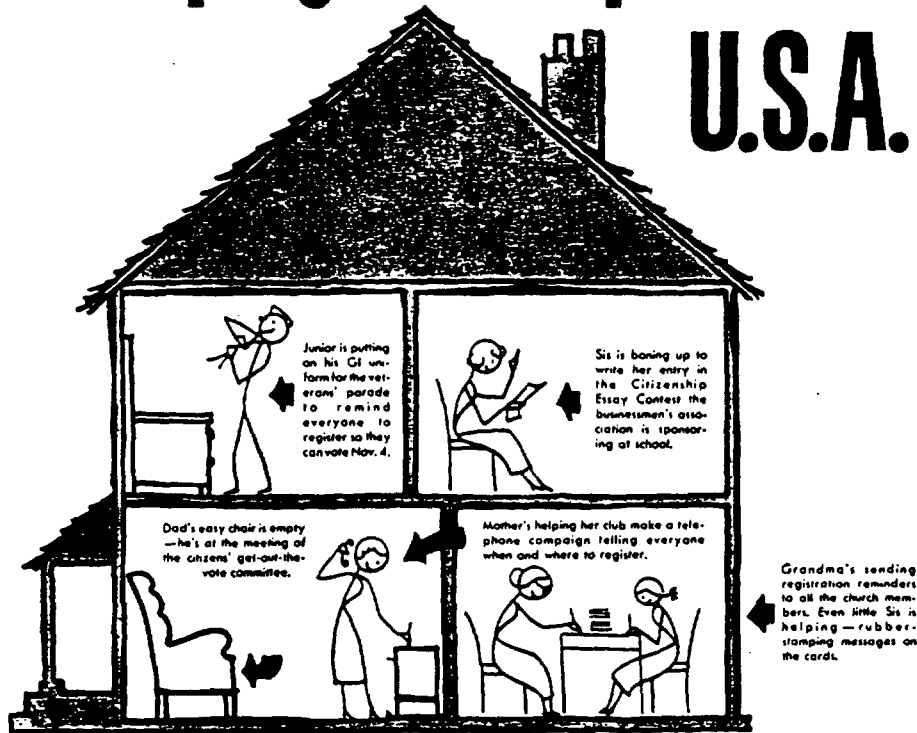


SEPTEMBER 15. On September 15, 1930, tank car EBAX-302 rolled out of Carney's Point, New Jersey, en route to the Skelly Oil Company in Kansas. The tank car was of special design, built to the specifications of the Ethyl Corporation. Since this first tank-car shipment, millions of pounds of "Ethyl" antiknock compound have been delivered by tank car to all parts of the country. In an average year, Ethyl Corporation's fleet of 424 tank cars roll up between 10 and 12 million miles.

SEPTEMBER 17. The first tetraethyl lead manufacturing unit at Baton Rouge went "on stream" on September 17, 1937. This original unit, plus five adjoining TEL units, have since produced more than two billion pounds of tetraethyl lead for "Ethyl" antiknock compound. In addition, Ethyl's Baton Rouge plant has become one of the nation's major chemical centers, manufacturing many other products. It has long held the title of being the world's largest producer of metallic sodium as well as antiknock compounds.

SEPTEMBER 27. The first delivery of "Ethyl" antiknock compound by tank truck was made to the Richfield Oil Company, Schenectady, New York, on September 27, 1933. Today, as at the time of this delivery, each shipment of the compound is given a number of inspections before going on its way. Tank cars and truck shipments are weighed three different times to be sure the weight is on the nose. Each order is also chemically analyzed twice to make certain it meets quality standards.

Campaign Headquarters U.S.A.



The Family Vote will elect the Next President

*NOT THE FARM VOTE...
THE BIG-CITY VOTE...
THE LABOR VOTE...
OR ANY PARTY VOTE...*

Politicians talk a lot about this and that "bloc" of voters being decisive factors in this election. So do all the pollsters. You can't blame them for trying to dope it out that way in advance... but...

YOU know you're going to vote your own sweet way when you get behind that voting booth curtain—that where you live or work hasn't got a blanket-bloc thing to do with how you'll vote. You'll vote for what you believe to be in the best interests of your family—your kids—and your kids' kids.

So YOU know that this year—as always—it will be the FAMILY vote that really decides things. And families

are working as never before to make sure every American votes. Right now in millions of American families, everyone from Little Sis to Grandma is pitching in to remind every eligible American to register to make sure of the opportunity to vote. And then they'll tackle the job of getting out the vote of every member of America's 44,000,000 families. They're the biggest "bloc" in America—they ARE America!

If your family is already working at the job—congratulations! If you aren't, talk it over at supper tonight, and pitch in tomorrow.





A Bouquet from Berg
See Inside Front Cover:

In This Issue	Page
Organization Changes	8 & 24
More Ethyl Fellowships	11
Tribute to Dr. Edgar	14
Pushing Oil Progress Week	16
People and Events	22
For Faithful Service	26

Ethyl BULLETIN BOARD

This Month in Ethyl

A report on our Company's business and plans for the future was presented by members of the executive staff at meetings held the end of October in Detroit, Baton Rouge and Houston. They reported on our position and our objectives in sales, manufacturing, research and finance, with Mr. Shea giving an overall picture of the Company's business outlook.

The Chemical Sales staff has been enlarged to handle expanding production and is currently exploring markets for our new chemical products . . . The high gamma BHC and Lindane plant now being built at Baton Rouge is scheduled to go on stream early next year. It will be the largest in America (for details see page 6).

Construction work has been started on the enlargement of the Medical and Personnel Building at the Baton Rouge manufacturing center. A third floor will be added and the open space between the medical wing and the administration offices will be filled in to provide 110 additional offices.

On our Cover: Harold Berg, district chairman of the Kansas-Oklahoma Oil Industry Information Committee, presents flowers to the Oil Progress Week queen of Lyon County, Kans., Miss Betty Stanford. Presentation was made in Emporia, Kans. following 5-minute speeches by six candidates for queen. Miss Stanford was chosen winner by audience applause. Shown in the picture with her are two of the candidates, Lona McNutt, left, and Ann Hoffmans, right. Harold is Ethyl's southern regional manager.

ETHYL BULLETIN BOARD

by and for Ethyl employees

Marceline Marquis, Editor

Dee Figel, Editorial Assistant

Contributing Editors

Baton Rouge: Guy Keller, Tom Stephenson (photographer); Chicago: Deane Birkes; Dallas: Ann Selldridge; Detroit: Margaret Casler, Andy Palkay, Adele Rosek, Nora Wirick; photographers: Fred Green, Eric Owen; Houston: Ed Hendrick; Kansas City: Edward J. Otto, Jr.; Albert F. Ryan; Los Angeles: Bill Van Wyck; Mexico: Lynn Phillips; New York: Gerry Harms, Jim Donohue, Wilma Hansa, Erma Harris, Frank Howard, Alice Lahn, Ruth Moore, Helen Sinclair, Emily Whitfield; San Bernardino: Carol Simcock, Dean Painter; San Francisco: Harry Manning; Seattle: Paul Harris; Tulsa: Carl Bartholomew, Howard Hamaker; Yonkers: Catherine Henderson; Central Office, Gasoline Testing: Chris Bruhl; Ethyl Antiknock: Reny Barki.

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. L. Shea

Technical Meeting *Sparks Ideas*



Jack Macauley

By Turner



A Development Section man working in Baton Rouge on a manufacturing process may not appear to have much in common with a research man working on a combustion problem in Detroit. And yet he may have a good idea to contribute. Another man, located say in New York, may spend all of his time in one field—and yet may suggest an entirely new approach to the problems in another. Or, a staff member of our Detroit Laboratories may come up with a solution that will apply to a problem being tackled in Baton Rouge, Houston or New York.

That was the basic idea behind Ethyl's recent fourth annual technical meeting: to bring together in the same place a group of technical people—small enough to facilitate an open discussion and yet large enough to be representative of the widely different technical backgrounds in the Company. Approximately 100 Ethyl men—from New York, Detroit, Baton Rouge and Houston—attended the meeting, which was held in Highland Park, Ill., 25 miles north of Chicago. For three days they alternately heard

various speakers discuss basic problems, and then took part in discussions.

Reflecting the experience gained in the previous annual conferences, this year's meeting was one of the most successful on record. Ed Kurt, of Detroit, was in charge of all arrangements, and supervised the preparations of the program.

The meeting in a sense began several months ago, when the agenda was decided upon. Various participants in the program prepared full-length technical papers, which were distributed throughout the Company for analysis and review. Meanwhile, the authors went ahead and wrote simplified summaries of what, in many cases, were highly technical discussions. Came the actual meeting, and these things were accomplished:

- Interested people in other locations of the Company came to the

meeting with good background knowledge on each subject.

The speakers delivered their simplified summaries at the morning sessions, so that everyone attending could understand each subject clearly and then participate in discussion.

In the afternoon, round-table conferences were held which were attended by smaller groups of people who had thoroughly acquainted themselves with the technical information distributed before the meeting. These latter sessions, of course, were on a high technical level.

In that way, technical people all over the company became better acquainted with the problems and projects that occupy the attention of smaller individual groups. In that way, too, everyone gained a new appreciation of what the other fellow is trying to do. Ethyl's research and engineering activities take in a wide range of subjects—everything from a new refinement in our ethyl chloride process to the best materials for an automobile spark plug. We benefit when everyone is more informed about all of the things that make up Ethyl.

Everyone's Ideas Count

As By Turner, our vice president in charge of research and engineering, declared at the outset, the meeting was held for the purpose of exchanging information within the department and with others throughout the Company. "We are interested," he said, "in the ideas of those not directly responsible for the programs under discussion as well as in the thoughts and plans of those presenting the program."

The three previous annual technical meetings had covered a wide range of subjects—manufacturing TEL, new processes, new products. This year, it was decided to concentrate on a few selected basic subjects, not previously discussed, relating to the application

and use of "Ethyl" fluid. Therefore, the meeting was devoted to basic combustion research and to research and engineering on the use of TEL.

Wheeler Lovell headed the first day's program, on which Cleve Walcutt talked about the pre-combustion reactions that take place inside an engine, and Jerry Brown and Earl De Witt reviewed the entire field of present and potential antiknock compounds. Jack Taylor headed the second day's program, on which Frances Lamb and Ellis Rifkin discussed the intensive work being done on engine deposits—how and why they build up and their nature and composition. Joe Cipolla and Max Roensch discussed methods of alleviating spark plug fouling, and Dan Hirschler and Glenn Irish reviewed fuel and lubricant factors which cause engine deposits to increase an engine's octane requirements.

The Ethyl group was honored with an address by Charles L. McCuen, vice-president of General Motors and general manager of their Research Laboratories Division, and also a member of our board of directors. Mr. McCuen, who has followed Ethyl's career intimately for years, said that few people realize how truly great were Dr. Midgley's discovery of the antiknock properties of tetraethyl lead and his invention of the freon refriger-

Round-table conferences for small groups were held in the afternoons. Pictured here, around the table from left, are: Ray Lyben, Rowland Bevans, Jerry Brown, George Ecke,



ants. These things, he said, were the results of basic research along directed lines, as are most of our present-day advances, and equally important, they gave birth to brand new industries. Tetraethyl lead, he declared, has contributed importantly to automotive progress in the last quarter-century, and Ethyl Corporation has a great opportunity to continue to grow in the future. We can, Mr. McCuen said, maintain and increase our position and contribute to the further welfare of our country.

As to research, Mr. McCuen stressed the importance of pursuing basic research along directed lines. In any given endeavor, he said, only by sticking to one field, rather than wandering aimlessly, do you do successful research and make important discoveries. Even where discoveries and inventions were made by accident, he pointed out, the investigators were working along lines which, sooner or later, would bring them to their goals. Basic research, he declared, is vital to the future welfare of our country by the continued creation of new products and new industries.

By Turner reviewed the aims and purposes of Research and Engineering, and told how the activities of all groups in the department are coordinated. Our major research and development emphasis, he said, is in the

Cap Hall and Joel Warren, all of Detroit; Bill Hubner, New York; Dick Beaubier, Detroit; Larry Stinson, San Bernardino, Shirl Cook, Baton Rouge and Dan Hirschler, Detroit.



field of antiknock compounds, which is our bread-and-butter business. Our new products, he said, must be related to our present raw materials, our overall technical know-how, and our sales and competitive position.

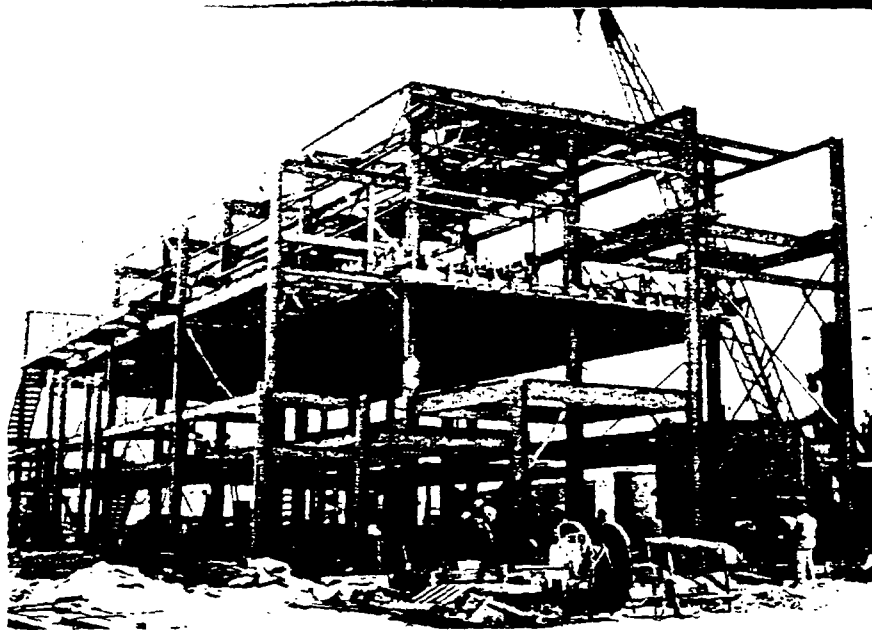
Mr. Shea, in an informal talk to the group, said that we were fortunate in having a board of directors that is extremely research-minded. Four of our directors, he pointed out, are either past or present directors of research. And all of our directors, he declared, take a deep interest in the welfare and progress of our Company.

"We are gaining in wisdom and experience year by year," Mr. Shea said. "We are doing a better job, and we are doing a better job of planning."

To Grow Steadily and Wisely

Speaking of the future, Mr. Shea said that we should not grow simply for the sake of gaining in size. Instead, he declared, we want Ethyl to grow steadily and wisely, to be in a sound position, and to continue to be a good place to work at all times. Our principal business is, and will continue to be, antiknock compounds, he said. We are interested in diversification to the extent that it ties in with our existing business, our available raw materials and our manufacturing processes and know-how.

In research, Mr. Shea said, we must constantly be aware of its importance to our future growth, and we must continually maintain our enthusiasm for discovery and invention. Noting that industrial research, like all endeavors, is highly competitive, Mr. Shea said that it is essential that our research efforts help our team to score the touchdowns. In conclusion, he told the assembled group that Ethyl has a great potential to grow and to provide more opportunities for everyone, and said, "I have the greatest faith and confidence in your ability."



The new Lindane plant at Baton Rouge, scheduled for completion early next year, is rapidly taking shape. It is located right next to the new BHC Plant.

NEW Products and NEW People

Ethyl's expansion in the production of chemicals will bring the names Lindane, high gamma BHC, and 2,4,5-T to your ears again and again, because Ethyl is geared for diversified chemical production in 1953.

Our new high gamma BHC and Lindane plant now being built at Baton Rouge and scheduled for production early next year will be the largest one in America. (BHC, as you know, is short for benzene hexachloride.) Harry Kuhe and his group have gone into action on the sales front to be ready to market these new products, result of the efforts of the Product Development staff. They're busy right now exploring markets, both domestic and world-wide, and investigating the best methods of merchandising. H. B. Humphrey, Alley & Richards, new advertising agency for chemicals, are

working with our Chemical Sales people on this.

High gamma BHC and Lindane, as much as 10 times as effective as DDT against some insects, are derived from BHC, which Ethyl has been manufacturing and selling since 1948. There are at least six known molecular forms, or isomers, of BHC, but only one—the gamma isomer—is the effective insecticide. Lindane consists of a 99% or higher concentration of the gamma isomer of BHC. It has a much wider range of usefulness than "low gamma" BHC—it can be used on cattle for control of lice and ticks, it has been used in Korea to stamp out body lice and it has proved effective in areas immune to further use of DDT (see August BB, p. 6).

2,4,5-T is a herbicide, and the celebrity of our chemical field. LIFE maga-

zine carried a story in its August 18 issue telling of its success with a menacing problem to ranchers in the Southwest. Mesquite, a scraggly spiny tree that spread itself over 75 million acres of ranching country, had proved uncontrollable before 2,4,5-T was used. The tree's thick growth can result in loss of cattle and grazing land.

2,4,5-T when sprayed by air over the growth, upsets mesquite's metabolism and kills it. LIFE showed the painful methods used in the past and went so far as to say 2,4,5-T might help bring cheaper priced beef to the country, by producing more cattle on reclaimed land. There are many other uses for this herbicide, whose name is derived from the position of the three chlorine atoms on the benzene ring. One important example is its use in controlling brush on railroad rights of way, communications and power lines.

Dick Barton, left, Bruce Crane, third from left, and Paul Harris have recently joined the Chemical Sales staff. Dick Porter, second from left, is in Product Development.

Ethyl's expansion in the chemical field necessitates further manpower to carry out proposed plans. Harry Kuhe, head of Chemical Sales, announces the following additions and changes:

New to Ethyl are Dick Barton, who will cover chemical sales for the Southeastern section of the country and Dr. Al Griffiths, who will be technical sales service representative for the department. Dick was engaged in agricultural chemical sales for Innis, Speiden & Co., Inc. before coming to Ethyl and Al comes to us from Socony-Vacuum Oil Company.

Recently transferred to chemical sales are: Bruce Crane, who has been a field engineer in the Southwest since 1936, and will cover the Midwest; and Paul Harris, Ethyl safety engineer on the West Coast since 1944, who will handle chemical sales in the West.

George Krieger, acting assistant manager of chemical sales, will continue to work on insecticide sales. Tom Tennent, former sales engineer in the Southern Region, will now devote most of his time to agricultural chemical sales in the Southwest.





*Dick Scales, Director,
Product Application*



*Wheeler Lovell, Director,
Automotive Products Research*



*George Kirby, Director,
Chem. Research Dev.*

Research & Engineering Department Reorganized

Three Major Operating Divisions Established

A number of organizational changes in the Research and Engineering Department were announced by Vice President By Turner at a meeting in Detroit on October 20.

The various research, application, and service activities of the Research and Engineering Department are now realigned on a more functional basis. With the changes, the department expects to make an even greater contribution toward supporting the sales of our present automotive products and to the development of new products, both in the automotive and non-automotive fields.

New Operating Divisions

In place of the five divisions that have been functioning at the Detroit Laboratories, three new major operating divisions have been established under Jack Macauley, the director of research and development. These new divisions and their directors are: Product Application, Dick Scales; Automotive Products Research, Wheeler Lovell; and Chemical Research and Development, George Kirby.

A centralized administrative function for the entire Research and Engineering Department has been created



*Jack Taylor
Assistant to By Turner*



*John Wintringham
Asst. Jack Macauley*



Jerry Brown



Harold Chalk



"Dave" Davidson



Earl DeWitt



Art Felt



Jim Foote



Harold Gibson



Dan Guy



"Cap" Hall



Howard Hesselberg



Jim Hinkamp



Dan Hirschler



John Howard

under Jack Taylor. He will be assistant to By Turner on administrative matters. John Wintringham has been appointed technical assistant to Jack Macauley.

The Product Application Division is organized in two main subdivisions: technical service and engineering research. Dan Guy is director of technical service and Harold Gibson is director of engineering research.

The administrative work of this division is handled by "Dave" Davidson as staff assistant to Dick Scales. John Howard, as staff assistant, is responsible for the preparation and distribution of technical data.

Broader Responsibilities

The organization of Technical Service remains unchanged, but its activities will be broadened to include the responsibility for the overall relations of the Research Laboratories with the oil and automotive industries. Engineering Research will be responsible for activities in two broad fields—Fuel Technology and Application Research.

Additional personnel is planned to round out the Fuel Technology program at the Laboratories. The Application Research group is headed by Bob Kerley, with Max Roensch as technical assistant. It consists of two research groups and two operations groups. Research work in the diesel engine field will be supervised by Grover Wilson, and research work in the gasoline engine field by "Cap" Hall. Gasoline engine research is or-



Art Huffman



Bob Kerley



Rollie Ostrander



Ellis Rifkin

ganized in two sections: Performance—headed by Harry Toulmin, and Durability—headed by Art Felt. Supervisor of engine operations is Jim Foote. Supervisor of vehicle operations in both Detroit and San Bernardino is Rollie Ostrander.

Automotive Products Research, under Wheeler Lovell, is organized in two main research groups: Additives and Deposits under Hy Shapiro and Engine Combustion under Howard Hesselberg. Administration and operations of the division are the responsibility of Art Huffman. The Additives and Deposits Group is organized into four research teams as follows: Syn-

thesis—Earl DeWitt; Additive Evaluation—Jerry Brown; Combustion Chamber Deposits—Jim Hinkamp; and Durability—Harold Chalk. In the Engine Combustion Group, the section on Physical-Chemical Mechanisms under Ellis Rifkin is organized in two research teams: Combustion—Cleve Walcutt, and Scavenging—Dan Hirschler. The other section in this group is concerned with Fuel-TEL Relationships and is headed by Chuck Shepherd.

The Chemical Research and Development Division under George Kirby will function essentially unchanged at both Detroit and Baton Rouge.



Max Roensch



Hy Shapiro



Chuck Shepherd



Harry Toulmin



Cleve Walcutt



Grover Wilson

Ethyl Fellowship Program Expanded



A substantial expansion of Ethyl Corporation's university graduate fellowship program—with 21 grants awarded for 1952-1953 compared with 12 for last year—has been announced by the Fellowships Committee.

The Ethyl fellowships have been awarded each year since 1937, to assist qualified graduate students in completing their education and at the same time stimulate basic research work in university laboratories which is of interest and potential value to us. Members of the Ethyl Fellowships Committee responsible for administering the Company's fellowship program are Earl Bartholomew, Hal Beatty, George Kirby and Ed Kurt.

As one would naturally expect, the selection of schools and the individual graduate students who receive the fellowships is by no means a hit or miss proposition. It involves thousands of miles of travel, stacks of correspondence and many cross-country telephone conversations.

Ed Kurt has served as executive secretary of the Fellowships Committee for the past four years and through his many contacts with the universities has developed our activity

Earl Bartholomew, left, goes over fellowship proposals with Ed Kurt, executive secretary of the Fellowships Committee. Other members of the Fellowships Committee are Hal Beatty and George Kirby.

from a postwar low of four fellowships in 1948 to the present 21. Setting up this year's program alone required 15,000 miles of travel and numerous personal interviews.

These trips, Ed points out, often serve several purposes: "I find out about new developments and activities so we keep informed on the newer things being done in research at universities around the country. I also combine many of the trips with visits to recruit graduates."

Briefly, here is how the placement of Ethyl fellowships is handled: Ed makes personal visits to leading university campuses, where we have previously recruited promising graduates or where we have heard of interesting research being done. Through interviews with college deans and department heads, Ed determines what types of graduate research projects are being conducted at each school, which are of interest to us or to our associates in the petroleum and automotive business. He then

indicates which phases of the work we would like to support.

Once it has been decided to sponsor work at a given university, the faculty representative is asked to propose a research project and select a candidate for our fellowship. The Fellowships Committee reviews the proposals presented and makes final recommendations for the awards. These are sent to By Turner, vice president, Research and Engineering, and to President Shea for final approval.

Individual recipients of this year's fellowships, and their respective fields and universities are:

Craig Marks, Mechanical Engineering, California Institute of Technology; Maynard C. Michel, Chemistry, University of California; Robert H. Perry, Chemical Engineering, University of Delaware; Dietmar Seyferth, Inorganic Chemistry, Harvard University; Herbert F. Kraemer, Chemistry, University of Illinois; John Kozikowski, Chemistry, State University of Iowa; John E. Anderson, Chemical Engineering, Iowa State College; Albert H. Wehe, Jr., Chemical Engineering, Louisiana State University; E. Philip Cockshutt, Mechanical Engineering, Massachusetts Institute of Technology, and William Mirksy, Mechanical Engineering, University of Michigan.

Others are: Eugene R. Nightingale, Jr., Chemistry, University of Minne-

sota; Rollin G. Lindsey, Chemical Engineering, Ohio State University; Jasper A. Jackson, Jr., Physics, University of Oklahoma; Edward J. Becker, Chemistry, Princeton University; Martha Havill, Chemistry, Purdue University; Charles E. Boozer, Chemistry, The Rice Institute; George T. Fisher, Entomology, Rutgers University; Langley R. Hellwig, Chemical Engineering, University of Texas; Archie D. K. Knight, Chemical Engineering, University of Tulsa; Thomas H. Coffield, Chemistry, Wayne University, and Ernest Freudman, Mechanical Engineering, University of Wisconsin.

Through direct financial support and by personal interest, the Ethyl fellowships program is aimed at encouraging graduate students to continue their professional education to an advanced degree. The serious shortage of trained technical personnel available to industry has been widely publicized in recent years and, as Ed Kurt puts it, "We are certain that there are going to be more jobs than there are chemists and engineers for the next five years. Most acute is the shortage of people with advanced or specialized training."

Founded on research 28 years ago, Ethyl Corporation shares with a host of other companies a desire to help speed the flow of well-qualified graduate students into responsible research and engineering positions in industry.

Calendar of Coming Events

17-18	Oil Industry TBA Group (annual meeting)	The Park Plaza and Chase Hotels	St. Louis, Mo.
19	American Standards Association (34th annual meeting)	Waldorf-Astoria	New York, N. Y.
20	National Industrial Conference Board	Sheraton-Cadillac	Detroit, Mich.
30 to Dec. 5	American Socy. of Mechanical Engineers (annual meeting)	Statler Hotel	New York, N. Y.
1-6	20th National Exposition of Power & Mechanical Engineering	Grand Central Palace	New York, N. Y.
7-10	American Inst. of Chemical Engineers	Hotels Cleveland, Carter	Cleveland, Ohio
8-9	Chemical Specialties Mfrs. Assn. (39th annual meeting)	Hotel New Yorker	New York, N. Y.
26-31	American Assn. for the Advancement of Science	Jefferson Hotel	St. Louis, Mo.

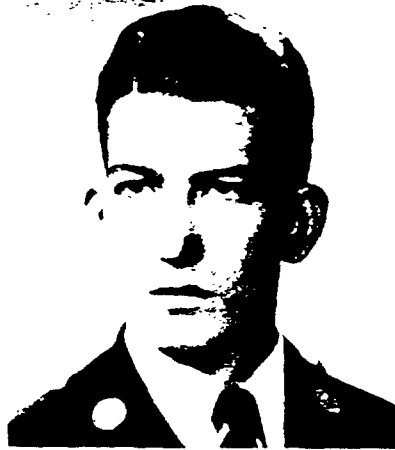
Reading Rack Reviews



Taxes, TAXES, TAXES, a new booklet by the National Research Bureau points out, have just about reached their limit. Things are getting to an excitable stage when a pair of stockings which might otherwise sell for 99 cents have to bring in \$1.65 because you have to pay 66 cents in taxes. An ordinary dress would sell for \$10.50 except that there is an accumulation of \$7.00 in taxes on it. Even baby powder is taxed. These are facts presented in the pamphlet titled, *Too Many Hands in Your Pockets*. For more on where some of your money goes, watch for this booklet.

The Better Business Bureau has published a pamphlet on *FACTS you should know about Furs*. It advises that when buying a new fur, it is best to deal with reliable firms. "Bait advertising" often leads to high-pressure methods to foist inferior garments on you at high prices. Be on your guard for oral "guarantees" and "look for the label and keep it when you buy," they suggest. The pamphlet offers sound advice on preserving pelts, what to do when you get caught in the rain, where to hang a fur coat and where not to hang it, what to do about linings, tears and rips, and hints about the furs that shed.

If your wardrobe includes two or three furs, the booklet describes even more useful information for you. Mink isn't the choice for backdoor gardening, and ocelot isn't quite right with a formal, but if you're in doubt about marmot, nutria, kolinsky or chinchilla, pick up a copy of the pamphlet for reference. It'll be on the reading rack in a few days.

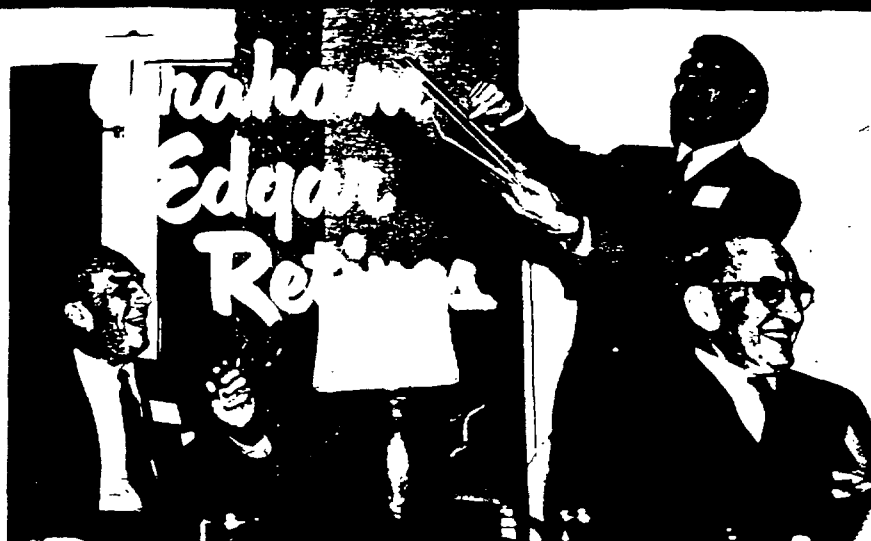


Sergeant Lynn Phillips wears the uniform of the New Mexico Military Institute, where he is a college freshman. He graduated from the High School of the Institute last June, hopes to go to West Point next year. Lynn was on the varsity Rifle Team, holds state championship for sitting position shooting. His father represents Ethyl in Mexico.

... Another Ethyl son, not quite ready to enter college, who came by honors of another kind recently is J. E. Boudreau, Jr. Jeb, whose father is head of Public Relations, has received a set of Encyclopedia Britannica and a World Atlas because his was one of the provocative words used on the TV program, "Down You Go," which stumped the experts. The word, submitted by Jeb, 9, was gunshy.

On Back Cover

The substance photographed on the back cover is one of Ethyl's newest chemicals—crystalline calcium metal. This photograph appeared in a brochure issued by the Research and Engineering Department on this new form of calcium, now available in pilot plant quantities. The picture shows crystalline calcium particles falling through a heavy oil. As the brochure describes it: "Particle aggregates form the heavy globules which leave streamers of fine, glistening crystals of pure calcium metal."



On October 1, after an association of 28 years, Dr. Graham Edgar retired as vice president of Ethyl. He will now serve as senior consultant to the Corporation.

A farewell luncheon in his honor was held by the management staff in New York. Many of his present and former associates were on hand to pay him warm tribute. A short time later, during Ethyl's fourth annual technical meeting in Highland Park (see Page 3), all of the people present from the Research and Engineering Department joined in a testimonial dinner to his achievements.

On the lighter side, many of our people from Detroit and Baton Rouge participated in a series of skits which covered everything from Dr. Edgar's attitude on cost estimates to his inevitable cigarette holder.

Dick Scales, posing as a bewhiskered Russian, thundered that the octane scale was a Russian invention—invented by one Ivan Edgarovitch. Mike Remondino acted the part of a confused automotive engineer in a verbal encounter with Dr. Edgar, "a

Nobody had a better time than Dr. Edgar, himself, shown here with By Turner, left, and Jack Macauley, right. Statue of the man slinging a bull is inscribed in Latin: "To the old master from his disciples."

Wheeler Lovell in action during one of the skits. Mr. Shea, left, and Sam Heron enjoy Wheeler's amusing act.

pure chemist." Others from Baton Rouge and Detroit joined in the light-hearted skits. The retiring vice president enjoyed the joshing immensely.

More seriously, By Turner, Jack Macauley, Sam Heron (Ethyl consultant and former director of aeronautical research), President Shea and others all rose to pay their warmest respects to Dr. Edgar. By Turner said the dinner was a testimonial to his many accomplishments over the years for Ethyl. Jack Macauley said the invention of the octane scale was his proudest achievement. Sam Heron declared that Dr. Edgar's discovery of the antiknock properties of iso-octane led the Air Force directly to 100-octane aviation gasoline.

One of the highlights of the evening





Members of the cast who presented the skit pose for their picture with the guest of honor. From left are: Cap Hall, By Turner, Gus Ligett, Dan Guy, Wheeler Lovell, Dick Scales, Frank Sergeys, Sam Heron, Frances Lamb, Graham Edgar, Jack Macauley, Charlie Kass, holding barometer presented to Dr. Edgar, Bob Kerley, Mike Remondino, Harold Soroos, Diana (waitress), and Harry O'Connell. Charlie Gambrell was missing when the picture was taken.

was the presentation of a scroll, "A Salute to Graham Edgar," signed by 125 members of the Research and Engineering staff.

It was inscribed: "We recognize his technical ability; we respect his calm, accurate judgment; we admire his originality of approach; we appreciate his ability to inspire his associates; we envy his suave, polished demeanor; we are amazed at the number of his stories; we enjoy his company." The border of the scroll depicted in colorful symbols and drawings the career and interests of the man.

In acknowledging the scroll, Dr. Edgar said, "I am happy to retire and become a consultant—happy because I will in a sense be coming back to you, back to the research people whom I know best."

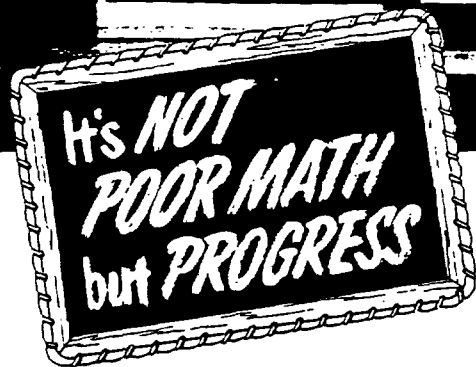
He spoke of the early days of Ethyl, and told about some of the basic discoveries made at that time. He talked of hydrocarbons, antiknock agents, and the behavior of fuels in engines.

He told about the important work Ethyl's original research group carried on in an old garage in Yonkers, N. Y. "Today," he said, "you have fine laboratories and a beautiful organization. But the most important thing is to retain your enthusiasm for discovery. It is the individual mind that does research."

Mr. Shea, in reply, declared that the management staff in New York, as well as our technical people in Detroit, Baton Rouge and Houston, will miss Dr. Edgar's "judgment, helpfulness, clarity of thought and straightforward thinking." Mr. Shea concurred with Dr. Edgar in the hope "that we shall always retain that cooperative spirit of research which has carried us so far along."

Vice Presidential Parting—Dr. Edgar's last day at Ethyl was filled with farewells and good wishes from friends and associates. In the Board Room he shakes hands with John Schaefer as Joe Costello, left, Stan Crossland, center, and Sam Wagner look on.





Today if you say " $2=3$," hardly anyone will accuse you of being balmy—anyone that is who looks or listens or reads. For during the week of October 12-18 ads, posters, movies, newspaper and magazine articles, editorials, and countless speakers told about this new discovery in mathematical equivalents.

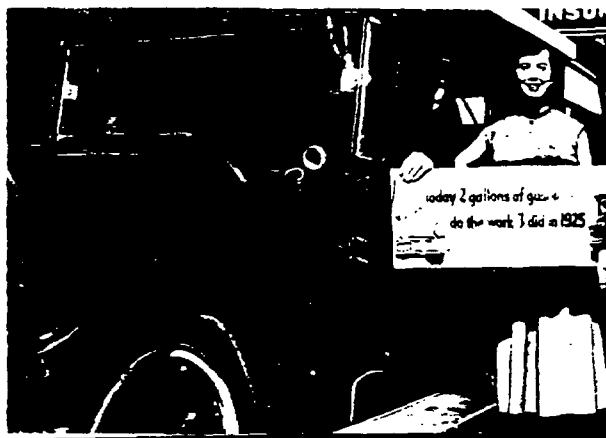
Of course it wasn't new to Ethyl people because we're the ones who found out that two really does equal three and proved it. In 1950, you

This attractive exhibit was on display at General Petroleum Corporation in Los Angeles. Our Western Region cooperated with General in planning the display and supplied some of the props including the pictures of " $2=3$ " demonstrations at Detroit and Pomona.

recall, the people at our Research Laboratories, after an intensive study of the intrinsic value of gasoline, discovered that two gallons of today's gasoline will do the work that required three gallons in 1925.

That sounds like magic only because it truly is. It's the magic of working, investing, competing. It's the magic of thousands of oil companies bidding for business, spending hundreds of millions of dollars on research and development and new facilities. It's the magic of men's minds finding ways of improving gasoline, of improving techniques for manufactur-

Leila Stewart of the Tulsa Chamber of Commerce, helps Dale Miller, Tulsa account man, put across the " $2=3$ " story. Dale is behind the wheel of the 1921 Cadillac used in the demonstrations which prove what the poster says. Commentator during the demonstration also points out that gasoline today costs about the same (excluding taxes) as it did 25 years ago.



ing it, and of keeping the cost to the consumer down. It's a road of magic that started with the discovery of the antiknock properties of tetraethyl lead by Ethyl's Tom Midgley in 1921—the first success in a long campaign toward better fuels for better engines.

This is the story of the oil industry's great strides in gasoline quality, told so succinctly in three simple words—"2 equals 3." It's this story that oil men throughout the country carried to neighbors, business men and friends during the fifth annual Oil Progress Week October 12-18 to make them



Preparing to put on two demonstrations at the State Fair in Oklahoma City, John Howard, Don Chapman and Mac McCulloch confer. John, at left, coordinated the show, and Don and Mac provided running commentary.

aware of the progress and achievements of the oil industry. Naturally, Ethyl pitched in with whole-hearted support of the program.

The Company ran advertisements in consumer and trade publications paying tribute to the service station operators and made reprints of the ad available in pamphlet form for enclosure with monthly statements to charge accounts or in letters to stock-

holders. We put on "2 = 3" demonstrations in Chicago, Oklahoma City, Tulsa, Longview, Kilgore and Houston, Tex. We participated in "Business Education Day." We presented the Product-Sales Clinic in connection with OPW activities. We held executive luncheons with movie showings of our film, "This Is Ethyl," for various customers. We prepared a calculating disc which shows what a bargain gasoline is today. The discs were offered to customers and 325,000 were sent to them in response to requests made through our men in the field.

In addition, Ethyl men helped plan and carry out OPW activities as members of Oil Industry Information Committees, and supplied exhibits, displays, engines and movies as a service to customer companies. A number of Ethyl men appeared as speakers before civic and professional groups, and many of them attended luncheons, dinners and various meetings in observance of OPW.

HAROLD BERG, chairman of the Kansas-Oklahoma OIIC, crowned the Oil Progress Week queen at Emporia, Kans. . . . JIM BOUDREAU, as a member of the Oil Industry Information Committee, helped set up plans for OPW observances throughout the country . . . JACK COLE, who serves on the Utah OIIC School Committee, was chairman of the entertainment committee for the OPW luncheon in Salt Lake City on October 15, and obtained S. E. Skinner, vice-president of General Motors, as speaker . . . DOLLY DOLLAHAN, as vice chairman of the Michigan OIIC in charge of press and radio publicity, was busy with OPW promotion . . . JOHN HOWARD handled the publicity on OPW for metropolitan Detroit, arranging for publication of stories in the papers, showing of movies over two television stations, and presentation of scripts over three radio stations . . . LEN HUXTABLE



Oil Progress Week luncheon in Salt Lake City brought out 273 business men and government officials. Ethyl's Jack Cole, seated at speaker's table at far right, was chairman of the entertainment committee for the luncheon.

spoke at the Tulsa Civitan Club and the Tulsa Rotary Club . . . HARRY MACK, as a member of the Ohio OIIC, helped with OPW plans . . . ditto JACK PRUITT, who is on the Great Lakes District OIIC . . . LARRY REIS gave a talk at the Sapulpa, Okla. Rotary Club . . . GEORGE ROSE was active in OPW promotion as a member of the Metropolitan Chicago Area OIIC . . . PRESIDENT E. L. SHEA

spoke on "Petroleum and Our Standard of Living" at the Boston Conference on Distribution.

The story of oil progress, told by thousands of oil men, was heard 'round the nation and "2 = 3" was the theme throughout Oil Progress Week activities. That's why it's safe today to say "2 = 3." Nobody'll think you're crazy. They'll know that you know we've made a lot of progress.

What Comes from a Barrel of Crude Oil

What's in a barrel of crude oil? What can it do for you?

A standard barrel of crude oil contains 42 gallons.

With public demand and market requirements setting the pace, here's how the average barrel of crude oil emerges from the refinery:

Gasoline	18.1 gallons
Kerosene	2.3 gallons
Distillates and gas oil	8.0 gallons
Residual fuel oil	8.5 gallons
Lubricants	1.1 gallons
Residue	4.0 gallons

Translating these products into everyday benefits for the householder, the motorist, and other consumers of petroleum, here's what a single barrel of crude oil will provide:

Enough gasoline to operate a popular make automobile for at least 270, and often as high as 350 miles;

Enough motor oil to fill a crankcase, good for a minimum of 1,000 miles;

Enough light fuel oil to supply an average home with heat and hot water for at least two days;

Enough residual fuel oil which, if converted to electricity, will furnish an average home with electrical power

for more than two weeks;

Enough kerosene to do the cooking, roasting and baking for the average family for five days—60 to 80 meals.

Four gallons of residue which can be converted into asphalt for streets and highways, or petroleum coke, or other selected products.

....and Baby Makes Four



MARY
JANE
8



DIANA
MARIE
6



FRANCIS
XAVIER
4

Recent Arrivals

Detroit

LUCY DAINA, a daughter, to LUCY and EARL DEWITT September 11. Their son, Earl, Jr. is a year old. Earl, Sr.'s a chemist. (See page 10.)

DIANNA LEE, a daughter, to ANNA LEE and JOHN NAPOLITANO on September 4. John's in Chem. Research.

DAVID CLARK, a son, to MILDRED and WARREN PERILSTEIN on September 24. Warren is in Chemical Research.

JAMES WELLS, a son, to GORDON and MARGARET WILCOX on September 23. Julie, 4, and Jean, 3 round out the Wilcox family. Gordon is a research chemist in the Analytical Section.

Eastern Region

ANN ELIZABETH HOWELL, a daughter, to KATY and GEL HOWELL, October 29. Sister Julie's almost two. Gel's an account representative.

Los Angeles

SUZANNE KATHLENA, a girl, to RAY and EVA DAUGHERTY, August 8. Suzanne has three brothers. Ray is a field engineer in the Western Region.

STEVEN MORRIS to CHRIS and BO WEILL, August 15. The Weills have three other boys. Bo is assistant manager in the Western Region.



...and baby,
MARTHA
MARY

Frank and Catherine McCahill have a lively and attractive family as these pictures bear out. Mary Jane, upper left is 8, Diana Marie 6, "Buddy" (as he's called at home) is 4 and "Baby" Martha Mary is just 11 months. Frank is in the Ins. Sect. of N. Y. Finance.

They're Married

JIM JOLLY, of Chemical Research, married Sally Edwards, August 30 in Upper Darby, Pa. After a wedding trip to Upper Bar Harbor, Me., Jim got ready to report to Uncle Sam. (See page 27 for more details.)

JOE GUYAN, of Chemical Research, married Irene Hoffman, August 16. Joe and Irene honeymooned in Pennsylvania.

HERB SIMONSON married Nancy Lee Masengarb, August 31, in Moline, Ill. Their wedding trip was spent in Idaho Springs, Colo. Herb is in Chemical Research at the Detroit Labs.



Fire Chiefs

Lou Wilson puts on Fire Power Show at gathering of Ohio fire chiefs in Columbus.

See Fire-Power Show

Always alert to civic interests, Ethyl is happy to cooperate with customers in bringing industry's safety programs closer to community thinking and living.

Pictured here is Ethyl's Lou Wilson, Central Region field representative, in a scene from a Fire Power Show in Columbus last month. The Fire Power Show, originally developed by Ethyl as a service to customer companies in 1948, is still in great demand in many parts of the country. The show demonstrates the causes of fire, and proves that gasoline is perfectly safe when properly handled. The show pictured

was sponsored by SOHIO (Standard Oil of Ohio) and was presented for the State Association of Fire Chiefs.

Lou again put on the Fire Power Show at the Cleveland Chamber of Commerce's Petroleum Club meeting October 7, during Fire Prevention Week. Speaking at the meeting, Cleveland Fire Chief Elmer Cain and Al Bingham, Petroleum Club president and Ethyl account man, stressed that fire prevention depended on educating the public to know that danger is present 24 hours a day. The meeting was attended by 27 fire chiefs and more than 100 members of the club.

Polachek Gives TV Talk on Safe Handling of Gasoline

Bill Polachek took part in a TV program called "Farmtown USA" October 4, sponsored by the Illinois Agricultural Association. Ethyl was given recognition as a service organization in

the oil industry.

The program was devoted to Fire Prevention Week. Bill discussed "Safe Handling of Gasoline" and presented demonstrations with his talk.

Learn by Doing



by Fritz Schroeter

Harry Edgar wields the fire fighting equipment here, as Virgil Harris, Fred Beck, Fritz Schroeter and Harold Faucher look on. Harry seems to have everything in good control.

Fighting a flaming gasoline fire in the blazing sun on a calm, clear day may not be anybody's idea of fun but some 200 researchers from Ethyl's research center in Detroit know it may pay off for them at work or in their homes.

Fire prevention, naturally, is a key part of the overall safety program at the laboratories. This is very apparent when you consider the excellent record the researchers have made. However, accidents can happen and efficient control measures must be developed.

Learn by doing demonstrations and training sessions have been held for all researchers who work in areas in which fires may occur. These training classes are not just lectures and dem-

onstrations intended to point out the cause and effect of fires, rather they are actual training sessions where each employee uses different types of fire extinguishers on good-sized gasoline fires. *Learning by doing* is the only way to overcome the inherent fear of fires and to learn how to control them. The training classes are held on a continuing schedule, weather permitting, with a view toward giving each employee a chance to "eat smoke" every six months or so.

Fire Prevention Week was officially October 5-11. At the Research Labs every one of the 52 weeks is Fire Prevention Week, not only in the labs but at home.



Jess Pollick takes a turn at subduing the fire here. Other Research Department members watch attentively to be all the better prepared when they stand against the flames before the gallery of spectators.



News in Pix

Ethyl girls from Eaton Rouge, New York, and Tulsa attended the first annual convention of the Association of Desk & Derrick Clubs of North America held in Houston's Shamrock Hotel, September 12 & 13. It was a busy two-day session but they took time out to pose for their picture beside the famous Shamrock pool. From left are: Margrette Henry, B.R., Dolores Bennett, Tulsa, Marcy Marquis, N.Y., Martha Monroe, Oreta Buquet, Doris D'Aquin, president of the B.R. D&D, and Wilma Loudon, all of B.R. On Monday, following the convention, they visited Ethyl's new Houston plant. Here Ray Hodgkinson points out the power lines serving the plant.



Other recent visitors at the plant were a group of Pan American Refining executives. Shown here with Ed Hendrick, of the Southern Region (2nd from r.), and Lou Davis, operations supervisor at Houston, r., are, from left, B. F. Babin, R. H. Price and P. F. Miller.

As you can see, Art Sortman (l.) has been turning his talents to the finer things in life since his retirement from maintenance superintendent at the San Berdu Lab. Art landed this 172 lb. marlin after an hour's tussle in the deep blue off Balboa, Calif.





Mel Deer examines the luggage given him as a farewell gift by Detroit friends before his retirement as assistant head of Finance Section at the Labs. Looking on are Joel Warren, Cliff Wilson, Fritz Schroeter & Wally Spring.



Ed Muller receives his 15-year service certificate, pin and congratulations from Southern Regional Manager Harold Berg. Ed, safety engineer, who lives in Beaumont, Tex., was presented his long-service awards at a regional safety meeting in Dallas, Texas.



At a luncheon in celebration of Mat Taylor's promotion from assistant manager of the Eastern Region to manager of sales operations, members of the Eastern Region pinned a "Big Time Operator" button on the honor guest and gave him a piece of luggage. Seated on the left are, from left, Bob Hogan, Redg Bushell, Art Acken (formerly of Eastern Region), Larry Blatchford and Herb Moseley; standing at rear are Don Forsdick and Marshall McDorman; seated at right are Mat Taylor, Dick Murphy, Bob Richardson, Roy Goltz and Mac McCooley; standing at right are Don Flynn, Jim Beckwith, Bill Rusher and Don Williams. Inset: Dick Murphy, eastern regional manager, presents the luggage with hearty congratulations and good wishes from all of Mat's friends in the Eastern Region.

Promotions and



Fred Robinson

Central Region

Al Ryan, Central Region account representative, moves to Denver to take over the post left open by Art Roberts. Art leaves to take over the

Frontier Refining Company distributorship at Steamboat Springs, Colo. He will operate as the Roberts Oil Company.

Al Basye has been promoted to Kansas City as account representative. Al was formerly field man in Indianapolis. Fred Robinson has been transferred to become Central Region's fuel technologist. This final appointment completes the reorganization of the Fuel Technology Section of the Sales Department. Fred formerly managed the Yonkers Gasoline Testing Lab. He joined Ethyl in June 1946 as assistant lab manager in Yonkers. In 1947 he was appointed manager and has held this job up to the present.

Detroit

Joe Teeley was appointed assistant head of the Accounting Section on September 1. He succeeds Mel Deer who has retired (see News in Pix, p. 23.)

Yonkers Lab

Fred Ramin takes over as manager of the Yonkers Lab. Fred's Ethyl history goes back to 1941 when he started as a



Fred Ramin

chemist at the Tulsa Lab. He took time out in 1943 to serve in the Navy for three years, but returned to the Tulsa Lab in 1945 following this interruption. He remained there until April 1949 when he was transferred to the Yonkers Test Lab as deputy manager.

Eastern Region

Don Forsdick will be representative for Boston and New England. BB announced that Don would be assigned to metropolitan New York. It has since been decided to assign Paul Fitzpatrick, trainee graduate, to work in the metropolitan N. Y. territory.

Trainees Now on the Job

The 1952 Ethyl sales training program is completed and the eight members who've spent the summer between New York, Detroit and Yonkers are fully oriented and ready for duty.

Ray Faller, manager of training, who helps recruit Ethyl's future representatives while they're still in college, started the men off on their 14-week course on July 1. From a general indoctrination on engines and fuels in New York, the men went to Detroit where they engaged in vehicle and engine tests and learned about combustion research, technical service and engine development. While in Detroit they also took the Sun Tune-Up Course. The final weeks were spent in Yonkers where they learned about gasoline testing, visual aids and demonstrating engines, brushed up on public speaking, salesmanship and safety. You can easily see Ethyl's program is comprehensive but intense.

Three of the trainees have been as-

Transfers

signed to Eastern Region: PAUL FITZPATRICK and GENE SATTLER, graduates of the University of Pennsylvania and WIN FLIESS, Columbia grad.

JIM CRAIGMILE, product of Purdue, reported to Central Region, October 6.

HANK GODBEY, of Georgia Tech, went back to the Detroit Labs for further temporary training.

BOB LANDIS, from Pennsylvania State, has reported to the Southern Region.

CAL DUNBAR, from U.C.L.A., and ALLEN JONES, from Michigan State College, reported to the Western Region in Los Angeles, October 10.

The 1952 program marked the last that Ray Faller will conduct personally. Next year, Fred Naylor, new manager of personnel development for the Sales Department, will take over and Ray will act in a consulting capacity on future sales training programs. This arrangement will enable Ray to spend his time on training programs for the entire company.

Cross Country Send-Off

A farewell party was given jointly for DON and PEGGY CHAPMAN and FRED and BETTY NAYLOR to celebrate Don and Fred's promotions and moves to New York City. Don and Peggy were presented a silver ice chest and Fred and Betty some luggage.

The party was arranged by the Los Angeles men and their wives at Ted Littlefield's home in Pasadena. Ted is western region manager. The new assignments, announced in August, make Fred manager of personnel development for the Sales Department, and Don, sales promotion manager.

Party for Paul

Western Region had occasion for another get-together when Paul Harris, Western Region safety engineer, transferred to Chemical Sales. Paul, gifted with a silver ice chest inscribed "from the Western Region gang," will continue to work on the West Coast.

Lou Shank Recuperating

Lou Shank, assistant to the sales vice president, suffered a mild heart attack on October 9. He is now in the Lawrence Hospital in Bronxville, N. Y., where he is reported to be coming along nicely. It is hoped he will be out of the hospital and back home by the time this reaches you. His address, in case you want to write, is 144 Dellwood Road, Bronxville, N. Y.

News of Men in Service

JIM JOLLY, who joined Detroit Chemical Research in September 1951, left Ethyl for a military assignment on October 8.

Commissioned a 2nd lieutenant in the Infantry while he was in the ROTC unit at Michigan State College, Jim has been called for active duty. He reports first to Fort Benning, Ga. and will be assigned to the 31st Infantry Division, Camp Atterbury, Ind.

LT. COL. BOB SMITH was in the Army for two weeks in September. A U. S. Army reserve officer, Bob served as director of The Command and General Staff College Branch of the Wichita Officer's Reserve Corps School.

Bob writes that he enjoyed the two weeks and mentions that his quarters at Forbes Air Force Base were across the street from the Officer's Club. "Life in the military," Bob confides, "can have its redeeming moments."

Milestones 25



Bill Schulze congratulates Bob Mescher on his 25 years with Ethyl. But it could almost read the other way 'round too, as Bill celebrates his 25th Ethyl birthday next month. Others watching are: Rollin Gish, "Dave" Davidson, Fred Meyer, Frank Fricker, Cleve Walcutt, Clint Leacock, Dick Scales, Chuck Hawley, Hal Gibson, Earl Bartholomew, Jim Foote, Durward Rossman, Jack Macauley, and Jack Taylor.

Bob, who supervises the installation of special equipment in the dynamometer laboratories, came to Ethyl in 1927, in time to be in on the lab move from Yonkers to Detroit. He was in one of the test cars on the drive to Detroit and upon arrival helped install equipment for the new Research Laboratories. Bob worked in the machine shop in Detroit for a while developing the Series 30 and demonstrating engines before transferring in 1935 to the dynamometer section. A great sports enthusiast, Bob's an expert at pitching horseshoes and is a champ bowler on the Detroit league team. Around Dayton he's still remembered as a race car builder and driver. In more recent years he has become an avid fisherman and hunter. Bob and wife, Margaret, have two daughters, Ida 21, and Sharon Lee, 7. They live in Detroit.



Mac McCulloch

Mac McCulloch's 20 years with Ethyl are a record of progress from field engineer to assistant manager of the advertising department. He started with Ethyl in 1932 as a field engineer in the Kansas City Division where he spent 14 years before coming to New York in 1946. But promotions were part of Mac's work in the midwest, too, such as Ethyl's 1933 Chicago World's Fair Exhibit and the Mobile Clinic, which he managed until it was discontinued. Mac checked into the Armed Services in 1943 for 2½ years of service in the Navy. He returned to the K. C. Division, reporting back to the Iowa territory, and in 1946 was transferred to New York as sales promotion assistant to the general sales manager. In 1947 he was named sales promotion manager. He held this post until late this summer when he moved up to become assistant manager of advertising and sales promotion. A native of Owensboro, Ky., he won his B.A. in 1931 at the University of the South in Sewanee, Tenn. Mac and his wife Allene live in Wilton, Conn. with their two sons Keith III, 14 and Allan, who is 12.



First in Houston to Hit Twenty-Five Years

Walter Babcock, left, an operations supervisor, is the first employee at the new Houston plant to hit the 25-year service mark. Here he receives a wrist watch, service certificate and pin from Plant Manager Wally Armstrong. With them are Jasper Kobler, Jr., operations chief supervisor, who received his 25-year awards a few weeks later, and, Nelson Hart, assistant chief, at right.

15 Years

Paul Monahan, Finance, N.Y.; Gil Way, Research, San Bernardino; Charlie Welch, Sales, Central Region.

10 Years

Don Jennings, Detroit Research Laboratories; Mary O'Brien, Finance, N. Y.

5 Years

Harry Dittmar, Research, Detroit; Louise Hill, Yonkers Gasoline Testing Laboratory.

Schaefer Wins Certificate of Achievement

John Schaefer, vice president in charge of manufacturing and traffic, was awarded a Certificate of Professional Achievement and an Honorary Citation by the University of Delaware on October 18.

A graduate of the university in the class of 1924, John was honored at ceremonies in connection with the dedication of a Chemical Engineering

addition to the H. Fletcher Brown Laboratory. The certificate was presented by David L. Arm, dean of the School of Engineering. Similar awards were made to 18 other prominent industrial, educational and scientific leaders.

The certificate was given to Mr. Schaefer for his "outstanding leadership and accomplishment" during the 25 years he has been with Ethyl. His Honorary Citation from President John A. Perkins pointed out that "your ability in the management of major plant expansion programs at two locations in the Southwest has done much toward making your company one of the country's major chemical manufacturers."

University of Delaware

Certificate of Professional Achievement

John Henry Schaefer

given by your Alma Mater in recognition

of
outstanding Leadership and Accomplishment

John A. Perkins

David L. Arm

Extra-Curricular

Ken Barr

Ken Barr, husband of Katherine Barr, was recently chosen chief of staff of the National Association of 6th Infantry Division when they met for a 3-day convention in Chicago. Some 2,000 veterans of the Korean occupation make up the Association. Katherine is secretary to Central Region Manager Jack Pruitt.

Ray Fallor

Ray Fallor, manager of training, has been named chairman of the student committee for 1953 of the Society of Automotive Engineers.

Harold Flood

Harold Flood, who assists Harold Mehler in building sales promotion equipment at the Yonkers Lab, is a part-time electrician after Ethyl-hours. He has the pleasant job of lighting up the "Wish You Were Here" set at the Imperial Theatre in New York.

Mike Gaydos-Bill Croissant

Mike Gaydos, assistant traffic manager, was elected vice chairman of board of governors of the Metropolitan Traffic Association at the September meeting. Bill Croissant, of N. Y. Traffic is treasurer of the club.

Headlines in Chemistry

Martin Smith, Bill Hamilton and Gus Montes, all from the Chemical Development Section at Baton Rouge, are serving on the American Chemical Society's radio program, "Headlines in Chemistry" over B. R. radio stations, WAFB and WLSU. Aim of the program is to acquaint the public with contributions made by chemists and chemical engineers to everyday life. It will continue through May of next year.

Steve Henry

Steve Henry spoke before the Rotary Club in Alexandria, La. on October 14 on the activities of the Ethyl Corporation. The same day he addressed the Clearing House Association Conference in Alexandria, with a talk on "Human Relations in Industry." Steve is director of community relations in Baton Rouge.

Bill Hubner

Bill Hubner, of N. Y. Product Development, was recently presented with a framed Silver Certificate of Recognition as a commemoration for 25 years of participation in the work of the Metropolitan Section of the Society of Automotive Engineers. Earl Bartholo-

Mike Gaydos

mew and Jack Macauley, of our Research Laboratories in Detroit, are also veteran SAE members. Jack's membership dates back to 1924 and Earl's to 1927.

Ed Kurt

Ed Kurt has been named chairman of the Manpower Committee of the Detroit Section of the American Chemical Society. The committee will work with high schools and colleges on coordinating vocational guidance and student counseling programs. For more about Ed and his work with universities see p. 11.

Lighthouse for the Blind

Ethyl's volunteers for the worthy Lighthouse fund drive during September were: Erma Harris, Peggy Smith, Mary O'Hern, Grace Gregna, Marge Smith, Miriam Eich, Florence Ludwig, Marjorie Dunne, Alice Lahn, Edna Blakley, Gen LeRoy, Gerry Harris and Yvonne Guertin. Mary Gartland was the group's chairman and Dorothy Locke served as co-chairman. The girls worked at the New Yorker, McAlpin, and Biltmore hotels and also at the Port Authority Building. The drive ran for a month.

Ted Littlefield

Ted Littlefield, western regional manager, gave a talk on "Engineered Thinking" at the Oil Industry Information Committee meeting in Salt Lake City in August.

Wheeler Lovell

Wheeler Lovell, associate director of research at the Detroit Labs, presented a paper on "Potentialities of the Use of Petroleum Fuels for Power Production" at the 122nd meeting of the American Chemical Society in Atlantic City, September 16. The paper was part of a symposium on unsolved problems of the petroleum industry.



Jean Pruitt

Jack Pruitt's wife, Jean, is helping to muster out the vote for November. She's block captain in the Women's Republican Organization of New Trier Township, Ill. Jack is central region manager in Chicago.

Fred Robinson

Fred Robinson, fuel technologist for the Central Region, completed the Quartermaster Petroleum School courses held recently in New York. Members of many oil companies participated in the industry program presented by the Army.

Max Roensch

Max Roensch, research supervisor on engine development at Detroit, took part in a discussion on engine wear at the meeting of the Metropolitan Section of the Society of Automotive Engineers in New York on October 16. Max served as moderator for the meeting.

Edward L. Shea

President E. L. Shea spoke on "Petroleum and Our Standard of Living" at the Boston Conference on Distribution, October 21. He spoke at a luncheon in the Hotel Statler, sponsored by the Boston Advertising Club.

Bill Van Wyck

Bill Van Wyck, safety engineer in the Western Region, was elected to the Board of Trustees of the Inter-Community Hospital in his home town of Covina, Calif. The hospital operates on a non-profit basis and serves seven towns in the area.

Harry Wheeler

Harry Wheeler spoke before the Shreveport, La. Rotary Club on October 31, on the activities of the Ethyl Corporation. Harry is manager of operations at Baton Rouge.

Tom Wilkinson

Tom Wilkinson, of Detroit Technical Service, served as a member of the Conservation Conference Committee in setting up a new conference at the Higgins Lake Training School, Higgins Lake, Mich., September 12 and 13. The Conservation Conference, held for representatives of business, industry and finance was jointly sponsored by The University of Michigan, The Michigan Chapter of the Soil Conservation Society of America, the National Association of Manufacturers and the Michigan Department of Conservation.

Can It Be Moonglow?

The age of science is wonderful. When we had a water shortage, the rainmakers took care of the problem and our worries. The movies bring us pictures of vegetable-men visiting the earth suggesting life on other planets. We hear, too, of rocket flights to the moon that may soon be planned.

Which brings us to the point. To keep you up on the very latest, right off the editor's desk, here's a moon-struck suggestion from the world of science that we think you'll find interesting:

SYNTHETIC MOONLIGHT has been suggested by a British scientist. It could be made by sending just a few ounces of sodium powder up in a rocket, with arrangements to eject it into the air about 40 miles above the earth, says Professor D. R. Bates of Queens College in Belfast. On nights when nature doesn't provide enough moonlight for lovers and others, Dr.

Bates claims this chemical powder would give a luminosity rivaling the moon's own yellowish glow.

A new market for this product? Knowing that Ethyl turns out sodium in larger quantities than any other company in the world, and always alert to new marketing possibilities, not only for "Ethyl" antiknock compound but our other products, Dolly Dollahan, account representative in the Central Region, sent a newspaper clipping about synthetic moonglow to Harry Kuhe, in charge of chemical sales, with this comment:

"Just think how popular our company would be by introducing synthetic moonlight! It would be quite a boon to matrimony, would indirectly help increase the population, which in turn would cause more people to buy automobiles and we in turn would sell more 'Ethyl' antiknock compound. It has unlimited possibilities."

Our Contributing Editors the EYES and EARS of ETHYL

With the luck of the Irish, Al Ryan, who grew up in a coal mining area and emerged from school in the depths of the depression, always manages to land on his feet. Determination undoubtedly has something to do with it. And his sense of humor probably helps.

The first thing we picked up of interest on Al's life was a quip of his on the Company's biographical form. Asked if he had any record of honors, medals or distinctions, Al spoke up with typical candor: "... was elected treasurer of my college senior class which surprised me very much. Probably have been defeated in more elections than our Republican Senator from Illinois, Curly Brooks." That was back in 1941 when Al joined the Chicago Division as a field man.

And Al's been moving up and around with Ethyl ever since. He moved from Chicago to Wood River in 1943 as safety and account man. He moved to Kansas City March 26, 1951 as account man, working mainly with cooperatives. And news of a move is again imminent as he'll replace Art Roberts (see page 26) in Denver. It is perhaps significant that Al belongs to the Royal Order of Migratory Ducks.

But things haven't always been quite this transitory. Al spent the first

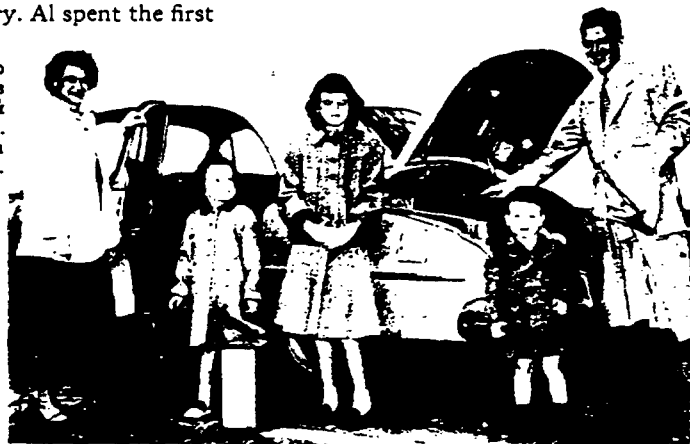
24 years of his life in Illinois' "Little Egypt"—he grew up in this area of Southern Illinois (so called because of the many Egyptian-named towns) and took his B. S. from Southern IllinoisU. He later won his M. A. at Northwestern taking courses part-time, while working as educational director for the CCC.

Al's first job was with the Illinois State Geological Survey at Urbana where a small group was experimenting on making coke out of coal. After that he had a job as investigator for a relief organization during the depression. In 1935 Al pulled up stakes and went to Chicago; got himself a job as educational director for the CCC in Skokie Valley and around Chicago.

Al happily reports that, after a year of absence making the heart grow fonder, he married his home-town girl, Edithe, in 1936. They now have three children, Sheila, who is 11, Betty Jane, 6, and Johnny, 4—who are the apple of Al's eye.

Al plays a good game of ping-pong. He and Bill Howard were rivals for Ethyl's K. C. championship. Al also "likes to barbershop," and sings a nice tenor. His favorite piece? "My Wild Irish Rose."

All set and ready to go! Edithe Ryan holds the door while Al & Johnny check the trunk. Betty Jane and Sheila stand by ready to start.



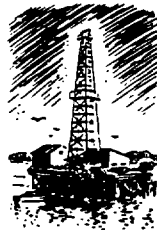


OIL-ALMANAC

OCTOBER 5. A California girl became the first woman transcontinental airline passenger on October 5, 1922. It took her three days to travel from Los Angeles to Long Island, N. Y., in a De Havilland plane powered by a 400-horsepower Liberty engine.

OCTOBER 6. On October 6, 1936, construction crews started clearing land on a 200-acre site at Baton Rouge, Louisiana, for the largest plant of its kind in the world. This was the beginning of "Antiknock City"—an integrated chemical plant for the production of "Ethyl" antiknock compound. Buildings called for in the original plans were soon completed, but construction actually has never ceased at Baton Rouge. A continuing expansion program has been necessary to meet the ever-growing demand for "Ethyl" antiknock compound.

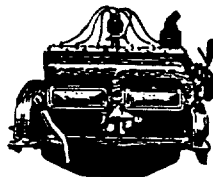
The first well drilled in the open waters of the Gulf of Mexico was started on October 6, 1937. Superior Oil Company and Pure Oil Company joined forces for the venture a mile offshore from Creole, Louisiana. The companies sank the well from two wooden piling structures in fourteen feet of water.



OCTOBER 8. A French Panhard was the winning car in the first Vanderbilt Cup Race held on October 8, 1904, at Hicksville, Long Island. The Panhard averaged 52.2 miles per hour for the 300-mile grind around a 10-mile course.

The second of Ethyl's gasoline testing laboratories was opened in New Orleans, La., on October 8, 1928, and was soon followed by others. Today, Ethyl has five of these laboratories strategically located throughout the country, testing more than 15,000 samples annually. This extensive gasoline testing program is maintained by Ethyl as a service to refiners—to help them, individually to obtain the greatest value from their antiknock compound purchases and to assist them in the production of high-quality gasolines.

OCTOBER 15. Generally recognized as the first high compression automobile engine was Chrysler's "Red Head." This engine was designed especially for the best gasoline of its day, and the words "Use Ethyl Gasoline" were stamped on the gas caps. Walter Chrysler took one of these engines to Europe in 1927 to demonstrate the advantages of high compression power. A special blend of "Ethyl" gasoline was made on October 15, 1927, at Le Havre, for Mr. Chrysler's demonstrations, which greatly impressed French automobile engineers.



OCTOBER 17. A nitrogen plant was the first unit completed during a forty-million-dollar expansion program at Ethyl's Baton Rouge plant. The unit, which went into production on October 17, 1948, doubled the output of nitrogen at Baton Rouge and helped the plant meet increased demand for "Ethyl" antiknock compound.

OCTOBER 23. A caravan of test trucks and cars arrived in Southern California in 1935 to establish an Ethyl research laboratory for road-testing fuels, engines and lubricants. A laboratory site had been chosen at San Bernardino, where the test units operated from a converted garage until their new building was completed on October 23, 1938. Since that time, passenger cars and truck fleets have rolled up well over six million miles of road tests in the great natural proving grounds of the San Bernardino area.



No, not magnified rain on a window pane—not blown-up snow reflected against a dark sky. Puzzled? Then turn to page 13 for the solution to the mystery.