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ETHYL
NEWS

1934-35

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1934-35

THE ETHYL NEWS



THE NEW ETHYL BABY



Published by THE ETHYL GASOLINE CORPORATION, N. Y.

VOL. I, NO. 1.

W. CARY HARRIS, Editor

OCTOBER, 1934

ANNOUNCEMENT!

This is the first issue of a monthly news sheet, published by the Ethyl Gasoline Corporation, for the information and diversion of its members. Like all good things, it's starting in a small and unpretentious way. Whether or not it grows into a lusty young house publication, or dies on the stem, is largely up to the men in the field because this is essentially your publication. In fact, you asked for it.

It is hoped we can publish this news sheet every month. We can, if we get the news. We want it to contain personal and business news of interest to everyone in the corporation. If it's successful, it will help us all to become better acquainted with one another. It will help us in a business way, too, because it will carry interesting news from the divisions, informative articles from the Detroit laboratory, and helpful items from the various executives. Farther on we'll explain how everyone in the company can help make this an entertaining, permanent and successful publication.

* * *

We Want News!

Obviously, there can't be any news sheet without news from the field. News from New York is all right, but everyone minds everyone else's business there anyway, so that wouldn't be interesting for long.

For one thing, we want "personals". We'd like to know, for example, whether young "Hymie" Berg is still getting only two bottles of beer a day . . . how Bob Jordan can hold an important divisional meeting at 2:00 o'clock and get out on the golf course by 2:01½ . . . how Sam Wagner likes EPIC . . . why Lou Wilson was mistaken for Dillinger a few months ago. In fact, everyone is encouraged to tell on everyone else. If the news is fit to print, we'll print it. If not, it will amuse the Editors anyhow. Send it in.

* * *

We Want More News!

In addition to "personals", we want some interesting business news, too. Give us short items about interesting meetings; give us the dope on special drives; tell us the results of special work with fleet operators. Just because something may seem like an everyday job to you, don't dismiss it as uninteresting. Send it in. If it isn't interesting enough for publication, the Editors won't publish it. But remember that stuff that may seem to be all in the day's work to you, may be darned interesting to someone in some other territory.

And now we'll spill what little news we have for this first issue. Hold your hats, fellers, here we go!

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MEET MR. WEBB



EARLE W. WEBB was born at Morehead City, North Carolina, on February 9, 1883. After spending his early youth at home, he went to Trinity College (now Duke University) for three years. He transferred to the University of Michigan at Ann Arbor at the beginning of his senior year, and was graduated from there. He later attended the New York Law School in New York City, and became a member of the New York Bar.

After serving his apprenticeship in attorneys' offices, Mr. Webb practiced law in New York City for fifteen years—during which time he was attorney for several large corporations.

In 1921 Mr. Webb became General Attorney of General Motors Corporation, with headquarters in Detroit. The Ethyl Gasoline Corporation was formed in August 1924, and the following April, Mr. Webb, was appointed its President.

Mr. Webb guided the course of our company through its tortuous early days in a way that gave ample evidence of his capacity for analysis and handling of a difficult situation. His patience, his open-mindedness and his diplomacy, his views and policies are woven in the entire progress of the company.

It is characteristic of Mr. Webb that he takes a deep interest not only in the company's business, but in its personnel as well. He knows intimately, practically all of the members of the staff. He gives the utmost consideration to the viewpoints of the oil companies that do business with us, as well as to all of our other business contacts, and to the views of his associates.

Mr. Webb's home is in Greenwich, Connecticut, where he lives with Mrs. Webb and their two daughters; his son is married and makes his home in Morehead City, N. C. He is a member of a number of clubs, and is a Trustee of Duke University. He is an extensive reader, his literary tastes inclining more to biographies and history.

(Editor's Note: One of the chief purposes of this news sheet is to bring the members of our organization in closer touch with one another and with the executives of the company. One step in that direction will be a monthly feature giving a short biography of the men whose policies guide the company. We naturally start with our President, Earle W. Webb.)

SHANK WINS!

Last July, Mr. Taylor notified all division managers of a series of meetings to be held throughout the organization starting August 20th.

In connection with these divisional meetings it was requested that each member of the field staff prepare a paper to be read and discussed at the meeting. The manuscripts were to cover certain topics and in order that all papers would be along the same definite lines, an outline of the subjects to be discussed was given.

It was further suggested that "each man place himself in the same frame of mind that he would have if he were the chief executive of the Corporation and it was entirely up to him to make decisions on all of the problems that effect the future successful operation of the Corporation."

The thought behind this was that as our field staff is in very close touch with practically every condition in the industry it was felt that they could give a great deal of information which would aid in formulating a 1935 program. It was desired that each field representative make practical use of the information he had gained during the year to give definite opinions on our present and future policies.

Mr. Taylor announced that at the conclusion of the meetings all the papers would be turned over to a committee to determine which one indicated the most thought combined with constructive and practical suggestions. A grand prize of \$50 was to go to the man submitting the outstanding paper in the organization and a prize of \$25 to the best in each division.

Your committee had an extremely difficult task and in a number of cases were not unanimous in their selections. However, after much consideration, the following awards were made:

Grand Prize

L. W. Shank Baltimore Division

Divisional Prizes

W. C. Petty	Atlanta
L. W. Shank	Baltimore
D. S. Flynn	Boston
A. B. Wyrick	Chicago
Vincent Keenan	Dayton
C. E. Kautz	Kansas City
J. G. Martin	Los Angeles
J. A. Costello	New York
Harry Kuhe	Tulsa

First Gold Ever Taken from Sea Water Comes from Ethyl-Dow Plant at Cape Fear

At the fall meeting of the American Chemical Society, Dr. Willard H. Dow reported that the bromine plant at Cape Fear had produced its first gold from sea water in the form of a tiny nugget weighing 1/10th milligram. This is about the size of a pin head.

The cost is still prohibitive for commercial purposes—about ten times the present market price of gold, \$35 an ounce. It was nevertheless an interesting experiment and will no doubt lead to more productive efforts. In this case, the precious metal was extracted by the use of colloidal sulphur, which, dissolved in water, settles, carrying the gold with it.

* * *

Good, If Not Strictly True!

Charlie Lindsey of BBD&O recently stopped at a Socony station for gasoline. He reports that the attendant bounced out of the station, jabbed the Ethyl hose in the tank of his car, and said, "Shall I fill it up with Ethyl, sir?" Charlie, completely non-plussed by this enthusiasm for Ethyl on the part of a station attendant, surrendered without a struggle. When he asked the attendant how his Ethyl sales were going, the latter said, "Better than 50% of my customers buy Ethyl because it's more economical, you see. You get better mileage from Ethyl because all of the gas burns. There's no waste like when you use other gasolines."

Our hats off to that Socony station man for a swell sales talk, even if it wasn't the gospel truth!

* * *

Death of Lewis S. Edwards

The entire organization will learn with regret of the death of Lewis S. Edwards, of Harold Berg's Division. Edwards, who was on his way from Wichita to Coffeyville, Kansas, on personal business, was driving a borrowed car. He was side-swiped by a car coming in the opposite direction. His car turned over and took fire immediately. According to witnesses, Edwards was either dead or unconscious when the fire started, as he made no effort to escape. The car burned so quickly that onlookers were unable to do anything to help him. Edwards is survived by a widow and small son.

THE MASKED REPORTER

Harry Grierson, of our accounting department, has been puzzled all season as to whether to put his outboard motor on the "mother ship" or on the dinghy. He contends that the logical place for the outboard would be on the dinghy, since it has a two inch greater beam and should tow the mother ship.

* * *

Les Roberts of the Yonkers Lab informs us that the next business meeting of the ping-pong team will be held in the blue and gold room of the adjoining restaurant.

* * *

Ed Walter: "Were you able to entertain yourself while waiting for me here in the office, darling?"

Mrs. Walter: "Yes, dear, I amused myself with those colored pins in that map on the wall. I changed them all around and made them look a lot better."

Ed Walter: "Good lord, my dear, those pin-heads represent our field staff!"

* * *

Lucien Locke, Adv. Mgr., was overheard the other day at Abercrombie & Fitch (sporting goods store) asking for a special thirty-foot bass rod so that he could sit on his rear veranda and fish in the lake at the rear of his home without leaving the house.

* * *

Our masked reporter reveals that he saw a box of candy reposing on the desk of Elinor Gunn, our N. Y. receptionist. He is wondering what insurance man gained entrance into the sacred portals and who the victim was. Maybe it was a Fuller Brush man, Elinor?

* * *

Jay Goux (pronounced Goo), one of the men who sign our salary checks, makes a hobby of farming; when he isn't farming, his other hobby is picking potato bugs.

* * *

On Thursday, October 18th, Dick Murphy went out to Hollidaysburg, Pa., and got himself definitely and legally married. The unfortunate girl is one Mary Shelby. According to latest available information, they're bound for Haiti or some such place where there's sunshine by day and moonshine by night. (Take the pun or leave it.)

Miss Corcoran, Mr. Mitnacht's (Sec'y. and Treas.) secretary, is slowly recovering from a fractured skull in the Fifth Avenue Hospital. Miss Corcoran was on her way to the office, when she stumbled on a subway staircase, and not knowing the seriousness of her injury, she resumed her journey to the office where she collapsed. We all admire your loyalty and pluck, Miss Corcoran, and send our best wishes for a speedy recovery.

* * *

Walt Resler (Statistician) has recently been putting on weight. Without doubt, he is the only man in the corporation with a corporation. How is it, Walt, that you can add weight when most of us lose it, after looking at those pink and white charts of yours?

* * *

Here's one that even slipped past the editor. Cary Harris is Scotch, even to Scotch plaid neckwear. His thrift accounts for the thinness of this issue. Come on, girls and boys! Send in your articles and let's force him to give us a bigger and better issue.

* * *

Jim Boudreau (N. Y. Div. Mgr.) is one of the few remaining bachelors in the Ethyl family. Perhaps it's bashfulness. Won't someone be good enough to register him in one of those correspondence matrimonial agencies?

* * *

If you haven't heard, and you possibly missed seeing the bridal picture, may we direct your attention to the marriage of Eddie Nieser, of the Accounting Department.

* * *

Rus Weston (Sales Dept.) whose hobby is sailing and who has always wanted a sailing craft says that the next time he has an opportunity to get "Three sheets in the wind" he is going to mount them in a hull and sail the briny deep.

DETROIT ENGINEERING LABORATORY

Until the middle of 1925 the research activities in connection with Ethyl Gasoline were carried on in the General Motors Research Laboratories at Dayton, but at that time the removal of the General Motors laboratories to Detroit was started and it became necessary to give consideration to the future of experimental work on Ethyl Gasoline. In view of the fact that as successor to the General Motors Chemical Company, the Ethyl Gasoline Corporation had been created under the joint ownership of General Motors and the Standard Oil Company of New Jersey, and inasmuch as the Ethyl research promised to be a combination of oil and automotive problems plus others of a specialized nature, it was decided to establish entirely independent Ethyl Gasoline Corporation Laboratories at Yonkers, New York.

Experimental work in the new quarters began in the latter part of 1925. It soon became apparent that Ethyl Fluid could and probably would have an important influence on automotive engine design which would in turn have far reaching effects on the refining of gasoline. The company faced many unsolved engineering problems, the most important being,

1. The absence of comprehensive data on the power and economy benefits of high compression.
2. The undetermined relation of fuel anti-knock value to engine compression ratio.
3. A needed investigation of changes in engine design, particularly of spark plugs, valves and cooling systems, demanded by higher compression pressures, and the relation of Ethyl fluid to engine metallurgy.
4. The urgent necessity for reasonably good apparatus for the determination of fuel anti-knock value.
5. The unavailability of men for contacting automotive manufacturers on problems in connection with higher anti-knock fuels and their utilization.

The desirability of an engineering organization was obvious, hence in 1926 the recruiting of men and the assembly of engineering experimental apparatus was started on a modest scale. An extensive study of high and low compression on two different types of engines was completed and thus became available fundamental data on the problem which are as valuable today as when obtained.

By the summer of 1927 a knock testing unit had been developed which incorporated means for the control of cooling, speed and mixture ratio. Shipment of similar units was being made to oil refiners who were guided in their test work by a general instruction book prepared by the laboratory.

In the fall of 1927 there was an unmistakable indication that the corporation's engineering research, because of its close relationship to that of the automobile industry, should be transferred to Detroit where more intimate contact could be had with automotive engineers and where, through a generous offer by Mr. Sloan, the facilities of the General Motors Proving Ground were available. In November the small group of engineers moved the engineering experimental equipment into a former automobile dealer's quarters having a floor space of approximately 6,000 square feet. Two small offices and a single-cylinder engine experimental room were partitioned off but all other activities, including dynamometer work, construction and testing of knock testing engines and servicing of road test cars, were carried on in one room. Because of the urgent need for the answer to certain questions, one new and four used dynamometers were put into operation.

In May, 1928, as a result of intensive research, the "3-J" mix of Ethyl Fluid was succeeded by the "B" mix and a year later the 1-T mix was adopted. Since that time numerous adjustments have been made to keep the fluid abreast with automotive progress.

Development of apparatus for fuel knock rating continued, culminating in the production of the Series 30 engine with variable-temperature evaporative cooling synchronous generator power absorption, V-belt drive, thermal element knock meter, pivotless breaker and neon tube spark protractor. Knock testing engines are no longer manufactured at the laboratory, most of the features of the Series 30 engine having been incorporated in the C. F. R. variable compression engine which is now the standard equipment for knock testing.

Fundamental research on the combustion of fuels and Ethyl Fluid and the thermo-dynamics of higher compression ratios is always in progress and at the present time, work is being started on a program to determine the effect of supercharging on power, economy, fuel anti-knock requirements and

the correlation of knock ratings with single-cylinder laboratory ratings. A study of exhaust valve temperatures attained on the road and on the dynamometer was recently completed, together with an evaluation of the effect on temperatures of conditions of engine operation. Investigations on valves and ignition systems have pointed the way toward improvements in each and there is promise of further developments.

Since operations were started at Detroit, co-operative work with passenger car, truck, tractor and stationary engine manufacturers has always constituted a substantial portion of the research program and the influence of fuels on further progress in engine design, coupled with the necessity of simultaneous Ethyl Fluid adjustments, is probably ample assurance that this relationship will become even closer.

The laboratory now has 44 employees exclusive of 5 Sales Department employees and test car drivers varying in number from 12 to 35, occupies approximately 40,000 square feet of floor space, uses a total of 11 dynamometers, 15 single-cylinder engines, a fleet of cars, trucks and tractors owned by the Corporation and the fleet of the Dayton Power and Light Company. Gasoline consumption is approximately 100,000 gallons per year. The dynamometer department can handle any automotive engine now in production and can test experimental engines up to 6,000 revolutions per minute. Exhaust, fuel and control systems are of the best. It is doubtful whether any laboratory has a staff more proficient in the conduct of tests designed to indicate small differences in fuels or engine materials under test.

A well equipped shop builds demonstrating engines, replacement parts for knock testing engines and experimental equipment for both the engineering and chemical laboratories. Many problems, because of their nature, are investigated jointly by the engineering and chemical laboratories.

A detailed description of the laboratory equipment and the projects in progress is outside the scope of this article and will be the subject of future articles.

(Editor's Note: We plan to have as another regular feature of our publication a descriptive article of our various laboratories, and the work being carried on in them. As this is our initial number it seems fitting that we start with a brief history of the Detroit Laboratory which is perhaps our most important unit. In future issues we also hope to devote space to "up to the minute" developments at the Detroit Engineering Laboratory.)

Have You Got What It Takes?

When large employers look around for responsible aides, which characteristic do they look for first? B. C. Forbes had some interesting answers in his syndicated column on September 4th. Among the executives he asked was Mr. Webb, who replied "Forthrightness". Charles F. Kettering looks for "intelligence"; Pierre S. duPont wants "reliability"; Charles M. Schwab insists on "loyalty"; John D. Rockefeller and R. E. Olds look for "character"; Walter P. Chrysler likes "courage", and Alfred P. Sloan wants "honest thinking".

*Ability to go straight; do the essentials without confusion of thought. Simple, direct, intellectual honesty. Straight thinking, unmixt with self interest, vanity, pretense or fear.

Pike's Peak Climb Won With Ethyl

"Beef-s-eak" Berg, of Kansas City Division, sent in this letter of appreciation, written by Glen Shultz to John Stump, our energetic Kansas City Field Representative.

Dear Mr. Stump:

This is to advise you that Ethyl Gasoline was used in my Shultz Special in winning the Free-For-All Event in the Pike's Peak Hill Climb and broke the former course record by almost a minute.

We were carrying extremely high compression in this engine and found it absolutely necessary to use a non-detonating type of fuel and after some experiments, found Ethyl much superior in getting this job done.

Three Fords won the Stock Event and finished fifteen seconds apart, bettering the former course record over half a minute and all three used Ethyl.

I wish to express my appreciation of the perfect co-operation you have given me in this connection. Wishing you success and with best regards, I am

Sincerely yours,

Glen Shultz.

* * *

You Tell 'Em

"See here," said the Indian inspector, "it is a violation of the law now to have more than one wife, and the law must be obeyed. When you get back home you tell all of your wives, except one, that they can no longer look upon you as their husband."

"You tell 'em," suggested the Indian after a moment's reflection.

—From "The Diamond."

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
135 EAST 42ND STREET

NEW YORK

J. C. TAYLOR
SALES MANAGER

October 19th, 1934

All of our Division Managers know the various members of our Sales Staff and how each one fits into our organization but for the men in the field and others not so familiar with the Staff or their duties - let's get acquainted.

ED. WALTER - Assistant Sales Manager in charge of the general operation of the field staff including routine duties as well as all fleet and automotive work and supervision of mixing installations. He is responsible for all special equipment used by the field staff and is the contact man between the Sales Department and the Detroit Laboratory.

HARRY KALEY - Assistant Sales Manager in charge of all jobber promotional activity. He also handles standardization of our product and is responsible for the general quality of leaded gasolines in the field. He is the contact man between the Sales Department and the Testing Laboratories.

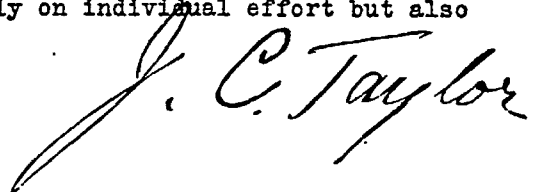
LUKE LOCKE - Advertising Manager in charge of all advertising effort for the Corporation including publications, outdoor and other media covering direct appeal to the consuming public. He represents us in advertising trade associations and directs the activity of our advertising agency.

PAUL McELROY - Sales Representative. Paul is a new comer with our company but old in his associations through BBD&O. He brings with him considerable experience in contact and sales promotion work. He will contact the executives of our customers on special assignments and will work on the development of sales promotion ideas for us and for our customers.

CARY HARRIS - Publicity. Cary is also new with our company. He will develop publicity, keep in touch with editors of customer house organs and will be our contact with the press and various publications. This and future issues of our house organ will be under his direction.

Each one of these men, as well as myself, have the same objective. It is the same objective that you have. What success each one of us and all of us attain, depends not only on individual effort but also upon how well we work together.

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HERE AND THERE

Progress in High Compressioning Commercial Equipment

As a result of persistent work on the part of the Atlanta Division, George Warren was requested to high compression the entire fleet of trucks of the Central Truck Line of Atlanta. They're so thoroughly sold on high compression plus Ethyl that they want the work finished in sixty days.

* * *

Linco Supervisors to Visit Lab

An official of the Lincoln Oil Refining Company asked Bob Jordan if he might take eight of his service station supervisors on a tour of the Detroit laboratory and the G. M. Proving Ground. Bob has made arrangements for the trip for the latter part of October. The trip, particularly to the laboratory, should be an eye-opener to the Lincoln men.

We are anxious to have our customer's men visit our lab in Detroit. Earl Bartholomew and Chuck Hawley will make their stay pleasant and educational. Extend the invitation where you think it will be most beneficial.

* * *

White Eagle Pushing Ethyl Sales

The Kansas City Division reports that the White Eagle Oil Corporation is giving splendid co-operation in pushing their Ethyl sales. White Eagle has sent out a bulletin to all of its field personnel, saying that any car will operate better on Mobilgas Ethyl. In addition, they included a list of 1934 cars with the higher compression ratios with a statement to the effect that these cars operate satisfactorily only on Ethyl. Apparently this program is producing results, as White Eagle's jobber salesmen in Kansas and Colorado are putting forth real efforts to increase their Ethyl gallonage.

The White Eagle Oil Corporation is a Socony Vacuum subsidiary. It markets in Missouri, Kansas, Colorado, Iowa, Nebraska, Minnesota, the Dakotas, Montana and Wyoming.

* * *

Shifts and Changes

Jack Taylor of the Baltimore Division has gone to Detroit to do some special work. His headquarters will be at the lab.

For the time being, Fred Speed of the Detroit lab is spending about half his time in New York.

Let's Give Them a Hand

Here's a system devised by the Baltimore Division for getting luncheon club meetings. After six months of unsuccessful effort in trying to arrange these meetings, Oscar Lewis and Lou Shank hit on the following plan: A list of Kiwanis Club secretaries in the Baltimore Division was secured from the local club secretary in Baltimore. A one-page statement, outlining the talk to be given, was mimeographed and mailed to the secretaries of all the clubs. A personal letter offering the meeting went with each statement. In Maryland and Virginia the acceptances were 30% and so far in the Carolinas, 25%.

The palm to Oscar for a practical and economical means of getting luncheon club meetings.

* * *

10,000 See Demonstrations

Harry Mack reports that Bill Newman held demonstrations for one of the largest jobbers in Portsmouth, Ohio, recently, that were witnessed by more than 10,000 people. The demonstrations lasted a week.

* * *

Major Refiner in Boston Locks Third Grade Pumps

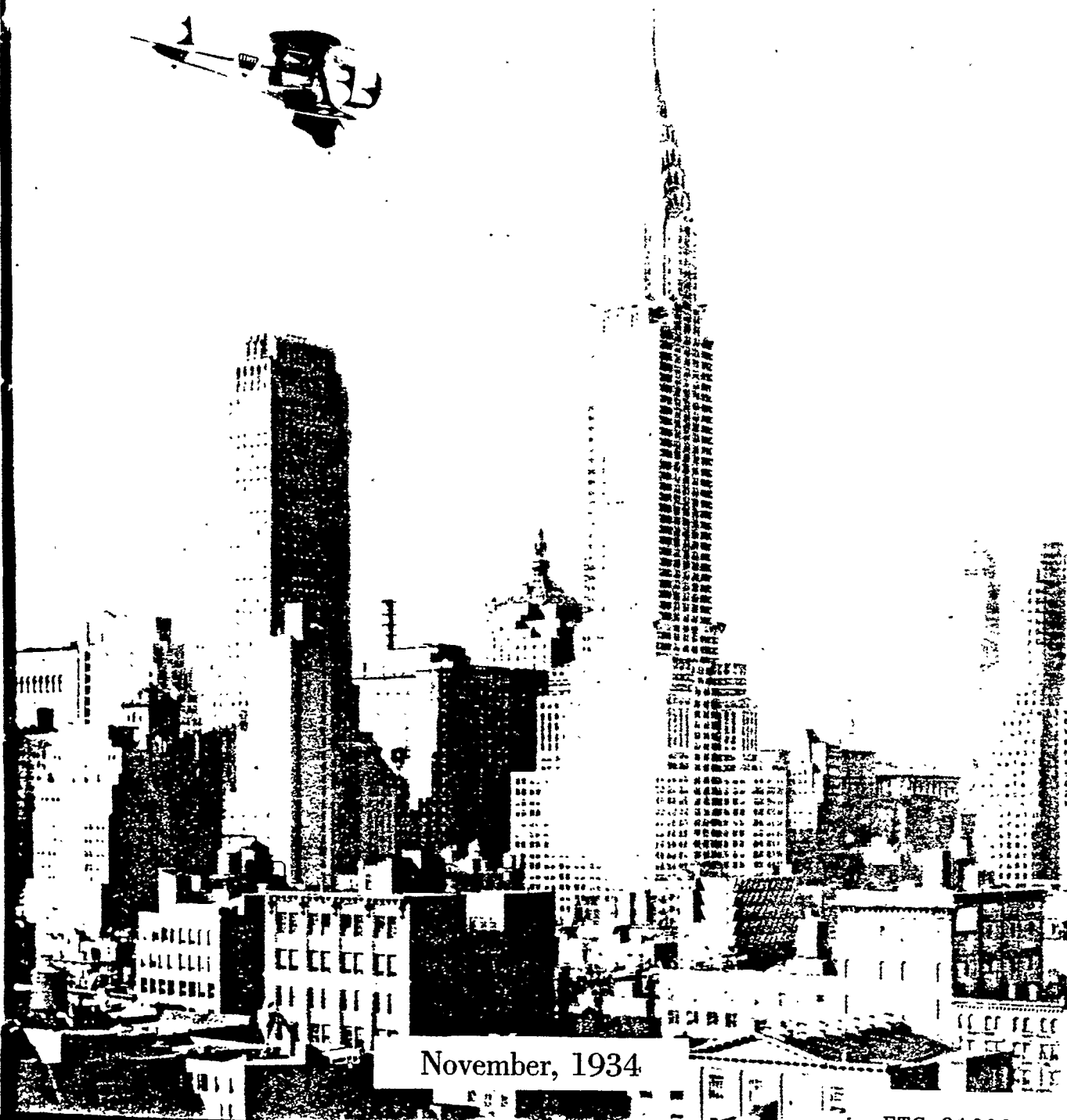
From Matt Taylor came this interesting news item: One of the leading refiners marketing in and around Boston, Mass., recently reduced the margin between his third grade and regular gasolines to ½c, and locked his third grade pumps. Since then the price has been spotted at various points in the territory to keep the price of regular within ½c of any unbranded or third grade gasolines sold. This particular refiner has sold no third grade since, and the gasoline is being pumped from the tanks and returned to bulk.

Indianapolis Brightens Up!

Two of the assistant sales managers of the Standard Oil Company of Indiana report that Ethyl sales in the Indianapolis territory have shown a marked improvement over the past two months. While not spectacular, the increase is both healthy and heartening. We are told that the feeling is growing there that it is better to push the profitable merchandise rather than to sell strictly on price. (After all, what company ever did go bust making a profit?)

ETHYL
NEWS

FILE COPY - W. CARY



November, 1934

ETC 21600

ETHYL GASOLINE CORPORATION

DIRECTORS

Donaldson Brown
General Motors Corp.

Charles F. Kettering
General Motors Corp.

E. M. Clark
Standard Oil Co., N. J. (Retired)

C. G. Sheffield (*Resigned*)
Standard Oil Co., N. J.

Irene duPont
E. I. duPont de Nemours & Co.

Alfred P. Sloan Jr.
General Motors Corp.

W. S. Farish
Standard Oil Co., N. J.

W. C. Teagle
Standard Oil Co., N. J.

Frank A. Howard
Standard Oil Co., N. J.

Earle W. Webb
Ethyl Gasoline Corp.

OFFICERS

Earle W. Webb, *President*

Thomas Midgley Jr., *V. Pres.*

Graham Edgar, *V. Pres.*

Arthur E. Mittnacht, *Secy. & Treas.*

J. Coard Taylor, *Sales Mgr.*

EXECUTIVE COMMITTEE

E. M. Clark

Alfred P. Sloan Jr.

Earle W. Webb

ETHYL GASOLINE CORPORATION

✓ CRYSLER BUILDING

New York City

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Associate Editors

Edwin Downs

Paul E. McElroy

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Atlanta Division	George W. Warren
Baltimore "	L. W. Shank
Boston "	M. A. Taylor
Chicago "	A. B. Wyrick
Dayton "	L. M. Slack
Kansas City "	C. M. Berry
Los Angeles "	R. G. Loser
New York "	R. C. Murphy
Toronto "	J. N. Fitzgerald
Tulsa "	Harry Kuhe
Engineering Dept.	Homer H. Dedo ✓
Manufacturing Dept.	Arthur P. Stover
Gasoline Testing Dept.	Lester B. Roberts ✓
Export Dept.	T. R. A. Bevan ✓

Your Help Means Our Success

The Editors of the "News" are most appreciative of letters received from some of you and words of encouragement from others on appearance of our first issue.

In this second number we have ventured a little further, due largely to your co-operation in sending us material to present. We also received some good suggestions which we welcome and have attempted to incorporate them in the November "News".

Correspondents have been appointed in the Division Offices but we want everyone to feel free to send material either through his division correspondent or to the Editor direct. Nothing will appear over the author's name. Copy for the "News" comes directly to the Editor's desk, the most suitable material is selected, re-typed without the senders name, and finally approved by a group of executives.

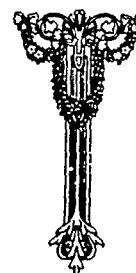
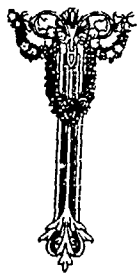
Our general program is to have a short biography of the various officers and executives. Descriptive articles of our various units, and the work done there, including pictures of the groups attached to the different laboratories and divisions. A certain amount of instructive and perhaps technical material, which would originate in the several laboratories. General news items, both outside and within the organization. And then, personals, to appear on the "Masked Reporter" page, to add interest—they will help us to know each other better.

If this program is carried out, it is evident that the greater part of the material must originate outside of the New York office and the Editors are dependent on your contributions if our publication is to be a success.

This is an outline of what the Editors have in mind. We will welcome any criticisms and suggestions.

THE ETHYL NEWS

MEET MR. MIDGLEY



✓ Thomas Midgley, Jr., was born at Beaver Falls, Pennsylvania, on May 18th, 1889. He attended public schools and later Betts Academy at Stamford, Connecticut. After completing school he entered the class of 1911 at Cornell University from which he graduated with the degree of Mechanical Engineer.

Mr. Midgley's first position, upon leaving college, was with the National Cash Register Company in the Inventions Department. This Department had been organized by Charles F. Kettering who had left the Company a few months before Mr. Midgley's assignment, to establish the Dayton Engineering Laboratory.

In 1914 Mr. Midgley joined the Midgley Tire and Rubber Company at Lancaster, Ohio, where he remained for about two years, later associating himself with the Delco Light Company. In 1917 his services were sought in starting the Research Division of the Dayton Metal Products Company, which, in turn, became the Research Division of the Dayton Wright Company and the General Motors Research Corporation. He became head of the Fuel Division of the General Motors Research Corporation in 1918 and General Manager of the General Motors Chemical Company in 1923. When this latter company was re-organized as the Ethyl Gasoline Corporation in 1924, Mr. Midgley became its Vice President, which position he still occupies.

He also represents the Ethyl Gasoline Corporation on the Directorate of the Ethyl-Dow Chemical Company and is Vice Pres. of the Kinetics Chemical Inc.

No biography of Mr. Midgley would be complete without some reference to his research in the development of Ethyl fluid. As we all know, this research work was responsible for its discovery. In 1923 he received from the American Chemical Society, the Nichols Medal for his work in this field and in 1925 he also received the Longstreth Medal from the Franklin Institute of Philadelphia.

In 1911 Mr. Midgley married Carrie M. Reynolds of Delaware, Ohio. He makes his home in Worthington, Ohio and has a son and daughter, both of whom are married. His son, Thomas Midgley 3rd, is employed by the Company in the Dayton Division. He is a member of a number of clubs and the fraternities Sigma Pi and Phi Kappa Phi and Atmos. He is Chairman of the Board of Directors of the American Chemical Society.

New Aviation Fuels Being Developed

With plans under way to establish trans-Pacific air service from California to the Orient, oil companies are intensifying their search for an improved aviation fuel of an extremely high anti-knock quality. Dr. Edgar, who has been making a study of the development of aviation as applied to fuels, has turned up some very interesting facts which we believe will be of more than passing interest to our readers.

The proposed program is for the use of six flying boats, each capable of carrying thirty-two passengers. For such overseas planes there will be a definite demand for engines of 1,000 to 1,500 H.P. compared with the present ones of some 750 H.P. To develop engines of such horsepower without prohibitive increases in size and weight, fuels of higher anti-knock quality must be produced.

Today 87 octane number represents the highest quality of commercial fuel available for aviation use. In preparation for the recent Mildenhill to Melbourne air race, it was necessary for oil distributors to lay down supplies of 87 octane gasoline at various points along the entire route.

Experimental fuels of 100 octane number and better have been produced and Dr. Edgar says that he believes that air craft engines of the near future will require that quality and he does not believe there is any limit to the usefulness of higher anti-knock values. Within reasonable limits the power that can be developed from a super-charged air-craft engine is approximately proportioned to the octane number of the available fuel.

For many years American air-craft fuel has been the best in the world but European nations are making rapid strides and co-operative research by the oil refiner and the engine builder must be continued if the country is to hold its present favorable position in this respect.

The progress of aviation may be best illustrated by comparison of regular passenger plane schedules of 1934 with the records of a few years ago. In August 1928, Arthur Dole, winner of the Dole race from the Golden Gate to Hawaii, set a transcontinental record by flying from Los

Angeles to New York in 18 hours, 58 minutes. Today, a New Yorker can leave Newark airport at 4 p.m. in a luxurious cabin plane and land in Los Angeles at 7 o'clock the next morning. In other words, regular passenger planes can make faster transcontinental time than a racer could six years ago.

The first crossing of the Pacific by plane was likewise made in 1928 by Sir Charles Kingsford-Smith, Charles T. P. Ulm, H. W. Lyon, Jr. and James W. Warren, who flew from the Golden Gate to Australia. Starting their flight on May 31st and reaching Brisbane June 9th, their exploit was hailed as one of the most remarkable feats of all time. This 1928 flight consumed eighty-nine flying hours and covered 7800 miles. But now we have just witnessed the accomplishment of the same flyer and his navigator, Captain P. G. Taylor, covering the 7905 miles from Sidney, Australia to Oakland, California in 54 hours, 49 minutes flying time. Is it unlikely, then, that the proposed trans-Pacific air line will, in a few years, carry passengers from the Golden Gate to Australia in approximately three days?

Bert Hinkler in 1928 made the flight from London to Australia in fifteen and one half days, bettering the fastest previous record by twelve days and yet Scott and Black, who won this years race, made it in less than seventy-one hours. It is a matter of record, however, that in 1928 the cruising speed of passenger planes was about 100 m.p.h while today 180 to 200 is not uncommon. Six years ago much of the aviation gasoline was only about 50 octane number as against the 87 required today. The present plane could not even get off the ground on such fuel.

Figures indicate that in 1933 aviation fuel consumption reached an all time high of close to 67 million gallons, a very large percentage of it containing Ethyl fluid. As against this in 1926 there was less than one million gallons consumed by transport companies, while the Army, Navy and Coast Guard used about four million gallons. In 1926 American Air Line carried 5,782 passengers, 433,649 pounds of mail and 6,467 pounds of express whereas last years passengers numbered 550,000, there were 7,655,000 pounds of mail and 1,660,000 pounds of express.

A True Story

He is a conscientious lad of middle age build, this A. J. Steelman III, Conscientious in both the entertainment of himself and friends and the promotion of Ethyl Gasoline sales. Without doubt he has at least some success in both. Only Jack Steelman would join the Rotary Club in his headquarters towns one day, give quite a convincing talk on Ethyl Gasoline and then the following day be chased from a delicatessen store of another city for eating all of the samples of cheese. Only Jack Steelman would murmur within hearing distance of his fiancée soon after persuading the charming little lady by a well planned and intelligent courtship to be his bride, "I was raised in Atlantic City the play ground of the world, I've roamed this old world over, for thirty years I've withstood the serious advances of women, then I came to the heart of the Great Northwest and fall." All of this with the tone of sadness and facial expressions expected of a defeated war general. The pursuit of the present Mrs. Steelman carried him in a few short weeks, first to church, then to the choir, then to the solo part of "Hark, Hark My Soul" on Easter Sunday. Only Jack Steelman would tell the audience of one of his meetings to dance up and down the aisle of a small movie theatre while he made necessary repairs on the demonstration motor.

He probably reached a peak during a meeting held for a mens club of a Lutheran church in the Northwest. The meeting opened with a few hymns and a lengthy prayer. Another representative gave a short talk, then introduced Mr. Steelman. Mr. A. J. Steelman, the Third mind you, arose with all of the dignity that portly gentleman can assume and spake forth in that purified atmosphere, "Gentlemen of this evangelical organization, I am happy and honoured to have an opportunity to speak to you,—you who have a real purpose in life. Just before I was introduced I was looking through one of your hymn books. I found that the first song was entitled 'Ride On, Ride On In Majesty'—that gentlemen (with a rising voice and a majestic sweep of his arm) is what our corporation has enabled you to do—to RIDE ON, RIDE ON IN

MAJESTY." After the meeting those attending appeared to consider it part of their religious duty to buy Ethyl Gasoline.

* * *

New England Names Marsden

William S. Marsden, resident automotive engineer in Boston for the Ethyl Gasoline Corporation, has been appointed secretary of the New England Section of the Society, succeeding R. R. Whittingham, who has moved out of the New England territory.

* * *

Starts On First Hundred Years

W. K. McCulloch, of the Chicago division, will be married November 17th at Owensboro, Kentucky. The bride-to-be is Allene Pendleton, a charming and beautiful southern lass and we feel that the combination will be most successful. Shortly after the marriage Mr. McCulloch and his bride will leave for Kansas City where Mac will take over new duties under the Harold Berg regime. We understand he is to be located at McCook, Nebraska and from the various songs and poems written of the far west, it is generally conceded this will be an ideal place for his new love nest. We will all wish Mac and his bride the best of luck. We might add that old adage, "The first hundred years are the hardest."

* * *

The Editor Apologizes

We told you last month how Baltimore carried off the *Grand Prize* and some other fellows who won out in their respective divisions. Well there was one guy to whom we didn't give any credit at all—at least we didn't say anything about it—and that was George Rosser.

George was winner of the prize in his division with one swell paper. In some way when the proofs of the "News" were read by the Editor and his 57 assistants, none of us noticed that we reported Petty as winner of the Atlanta prize. Well, be that as it may, the judges had awarded the divisional prize to George and we hope he got the cash even if we didn't give him the credit for it. We offer our apologies for the over-sight.

ENGINEERING ROAD TESTS IN CALIFORNIA

The ever widening distribution of fuels containing lead tetraethyl and the rapidly increasing complexity of the problems in connection with progress toward better engines necessitate a correspondingly diversified experimental program on fuels and engines. The use of ETHYL Gasoline was at one time almost entirely confined to passenger cars but now lead-treated fuels are burned in trucks, buses, farm and industrial tractors, lighting plants, stationary engines and all other types of equipment powered by Otto cycle engines. Engines must operate satisfactorily while generating power for light-houses off the coast of Florida and aerial beacons in the high snow-capped passes of the Rocky Mountains, while pulling a load of 80,000 pounds at high speed and wide open throttle over the Arizona desert and while operating milk delivery trucks which travel a total of only 10 miles per day.

Obviously no single type of engine operating under a limited range of conditions can possibly answer all the questions that arise in the broad field of gasoline utilization. The Engineering Laboratory at the present time has 52 tests in progress on a wide variety of engines ranging from the stationary farm and lighting plant type to the 160 horsepower truck and bus engine, and since 1927 has extensively utilized the facilities of the General Motors Proving Ground and the fleet of the Dayton Power and Light Company but the laboratory staff has become convinced that an even wider program is desirable. Tests both at the Proving Ground and at Dayton are quite indicative of what may be expected of equipment operated under conditions simulating those which may be set up at either place but there are common types of operation which can not be approached at any location in the central part of the United States. For example, trucks running in the western part of this country in a single trip are required to climb steadily for 100 miles or more while approaching each of several passes having elevations from 4,000 to 7,000 feet and to descend similar grades after having crossed the passes.

In the same trip it may be necessary to descend to elevations below sea level and to travel hundreds of miles over desert roads on which no speed limit exists. Part of the trip may be made on a moderately cracked high-sulphur California gasoline, another portion on a severely cracked low-sulphur Mid-continent gasoline and perhaps the third part on a lubricated gasoline of some other type. The combinations of grades, elevations, temperatures, speeds, fuels and oils are almost endless.

In order to add to its knowledge of the operation of engines under conditions differing from those at Detroit, the Engineering Laboratory decided some time ago to start a series of tests during the coming winter at some point in the Southwest where almost any desired combination of operating conditions can be set up. Phoenix, Arizona or some point in southern California seemed to be most promising and, during the first half of November Chuck Hawley and Earl Bartholomew surveyed the possibilities in both states.

Charts of altitude versus road distance were plotted for all promising roads, the load carrying capacity of bridges investigated, traffic and weather conditions noted and local fire and highway police officials interviewed. Phoenix would have been entirely satisfactory for the work to be done except for the fact that a garage suitable for the experimental work to be done and which would permit the installation of the necessary gasoline tanks, pumps and blending equipment was not available, local regulations forbidding the installation of such equipment inside the building as is commonly done in Detroit.

Sam Wagner and his staff had previously surveyed the possibilities in southern California and a further check indicated that San Bernardino would be quite desirable. A satisfactory garage with officers under the same roof has been leased and the local building inspection department has approved the proposed gasoline handling setup.

The principal roads to be used for test purposes are in the San Bernardino Mountains and on the Mojave Desert. The elevations on these

(Continued on Page 15.)

✓

so successful that the middle of last year the Ethyl Dow Chemical Company was incorporated and within five months the new plant was built and in full operation.

In the search for a site

Return

General View of Plant Showing
ETHYL NEWS PHOTO FILE

many problems had to be considered. Perhaps the most important was the need of an unlimited supply of seawater at the intake which should be so situated that it would not be diluted by the treated water which must pass out of the plant. To meet these requirements a location was selected on the long narrow peninsula formed by the ocean on the north and the Cape Fear River in North Carolina on the south. The outlet being on the river, water from the plant is carried by a southerly current down the coast, thus preventing any possible dilution to the north. On Cape Fear were the remains of Fort Fisher and one of the trenches of the old fortification was utilized as a canal across the Cape. Also a large depression formed centuries ago by a falling meteor was employed as a reservoir. So we find that both nature and history played an important part in the enterprise. As vast quantities of water had to be handled, a channel some 200 feet was cut through the beach out into the sea. Steel pilings were driven down 42 feet into the sand and reinforced with concrete to form the walls of the in-



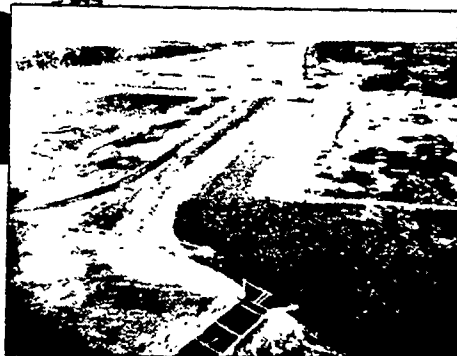
Diagram of Bromine Extraction Units

Clancy 9/9/38



Sea-Water Intake

take. Through this channel the sea pours into a settling basin where two 30 inch centrifugal pumps force the water over a dam into the reservoir. Over 55,000 gallons go over the dam per minute. The water then flows by gravity through the canal across

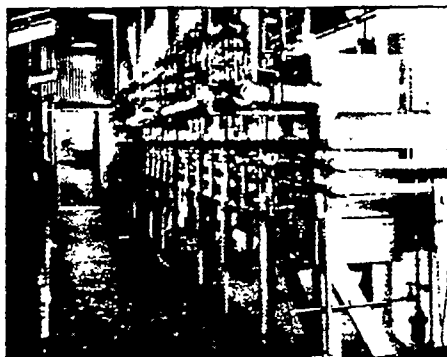


Gravel and Sand for Passing Sea-Water
Extraction Plant

the Cape to the plant located on the river.

The plant consists of two towers, eight stories in height, and the ethylene-dibromide unit. When the water reaches the building, pumps force it into pipes leading up the side to the top. Part way up, valves pour a 10% solution of sulphuric acid into the pipes and a few feet higher a small quantity of chlorine. An electric "water taster" operates to assure the right mixture and a red light goes on and a horn blows if the chemicals are improperly mixed. The bromide exists in sea-water in the form of sodium bromide. Chlorine's affinity for sodium is stronger than bromine's so that when the acid is introduced into the water, the chlorine expels the bromine from combination with the sodium, it being given off in fumes.

Upon reaching the top of the tower, the acidified water flows into a distributor box and sprays down through the tower in 3200 streams like a shower bath. A strong current of air, forced upward through the shower, carries the bromine fumes into the second tower where they meet a



Battery of Valves For Controlling
Ethylene Production

similar shower of soda ash solution. By chemical action the bromine affiliates with the sodium in the soda ash, becoming sodium bromide bromate known as "mining salt." The mining salt solution collected at the bottom of the second tower is then pumped into tanks and transferred to the ethylene-dibromide building for manufacture into that element. This last process consists of passing ethyl alcohol vapor over heated kaolin catalyst to from ethylene gas, which is in turn brominated by the ordinary method and forms pure ethylene-dibromide.

The plant has been operating successfully since January and is recovering about 15,000 pounds of bromine from approximately 30,000,000 gallons of water daily. It is the first and only plant of its kind in the world and it is the first time in history that man has been able to recover from the sea, on a commercial basis, any of the vast store of mineral wealth known to exist there.

Ethyl Advertising Again Receives Award

For the second year in succession, the Ethyl Gasoline Corporation received an honorable mention award at the Fifth Annual Exhibit of Outdoor Advertising, held in Chicago last week. In addition to the first, second and third awards, which were won by Pontiac, Oldsmobile and Chesapeake & Ohio Railroad, respectively, there were eleven honorable mentions, of which we received one. The Ethyl poster receiving the award was the "Bear and the Lamb".

ETHYL GASOLINE CORPORATION

✓
CHRYSLER BUILDING
405 LEXINGTON AVENUE

J. C. TAYLOR
SALES MANAGER

NEW YORK November 26th, 1934

TO ALL SALES DEPARTMENT EMPLOYEES:

The year 1934 will soon be history. In spite of unfavorable economic conditions prevailing throughout the country, it has been a good year, not only for the company but for us as individuals. Most of us have given our best from day to day to improve the acceptance and reputation of our company and our product. Many have been outstanding in their accomplishments but a few Sales Department employees have failed in one way or another to live up to the confidence placed in them when they entered the company's employment.

In going about our daily duties, few of us, I believe, realize that our company executives have a concrete way of rewarding cooperative effort and outstanding achievement - that is, until the end of the calendar year when eligible employees give thought to bonus awards. Every effort is made to give just ratings and my congratulations are extended to those who have done outstanding work this past year. On the other hand, there are certain Sales Department employees who have real ability and yet whose work gives too little indication of their capabilities. I should like to see all employees given ratings now awarded to only a relatively small number. Each individual should analyse his own work and rate himself on the same basis as the bonus awards are made, namely, Performance, Future Value to the Company, Personal Characteristics, Cooperation, General Intelligence, Specialized Knowledge and Executive Ability. This self-analysis should indicate clearly the qualifications on which an individual has received a low rating.

In January we are starting off with a clean slate, 1934 being behind us. With this in mind, I urge you as individuals to be guided by your own analysis of your qualifications so that a year from now your rating will be considerably improved not only to the company's but also to your own personal advantage.

Very truly yours,

J. C. Taylor

D:B

ETC 21609

Here And There

✓ Chicago is considerably quieter since the closing of the World's Fair on October 31st, and this month we see the removal of a great deal of equipment by many of the exhibitors. Those of us connected with the Ethyl Gasoline Corporation will probably be glad to know that the demonstrating motor and other equipment used at our exhibit for the past two years of the Fair, is to be donated to the Museum of Science and Industry located in Jackson Park, Chicago. The exhibit will probably be installed some time during the coming year and no doubt will tell the Ethyl story to many millions of visitors in the coming decades.

The Chicago division would like to report the success of Mr. L. A. Dollahan, field representative in the state of Michigan. Single handed, Mr. Dollahan converted two fleet accounts to the use of Ethyl Gasoline in their equipment during the week ending October 27th. One of these accounts, The Consumers Power and Light Company, located at Kalamazoo, Michigan, operates close to 100 pieces of equipment and will use in the vicinity of 7,000 gallons of Ethyl Gasoline per month. The other account is the Hebble Undertaking Company operating 15 Packard motor cars in the city of Battlecreek, Michigan. Their consumption will be in the neighborhood of 400 gallons of Ethyl gasoline per month. These accounts were sold by Mr. Dollahan purely through the merits of the product itself and no high compression equipment will be installed in either instance. We feel that Mr. Dollahan should be highly complimented on the conversion of these two accounts to Ethyl Gasoline, which readily shows that the product can be sold if the problem is properly attacked.

✓ We in the Chicago division are particularly pleased to find out that the Phillips Petroleum Company are announcing a new gasoline, namely, Phillips 77 Aviation, (with Ethyl). A newspaper campaign has already been launched on this product and banners and streamers will be used to further promote the sale of this new

Ethyl gasoline. Already license applications have been received from jobber concerns in remote parts which in some cases have never handled Ethyl gasoline prior to this coming event. We feel that possibly Phillips is going to be the leader in starting a new Ethyl era.

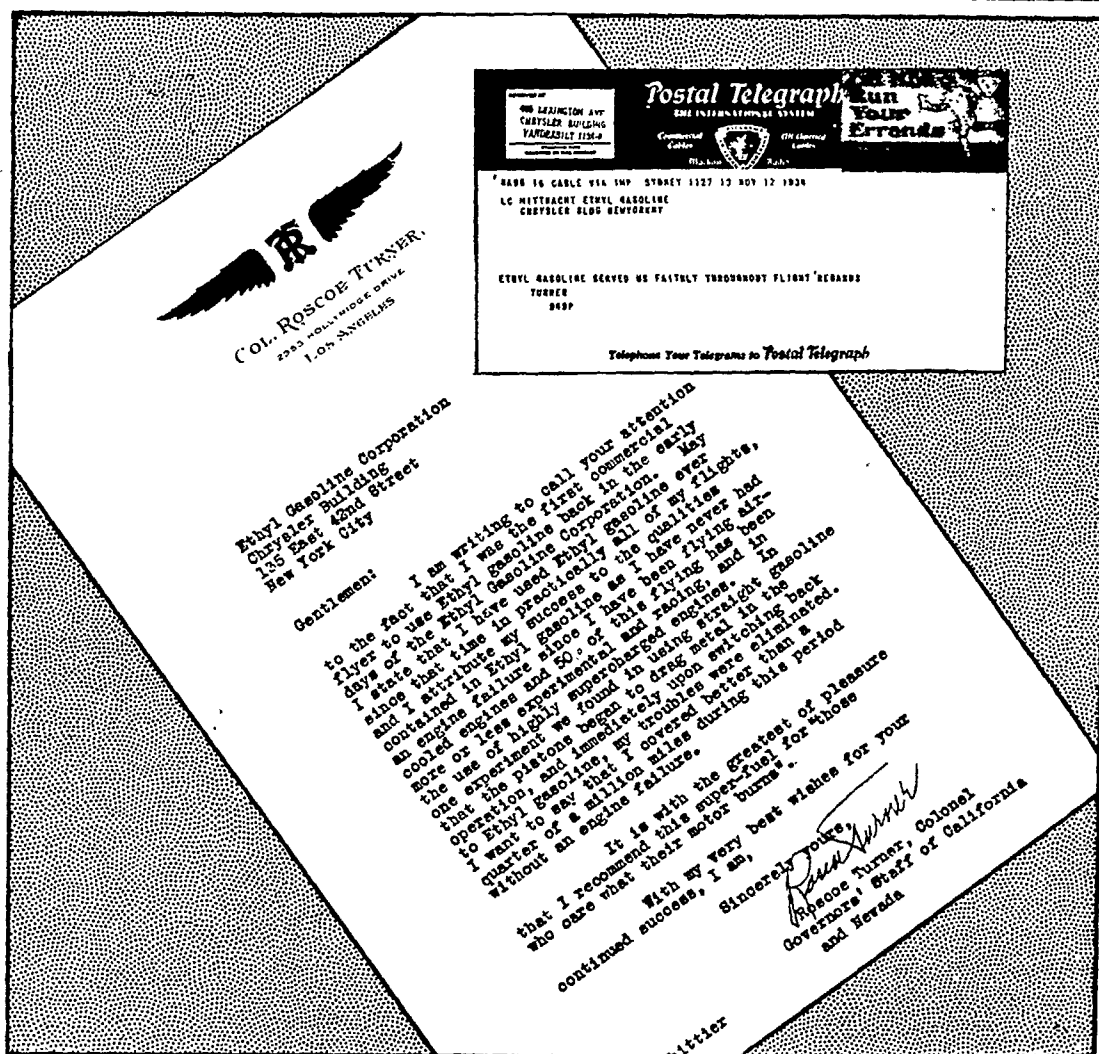
✓ Blue Ridge Transportation Company, with headquarters at Hagerstown, Md., high compressioned their equipment under supervision of Ethyl Representatives Errol Gay and Eddie Paige and are using Ethyl Gasoline. For the twelve months ending October 1, 1934 they purchased 3,100,000 gallons of gasoline of which 90% or 2,700,000 gallons were Ethyl. This is one of the largest, if not the largest, users of Ethyl Gasoline. Just for the sake of argument and competition, what Division can match this one?

✓ The Baltimore Section Society of Automotive Engineers recently elected Mr. O. B. Lewis as their representative on the National Nominating Committee, L. W. Shank as alternate.

Jack Martin, of Sam Wagner's Division, reports that Mr. Ray Lilienquest of the Utah-California Motor Lines has definitely decided to convert his entire fleet to high compression and Ethyl Gasoline. On four new trucks recently purchased, he has specified high compression heads for Ethyl.

✓ Some weeks ago Henry Ball, of the Boston Division, sent out a number of letters to automobile agencies suggesting that meetings be arranged for the purpose of giving demonstrations. Two weeks following, another group were contacted in a similar manner but in the second instance stamped self-addressed envelopes were enclosed. The letters were sent, for the most part, to service managers, but in a few cases, to the owner or his partners. From the first group, 5% replied favorably and from the second, 14% requested meetings. In all cases the answers were from the owner or his partner.

THE ETHYL NEWS



London-Melbourne Race

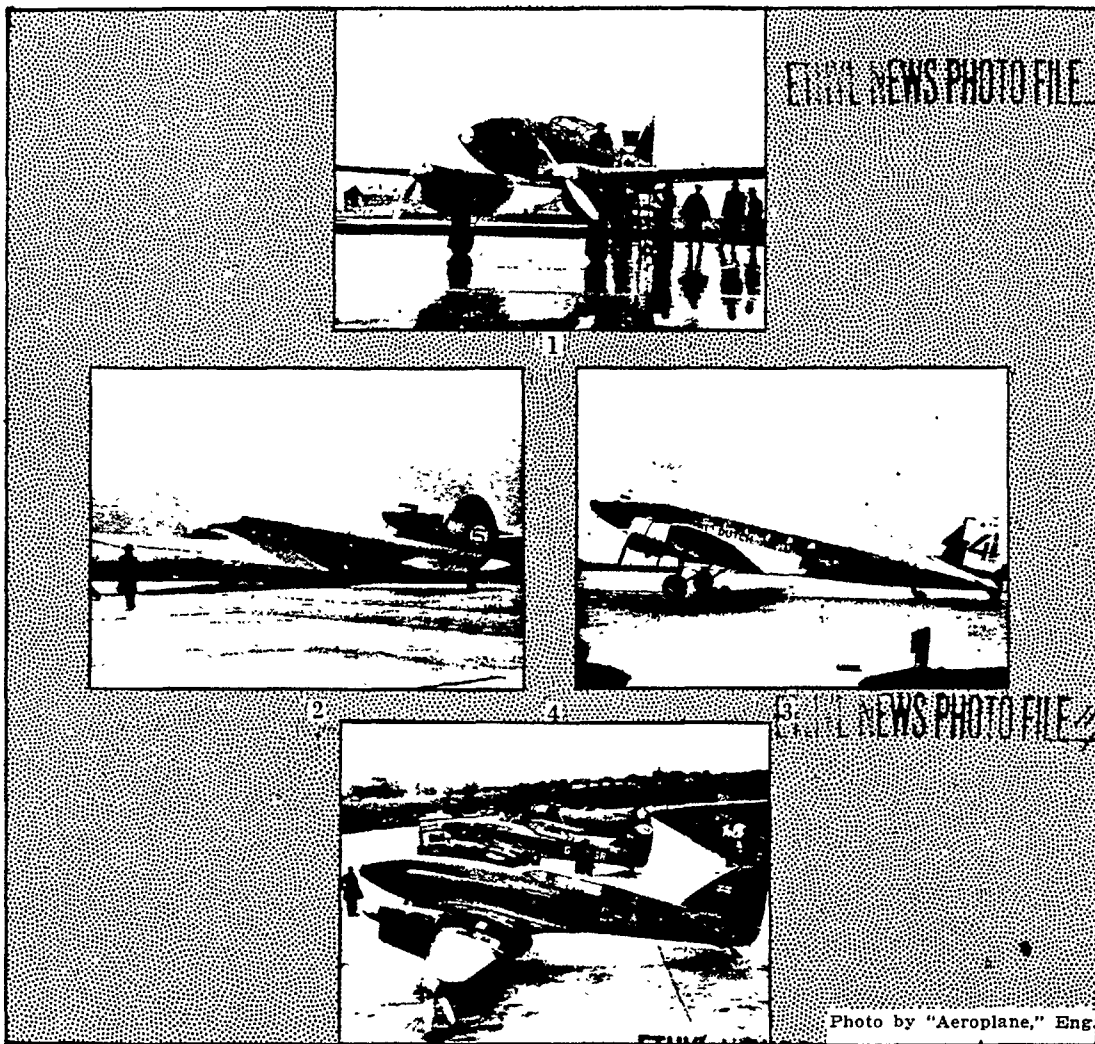
Above is a facsimile of a letter we received from Colonel Roscoe Turner while he was preparing for the Mildenhall-Melbourne race. As we know, Turner actually finished third but was awarded the second cash prize. The American Douglas Transport plane, flown by the Dutch team who came in second, elected to take first prize in the handicap event and no entrant was eligible for more than one prize. The American team had not entered in the handicap event.

Rod Banks of our London office has this to say of the two American planes: "You will be

pleased to hear that the performance of the Douglas D. C. 2 machine manned by Dutch pilots, and the Boeing piloted by Roscoe Turner, have created an excellent impression over here."

Rod further writes, "While we, as a country, have won the race, the performance of the Douglas has created much more comment and has staggered the aviation people in Europe." He goes on to explain that Englishmen, who are familiar with flying in the United States through actual experience are in a measure gratified at the results inasmuch as upon their return to England from this country they had told of the

Filed



ETHYL NEWS PHOTO FILE 1/34 No. 1

ETHYL NEWS PHOTO FILE 1/34 No. 2

Photo by "Aeroplane," Eng

ETHYL NEWS PHOTO FILE 1/34 No. 3

remarkable transport service we had. Their accounts had been treated with a certain amount of skepticism so they feel now that their opinion and statements have been justified. He says further: "This race has been the finest way of proving the superiority of machines such as the Douglas over those which we have in Europe."

We understand, that the manufacturers of the Douglas Transport have, through Fokker, received quite a number of orders for planes.

No. 1 above shows the De Havilland Comet, winner of the race, piloted by Scott and Campbell Black, being serviced at the Mildenhall Airport

prior to the race. No. 2 — Captain Turner with Clyde Pangbourne taking off on a practice flight in their Boeing transport. Beyond them may be seen the nose of the Douglas transport.

No. 3 — The American Douglas transport flown by the Dutch team, Parmentier and Moll, who finished in second place.

No. 4 — Are the two DeHaviland Comets on the runway. The ship in the foreground is that piloted by the Mollisons which was forced out of the race in India, while beyond, carrying the number "19", is the winning plane.

MASKED



REPORTERS

✓ All field representatives in the Chicago division are now married men with the exception of W. B. Heck, the South Dakota representative. It is strongly rumored that he will very shortly be consumed in the bonds of matrimony. When he is called from long distance on the phone by neighboring field men over the weekends, his calls are invariably transferred to a Dickinson residence.

✓ We understand that "Beef Steak" Berg intends to buy a farm so that he can get some government corn hog checks for his profit without either plowing corn or slopping pigs.

✓ Johnny Schaefer, Joe Stecher (Superintendent of duPont Tetra Ethyl Lead Area), and several others have leased five hundred acres of marshland for the duration of the ducking season. To date, we have reports of one hit, a few closes, and some misses. With Thanksgiving so near requests for birds have become quite numerous,—so numerous in fact that perhaps the neighborhood grocery store would welcome your patronage. Live decoys beware!

✓ The Manufacturing Department boasts of a bowling team that gives promise of leading the four-team league from the duPont Dye Works. The team, with J. H. Schaefer as captain, K. L. Armstrong, E. A. Herbert, C. H. Johnson, and C. D. Remsburg, is now tie for first place. For those interested in bowling a few "high" marks are modestly submitted:

Individual High Game	266	"Herbie" Herbert
All-Time High Game	267	Bud Johnson (1933)
Individual High Average	186.1	Bud Johnson
High Game — ETHYL	970	
High 3-game Match—ETHYL	276.3	
Team Average to date	167	

✓ Although it cannot be done in true "19th hole" fashion, the plant would like to "match cards" with any other ETHYL team. If interested send your challenge to the "Sports" (?) Editor of the ETHYL News.

✓ We wonder how Oscar Lewis, Louie Shank, any Boynt Hayward, enjoyed their recent visit to the plant? A confidential report will be furnished upon request.

✓ Here's a real puzzle: It's not news when a dog bites a man; it's news when the man bites the dog. Now figure this out. John Keyes had some fancy bridge work made and unfortunately left it on the table. His dog admired the set so much that he tried to eat them. Now the question is: if John's teeth bit the dog did John bite the dog or did the dog bite John by proxy? Anyway, the dog got a fine working over and the dentist a gratifying repeat order.

Miss Meda Bonsall, the charming secretary of the Baltimore Division has, after four years, achieved her ambition. The petty cash balanced last week! Well, almost balanced—it was only 40c out which is considered balanced by comparison. And as the 40c was on the profit side it looks good for a big bonus as here is a profit made without any sales or other expense.

✓ Word has reached us that Bert Olver of the Toronto Division, was married on November 10th to Agnes McCall of Walkersville, Ont. The marriage took place at Walkersville but up to the time of our going to press, none of the details have been received.

✓ The editor has just discovered that Janet F. Wood, assistant statistician to Walt. Resler, has been taking post-graduate courses for some time and is now working on her thesis to obtain her Master's Degree. Our best wishes and hope that she will soon get her Ph.D.

✓ Did you hear that Walt Resler got a bill from his tailor for 1 Tent.....\$60 or was it \$22.50.

THE ETHYL NEWS

(Continued from page 7)

roads vary from more than 200 feet below to approximately 7,000 feet above sea level. On one road the elevation changes almost 6,000 feet in 35 miles, 12% grades occurring at some points. The Muroc Dry Lake on the Mojave Desert has a length of 12 miles and, because of its remarkable flatness and smoothness, permits indefinitely sustained speeds as high as engines are capable of producing.

The building in San Bernardino has been leased until June 15, 1935 with an option for a renewal. At present, plans are being made only for the period ending June 15th, 1935 but the work to be done may require a longer period.

Present plans call for the investigation of the following:

1. ETHYL Fluid mixes in two large trucks loaded to capacity and operated at as high a load factor as regularly used roads permit.
2. The effect of high sulphur content in gasoline and its relation to the quality of ETHYL Fluid mixes, tests to be run on both trucks and passenger cars.
3. The relation of mountain driving to the ETHYL Fluid problem in passenger cars.
4. The economy, performance and durability of farm tractors operated on distillate at low compression and on 70 octane gasoline at high compression, the tests to be made on the Mojave Desert and to be a continuation of the long series being made in the laboratory.
5. The economy of high compression and high octane gasoline versus low compression and low octane gasoline in connection with heavily loaded trucks operating in mountainous country. This series of tests will be conducted in cooperation with the Los Angeles Division Office and over some of the routes regularly traveled by the trucks of companies with which Sam Wagner has been negotiating.
6. The effect on engine performance of lubricants added to gasoline.
7. The relation of air-fuel ratio to fuel problems.
8. The effect on exhaust valve life of the elimination of that portion of the valve guide which projects from the block into the exhaust port.

The following automotive equipment is scheduled to go to California in the early part of December:

- 1 General Motors Model T 85 A truck tractor with Model 616 engine, and a semi-trailer.
- 1 White Model 641 truck tractor with Model 5 A engine, and a semi-trailer.
- 1 Buick "40" car
- 1 Oldsmobile "8"
- 1 Oldsmobile "6"
- 1 Ford "V-8"
- 2 Minneapolis-Moline farm tractors with extra engines, manifolds and other equipment.

All the trucks and passenger cars, except the Oldsmobile "6" will be equipped with dual carburetors, gasoline pumps and tanks providing for the delivery of one type of fuel to one half the cylinders and another fuel to the remaining cylinders. The carburetion scheme is special and has been developed after much experimental work. Normally it will be desired to maintain constant air-fuel ratios for the two carburetors installed on a given vehicle and tests on the chassis dynamometer and road

of one car so equipped have indicated that the metering characteristics of the two carburetors can be made to coincide almost exactly over the entire speed and load range.

In order that a daily check may be made on the characteristics of each carburetor, other than that indicated by total fuel consumption, a system of glass bulb pipettes and valves is being installed on each vehicle which will permit the fuel consumption of the two carburetors to be checked simultaneously on the road under any conditions of operation.

Considerably improved testing technique is expected to result from the dual carburetor idea because of the elimination of such variables as differences in weather, drivers, road conditions, engine age and other factors which, although always controlled as carefully as possible, are always subject to uncontrollable variation during a pair of tests designed for the comparison of one fuel against another during different periods.

The tractor tests are interesting because of the thoroughness with which the comparison of distillate and 70 octane gasoline is being made. Power and economy are being measured at each of three speeds, four loads, three stages of manifold heat and two or three compression ratios over a wide range of mixture ratios under each set of conditions. In so far as possible the test instruments used in the laboratory have been mounted on the tractors themselves so that they can be driven on to the road with all instruments intact and useable. Variable power absorption on the desert will be provided by means of another towed tractor equipped with a V-belt driven water pump whose discharge pressure and capacity can be varied to produce the variable loading required. A tank, fan and radiator are provided for the dissipation of the heat generated by the pump. This system is independent of the engine in the towed tractor which must be kept intact for the towing of the tractor under test when compression pressures and road friction are to be measured. More detailed information on tractor tests and problems will be given in future articles.

The conduct of tests of the type contemplated at San Bernardino, far from the usual laboratory facilities and sources of supplies, involves preparations and details considerably more extensive than those revealed by a casual survey. Fuel storage, blending and dispensing are a problem in themselves. At least four blended fuels will be in use at all times and it is anticipated that each truck, when being fitted in the evening for the following 16 hours run, will require almost 75 gallons of each of two kinds of fuel. All tools required in the servicing of automotive equipment, special parts, office equipment and record keeping system, as well as the families of a number of employees must be moved to San Bernardino, and all must be accomplished as economically as possible. The necessary drivers will be employed locally.

As the work progresses in California, an opportunity may be presented for further discussion of the problems under investigation.

NEWS ABOUT THE NEW 1935 CARS

which go on show next month

See
Ad-M



EVERYBODY is wondering what the new 1935 cars will be like.

Next month the automobile dealers of the country start their series of shows, at which the new cars will be brought together for you to see. And there will be plenty new to see—particularly in the field of engine efficiency.

These 1935 engines set a new high in a development which began 10 years ago, when the oil industry first provided the motoring public with Ethyl Gasoline—the high compression fuel. With motorists able to get Ethyl everywhere, engine designers have since been able to use high com-

pression to obtain greater power without the penalty of adding costly size and weight.

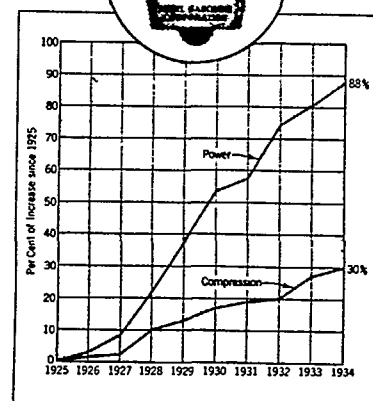
The chart at the right shows how American automobiles have increased in compression and in power since Ethyl was introduced in 1925. Without this use of high compression, the same power could have been obtained only by building larger or more costly engines, consuming much more gasoline.

Is it any wonder that the men who design automobiles advise you: "To get all a car is built to give, use Ethyl." Ethyl Gasoline Corporation, New York City.



Ethyl assumes efficient load (normally) to make it the world's quality motor fuel.

NEXT TIME—and every time in 1935—GET ETHYL



This chart shows the influence Ethyl has had on motor car progress since its introduction in 1925. The percentages are averages based upon the specifications of American cars listed in automotive trade publications. The 30% increase in compression has been a primary reason for the 88% increase in power. It has avoided the uneconomical increases in engine size, cost and fuel consumption which would otherwise have been necessary.

Filed

FILE COPY - W. CARY HARRIS

THE
ETHYL
NEWS

MERRY CHRISTMAS



DECEMBER, 1934

ETC 21616

COVER

EVEN the big bad wolf who chased our three little pigs off the boards in April has become so filled with the yuletide spirit that they have decided to call it "quits" for the month of December.



ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
New York City

Vol. 1 No. 3

DECEMBER, 1934

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**AS THE NEW YEAR
APPROACHES**

This year marks the eleventh milestone since the organization of our company. In this short space of time, the Ethyl Gasoline Corporation has been responsible for vast improvements in the automotive and fuel worlds.

Our company, having been baptised in its infancy by a depression such as the world has never before known, has proved its management to be sound and efficient. Let us all be thankful that we, as individuals, as well as the corporation itself, have prospered, despite the fact that many organizations mightier than ours have found themselves in financial difficulties.

Not a single member of our organization has lost his or her job because of the depression. Our management appreciates the fact that successful leadership can exist only when we as individuals, are proficient in our daily tasks.

As the new year approaches, let each of us resolve that every time we hit the line, to hit it just a little harder than we ever have before. Whether we be a fieldman, accountant, stenographer, or what not, each one of us has an opportunity to improve his worth to the company by constant application of the best that is in him.

Perhaps many of us not connected directly with the sales force do not have a full realization of the necessity for having at least a general knowledge of the merits of Ethyl Gasoline, so as to answer questions which may arise outside our business lives. We can arm ourselves with this information by carefully reading one of the Ethyl booklets. In this way, we can place ourselves in a position to do considerable missionary work which, after all, is the duty of all of us.

✓
Edgar

MEET DR. EDGAR



Graham Edgar was born at Fayetteville, Arkansas, on September 19th, 1887. He spent his boyhood in the south and was educated at the State University of Kentucky. After completing his college course he entered Yale Graduate School and received the degree of Doctor of Philosophy.

In 1909 he became a member of the chemistry faculty at the University of Virginia where he remained until 1917. After a year on the faculty at the California Institute of Technology, he went to Washington early in 1918 to the National Research Council.

In 1919 he returned to the University of Virginia, where he remained until 1924, when he went to Dayton with the General Motors Chemical Company. When the Ethyl Gasoline Corporation was formed, he became its Director of Research, in which capacity he remains. He was made Vice President of the Corporation in 1932 and also serves as Vice President and Director of the Ethyl-Dow Chemical Company.

Dr. Edgar is the originator of the octane number scale now internationally used as a measure of anti-knock value.

Dr. Edgar lives in Bronxville, New York, with his wife and daughter. His recreations include tennis, squash and contract bridge.

DEEPWATER POINT

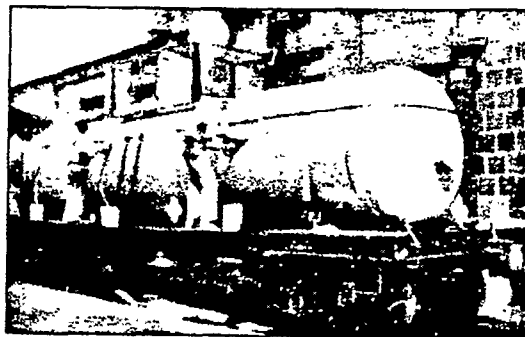
The Manufacturing Department of the Ethyl Gasoline Corporation has been in continuous operation at Deepwater Point, New Jersey, since June 1926. The plant today looks far different from the early days. Originally, there was one building for the manufacture of tetra ethyl lead. That building has become antiquated (and has been put to other use). In its place there are three modern plants of greater capacity, running twenty-four hours a day, seven days a week. A fourth building, identical to the other three, was recently completed and is available for the 1935 demand.

The tetra ethyl lead must be blended with ethylene dibromide, ethylene dichloride, and dye to be made suitable as an anti-knock material. Until recently most of the bromine required for the preparation of the dibromide was obtained from salt deposits in Michigan, and to a smaller extent from deposits in Germany and from the solar evaporation of sea water on the west coast. These sources were far from adequate to take care of the rapidly increasing demand. Consequently, a new source of supply had to be developed which resulted in the formation of the Ethyl-Dow Chemical Company for the production of bromine from sea water from the ocean near Wilmington, North Carolina.

Rigid specifications are maintained for the purity of the raw materials. The dibromide and dichloride must conform within very narrow limits of specific gravity and distillation range, and must be almost completely free from acidity or alkalinity. The dyes used must be equal to the standard color strengths and solubility specified, and must be stable to sunlight.

The Blending of the Raw Materials

The tetra ethyl lead is pumped over from the lead buildings to storage tanks outside the blender. A representative sample is taken from each shipment at the storage tank, by means of an enclosed safety sampling device tapping off from the outlet line. After the purity of the crude lead has been determined and agreed upon by the laboratory, blends are made up to conform with the weights filled in on the log sheets by the chemists in the laboratory. The proportion of 100% tetra ethyl lead, dibromide and dichloride are retained constant in all cases,



NEW TYPE TANK CAR BEING PREPARED FOR SHIPPING

the variation in purity of the lead being taken care of by the use of a very small amount of kerosene. The dye is also constant for each particular color, but varies for the different colors produced.

Each raw material is pumped from its storage tank to a scale tank, where the exact amount required is weighed out. Separate scale tanks, each of the same type, are maintained for each ingredient, and an electric button switch, trigger-like in its cut-off action, allows accurate pumping of the required amounts of materials. When all of the materials are weighed up in the correct amounts and each scale tank has been checked, a valve at the bottom of each tank permits the gravity flow of the material through a manifold to any one of five blenders. There are, of course, five valves at the outlet manifold clearly marked, one for each blender. The materials then enter the blender through a common inlet manifold and the dry dye is added through a ventilated hood. The blend is mixed by means of a Lewis Circulating Pump, and agitated mechanically with a "Lightning" type mixer, and then sampled from an enclosed hood, connected directly to each blending tank. This sample is analyzed in the laboratory with respect to its weight percentage of tetra ethyl lead, its specific gravity and its color strength. If approved, the blend is pumped to an intermediate storage tank. However, if the analysis proves that there is any error in the proportion of ingredients, the required additions are calculated by the chemists, the blend resampled and reanalyzed. Only upon approval of the blend by the chemists is the Fluid pumped to intermediate storage.

Each blender has its own intermediate storage tank, and each system is a complete, separate unit. From intermediate storages, the Fluid may either be loaded to drums, tank cars, or tank trucks, or shipped to bulk storage, but no system is designed to take care of more than three of these operations.

In the drumming operation, the Fluid flows by gravity from the intermediate storage tank through a set of bag, cloth filters totally enclosed, and thence through a sight glass, in order that the appearance of the Fluid may be noted by the operator, to the drum in the ventilated drumming hood. The drum, having been previously washed, inspected, and painted. After proper testing and labeling, it is then available either for shipment or storage in the warehouse.

Four tank cars can be loaded simultaneously at the blender. The car is first light-weighted over extremely sensitive track scales and the Fluid then drops by gravity from the intermediate storage tank through the filters, and is pumped through a sight glass to the car. The cars are of two sizes—3,000 and 6,000 gallon capacity. The smaller cars are loaded to 39,591 pounds, equivalent to fifty three drums, and the larger cars to 79,929 pounds, equivalent to one hundred seven drums. The final weight is determined by having the car gross-weighted over the track scales. There are forty-eight cars in service, twenty-seven of the smaller size and twenty-one of the larger.

Only one tank truck can be loaded at a time. The operation is almost identical with the loading of a tank car, except that in this case the approved Fluid is pumped to scale tanks and

then dropped by gravity to the tank. Four tank trucks, each of seventeen drum working capacity, are in use.

As an alternate procedure, the Fluid can be shipped to Bulk Storage. Instead of drumming the Fluid or loading it to cars or tank trucks, it may be diverted from the filters to one of two housed scale tanks. Here the Fluid (material which has previously been released by the laboratory) must again be sampled and approved to assure no possibility of contamination due to unknown errors of operation. If approved, the Fluid is pumped through a 4" line to one of the bulk storage tanks, about three hundred yards from the blender.

Because of the poisonous nature of the Fluid to be stored, and because of its value, each bulk tank has been designed to take care of any possible emergency. Each is a vertical tank, thirty-five feet in diameter by twenty feet high, enclosed in a single protected metal building, with a fire wall between them. They are supported by steel beams across a concrete foundation and are suspended over a concrete pit, large enough to hold the entire contents of the tank in case of structural failure. A sump pump is provided in case of emergency, for transferring the material from the pit.

A GOOD SUGGESTION

Mat Taylor of Boston recently called on the Editor and made a suggestion which seems decidedly worth while. His thought was that there may be many men in the organization who might have been acquainted with one another in their earlier days at college or school and are now unaware that they are business associates. To that end he suggested that we publish the personnel of the various units, with their college connections, and agreed to start the ball rolling. This kind of news we believe is quite in line with the purpose of the "News."

Boston Division	College	Class
Matthew A. Taylor.....	Stevens	1922
Henry K. Ball.....	Lafayette	1927
Laurence H. Blatchford.....	Northeastern	1927
Richard J. Coveney.....	M. I. T.	1929
Donald S. Flynn.....	Brown	1930
Arthur C. Hutson.....	Texas A & M	1930
William S. Marsden.....	Yale	1925
Robert W. Richardson.....	M. I. T.	1926
Miss Helen A. Welch, Dorchester, Mass.		
Miss Helen J. Meagher, Arlington, Mass.		



DRUMS BEING STORED IN TEST ROOM FOR INSPECTION

HERE AND THERE

Ever since the Atlanta Division was created, we have been using the action of white gun powder as compared with black to illustrate the effect of Ethyl Gasoline in internal combustion engines. Realizing, no doubt, that "what's sauce for the goose is sauce for the gander," manufacturers of gun powder are reversing the procedure. The following was copied from Division 6, Salesmanship Manual, Sporting Goods Sears Roebuck, Retail Stores (Atlanta, Ga.): "Section XII, Fishing, Ammunition and Hunting Accessories: Page 171: Progressive burning powder is an improvement over the ordinary smokeless powder. The difference in action between the two is that the progressive burning powder exerts an even push throughout the length of the barrel; while the regular smokeless powder exerts a tremendous push at the moment of explosion, the power diminishing rapidly as the shot or bullet moves toward the end of the barrel. Perhaps it would be more understandable to say that progressive burning powder acts in a gun the same way that Ethyl Gasoline acts in a car. In each case there is more power than would be with regular gasoline or powder; and this power is applied more evenly for a greater distance. Hence there is less knock in a car and less recoil in a gun.

and the excellent manner in which our product is handled. Ellis, not speaking Russian, carried on a rather limited conversation through Mr. Almoien of the Amtorg Trading Corporation.

Central Truck Lines (900,000 gallons Ethyl annually) in Tampa, Florida, are now in the midst of a high compression program, converting over their fifty units to compression ratios that will take advantage of Ethyl Gasoline. Approximately 20% of the fleet has been high compressioned to date and it is expected to have the remainder of the fleet converted by January 1st, 1935. This fleet is composed of Mack and White equipment. New trucks are being purchased constantly and naturally, high compression heads are specified at the time of purchase. The fleet operates throughout Florida and as far north in Georgia as Atlanta, and has connecting lines that make it possible to make shipments throughout the United States. Central Truck Lines modernized its equipment at the instigation of George P. Rosser, who now has supervision over the actual conversion of the fleet.

Sidney T. Pruitt, Jr., the gentleman from Tennessee, reports that in his opinion there is no doubt but that Ethyl sales are on the up grade in his state. "A large number of dealers," writes Sidney, "told me they are instructing their men to again push Ethyl sales and several agencies advised that some of their dealers were again going to stock Ethyl after letting that pump stay dry for the past few months. Other encouraging factors found this week were the decision of the City of Nashville to use leaded gasoline exclusively in the future, and the favorable attitude of the City of Memphis towards both 'Q' and Ethyl."

During the past season, 553,000 people visited the Ethyl Exhibit at the Century of Progress which closed on October 31st, last. Of these, approximately 70%, or 387,100 heard the Ethyl story as told by our representatives over the loud speaker. An evidence of the increase in car purchases is shown by attendance figures this year and last at the General Motors Building. In 1933, 9,995,023 people viewed the exhibit and the number of new cars sold was 422. This year 6,508,319 people visited the building and the sales of new cars were 525.

Down at Fort Benning, Georgia, at the Department of Experiment, Muggsy Smith, together with the aid of high compression and Ethyl Gasoline, is making our country safe from invaders. The U. S. Government has over nine hundred 6-ton tanks in the Army that are so obsolete it is impossible to run them without encountering overheating. Recognizing our Corporation as authority, we have been called in and even now, a very marked improvement has been accomplished. With the installation of special pistons, to be done at an early date, the tanks should be completely modernized. These tanks are powered with Buda engines.

Between the days of November 29th and December 3rd the Florida Motor Lines, with headquarters in Jacksonville, Fla., took delivery of ten new 33-passenger White buses. These buses are of the latest streamlined type and present an unusually fine appearance. A compression ratio of 5.5 to 1 was specified by the Florida Motor Lines and was supplied by the White Company. Each bus, before it left the White factory, was filled to capacity with Sobio Ethyl Gasoline. Both the Florida Motor Line officials and the White Company officials were pleased with the additional power and performance of these buses.

Mr. Kholodov and Mr. Reshetniak, Chief Engineer and Assistant, respectively, of the Oil Research Institute of The Union of Socialist Soviet Republics were recent guests of the New York Division. Ellis Jones, covering New Jersey, took them on a tour of inspection covering blending installations in Bayonne. One day also was spent at Deepwater where they saw the Ethyl Fluid mixing and shipping plants. On leaving, both men expressed enthusiasm about the extreme safety measures of the plants

Walt Mayes reports a very successful contact with Capt. Atwell, the Motor officer of the First Mechanized Cavalry, Fort Knox, Kentucky. This is the first unit of its kind in the U. S. Army and for a period of two years they have been testing various types of equipment under the severest operating conditions. The majority are heavy duty motors in Christy High Speed Tanks, Ward LaFrance and Franklin Air-cooled trucks and vehicles with Cadillac motors. At the time Walt called on them they were burning a poor third grade fuel which he induced them to replace with a leaded regular gasoline. This was followed up with a demonstration meeting to educate the officers and men in the valves and behavior of lead treated fuels.

As a result the regiment will use Ethyl Gasoline beginning the first of the year. In addition to this the motor officer of the 19th Field Artillery, a new motorized unit to be organized in the near future, heard Walt's talk and is already sold on leaded fuels.

* * *

Socony-Vacuum has started their winterproof campaign among service stations throughout the Boston districts. The contest is based on points and a point can be gained by an increase of one ratio. For example if the Ethyl ratio is increased from 19 to 21%, a credit of two points is received. This applies to all winter-proof products and so far the Ethyl Ratio has received considerable prominence. The contest lasts nine weeks.

* * *

Here's one possible reason for the necessity of contacting truck fleet owners and discussing spark plugs among other things. Herschel Dedo found a truck operator who was buying plugs by the dozen on consignment. Each month the spark plug salesman called and collected for the plugs that had been used and replaced the stock. When Herschel checked up on the plugs to see why the plugs were failing frequently, he found the plug salesman was selling the truckmen the hottest plug in his line. Herschel recommended a cooler plug and the truckman's troubles are over. Herschel is now welcomed by the trucker if not by the plug salesman.

* * *

The recent price war along the Atlantic Coast, which undoubtedly cost our customer companies a huge sum of money helped Ethyl Gasoline sales considerably. With Ethyl Gasoline selling at or below the usual price of regular gasoline, people readily purchased it. Practically all of the oil companies reported a sizeable increase in Ethyl sales during October as compared to October of last year. For example, Boston Division of Socony had an increase of 17% and the New England Division of Tide Water had a 21% increase.

* * *

Los Angeles Division, not to be outdone by Baltimore's conversion to Ethyl of the Blue Ridge Transportation Co., which they reported with just pride in the November issue, hang up a fine record of a somewhat different type: First, Sam Wagner has created enough interest in the Standard Oil Company in our commercial work to cause them to put nine men in the field to do nothing but solicit accounts for Standard Ethyl Gasoline. Second, The Associated Oil Company is doing experimental work along these lines and have employed two men, one to work on commercial accounts, changing them over from Flying A to Associated Ethyl, and the other man as a merchandiser to do additional work with their own personnel and dealers. And third, the Union Oil Company has assigned a man in Oakland to go after commercial business and sell them on Union Ethyl Gasoline.

* * *

One of the men in the Boston Division recently had a rather amusing experience. A salesman for one of the largest New England distributors handling Champion plugs, carburetors, and other accessories, approached our man for some information on Ethyl Gasoline, its advan-

tages, etc. After a lengthy dissertation he divulged his reason. He had just sold a new meter pump to a customer for regular gasoline, but the customer refused to go to the expense of buying a new one for Ethyl Gasoline because of the small volume of sales. Armed with this additional information, the salesman returned to the prospect and sold him first on Ethyl and then sold him a new pump.

* * *

Bill Petty, our Mississippi representative, says of his adopted state, which is almost entirely "rural": "Let me give a brief picture of the average ruralist of Mississippi. He is clothed in blue denim overalls which are apt to be both old and dirty. He wears an old shirt, a battered hat; he lives in a house that is small and in ill repair; he has several days' growth of stubble on his face; he drives an old car that looks as if it might fall to pieces any minute and which makes so much noise when running that you are sure a juggernaut is coming down the road. How can one talk a quality product to such a person? All he wishes is that his car run. Any fuel performing this function is satisfactory to him. Naturally, he buys the cheapest gasoline he can, and is perfectly satisfied with it." Yet, nevertheless, Bill is at present engaged in giving a series of demonstrations throughout his state and while progress is slow, he reports tangible results.

* * *

Mr. Webb, Mr. Smith of National Refining Company and Paul McElroy, our Associate Editor, joined Tom Ronan in a very enjoyable personally conducted tour through the east Texas oil fields. The trip was made immediately after the A. P. I. meeting in Dallas and Tom took his party through the entire field, calling attention to all points of interest as only Tom can do.

* * *

As a result of contacts with the main offices of Standard Oil Company of Ohio, that company is starting an educational campaign among its service station personnel and dealers on the superiority of Ethyl Gasoline over other grades. The Company has purchased four demonstrating engines and has also made a sound moving picture "Where Performance Counts," showing Ethyl Gasoline in action. Most interest is shown in the shots "on the water," "in the air," and "on the land." These show the setting of outstanding speed records and it is the consensus of opinion among the Sohio men that these shots will carry plenty of sales appeal and kick for the layman. This movie and the demonstrator engine will be shown not only to members of the Sohio organization but also to luncheon clubs and similar groups. In order that the work could be co-ordinated Ray Faller dictated several talks on Ethyl Gasoline suitable for various types of audiences and these will be used as the basis for the addresses which will be given by the Sohio men in the field.

* * *

The entire Ohio operating field of Socony-Vacuum Oil Co., Inc., both company-operated stations and jobber outlets, is being covered by the Dayton Division field staff for the purpose of educating the sales forces on the merits of Mobilgas Ethyl. The demonstrators are used in stations and after the personnel has witnessed its operation all customers are invited to see the demonstration. Many customers have been converted after witnessing the engine perform.

THE ETHYL NEWS

Page Seven

ETHYL IN DEMAND IN DEATH VALLEY

Our Los Angeles correspondent sends us word that he recently had the opportunity of hearing a man employed by "Death Valley Scotty" give a talk on Scotty's Ranch in Death Valley. To many of us who are unfamiliar with the region the following may be interesting:

The Castle, as it is known, has cost in the neighborhood of \$1,750,000 and consists of 47 rooms which accommodate comfortably 100 people. It is situated in the north end of Death Valley at an altitude of 3,000 feet. They obtain their water from the Ranch House. The spring has a capacity of 300 gallons per minute. Water is piped to the house in a 6" pipe giving a pressure of 98 lb. at the house.

During the past five years considerable money has been spent in transplanting trees, Joshua and Palm, rocks of huge size which could not be moved by truck and it was necessary for them to purchase a tractor with a low bed trailer to do this transferring. The object in mind was to have the rock gardens, pools and so forth look as though they had always been there. The discussion of the moving of the cactus over a distance of 367 miles was very interesting. The cactus bruises very easily so all the second-hand mattresses that could be purchased in a small town in Arizona were purchased to lay the cactus on to keep them from being damaged. Some very interesting pictures were shown of the Castle and its surroundings.

The main thing of interest to us in the Ethyl Gasoline Corporation is the fact that they have a 7,000 gallon gasoline storage tank on the ranch and it is evenly divided between Ethyl Gasoline and leaded regular gasoline.

J. R. ST. GERMAIN JOINS ETHYL

We welcome Mr. J. R. St. Germain to the Baltimore Division. He is a native of Greenville, Maine, and takes the place of J. B. Taylor who is doing special fleet work out in Detroit. Joe is another of the M.I.T. boys and it looks as though they will soon be able to outvote all the rest of us, but if Joe turns out as well as our other representatives from this school, we will be perfectly willing to be outvoted. We wish him the best of luck.



BON VOYAGE
AND GOOD
LUCK TO
DICK SCALES
AND
MRS. DICK

On December 13th, Mr. and Mrs. Richard K. Scales sailed from Los Angeles for Australia. Mr. Scales has been assigned to sales promotion work in Australia and New Zealand.

Mr. Scales is a graduate of Cornell University of the Class of 1929. He was employed on June 1st, 1931 and assigned to the Detroit Laboratory. His work at the laboratory was in connection with the development and manufacture of Remo. On July 1st, 1932, he was transferred to the Sales Department as a field representative. His headquarters have been in Detroit and he covered the southeastern section of Michigan under our Chicago office.

Ethyl Gasoline and leaded regular gasoline are now generally marketed in Australia and New Zealand. We have an office at Collins House, Melbourne, Australia, in charge of Mr. F. M. S. Tegner. Early in 1934, Mr. Alan C. Tully, formerly of our Chicago Division office, was sent to Australia to assist in sales promotion work. Since that time we have employed a local man, Mr. Noble. These four men will carry out sales promotion work similar to that carried out in the United States.

THIRD GRADE OUT

One of the leading marketers in New York State reported that third grade gasoline sales for the entire Division were off 99% for the month of November, showing how effectively third grade sales were eliminated. Unfortunately, other major companies did not follow suit, and there was some talk of the product being brought back in isolated cases.

World's Champion Gate-Crasher Sold on Ethyl

The next time "One-eyed-Connelly," who has attended every major sporting event and never paid a train fare or admission, gets a hitch-hike he will probably ask the motorist if he uses Ethyl before accepting a ride.

Connelly was recently guest of honor at a meeting of the Fellowship Club of Dayton which includes in its membership many of the prominent business and professional men in the community. After luncheon the group were introduced by Ray Faller of the Dayton Division. One of the most appreciative listeners was "One-eye" who remained with some others after the regular meeting had adjourned, to continue the discussion and ask questions.

Although Ray felt gratified by the reception he received, this apparent interest was later confirmed by Tom Midgley III who happened to meet one of those present. Among other flattering comments, this gentleman told him, "Those who saw this demonstration have said since that they had believed it economy to buy cheap motor fuels but that the demonstration convinced them that it was real economy to invest in the best." Of course that's not news to us but you've got to hand it to Ray for putting it across to his audience that way. Wonder if he was able to make any deal with "One-eye" for some of the good games this fall?

Believe It or Not

In the Los Angeles Chamber of Commerce Bulletin under date of October 22nd we note the following:

.... "The consumption of the highest quality gasoline in the western stations showed the smallest decline of any part of the United States during the depression, and the trend since January 1st has been definitely upward.

Their Los Angeles division (Ethyl Gasoline) has also pioneered in promoting the use of Ethyl Gasoline in heavy commercial vehicles and tractors. This has become an important branch of the division. The satisfactory results obtained by the earlier users has lead to the doubling of commercial fleet gallonage during the past eight months."

FIELDMEN



IF YA WANT A GET RESULTS



TAKE
NOTE

Ethyl-Tire Sales Contest

A few months ago Ed Cline proposed a tire contest among some of the Standard service stations in his territory. It was agreed that we would purchase tires from the station showing the biggest percentage gain in Ethyl sales for the month of August over June and July.

It was unfortunate that through some oversight a number of station attendants were not informed of what was going on and to judge by results in other stations we probably lost considerable gallonage thereby. However, those who were in on it certainly pinned their ears back and went to it. The best showing was by a station in San Jose, their gain being 64%. A close second was one in Salinas, 63% to the good and in third place another San Jose station with a gain of 61%. Those coast boys certainly do a real job when they take hold of it and what is more we understand that Ed really bought two tires.

* * *

Increased Sales Follow Demonstration

From a station in Tom Ronan's division John Rollins sends us some interesting figures which may be very significant inasmuch as they cover a three months period directly following a demonstration conducted in July. It should be born in mind that these estimates were made during a period when the differential between third grade and Ethyl was most unfavorable to us and to hold our own was distinctly encouraging. The ratio for July, August, September and October (23 days) was 2.7; 3.3; 2.5; 3.2.

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
405 LEXINGTON AVENUE

J. C. TAYLOR
SALES MANAGER

NEW YORK December 17, 1934.

To Members of the Sales Department:

In a few days we shall be entering the New Year. The question probably in the minds of many of you is, "What are our business prospects for 1935?"

My answer to that question in its broadest sense is, "Good."

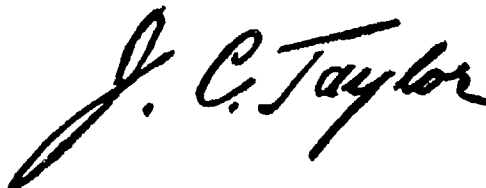
Since the late summer months Ethyl sales have been showing an increase. Recently several of our major licensees have voluntarily improved their Ethyl Gasolines over our minimum standard and are now making determined efforts, with intensive sales and advertising drives, to capture the premium gasoline business in their respective markets. This is a clear indication that the oil industry is re-awakening to the value of the premium market. The use of lead in regular gasoline has progressively increased since a year and a half ago when the product was introduced, and as a result it is estimated that over sixty-five percent of the gasoline distributed in the United States now contains lead.

However, the background of our business is still Ethyl, and as we look forward to 1935, we shall continue to use as a foundation the million car owners who now use Ethyl and who, in spite of the depression and the intense competition of regular gasolines, have continued to use Ethyl. This number will grow as general business conditions improve and as more new cars are sold.

No one can forecast the future but it is my opinion that the tide for premium business has turned. Certainly this is the first December in four years in which we can look ahead to the New Year with definite evidence of renewed licensee interest in Ethyl, and our job is once again to build an even stronger foundation for our total lead business through increasing sales of Ethyl.

In closing, I extend my sincere best wishes to every one of you for a Merry Christmas, and a Cheerful, Successful New Year.

Cordially yours,



D:B

ETC 21626



"HE FLIES THROUGH THE AIR WITH THE GREATEST OF EASE"

Our pilot, Dewey L. Noyes, was born at Rutland, Vt., on February 27th, 1899, where he spent his early life. He received his preparatory education at the local schools and later attended the New York Military Academy at Cornwall, N. Y. and Montclair Academy at Montclair, N. J. Upon leaving school he entered the University of Vermont where he remained one year and then transferred to St. John's College, Annapolis, Md., completing his college course there.

Dewey's flying career began while in Rutland in 1915 where he experimented with gliders and a reconditioned Curtis pusher. His first complete flight was made in September 1916 over and around the city of Rutland but the old plane, in landing, ran into some trees at the end of the field and was completely wrecked. Later, during his college days in Maryland, he carried passengers in a flying boat at Annapolis and vicinity. The next season Dewey spent in exhibition parachute jumping from hot air balloons and then came to New York as a flying instructor at Roosevelt field on Long Island and at Miller Field, Staten Island where men were being trained for the Army Air Service.

After the close of the war Dewey went to Teterboro, N. J., and entered the aviation business, purchasing surplus training planes from England. He conducted this enterprise for three years during which time he took Clarence Chamberlin in first as a partner and finally sold him the entire business.

In 1923 commercial aviation became so dull that Dewey gave up flying as a business and associated himself with the Congoleum Company as Construction Superintendent in their Construction Department with headquarters in Cleveland. While there, he bought a plane and operated it

weekends barnstorming. During 1926 the Post Office Department made an air mail contract for the Pittsburgh to Cleveland route and Dewey resigned his position with the Congoleum Company to help organize and open the new line. He flew the first run and from then until 1929 continued in this work as Chief Pilot. In June 1929 he went with the Standard Oil Company of Ohio and flew planes for them until 1932 when he joined the American Airways and had the run between Fort Worth and Cleveland. Dewey came to us in August, 1933. He makes his home in Elizabeth, N. J.

UNDUE CREDIT

There appeared recently a publicity article stating that our company had produced a new talking picture. Many members of our organization undoubtedly read the notice with interest. For those who are not familiar with the facts we wish to explain. The picture produced was for our licensee, The Standard Oil Company of Ohio, and to be used in their territory in connection with several other films used by them. Our company assisted in the production and because of this participation, an erroneous idea was created. The film should rightly be called The Standard Oil Company of Ohio picture, featuring their product, Sohio Ethyl.

FORTUNE MAGAZINE FEATURES ETHYL

The December issue of Fortune Magazine carries the second installment of a history of the DuPont Company, entitled "An Industrial Empire." In this second article considerable space is given to the development of our own product and we are therefore bringing it to the attention of the members of our organization. On page 83 is a chart showing the relative earnings DuPont derives from its various products and it may be interesting to note the tremendous increase that has taken place in the demand for tetraethyl lead in recent years as evidenced by these figures. An aerial view of the DuPont Dye Works at Deepwater Point, N. J., where the tetraethyl lead is manufactured, is shown on page 84 and beginning on page 172 is a brief history of our own company under the heading "DuPont Tetraethyl Lead."

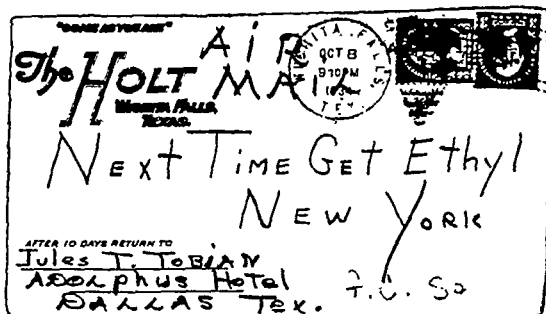


LINCO'S EDUCATIONAL TRIP TO DETROIT LAB

Perhaps you heard the echoes from a thundering rendition of "That Car That Is Trying To Please" Tuesday evening, November 20th. Eighteen well organized voices raised the Detroit-Leland's Silver Room fully six inches with it—sung to the tune of the trapeze song. That boisterous racket fittingly climaxed Linco's two-day educational trip through our laboratories. It all started a few weeks ago when G. P. (Jack) DeBra of Lincoln Oil Refining Company got curious about what might be happening behind the scenes and asked to take his ten supervisors for a visit of exploration through our Detroit Lab. Bob Jordan made the arrangements and on November 18th he and Ray Wyrick from Chicago, Casey Jones from Indianapolis and Chuck Colvin from Springfield converged on Detroit gathering up the Linco crowd en route. For two days Jack and his supervisors looked and listened to the "inside story", finding out what makes the wheels go round. An illustrated discussion of the amazing growth of high compression in automobile and commercial car engine design, the performance and economy aspects of high compression growth and an insight into what may be expected in the future with even higher compressions paved the way for their inspection of

the part our laboratories play in furthering increased compressions.

Ethyl and leaded gasolines' contribution to improved motors was demonstrated in Mr. Kellogg's gasoline testing lab where knock, distillation, gum and sulphur and vapor pressure tests were explained. A Chevrolet on the chassis dynamometer effectively demonstrated the loss of power and economy from knock to its Linco audience. Direct view into a combustion chamber through a quartz window during both knock and anti-knock operation seemed to arouse more enthusiasm than any other single item on their program. For the first time in their lives they actually saw the knock—and at last realized its significance! On Tuesday the group made a tour through Ford's River Rouge plant and in the afternoon saw Sohio's new Ethyl movie. After the movie Jack DeBra formally requested the quartz window equipped demonstrator for a series of fourteen meetings for all service station employees. Homer Dedo gave a well received talk on octane number. Julian Frey's motor and valve and spark-plug sessions required almost forcible termination due to strenuous Linco efforts to pump him dry of information. Julian was affectionately nick-named "Ket Junior."



IT IS EVIDENT THAT ETHYL ADVERTISING HAS REGISTERED IN THE MINDS OF UNCLE SAM'S POSTMEN. THIS LETTER ADDRESSED EXACTLY AS SHOWN WAS DELIVERED PROMPTLY TO THE NEW YORK OFFICE

NEW MARKET FOR GASOLINE

Seen as a comparatively new development in railroad transportation which may be the forerunner of a vast new market for the petroleum industry, is the recent inauguration of a motor bus service over the tracks of the St. Louis Southwestern Railroad between Dallas and Jonesboro, Arkansas, a distance of 488 miles. Flanged wheels enabled the buses to stay on the tracks. The vehicles have many of the features of railroad trains but operate more economically.

An 80 horsepower gasoline motor is placed at both ends of the cars which are capable of developing and sustaining a speed of 80 miles an hour with safety. Each bus has a capacity for 40 passengers, is air-conditioned and has entrance and exit doors at the sides. Drivers are given mental and physical examinations before being permitted to operate these cars.

ETHYL-DOW PLANT ONE OF THE LARGEST NEW ENTERPRISES IN THE SOUTH

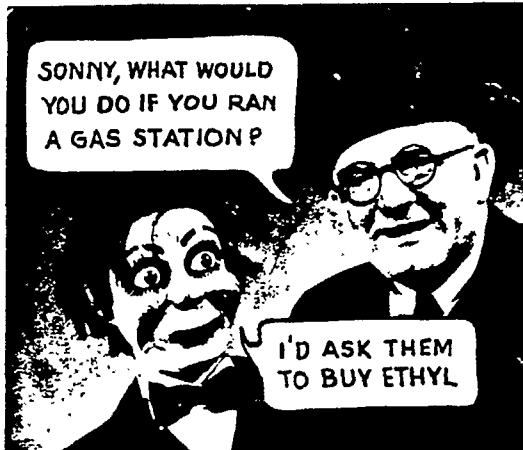
"Holland's Southern Survey," the magazine of the South, recently commenting on improved business conditions there, quotes Governor Myers of the Farm Credit Administration. He said, in speaking before the American Bankers Association:

THE ETHYL NEWS ON THE ALLEYS

The Accounting Department, continuing in their belief that they were superior bowlers to the Sales Department even after one disastrous defeat, asked for a return match on Wednesday, December 5th. An agreement was made that the teams be composed of a number equal to the number of men representing the Sales Department. Seven men from Sales and affiliates together with two ringers from the Yonkers Lab. taxed the material of the Accounting Department to the limit, forcing them to bring out a few dark horses, who did not come through in the conventional dark horse manner. Once under way the result was never in doubt—the Sales Department was again victorious by a large margin. Individual and team scores follow:

TOTAL			TOTAL		
Sales Dept.	3 Games	Avg.	Acct. Dept.	3 Games	Avg.
Weston	542	181	Robertson	486	162
Walter	323	108	Gebhart	455	152
Cleveland	428	143	Weeks	343	114
Townsend	498	166	Eilerman	477	159
Urquhart	410	137	Garnier	408	136
Roberts	419	140	Maroldy	305	102
Murphy	383	128	Hyland	352	117
Kaley	355	118	Gonzales	344	115
McElroy	477	159	Chellborg	284	95
	3835	142		3454	128

tion: "We noticed a tendency for the applications for refinancing to decline more rapidly in regions where economic conditions of agriculture have improved the most, as, for instance, in the South, which is now in the best economic position of any important agricultural region." Holland's goes on to call attention to the fact that due to a combination of local supplies of raw materials and water transportation, an investment of more than 20 million has been made in chemical plants during the past year in this territory. They further say that about half as much again is in process of construction. Of these new enterprises, they mention the Ethyl-Dow Chemical Co. as one of the two outstanding developments.



**WELL KNOWN AUTHOR
AND ENTERTAINER
CARRIES ETHYL MESSAGE
TO THE TOURIST**

Two years ago Senator Jim MacFarlane, with three companions, made a good will tour of the South to help break the depression by dispensing cheer and humor through the country side. These four crusaders attracted national attention and the Literary Digest commented at length on the undertaking. (A humorous account of this jaunt may be found in a little book recently published by the Ventriloquist Publishing Company of Towanda, Pa., entitled "The Cruise of Mistaken Men." It is well worth reading)

Last winter the Senator made another trip to Florida and having been much impressed by the results of our product through his own experience, undertook to spread the Ethyl gospel among motorists at tourist camps en route. He also induced his ventriloquist doll, "Sonny," to enter into the spirit of the campaign. This, he augmented by distributing cards like the one illustrated, which carried a sales message and testimonial printed on the back.

We have just received the following letter from Senator Macfarlane which shows he is still a strong rooter for Ethyl:

Towanda, Pa.
Dec. 5, 1934

Ethyl Gasoline Corporation,
Chrysler Building,
New York, N. Y.

Gentlemen:

I have just completed a cruise of 25,000 miles with my Buick coupe and trailer which, fully equipped, contains accommodations for four people. I have been using your Ethyl gasoline with surprisingly good results. From the records which I have kept I find that I get 10% better mileage than with other gasolines I have used. Also my car starts quickly and easily and over heavy grades I rarely have to change gears.

On my next trip to the Pacific Coast to gather more data for both book and magazine publication, I will continue to use Ethyl. Of course I would not consider using any other fuel.

Very truly yours,

Senator Jim MacFarlane

Author of "Cruise of the Mistaken Men"

✓ **MANUFACTURING DEPARTMENT
CELEBRATES**

We understand that the Manufacturing Department at Deepwater Point are preparing to celebrate the Christmas season in true holiday spirit. All the members of the Division, with their wives, their sweethearts and their friends, are throwing a dinner, followed by a dance at the Concord Country Club at Wilmington on the night of December 21st. This is the first real get-together of the kind that the Deepwater boys have attempted but if it is a success they promise to make it an annual feature and perhaps ask the whole organization. So here's hoping it goes over big.

LUCIEN LOCKE SPEAKS AT OUTDOOR CONVENTION

Last month Lucien Locke journeyed out to Chicago to attend the annual convention of the Outdoor Advertising Association of America and incidently to deliver an address on "An Advertiser's Viewpoint on Outdoor Advertising." His talk covered such subjects as "The Media Problems of the National Advertiser," "Suggestions for Improvement" and finally "What We Think of Outdoor Advertising."

During the course of the discussion he pointed out the fact that one of our earliest posters appearing in 1933, which we all remember as the "Step on it Doc" poster, brought more inquiries in our fan mail than all previous Ethyl Gasoline advertising put together over a period of ten years. Several hundred requests for prints suitable for framing were received from doctors, mothers (both expectant and satisfied), nurses and people of undetermined position and condition as well as the babies themselves. Luke also let them in on a little of his own fan mail by reading the following letter from a young lady in Wisconsin but he mentioned that this was only the first which he received. Perhaps in coming issues we may be able to report the whole correspondence. Anyway, here's what we have up to now:

"Gentlemen:

I am merely offering you a suggestion as I know you would appreciate suggestions for advertisements from your Ethyl users. This is my suggestion: When you make a new Bill-Board Poster on your Ethyl Gasoline, I wish you would print one on this order, 'Ethel uses Ethyl Gasoline in her Cadillac!' I am a popular girl in this city and drive a Cadillac, and I know if you put out an ad on this order, it would boost your Ethyl sales. I have always used it in my Cadillac and can frankly say I wouldn't care about anything else. I will describe my appearance so when printing this ad you will know how to paint same. I have large brown eyes, brown wavy hair, large pearly teeth, that show very plainly when smiling, I have a round face, and quite small features. I hope you will be able to use my suggestion. I honestly think this would go over hot, especially in this City, being I am so popular here. This ad would also help the sale of Cadillacs. I am not giving my name and I don't want my full name to appear on the ad. Please try this suggestion, I thank you.

*Very truly yours
Ethyl Gasoline Customer
Ethel.*

P.S. My Cadillac is black—My favorite color is red."

Luke says that he receives dozens of similar

communications and that he never fails to acknowledge them. He finds them a constant source of interest—even sometimes "inspiring". Well, they say, "it pays to advertise" or maybe just being in the advertising business isn't so bad.

WHAT ETHYL MEANS TO SMALL CAR OWNERS

Elmer McFadden, who manages all of the General Motors car agencies in Bakersfield, California, says that there are more reasons why the owners of Chevrolets and Pontiacs should use Ethyl Gasoline than apply to the owners of the higher priced cars. His reasoning is based largely around the fact that the small car owner's investment in an automobile represents a much larger proportion of his total assets. He therefore needs to do everything possible to prolong the life of that automobile and thus realize the fullest possible return on the investment before he has to "kick in" with a few hundred more dollars to buy a new car.

That he is putting this over with his organization and customers is evidenced by the fact that the latest available figures for a month show that this agency group pumped over 1600 gallons of Ethyl, and less than 100 gallons of regular gasoline. They do not even carry third structure.

Selling customers on this idea is an art which Mr. McFadden has developed to a high degree. It goes something like this: "You can use any kind of fuel that you want to in this engine. The octane selector is on the engine to make this possible. But that is stated backwards. This is a darned efficient engine, capable of giving you results that cannot be gotten with any engine on low grade gasoline. What the octane selector really does is to enable you to get the good out of the better gasolines without paying extra per mile, per month, or over the life of the car. It gives you the best possible performance with the least amount of mechanical trouble. You bought that kind of performance, and you might as well go on getting it from now on, since you will pay for it anyway, whether you get it or not."

This talk is varied in "octane value" to fit the individual case. Anyway, results speak for themselves.

MASKED



REPORTERS

✓ George Warren admits that his invaluable secretary made a mistake the other day—she wrote the Gulf Refining Company asking permission to collect samples of Esso. This consent was cheerfully given.

✓ The Ethyl plane, in heading west, encountered an unusual difficulty just over Chicago. At 10,000 feet, quick action on Dewey's part and a sharp bank, saved the lives of a flock of storks. Maybe Chicago is trying to bring the record back to this country. How about it?

✓ At the annual membership meeting of the Controlled Circulation Audit, Inc., which was held at New York, Ed Downs, Lucien Locke's assistant, was elected President. The C.C.A. membership includes twenty-three national advertisers, twenty advertising agencies and fifty-one publisher members.

✓ Mr. E. L. Cline in the Los Angeles Division, with headquarters in San Jose, California, has been working with the Bisceglia State Company of that city, an account which uses approximately 500,000 gallons of Ethyl Gasoline per year. We understand that Mr. Cline is so well liked by this account that they have been furnishing him with champagne by the case. (The Bisceglia State Company is in the winery business) It seems that Sam Wagner is asleep at the switch or we might have obtained some of this for intra-company consumption.

✓ If persons visiting the Tulsa Laboratory this year have noticed the odors of gasoline and bromine replaced by a "rare and fragrant perfume," they should understand its cause as being "Love in Bloom." Four marriages in one year among our personnel we believe establishes a record. On January 17th, Harold Shaw married Orpha Herrin. In early Spring, April 2nd, Charles Rankin married Maybelle Harrington. Our stenographer, Lena Watson, was a June Bride, going to the altar with George Pasquella on June the 8th. They now live in Oklahoma City. Finally, as a grand climax, George Gier, of the Bronx Giers (not *cheers*) married Josephine Krieger of New York City.

Sidney T. Pruitt, Jr., our Tennessee representative, Ernest T. Smith, our Alabama representa-

tive, and Mrs. Smith, left on November 21st for a 12-day cruise to Central America. They took the boat at New Orleans and stopped at Havana, Panama, Nicaragua, and Honduras. The trip must have been most interesting and we are promised a write-up for the Ethyl News.

✓ Doug Jeppe, while at M.I.T., worked up a swell hate against Yale. (Rumor hath it that a certain Yale man had more of what a certain girl liked than Doug) This year he read that Yale had a lousey team so he saved his money, took a late vacation and betook himself to Princeton one week and New Haven the next to see Yale get smacked down. The scores are history and so is the card the Baltimore Division got from Doug's wife: "Doug is not enjoying his vacation as much as he expected."

✓ C. G. Krieger, often better known as "Alexander Botts" and in some places as "Dutch" or "Kultural" Krieger, has done some recent work in settling complaints on Maytag washing machines which are operated by small gasoline motors. From various sources, reports are indicating that the housewives whom he contacts on such complaints are much more agreeable and reasonable to work with than persons usually encountered when settling complaints on tractors. Next to complaints on milking machines "Botts" Krieger considers the Maytag type of complaint the most delicate to handle.

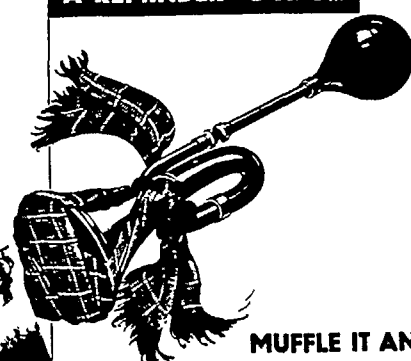
✓ Kay Tisza (Accounting Department N. Y. Office) took her "Private Pilot" test at Newark Airport on November 23rd—and passed! We gather that the inspector was not immune to the charms of Kay and her sister (who also received her license). Kay's one ambition now, is to fly the Ethyl plane across the Atlantic—the fuel to be furnished by someone else, of course. Pilot Tisza's own plane is a Stinson.

NOTE: All applications for position of co-pilot may be forwarded to Editor.

✓ The Baltimore Division challenges any other Division to produce a Manager as resourceful as Oscar Lewis. Recently Frank Cronin developed a lovely case of jaundice and had a distinct yellow hue. Oscar took one look at him and ordered him to spend all his time contacting Chinese Laundries until he bleached out.

BRITISH ADVERTISING

A REMINDER—OCT. 7TH



MUFFLE IT AN HOUR EARLIER, AND—

Fill up your tank with the new Winter Grade **Praxo Ethyl** which is specially blended to ensure instant starting and regular firing on cold days. The ideal petrol for silent runs—No prolonged noise from the motor—No knocking—No rattling and popping back. Silence, with a higher power output, higher speed range, and higher mileage.

ITS ETHYL WITH
WORLD'S FASTEST WINTER

BRITAIN'S FASTEST ROAD RACE—ULSTER T.T.



WORLD'S FASTEST LAND SPEED

WORLD'S FASTEST AIR RACE

WORLD'S FASTEST "BABY" CAR

BRITAIN'S FASTEST TRACK RACE

Praxo Ethyl, used in all these events, is the finest and purest petrol produced, and supercharged with the original **red Ethyl fluid** which makes it the fastest petrol on earth—and best on hills. The fastest petrol must be the best, because it obviously gets the most out of the engine, yet **Praxo Ethyl** now runs so more than ordinary petrol.

FASTEST ON EARTH and best on hills



WORLD'S FASTEST LAND SPEED

WORLD'S FASTEST AIR RACE

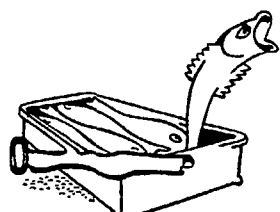
WORLD'S FASTEST "BABY" CAR

BRITAIN'S FASTEST TRACK RACE

BRITAIN'S FASTEST ROAD RACE

Praxo Ethyl is the finest and purest petrol produced, supercharged with the original **red Ethyl fluid** which makes it the fastest petrol on earth—and best on hills. The fastest petrol must be the best, because it obviously gets the most out of the engine, yet **Praxo Ethyl** now runs so more than ordinary petrol.

"R.F.A." said the sardine—
MEANING



"Room For Another"

"BP" said the garage-man, when the motorist asked for "**Ethyl**". **Ethyl fluid** is the well-known anti-knock specific, and "**BP**", being first grade, is the Best Petrol to go with it.



"G.M.T." said the Surveyor —
MEANING



"Gosh! My Theodolite"

"BP" said the Motorist, meaning the Best Possible petrol named with **Ethyl fluid**, which is the finest known anti-knock specific.



Above are reproduced samples of British advertising done by two of our licensees. Note the total absence of the direct "ask 'em to buy" appeal so prevalent in American advertising.

MARKET BROADENED FOR PREMIUM 'GAS'

Side for High-Grade Auto Fuel Turned, Taylor Says.

SEES NEED \$500 TRACTOR

Bartholomew Says Is Growing Demand for This Type.

Midgley, Ethyl's Father, Muses Over Daddy Neptune's Gold Pile

By ED BRONSON.

BAR'S gold in them that France may once have engaged the supply, Midgley, says.

GAINS POWER L ENGINEERS

AFTER SURV

Five Years Have Remarkable Improvement in En

able advance the development engine in line is shown by a study

Scans 'Baby' Tractor Field; Operation Seen on Small Farm

of small tractors and a d to sub- place as a tion has re- search pro- pency. corporation, General Mo- Standard they, after a its Detroit unces that larger than ured with t for eco- oms of less

would be negligible, and gasoline, purchased at any price, would be just that much additional expense.

C. G. Krieger, engineer attached to the Ethyl laboratories, who is developing the "baby" tractor idea; recognizes that the big kerosene-burning tractors have no place on the small farm, but he is confident that anti-knock gasolines and high-compression engines permit the design of machines for the agricultural development of small areas. More than 50 per cent. of America's 6,500,000 farms contain less than 100 acres.

LOW INITIAL COST

"These farms require compact, powerful tractors for their cultivation," he explains. "Units of requisite size, power, economy and low initial cost can best be provided by the use of high-compression engines and anti-knock gasoline."

"Power has not been available

TO USE OF ETHYL

requires no great stretch of the imagination to leap backward in time to the period about seven years ago when motor fuel containing ethyl lead first began to be marketed to eliminate the knock in high speed automobile engines. It is a familiar tale for the day.



ETHYL CORPORATION

Will Be Capable of Producing 200 Million Gallons of Ethyl Gasoline

ETHYL GASOLINE ANNOUNCED TODAY

Standard Introduces New Type Improved Motor Fuel

Announcement is made here today that the new Ethyl Gasoline is now available at all company dealers and Aerotype Crown in motor gasoline, a great improvement in the well-known Ethyl Gasoline. The new Ethyl Gasoline will be available at a price which will be a great improvement in the well-known Ethyl Gasoline. The new Ethyl Gasoline will be available at a price which will be a great improvement in the well-known Ethyl Gasoline.

GULF REFIN

Nox Ethyl Called Ideal Winter Gasoline ETHYL, KEEPING PACE WITH MANY CHANGES

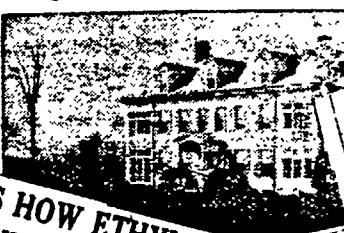
Complete Revision of Research Laboratories

CHEMISTS' FIND MEANS TO TACKLE GOLD IN OCEAN

ETHYL GAS USE GAINS STEADILY

Big Campaign For Summer Is Planned

Estimating that more than 100 cars will travel the highway in 1934, the Ethyl Gasoline Company announces a nationwide campaign to widen the use of premium Ethyl. Daily newspapers and State Aerotype Ex-



SHOWS HOW ETHYL IMPROVES MOTOR

The development and the increase in the use of Ethyl Gasoline were discussed at a representative line of the Haute Rotar members of the Tuesday lunch Jones, who trace the influence of the gasoline production brought to the club meeting of the demonstration of the anti-knock properties of Ethyl Gasoline.

INCREASE OPERATIONS AT DYE WORKS AS LEAD ETHYL CONTRACTS JUMP

Acceptance of "Anti-Knock" Compound by Major Oil Companies Opens Up Larger Field for Ethyl Made Here

LEAD ETHYL FLUID IN GREATER DEMAND

DuPont de Nemours Company Plant at Deepwater Will Add \$1,000,000 Building

Salem, October 10. The cost of the new plant is estimated to exceed \$1,500,000. A few weeks ago the plant was discontinued the ship lead ethyl in steel tanks.

The cost of the new plant is estimated to exceed \$1,500,000. A few weeks ago the plant was discontinued the ship lead ethyl in steel tanks.

GULF SELLING AVIATION FUEL

No-Nox Aviation Grade Called Finest Motor Car Gasoline Made In Statement

AVIATION GAS NOW READY FOR AUTOMOBILES

The new motor fuel that embodies all of the characteristics of the new Ethyl Gasoline is now available to motorists at the same price of premium gasoline. The new motor fuel that embodies all of the characteristics of the new Ethyl Gasoline is now available to motorists at the same price of premium gasoline.

Bay Shore Rotary Club Meets Ethyl A Sure-Fire

Members Introduced of Ethyl Fuels

Members Introduced of Ethyl Fuels

ETHYL GAS IS CARAVAN FUEL

Members Introduced of Ethyl Fuels

ASSISTANT DIVISION MANAGERS

Appointed January First

Atlanta	G. P. ROSSER
Baltimore	L. W. SHANK
Boston	D. S. FLYNN
Chicago	A. B. WYRICK
Dayton	*
Kansas City	H. L. NIXON
Los Angeles	J. G. MARTIN
New York City.	R. C. MURPHY
Tulsa	HARRY KUHE
Toronto	*

*No appointment as yet.

Atlanta
 Baltimore
 Boston
 Chicago
 Dayton
 Kansas City
 Los Angeles
 New York
 Toronto
 Tulsa
 Washington
 Montreal
 Hamilton
 Vancouver

U.S.
 DEPT.
 OF COMMERCE

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING

Vol. 2, No. 1

New York City

JANUARY, 1935

Published monthly by the Ethyl Gasoline Corporation for the entertainment and benefit of the members of its organization. Address all news items, correspondence or other material to the Editor, W. Cary Harris, 35th floor, Chrysler Building, N. Y. C.

W. Cary Harris Editor

Associate Editors

Edwin Downs
Paul E. McElroy

Correspondents

Atlanta Division	George W. Warren
Baltimore "	L. W. Shank
Boston "	M. A. Taylor
Chicago "	A. B. Wyrick
Dayton "	Lloyd Evans
Kansas City "	C. M. Berry
Los Angeles "	R. G. Loser
New York "	R. C. Murphy
Toronto "	J. N. Fitzgerald
Tulsa "	Harry Kuhe
Engineering Dept.	Homer H. Dedo
Manufacturing Dept.	Arthur P. Stover
Gasoline Testing Dept.	Lester B. Roberts
Export Dept.	Hubert Fossett

ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE FIFTEENTH OF THE MONTH

WHAT'S NORMAL?

BY

BRUCE BARTON

Back in the depression year of 1920, I was sent to Detroit by a magazine to interview Henry Ford. It had been reported in Wall Street that he was about to go busted. I expected to find him harassed and nervous. Instead, he seemed to be perfectly serene.

We spent the whole day in leisurely conversation. He said: "We have put the United States on wheels, and do you suppose for one minute that it ever is going to be content to walk again?"

A little later he added: "People ask when are we going to get back to normal? What's normal? That's what I want to know. Tell me what's normal, and I'll give a guess as to when we will get back."

If I were to attempt to answer Mr. Ford's question I think I should say something like this:

The average American is *normally* optimistic. He has grown up in a country where boys start with nothing but health and courage and win fortune and reputation. He is trained to believe that the future is going to be better, not worse. His *normal* attitude is one of hope.

The average American is inherently conservative. From time to time he gets all stirred up and goes on quite a bust. He throws out public officials and passes a lot of new legislation. But fundamentally he has a stake in the present social order. He owns a home; he owns, collectively, more than 23 million automobiles. He wants to see the present system preserved and bettered, not over-turned.

(Continued on page 11)

MEET MR. MITTNACHT



Arthur E. Mittnacht was born in Baltimore, Maryland, on August 2nd, 1893. After attending high school he entered Johns Hopkins University but only remained for one year and then began his business career in a steamship agent's office in Baltimore. In 1914 Mr. Mittnacht moved to San Francisco where he became manager of Parr-McCormick Steamship Company. At the outbreak of the war in 1917, Mr. Mittnacht enlisted in the United States Army and went overseas with the Fourth Division in 1918. Upon his return from France after the Armistice he joined the United States Shipping Board and made his headquarters in Washington, D. C. where he remained for six months. At the end of that time he became a partner in the firm of Elder & Mittnacht, Inc., steamship owners and operators and later became an operator for the United States Shipping Board Vessels. When the Ethyl Gasoline Corporation was formed in 1924, Mr. Mittnacht became associated with the company and has served as its Secretary and Treasurer ever since. He is also Secretary-Treasurer of the Ethyl-Dow Co.

Mr. Mittnacht is married and lives with his wife and three sons in Old Greenwich, Connecticut.

TRUCK TESTS SHOW ETHYL'S SUPERIORITY

During the first part of the month of December 1934, the Mack International Truck Company ran some tests on a Model BX, six-cylinder truck, under the supervision of their engineer on the Pacific Coast, Mr. George Deusler. He was assisted by Frank Elliot of the Ethyl Gasoline Corporation and T. McPhail of the Standard Oil Company of California.

The purpose of this test was to determine whether it is more economical to operate such a vehicle with a 4.8 : 1.0 compression ratio head and 70 octane leaded fuel or with a 6.0 : 1.0 compression ratio head and use Ethyl Gasoline.

The truck was a six-wheel unit and pulled a six-wheel trailer over a route of 200.4 miles with elevations varying from 200 feet above sea level to approximately 4300 feet. The gross weight of the truck was 33,380 lbs. and the gross weight of the trailer was 32,100 lbs. making a total gross load of 65,480 lbs. The load consisted of steel billets. The steepest grade on this run starts at 1200 feet and rises to 4300 feet in twenty miles.

In running this test the only changes made were to install the high compression head, substitute spark plugs three steps colder than factory equipment and retune the ignition to meet the requirements of the increased compression ratio.

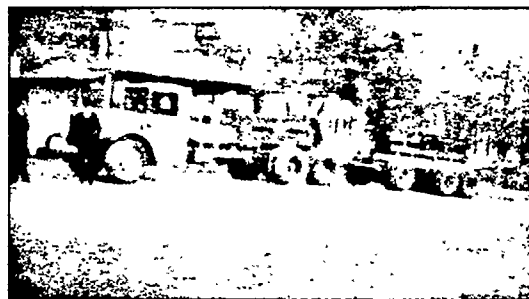
The results of this test showed a saving in running time of 1 hour and 50 minutes or 17.4% and a saving in fuel of 20 gallons which is equivalent to 23%. Basing this on fuel prices in Los Angeles this meant a saving of \$1.76 for the round trip.

Due to the higher compression head running cooler it was necessary to run with the shutters closed one notch more than with the standard head.

A Potentiometer was installed on this truck and temperatures taken at the following points:

Atmosphere	Exhaust Manifold
Water Outlet	Front Transmission
Water Inlet	Midship Transmission
Crankcase	Differential

At every point where temperatures were taken there was a decrease in temperature with high compression except for atmosphere which aver-



aged 1.6 degrees higher. The largest reduction in temperature was at the exhaust manifold which showed an average decrease of 158.2 degrees. Water temperature ran approximately 10 degrees less.

It was also learned in this test that the equipment ran between one-half and one gear higher with the high compression head which accounts for some of the saving.

NOTE: A copy of all the statistical data is available and will be forwarded by the Editor upon request.

THOMAS MIDGLEY, WELL KNOWN INVENTOR, DIES

We learn with regret of the death on, December 25th, of Mr. Thomas Midgley, Senior. He was the father of our own Thomas Midgley and a well-known figure in the tire industry, for many years.

Born in England, he came to this country as a boy and settled in Worcester, Mass. He was one of the pioneers in the bicycle manufacturing industry and later turned to the automobile field. He is credited with being the inventor of the demountable rim. For the last quarter of a century he had been associated with the U. S. and the Fisk Rubber Companies, chiefly in research work.

Mr. Midgley spent his summers at Chicopee Falls, Mass. and had a winter home at Bradenton, Florida. He was 74 years old.

We of the Ethyl Gasoline Corporation, take this opportunity of extending our very sincere sympathy to Mr. Midgley and the members of his family.

NEW FEATURE FOR DEMONSTRATION

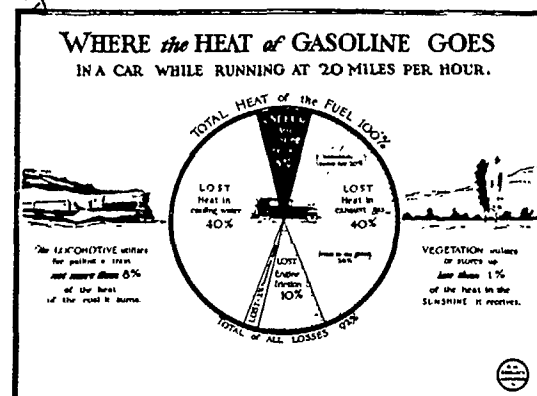
The Tulsa Division has developed a new feature in connection with our regular demonstration which they feel has created a good deal of added interest. Harry Kuhe secured a quartz window from the engineering laboratory at Detroit and placed it in the bouncing pin hole of his demonstrator. In this way his audience could better visualize the change in the color of the gasoline in the cylinder head when the motor is run on Ethyl.

The motor demonstration, as usual, is preceded by a brief description of how a knock is actually generated in the cylinder head. The motor is then started and by the time the room can be darkened the cylinder is up to a knocking temperature. A concave mirror held over the window magnifies the radiance of explosion into a four inch disc of light, which in turn is reflected to the spectators.

The conversion of yellow flame to blue or the reverse, can of course be instantly regulated by the spark lever. This form of demonstration proved a very effective method of convincing the audience that detonation is bad even though it may persist for a few minutes only on quick acceleration or topping a hill. The fact that they saw the flame turn yellow the instant a knock was audible did the trick. So novel was the thought of being able to look at the explosion that about 90% of the spectators, at a recent meeting, left their seats to observe the phenomenon at close range by looking directly through a reading glass over the quartz window into the combustion chamber.

Reviewing the possibilities of the quartz window Harry says: "It is my belief that it will prove a most valuable tool for the sale of Ethyl Gasoline. Many a customer that could not be convinced with power, speed or temperature indicators will succumb to this visual proof of explosion characteristics. Secondly we have, in the quartz window, direct refutation to the claim that 'a few knocks in the motor on a hard pull don't make any difference.' Thirdly, the quartz

THE ETHYL NEWS



window is a means of capitalizing on our advertisements bearing a strip film of flame travel." This point, which has always been almost incredible to the layman, can now be brought within the scope of his understanding and appreciation.

Although our former motor demonstration was excellent, thousands have witnessed it, but now we are in a position to show them something new. Moreover the quartz window possesses all of the characteristics of a perfect sales demonstration, viz, it is sensational, true to fact, and above all convincing.

LINE-UP OF BALTIMORE DIVISION

Acting on the suggestion of Mat Taylor, which was carried in the December issue of the News, the Baltimore Division sends us these statistics on their office personnel. We hope other Divisions will do the same.

O. B. Lewis	Dartmouth	1919
L. W. Shank	Johns Hopkins	1922
E. C. Paige	U. of Maryland	1928
J. E. Keyes, Jr.	Johns Hopkins	1930
D. P. Jeppe	Oxford	1923
	M. I. T.	1926
J. S. Cole	Stevens	1924
F. S. Cronin	Fordham	1929
J. R. St. Germain	M. I. T.	1932
E. L. Mason, Jr.	U. of South Carolina	1934
Meda L. Bonsall	Western H.S., Baltimore	
Marion Hofstetter	Western H.S., Baltimore	

HERE AND THERE

Through the efforts of Bob Jordan the Chicago Board of Education has placed us on the list of approved speakers which is sent out by the Board. This gives us an excellent entree to high schools and technical schools in the City.

Exceptionally large increases in Ethyl gallonage are being reported by Jim Boudreau in the New York Division for Standard Oil Company of New Jersey and the Gulf Refining Company as a result of the intensive campaign in bringing the new fuel before the public. A division office of one is now maintaining a 36% Ethyl ratio to total gallonage whereas before their campaign they averaged from 10 to 11% consistently. A bulk plant reports 157,000 gallons of Ethyl for the first ten days of December against 68,000 for the same period in November. Much credit is due the above companies for selling first, their own employees on their new Ethyl Gasolines, and secondly, for putting the story across to their dealers. It all goes to show that the market for premium gasoline strongly exists today and is only waiting to be taken advantage of.

Walt Mayes in Louisville has been having great success with the demonstrations that he has been giving for the Gulf Refining Company at their automobile agency outlets. Browder and Hopkins, the largest Chevrolet distributors in the entire State of Kentucky, were converted to the use of Ethyl in place of Good Gulf. Also the B and B Garage, the largest repair garage in Louisville, switched to the use of Ethyl, and while the gallonage in this case does not amount to much the influence of this concern on the motoring public of Louisville is great.

The Schenectady branch of Colonial Beacon report an increase of 260% in Ethyl ratio over what it was before the drive on Esso was started. The ratio is now 25% for bulk deliveries. Of even greater interest is the report from one dealer of securing 50 new customers. This account does about 150,000 gallons annually.

Early in December, at a meeting of the Society of Automotive Engineers held in Los Angeles, Mr. Sampson, Manager of the Jadson Motor Products Co., Inc. gave a talk on valves and their related parts. At the opening of his address, Mr. Sampson told his audience that in the event of his discussion raising any question in their minds, these would be answered at the close of the meeting by their Chief Engineer, Mr. Alex Robb. Mr. Robb, in turn, closed his remarks with the comment "Ethyl is the best friend valves ever had."

During the past two months we have had two men on the Socony Vacuum Company in their Northern Ohio Division. The results of this work can be seen in the copy of their bulletin "Pegasus"; we quote:

"Mobilgas Ethyl increases at stations after the Ethyl demonstrations:

C-1.....900%	C-8.....300%
C-2.....250%	C-10.....200%
C-3.....250%	C-12.....200%
C-7.....250%	C-18.....300%
C-46.....200%	

and these figures are the first half of November against the first half of October."

A similar campaign is about to break loose in the southern Ohio area.

The most outstanding example of public acceptance of the new Aviation Type Ethyl Gasoline found anywhere in the Dayton Division has been in the Paducah District of Kentucky. Here the Gulf service station supervisor advised that there was a 1000% increase in Ethyl sales December over November; and this was verified by the Assistant District Manager for Kentucky.

G. B. Donohue, of the Chicago Division, gave talks and demonstrations recently at the Lindblom High School to the students in the automobile classes. Previous to his appearance before the students the instructors had distilled gasoline separating it into light, medium and heavy ends and thus giving the students a better conception of what gasoline was. This preliminary instruction aided greatly in enabling the students to understand the talk and demonstration.

Tom Ronan has recently completed a rather exhaustive survey of conditions throughout the Tulsa Division. He made the trip by plane and contacted divisional managers of the oil companies operating in his territory. That the outlook is very promising is indicated by his general comment. He says: "I believe that this trip indicated a rather definite reversal of attitude on the part of our licensees toward Ethyl Gasoline. Gains in sales were reported by each of those contacted and there did not seem to be the former attempts to discount the gains as being only from a seasonal standpoint. Practically everyone seemed to feel that there was evidence of a trend toward Ethyl Gasoline which should result in a substantial volume. I'm quite sure that the commitments which I received for demonstration work and bulletins, could not have been obtained three months ago."

According to Harry Ball of the Boston Division, the State Troop at Troy, N.Y. is using Ethyl in its equipment. They agreed to try it when the troop was converted to Ford V8's. These cars have been driven 15,000 miles on the product with not so much as a spark plug replacement. All of the troops but one, are now using Ethyl. The Army post at West Point purchased Ethyl Gasoline for the first time when bids were requested recently. Formerly they have used 65 octane number product.

Since April of the year 1934, the Los Angeles Division has been trying out an experiment and the results, we believe, would be of interest to other divisions, particularly to division managers. We are herewith outlining the most spectacular results obtained through what they term, crew work. During September, 1934, the crew worked in Salt Lake City, Utah.

In the latest figures, which are for the month of September, a 51% gain was shown in Ethyl sales over August.

In August, 1934, the sales figures showed a 36% loss compared with August, 1933.

The September figures for 1934 showed a 33% gain against September, 1933, which makes an equivalent gain of 69% over August, 1933.

HERE AND THERE (Continued)

A good advertising stunt was recently pulled by the Gulf Refining Company at the Lexington Kentucky Tobacco parade. The Gulf float was equipped with 5,000 toy planes advertising No Nox Ethyl Aviation Grade. The planes were sailed into the crowd as the float passed along. This may be a good suggestion for some of the parades on the west coast.

The Baltimore Division, up to the present time, has a total of fifty-five meetings held or scheduled for the month of January. These are for Oil Companies, Luncheon Clubs, Auto Distributors and Schools. Every man in the Division, including Oscar Lewis, has been put to work on these as well as the three demonstration motors, the two projectors and even some of the old Jam-Handy Projectors. We really are getting them "Ethyl Minded" down this way. "Tell 'em and Sell 'em" is our motto.

Tom Ronan tells us that they have recently received a report from Mr. Munding to the effect that Mr. Kelly, fleet contact man for the Standard Oil Company of Louisiana, has advised him that as the result of their joint work the D. H. Holmes Department Store fleet, of about forty-five pieces of equipment, has recently changed from leaded regular gasoline to Aerotype Esso. This is the first large fleet in the City of New Orleans that has gone to Ethyl in a considerable period of time.

Of considerable interest is an item on the use of rubber tires on tractors recently brought to our attention by the Chicago Division, it was disclosed that an average decrease in fuel consumption of about 25% had been experienced by a number of farmers having rubber tired equipment. This saving has been closely checked by tests.

At a recent S. A. E. meeting covering the Pittsburgh section Dr. William A. Gruse, head of Petroleum Research for Mellon Institute, gave an interesting lecture on the subject, "Gasoline". He discussed chiefly the changes and improvements in distillation characteristics with the prediction that lower intake manifold temperatures would be used. Dr. Gruse favorably mentioned the Ethyl Gasoline Corporation in connection with the improvements in anti-knock fuels. He also gave us credit for helping to promote high compression engines by making available gasoline of high anti-knock rating.

From reliable sources in and around Portland, Maine, Bob Richardson learns that the Colonial Beacon Oil Company has increased its Esso sales about 300% over last years sales since their new product was brought out early in December. In the Portland tank wagon area, Esso sales increased from 3,000 gallons in 1933 to 9,000 gallons in 1934. This was for a half month period.

At this writing a series of meetings are under way for the Maryland-Delaware-District of Columbia Division of the Standard Oil Company of New Jersey Retail Department. At one of these meetings our men were advised that one group of eighteen stations in charge of one supervisor showed an Aerotype Esso percentage of better than 33%. The highest station had 45% and the lowest 18%. Prior to the introduction of the new fuel the group average was 18% with the highest 25%.

Premium oil is going along and is running 32% showing the trend toward premium products. There will be a series of fourteen meetings for the Retail Department of this branch and in the meantime schedules and plans are being drawn up for similar meetings for the wholesale department. As the Esso Marketers themselves say, "Let's Go."

Third grade gasoline recently re-appeared on a very small scale in eastern Massachusetts and Rhode Island. It is not expected that this practice will spread, particularly as the spot tank car price of third grade gasoline in some areas is now quoted at the same price as leaded regular gasoline.

In the city of Albany, N. Y., 58 fleet operators owning ten or more vehicles were called upon and only two were found to be using a third grade gasoline or an unbranded gasoline. This is typical of most of the larger cities in this area. In calls on fleets, it was found that 38% of the fleets operating ten or more pieces of equipment had their repair work done at local automobile or truck agencies. In the case of smaller concerns, the percentage was still higher. This again brings out the value of automobile agency reports.

The Kansas City office reports that all departments of the city of Kansas City, Missouri are now using Ethyl. Work was started on this fleet account when the law enforcement in the middle west seemed to be lagging. The police department were the first to adopt Ethyl 100% for that increased speed and get away. Continued work resulted in the remainder of the many departments of the city adopting Ethyl. The final gong was sounded when the garbage trucks, twelve in number, were converted to Ethyl.

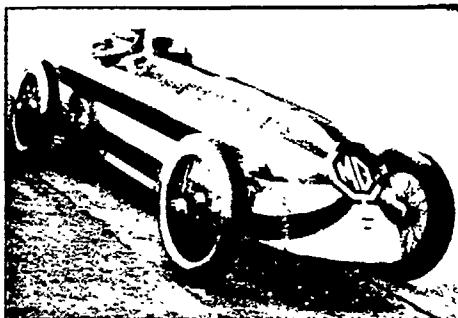
The gasoline price structure in New Jersey and Pennsylvania has strengthened considerably since December 15th. This is mainly due to the removal of third grade gasoline from the market and a 1c differential between independent branded gasoline and regular gasoline. This 1c spread between regular and third grade has resulted in a definite improvement in branded gasoline sales. One company, for instance, shows a 30% increase in Western Pennsylvania over last year, which they attributed to the lowered differential.

Frank Cronin learned from Mr. R. A. Washington, Assistant Retail Manager of Standard Oil Company of New Jersey in District of Columbia, that at the eight Servicenter meetings there were more comments among the consumers than from the operators on the improvement in the new Esso. Mr. Washington said he never knew such a condition to exist before. The company employees too are taking more interest than at the introduction of any other new product.

Reports from all over the Boston Division indicate a most pronounced public acceptance of the new aviation type Ethyl Gasolines. Many tank wagon circuits for both Gulf Refining and Colonial Beacon Oil Company report sales increases anywhere between 100% and 300%. Rough surveys conducted at individual service stations show that most converted customers have continued to buy the premium product.

"MAGIC MAGNETTE"

Our London correspondent has sent us the accompanying illustration and description of Captain Eyston's racing car "Magic Magnette," which is built by the M. G. Company of England.



ETHYL NEWS PHOTO FILE 735 No. 1

Captain George Eyston has recently captured many international Class G (67 cu. inch) records. The most important of which are 128.7 m.p.h. for the mile and over 120 miles in the hour. This performance is really astounding from so small an engine.

The car is a single seater and the chassis forms a very fine piece of constructive engineering. The engine and the angle of the transmission are offset, so that the driver sits slightly to one side and at a lower level than the propeller shaft. The differential is well offset on the rear axel, the final drive being by a straight toothed bevel gear, the pinion of which makes an angle to the plane of the crown wheel. This layout enables the complete car to be enclosed in a beautifully streamlined body of exceptionally small frontal area. The machine is very clearly illustrated in the sectional drawing which has been published in the "Autocar." A fine illustration of the car taken during the record breaking run on Montlhery track near Paris, is also given.

The engine employed in this car is really remarkable since it is virtually a standard engine as produced and sold by the M. G. Co., with the chief exception that a special supercharger is used. The engine has six cylinders 2.24 ins. x 2.8 ins. giving a capacity of just over 66 cu. ins. While we are not at liberty to disclose the max-

ETHYL WELL REPRESENTED

Coard Taylor and Col. Roscoe Turner left on the tenth in the Colonel's famous Boeing plane for Miami, Florida to attend the Air Races. They were joined by Paul McElroy, of our Editorial Staff and Dewey Noyse, in the Ethyl plane. Paul has promised to furnish us with some interesting material about the races for publication in the next issue of the "News."

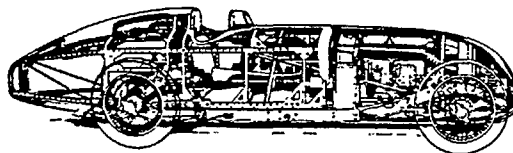
AND NOW LOUIS SLACK

On Thursday, December 26th, Louis Slack, of the Dayton Division, led Miss Elva Beck to the altar. In the presence of only members of the immediate families the wedding took place at "Glenbeck" the home of the bride's parents, Mr. and Mrs. Howard Hinckley Beck of Dayton, Ohio. After a honeymoon in the south, Mr. and Mrs. Slack will make their home in Dayton. Mrs. Slack is a graduate of Western College at Oxford, Ohio and for two years after graduation, taught in the American School for girls at Beirut, Syria. We welcome Mrs. Slack into the Ethyl family.

We have gotten another article in Commercial Car Journal which appears in the December issue on page 22 and is entitled "What Do You Know About Gasoline?"

The January 5th issue of Automobile Topics carries an article by Frank Elliott "The Race Track Is Experimental Station."

imum power developed, we can definitely say that over 165 h.p. or 2.5 h.p. per cu. in. is generated at 6600 r.p.m. Naturally Ethyl is used in the make-up of the fuels on which this car is run.



ETHYL NEWS PHOTO FILE 735 No. 2

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
405 LEXINGTON AVENUE

NEW YORK January 23rd, 1935

J. C. TAYLOR
SALES MANAGER

PAUL McELROY
SALES REPRESENTATIVE

TO ALL MEMBERS OF THE SALES DEPARTMENT:

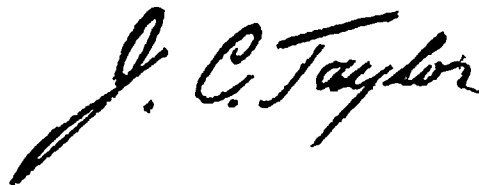
The year 1935 opens with a number of our licensees either re-branding their premium gasolines, or attempting through quality improvement or advertising, or both, to increase sales of a product which in general has suffered from lack of support for the past few years. This activity is most gratifying to all of us as it opens to every member of the sales department an opportunity for more complete co-operation with our customers.

Every man in the field staff has, I am sure, continually endeavored to the best of his ability to further Ethyl sales. In many cases the task has been difficult as requests for permission to hold demonstration or sales promotion meetings have been favorably received by only a few of our customers. However, results of recently instituted premium campaigns have changed the attitude of many of our customers and our assistance is being requested because of the demonstrable results.

By carefully planning meetings, demonstrations, educational and sales programs and by concentrating our activities on the most productive areas, we can, at this time, render assistance to all of our customers, not only increasing Ethyl sales through our own efforts, but also through educating personnel of customer companies. In working with customers who are at present anxious to increase their premium business, we can create in the minds of other customers a desire to improve their Ethyl percentage, thus obtaining the increased profits which result from the premium market.

No two field representatives perform their duties exactly alike; yet with improved Ethyl sales, now is an opportune time for us to work to a common goal and to make as our 1935 resolution a more careful planning of activities and a more productive concentration of our individual efforts to the end that our organization as a whole may become increasingly important in building up the premium business of our customers.

Very truly yours,



D:G

ETC 21643



TYPICAL AROMAX ETHYL MEETING

SKELLY'S BIG ETHYL CAMPAIGN

The Skelly Oil Company recently finished a series of thirty-two Aromax Ethyl Sales Promotion meetings which were largely based on ideas originating in our Kansas City office. Carl Berry has sent us a complete program of these meetings together with Song Sheet and manuscript of talk for sales promotion film. Unfortunately space will not permit of more than an outline here but it is evident that Skelly did a real job inasmuch as they increased Aromax Ethyl sales 52% during the month of November. An orchestra was used to start and close the meeting and the theme song, two verses of which we give below, was "That Car That is Trying to Please," sung to the tune of "The Man on the Flying Trapeze."

Once I was happy but now I'm forlorn.
My pep is all gone and I'm battered and worn
I can't take the hills and I'm looked on with
scorn
And once I was happy and gay—
Won't someone please tip off my owner
Whose nickles and dimes he does squeeze
That Aromax-Ethyl would put back the life
In the car that is trying to please—Oh! Oh! Oh!

Chorus

I'd float thru the air with the greatest of ease
This mile weary car that is trying to please
I'd purr like a kitten, I'd ride like a breeze,
All my troubles would be washed away.

2nd Verse

I've knocked and I've boiled and I've sputtered
for weeks
My owner keeps feeding me gasoline freaks
While Aromax-Ethyl my poor motor seeks
Alas and alack and Alaska!
I'm wailing and moaning and crying for help
I'm down on my old bended knees
Just one trial of Aromax-Ethyl will save
The car that is trying to please—Oh! Oh! Oh!
Oh! Oh!

A merchandising show was designed to demonstrate how to sell Aromax-Ethyl at the service stations. First an act typifying the wrong way to approach a customer. This was followed by three other acts which gave different ways of presenting a sales talk. The first act brings out such inefficient and slipshod methods as failing to replace the gasoline tank cap, wiping windshield in front of customer *only*, etc. Needless to say the other acts play up all the high points of efficiency at the service station, in the most approved manner.

A prize contest was announced at these meetings and quotas set up for all company-operated service stations. The contest was in the form of a foot-ball game and was planned to cover their "winterizing" program. The only gasoline which was to receive any points—or "yardage"—was Aromax Ethyl.

(Continued on page 10)

OLVER WINS AGAIN

A second prize in as many months goes to Bert Olver of the Toronto Division. The first was Miss Agnes McCall who became Mrs. Olver in November but just to keep things going Bert went out and "grabbed off" the Division prize offered by Mr. Taylor for the most comprehensive paper. Our congratulations, Bert, and we're waiting to see how you break into the news next.

* * *

In the first issue of the Ethyl News, mention was made of the form letters used by the Baltimore Division to line up luncheon club meetings. A similar letter is being sent to High Schools throughout the territory and a number of acceptances have been received. This letter will be gladly furnished to any Division that is interested.

SKELLY'S BIG SHOW

(Continued from page 9)

A still picture was developed for our talk at these meetings, entitled "Real Performance." The first part of the film was devoted to the reasons why Ethyl should be purchased and the last part involved the marketing of Aromax-Ethyl.

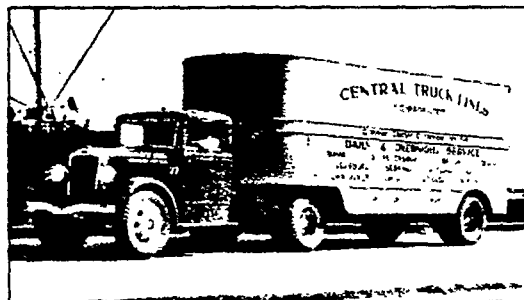
Mr. R. M. Ward, sales promotion manager for the Skelly Oil Company, conducted the meetings in conjunction with our own Carl "DeWolfe Hopper" Berry. A demonstration was given at each meeting designed to show the difference between Aromax and Aromax-Ethyl performance. After every meeting a series of articles on Aromax-Ethyl appeared in the company's semi-monthly house organ—"The Skelly Man."

The Skelly Oil Company have purchased 25,000 of our Consumer booklets and 5,000 of our Dealer booklets with their imprints. Instructions have been definitely issued to distribute these booklets to all drivers of 1934 cars and other prospects for Ethyl Gasoline. In addition, arrangements have been made to give one all-day service station demonstration at a representative Skelly station in each division. The thought being to point out to the Division Managers what can be done when Aromax-Ethyl is aggressively pushed.

As a final check-up of the entire campaign, surveys are being made in their marketing territory which are being referred directly to their Vice President, Mr. Atkins. These surveys cover conversations on the driveway and are conducted

DEEP ROCK OIL JANUARY CAMPAIGN

The Deep Rock Oil Corporation, during the first month of 1935, are inaugurating quite a campaign on their new Aviation Kant-Knock Ethyl; and a series of approximately 20 meetings throughout the Chicago Division will be held with the personnel of this company at which time this new product will be given a very thorough presentation to their sales staff and it is also hoped that they will be instilled to increase the sale of this product to a very high degree. The Deep Rock people have already prepared some very large banners which will be used at their service stations and they also have in the process of printing some 40,000 pamphlets which will be used both as letter stuffers and to be passed out at the service stations. This new Aviation gasoline meets the requirements of one class of aviation gasoline which is accepted by the United States government for use in airplane motors.

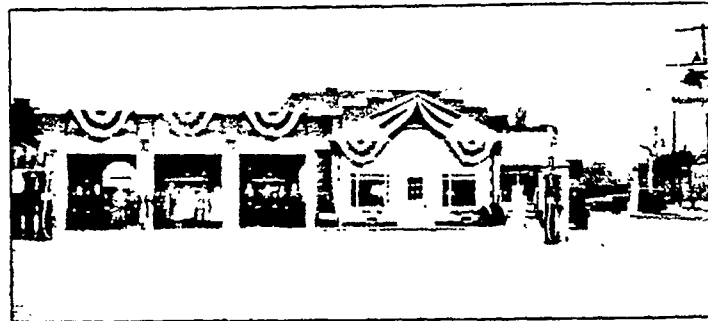


Above, the type of equipment used by the Central Truck Lines which operate throughout Florida and as far north as Atlanta, Georgia. As reported in the December issue of the "News," it is expected that the entire fleet of fifty units will have been high compressioned and operating on Ethyl before the end of January

* * *

At a recent election of the American Chemical Society, Thomas Midgley was re-elected director-at-large for 1935-36. The office of president for 1935 will go to Professor Roger Adams of Illinois University.

incognito. Each survey is written up in their house organ with comments on how to improve the Ethyl sales approach in each individual case. The whole program is very thorough and comprehensive, as the result proves.



OPENING DEMONSTRATION CAMPAIGN

The accompanying photograph is a view of one of the new Socony-Vacuum station's grand opening in Cleveland. At the request of their Detroit Manager, our demonstration equipment was set up in one of the lubrication rooms early in the morning and demonstrations were conducted throughout the entire day. During this campaign about twenty of these demonstrations were given throughout the city and we received a most appreciative letter from the District Manager. He said: "The results of these demonstrations were most gratifying and we wish to advise you of our appreciation in making them possible for us. We would therefore ask that you extend to your personnel who conducted the work, our sincere thanks. While it is comparatively soon to give you any definite and permanent results from the demonstrations, suffice it to say that one week after the Ethyl sales, at the stations at which the tests were conducted, increased 4.6%. This percentage of increase is an average over all stations. Many questions were asked by the motorists such as what caused heating, pitting of valves and so on and apparently, through the knowledge of your representatives, these points were cleared up to the customer's satisfaction."

WHAT'S NORMAL?

(Continued from page 1)

The average American is *normally* interested in quality; he is a spender rather than a saver—as contrasted with the people of the Old World. Give him only a glimpse of better times and he promptly sheds the habit of penny-pinching imposed on him by depression. He wants the best and is willing to pay the price.

It seems to me that in this year 1935 the average American is about to start his return to normalcy. There are definite signs that he is buying more automobiles, putting back the telephone he had to take out, reinstating his life insurance, using more electricity.

He is going to be in the market again for the best product in every line.

Which means that he is going to buy more ETHYL.

WE HEAR THE REAL "LOW DOWN" ON ETHYL

Recently in making a routine non-Ethyl Jobber investigation of a company doing about 1,500,000 gallons of third grade gasoline a year, the manager asked Bill Munding if he had ever heard the story of how the use of lead in gasoline had first been discovered. Bill told him he had heard several versions but since he was sure his story was the real lowdown on the subject he would be glad to get the facts about such an interesting discovery.

The story was told in such seriousness it almost convinced Bill. "A mechanic (unnamed since he is now supposed to be high up in the Ethyl Gasoline Corporation executive family) was overhauling an old T Ford and in reassembling his various motor parts he happened to paint the inside of the head and touched up the piston heads with RED LEAD. Upon starting up the old Coffee Grinder he was amazed at the difference in performance and could not account for the greatly improved running of the old rattler, until he remembered the RED LEAD. Not wishing to jump at conclusions and to convince himself that the red lead was responsible, as soon as performance again became sluggish, he once again took off the head, applied the old trusty paint brush and red lead, reassembled, filled with the same ordinary gasoline and again Lizzie ran like nobody's business. But this removing of the head each time it was necessary to pep up the old can was too much trouble so he tried mixing some red lead with the gasoline before filling the tank and the results were even more startling, so thereafter, red lead was mixed with the gasoline and Lo! ETHYL GASOLINE was born."

From the above it seems we have been deceived all these years on the development of Ethyl fluid and credit should go to Henry's Tin Lizzie and Red Lead.

MASKED

REPORTERS

Several weeks after the Century of Progress closed in Chicago, Fred Naylor, who was in charge of the Ethyl exhibit there, dismantled the demonstration motor and all the equipment and left for Brainerd, Minnesota which will become his new headquarters. Mr. and Mrs. Naylor had a true taste of the blizzardy North when they were snowed in at Minneapolis for over two days. Fred, however, believes he will like the polar regions and like many other men who first go into this section of the country, he went well equipped with a trench shovel, tow rope and while some men take snow shoes, Fred felt that his pedal extremities were large enough in area to economize on this expenditure.

Herbert Neal, who has been at the Yonkers Laboratory, has moved to Detroit and is now attached to the Chemical Research Laboratory there. Guy Keller has been transferred from the Baton Rouge Laboratory to the Laboratory at Yonkers.

Paraphrasing an old saying — Man proposes, the Flue disposes. With fifty-five meetings lined up Oscar Lewis remarked to his men "I don't want any of you birds getting sick—consider that an order." The first and only man to go down with the Grippe was Oscar.

Kay Tisza, our charming aviatrix, has burst into print again. She's been elected to run a column in "The Pilot" and her initial effort in the December issue is certainly worthy of mention. Her column is "Wings over Teterboro".

Several of the other Divisions have recently reported marriages and impending marriages in their ranks. Boston Division boasts that all their men are married and have an average of one child per man. We wonder how this compares with other Divisions.

The feud between Johns Hopkins and University of Maryland is of long standing, bitter and sometimes bloody. Recently Louie Shank (J.H. U.) and Eddie Paige (U. of Md.) were sent to the University of Maryland to hold a meeting for the Student Engineering Society. Eddie was

introduced as "a well remembered graduate, one of our own boys, etc., etc. Later someone asked Louie where he went to school. As he hastily backed out the nearest door Louie was heard to mutter, "I ain't never had much book larnin".

The other day, much to the surprise of the Dayton office, the express man delivered one of the regulation wooden boxes containing two half-gallon sample cans addressed "716 E. Milwaukee Ave., Dayton, Ohio." This absent-mindedness on the part of Louis Slack is perhaps explained on page 7 of this issue.

Miss Cecelia Barkmeyer, of the Dayton Office, went to the sunny south for her vacation the early part of December and returned with the most glowing reports on the climate of Florida and the hospitality of the Atlanta Division. Ordinarily vacations aren't news in themselves but the Dayton Division bets that Miss Florence wouldn't have to push any of our cars to get them started. Atlanta—Next time get Ethyl!

Eddie Paige, who has been assigned to automotive contacts and complaints, has the dirtiest hat in captivity but would not part with it for any price as he claims he has never failed to satisfactorily answer a complaint while wearing it. He offers (for a price) to dirty up a hat for any other representative that might be interested.

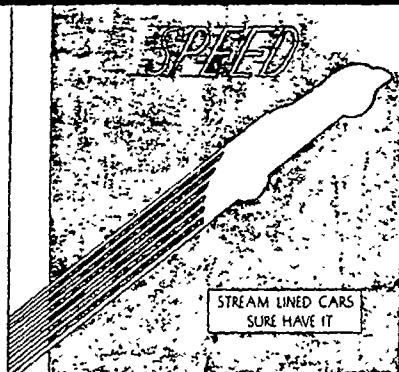
Some one in the Dayton office discovered that Harry Mack was down at Tom Midgley's apartment Christmas Day in the capacity of a caterer showing Mrs. Midgley how to make gravy. Harry, when questioned, admitted it was true but that the gasoline game was his first love and that he was merely showing his sympathy for the young folks with their parents so far away. Tom said there was plenty of gravy left over so we figured Harry thought he was in a blending room of one of our customers.

Friends are congratulating Tucker E. Dawson of the Baton Rouge Laboratory and Mrs. Dawson on the arrival of Tucker, Jr., who first saw the light just before the dawn of 1935. We extend our greetings to the proud parents.

WHAM!!
It's a **HIT** right off the **BAP!**

FORM WARNINGS
MEAN
More Sales
FOR
ETHYL

For is the time to convert your regular grade gas to Ethyl. They were preparing the oil to allow them to over-ride the state of Illinois.



But they will not develop the full performance of which they are capable on any fuel other than **Red Crown Ethyl**. High quality and popular price make Red Crown our most popular motor fuel. Thus, we consider it the backbone of our business and support it with the greatest advertising.

Although Red Crown is supreme in its class there is still a definite need and market for Red Crown Ethyl. It is our most profitable gasoline and we want to sell as large a percent of it as possible. Conservative estimates show that at least 25% of service station sales should be Red Crown Ethyl.

Yours for more Red Crown Ethyl

-A- CHALLENGE

Just a drop at a time soon fills the bucket

THE SALE OF ETHYL GASOLINE IN OCTOBER, AT MOST OF OUR STATIONS SHOWS AN INCREASE OVER SEPTEMBER.

A shrewd buying customer to the effect as hand of Red Crown Ethyl and his forth to see.

At a Standard Station buy where he found the best gas at the pump and the man at the pump. Further facts did expand.

Of Red Crown Ethyl he became so glad he told all his friends so it is stated.

In an entire city they buy where they found the best gas at the pump and the man at the pump.

\$\$\$55555

LICENSEE BULLETINS

We reproduce a number of bulletins which are being sent out as "letter stuffers" by some of our licensees. These have been made up by various members of our field organization. Our men make up the original stencil and then the division office of the oil company run them off on their mimeographing machine and include them in mail going to the service station attendant. In our Chicago Division, where this plan has been employed to a considerable extent, they feel that it has been quite helpful. Certainly the slight expense would justify the experiment in divisions where it has not been tried out. In most cases these circulars carry a sales letter and we quote a typical example.

"WHEN YOU ALLOW YOUR PREMIUM AND ACCESSORY SALES TO FALL TO A LOW LEVEL."

The sale of premium products is a very good measure of your sales ability. The difference between high and low premium sales is the difference between a salesman and a mere station attendant. Any one can pump gasoline. It takes a salesman to sell our premium products and accessories.

Ethyl gasoline offers each of you an excellent chance to show your sales ability. It has any number of good points on which you can talk and it merits all that you can say for it. You do not need to hesitate in recommending it to your patrons. It will produce the results that you claim it will.

Call your patrons attention to the fact, that, since the recent drop in price, they can now have ETHYL for the same price they have been paying for regular."

And that means an excellent opportunity to increase your Ethyl sales. The motorist now wants quicker starting and better performance.

Recommend CITIES SERVICE ETHYL TODAY.

WHY - Because:

1. IT IS THE BEST GASOLINE MONEY CAN BUY.
2. IT IS OUR MOST PROFITABLE GASOLINE.

Proof

70 OCTANE

QUICK STARTING

OF ETHYL'S SUPERIORITY

GREATER ECONOMY

LONGER CAR LIFE

SIR MALCOLM CAMPBELL says:
(Holder of the world's speed record for automobiles, 248.733 m.p.h., Daytona, February 5, 1931.)
"I'd as soon have tried to keep that run on any other gasoline as to have used any gasoline at all than Ethyl."

COL. ROSCOE TURNER says:
(Holder of the transcontinental speed record, 10 hours, 5 minutes, 30 seconds.)
"I have used Ethyl gasoline for over a quarter of a million miles without an engine failure."

Here's the proof.

PERCENT OF PERFORMANCE DEVIATION

Grade	Deviation
REGULAR Gasoline	65.9%
ETHYL Gasoline	88.8%

RECOMMEND CITIES SERVICE ETHYL TODAY

WHEN YOU ALLOW YOUR PREMIUM AND ACCESSORY SALES TO FALL TO A LOW LEVEL.

THE SALE OF ETHYL GASOLINE IN OCTOBER, AT MOST OF OUR STATIONS SHOWS AN INCREASE OVER SEPTEMBER.

SUGGEST, "NEXT TIME GET ETHYL"

Octanes speak louder than words

There's no need to talk about ETHYL quality. You can see it in the way it runs your car. It's the difference between a car that runs like a clock and a car that runs like a clockwork.

LIKE AN OSTRICH

You Fool Yourself Only

WHEN YOU ALLOW YOUR PREMIUM AND ACCESSORY SALES TO FALL TO A LOW LEVEL.

THE SALE OF ETHYL GASOLINE IN OCTOBER, AT MOST OF OUR STATIONS SHOWS AN INCREASE OVER SEPTEMBER.

SUGGEST, "NEXT TIME GET ETHYL"

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...at Kure's Beach
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**Ohio Ties Up
With Ethyl i
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**NEW GULF FUEL
IS ON MARKET**

**ETHYL GASOLINE IS
RECOMMENDED FOR
NEW TYPE MO**

**NEW GULF GAS
MAKES HIT HER**

**ETHYL GASOLINE CO.
BUYS SPEED PLANE**

**Ethyl Corporation
Opens Huge Campaign**

New York, May 22—(UP)—A 1934
vertising campaign utilizing daily
weekly newspapers, magazines,
le journals, billboards and posters
throughout the United States and
ade was inaugurated today by

Major Companies To Dow Chem
iation Gasoline
A Motor Fuel

**AEROTYPE CR
ETHYL GASOL
IS ANNOUNC**

**PRECIOUS MET
TAKEN FROM**

**Chemists Recover Gold
Silver From Atlantic**

**DISCOVERY OF ETHYL
BIG BOON TO INDUSTRY**

**Revised Ethyl Gas Laboratories
To Meet Future Engine Change**

**Hear Talk on
Tuesday Even**

Address and Demonstrat
Given by Frank J. Stable
of the Ethyl Corporation

WANT LICENSE BUREA

County Clerk Markwart Urges
In Effort to Have Br
Islip—Scouts Get

**Greater Efficiency of 1934
Cars Made Possible by Sharp
Improvement in Fuels**

**AVIATION GAS NOW
READY FOR MOTORIST**

GOES ON SALE TO-DAY
A new gasoline that embodies all of the characteristics of fighting grade aviation gasoline that are usefully knockless in usefully adaptable to an automobile engine is now available to motorists at the usual price of premium gasoline, according to announcement made by the Standard Oil Company of New Jersey.

**100 horsepower, while the most popular
horsepower was between 60 and 80.**
"This year, the low-priced cars equipped with engines of

New Gasol
New Fuel Is Knock
Insures Quick
Starting

Get More O
MARKET BROADENS
FOR PREMIUM 'GAS

Co. of New Jersey
The tide for premium gasoline has turned, according to J. C. sales manager of the Ethyl Motors Corp. and the Co. of New Jersey.

STANDARD OIL CO.
OFFERS

Ethyl Gasol
Economical

The tendency of farms to abandon other motor equipment in favor of cheaper method of sulted in at least gram to offset the The Ethyl Gas jointly owned by tors Corporation and Oil Company of series of experim laboratories, now small tractors baby carriages tiny motors can nomical operation than twenty acres

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The question to whether the

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Estimate million cars ways during line Corporate tional adv wide the Daily and throughout Canada wi poration's more than panies.

Tide for High-Grade Auto
Has Turned, Taylor Say

The tide for premium gasoline has turned, according to J. C. sales manager of the Ethyl Motors Corp. and the Co. of New Jersey.

STANDARD OIL CO.
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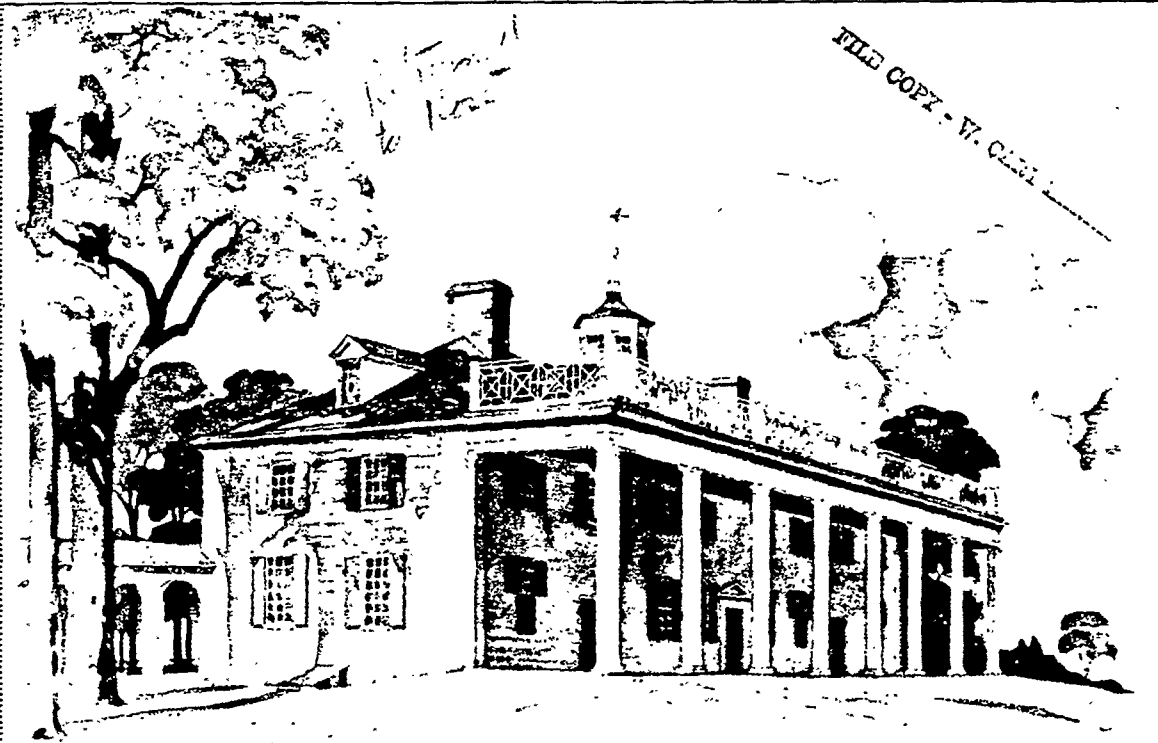
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THE ETHYL NEWS



FILE COPY - W. C. C. 1



FEBRUARY 1935

ETC 21650

This month's cover showing
Washington's home at Mount Vernon
was drawn especially for the "NEWS"
by the well-known artist and designer

JACK MANLEY ROSÉ

Summit, N.J.

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
New York City

Vol. 2, No. 2

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Manufacturing Dept.	Arthur P. Stover
Gasoline Testing Dept.	Lester B. Roberts
Export Dept.	Hubert Fossett

ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE FIFTEENTH OF THE MONTH

VALUE OF A HOBBY

How many of us stop to realize there is such a thing as mental health as well as physical and that the health of the mind is even more important than that of the body? If our mental health fails we fall short of being our true self, of doing our best work and of getting that measure of joy and satisfaction out of life which we, as human beings, claim as our birthright. We may acquire certain mental habits which consume a great deal of our energy in useless and wasteful ways. Worry is one of the most common of these bad habits. Is there anyone who is not given to this more or less? During the last few years we venture to say there are a few. And yet, doctors tell us, worry actually creates a poison in the system, whereas joy is a genuine tonic to mind and body. Sometimes we have real worries, but more often the things we let disturb us are largely imaginary.

If there is some real basis for our worries, we should get busy and do something about it. This very effort, even if not entirely successful, will certainly help to relieve our mental troubles by occupying our minds. Action is one of the best ways out of a spell of depression. If your worries are real or imaginary, make it a point to get your mind on something of a happier nature. Drive the worries out by filling your thoughts so full of cheerful things that there will be no room for the worries.

Make it a point to find some interest outside yourself. Get a good hobby and become really absorbed in it. Learn again, if you have forgotten, how to play. Put your mind more frequently on the needs of the other fellow, forgetting about yourself.

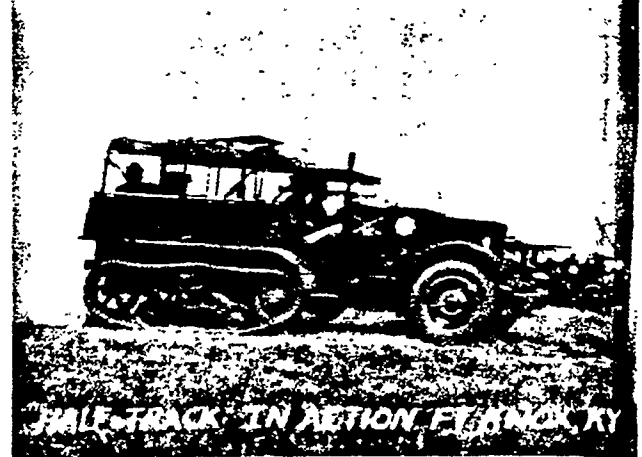
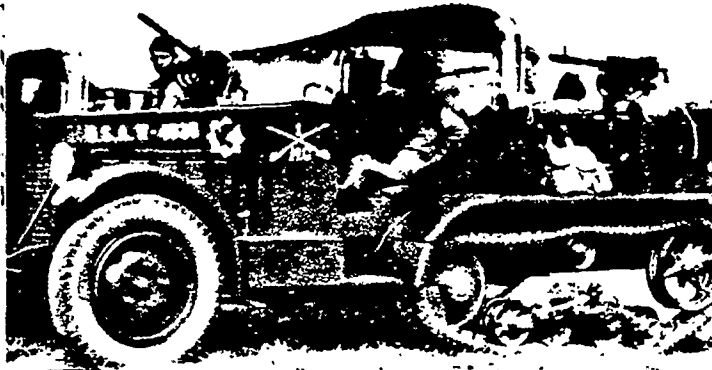
MEET MR. TAYLOR



J. C. Taylor was born in Cranford, New Jersey, on January 1, 1901. He was graduated from Kent School in 1919 and from Princeton University in the class of 1923. Immediately after graduation he attended the Standard of New Jersey Training School at their Bayway refinery. In the fall of 1923 he was transferred to the Humble Oil and Refining Company, remaining in the Corsicana Field until the spring of 1924 where he was engaged in various departments of the production end of the oil business. He left Texas to join the Sales Department of Imperial Oil Limited, being located at Toronto. In the fall of 1924 he was transferred to the Refining Department of Imperial and moved to Montreal, working chiefly on refinery experimental and research problems. Included in this work was an investigation of the sale of Ethyl Gasoline in the United States, and when the marketing of Ethyl was commenced by Imperial in 1926, Mr. Taylor came with the Ethyl Gasoline Corporation as Canadian representative and moved again to Toronto where Ethyl headquarters were established.

In 1927 Mr. Taylor was transferred to the New York office of the Ethyl Corporation as Assistant Sales Manager and in the spring of 1929 he was appointed Sales Manager.

He is married and lives with his wife and three children, in Montclair, New Jersey.



U. S. CAVALRY TAKES TO WHEELS

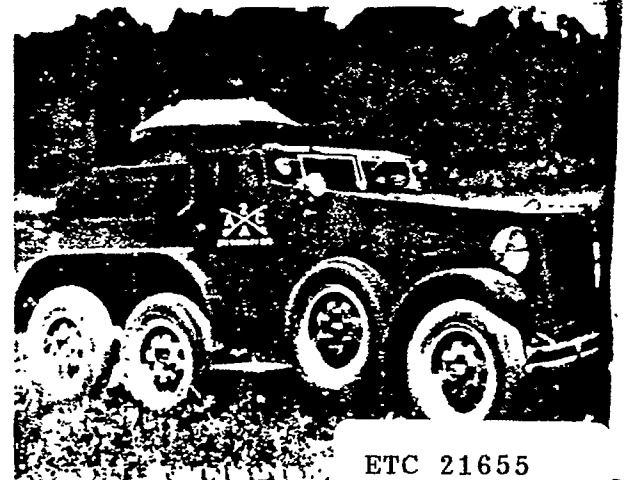
The accompanying illustrations show the type of motor equipment and armored cars being supplied the 1st Cavalry at Fort Knox, Kentucky by the Rock Island Arsenal.

These cars are equipped with various motors; the two illustrated have Cadillac and Cunningham engines, and are capable of 55 miles per hour over any terrain in fifth gear. The transmissions used are provided with 5 speeds forward and one reverse. The half track unit is propelled on the caterpillar principle; the armored cars are equipped with four wheel drive differential, the four rear wheels driving. The equipment that looks like a spare tire carried low is for use over very bumpy ground when the front end might hang in the air but with this tire arrangement provided the spare comes into action whenever the front end of the vehicle is off the ground. Since the spare is mounted on a short axle and is capable of rotation the driver has more or less control at all times. The only trick is trying to sit in the seat, however, certain safety precautions have been taken for the assistant driver. As the armor projects very close to his face a sponge rubber pad about an inch square and 12 inches long rests on this sharp edge while the roof of the drivers' seat is also attractively furnished in sponge rubber. It is understood on good authority that these two safety measures fix the vehicle so that the loss of teeth

is reduced to a minimum, and only small lumps are raised on the operators' heads.

We are not at liberty to disclose the armament or communication facilities of these vehicles, other than that they are radio controlled in the field, good over a ten mile radius. The object mounted on the armored car which looks like a fish pole, is the radio antennae.

The interesting thing from our company's standpoint is that all of these vehicles "run hot" because of the nature of armor that must be provided for radiators, and that in recent tests conducted by the Ordnance Department and under the supervision of Captain Gibson and Lieutenant Gruber, both also of the Ordnance, with Walt Mayes of our company that some very interesting determinations were made in connection with motor temperatures. It was found that Ethyl gasoline gave uniformly cooler running motors; in fact the temperature difference of exhaust gases was from 50 to 100 degrees cooler with Ethyl. This is especially interesting as no change was made in the equipment during these tests and only the gasoline used was varied. In other words, High Compression heads were *not* applied. The changes made were from third grade gasoline of approximately 60 octane number to leaded regular of 69-70 octane number and to Ethyl gasoline of over 76 octane number.



ETC 21655

SOME DAY WE'LL GET THE TRUTH

As a sequel to Bill Munding's narrative in the January Ethyl News of "How Ethyl Gasoline Was Born," Joe St. Germain heard one down in Aberdeen, N. C., which almost parallels it.

A chap down there employed in a service station told Joe "confidentially" that he heard, from a "reliable source" that about ten years ago a company in Dayton, Ohio, dispensing gasoline in one of their stations, found it necessary to place some piping through which the gasoline was drawn from an underground tank. For some reason, the owners saw fit to use lead piping instead of the usual pipe material. After selling gasoline which was pumped through this lead piping, for several days, users began to marvel at the remarkable performance of their cars; some of them inquiring from what particular part of the oil-producing territory this new gas was coming. Instead of divulging the real facts to the public, the owners of the service station colored the gasoline which flowed through the lead pipes red so that people would know when they were getting the real "leaded" gasoline. When Joe inquired of this operator as to why the leaded fuel was called "Ethyl," he said he had heard, from the same source, that that was the name of the wife of the owner of the service station.

How about it, Bill, does that one beat yours about the RED LEAD?

A WORD OF CAUTION

Recently our Associate Editor, Paul McElroy, made a trip through western Pennsylvania with Roy Golz. In Bradford a large meeting was scheduled to be held in the Junior High School auditorium. About two hundred students of a Pennsylvania State Extension class were attending. Ample time was allowed by Roy to set up and test his demonstrating motor so, with the meeting scheduled for seven-thirty, Roy arrived at five forty-five.

The local school janitor procured a truck to facilitate handling the motor and was quite anxious to assist in every way possible. He did. While Roy was removing the other equipment necessary for the demonstration from his car the obliging janitor started off with the motor on the truck. In not more than three minutes he was back explaining that the crash he had heard was the motor falling off the truck. Very sorry—accident etc., etc., but the entire rocker arm assembly supports had been broken off and in general the motor looked to be in pretty bad shape.

ETHYL'S "BELIEVE-IT-OR-NOT" REPORTERS SAY:

There is a fence made entirely of beer bottles at Waters, Michigan. The owner had a fancy for collecting them so when he made a trip around the world a few years ago he picked up bottles from practically every country on the globe. The bottles are set in cement.

The Grand Rapids Book-case & Chair Co., is not even located in Grand Rapids nor do they make book cases or chairs. This company is located in Hastings, Mich. and manufactures a line of dining room furniture.

They settle law suits in Michigan by cutting a deck of cards. In order to settle a \$500 lawsuit, which, if tried would have taken four days and cost the county \$1,000, the Judge suggested that the litigants cut cards. It was decided that if the defendant's lawyer drew the first Jack, his client would settle for \$300, but if the claimant's lawyer drew the first Jack, the defendant must pay \$500. The defendant's attorney won the draw.

Michigan is going back to horses—Guy Reynolds of Hart, Michigan, after fifteen years in the automobile business, has disposed of the agency and garage and has gone back to his former occupation of dealing in horses.

NOTE: Several months ago "Dollie" Dollahan offered a suggestion which reached us via our Chicago correspondent, that we run a "Believe it or Not" column as a regular feature. Our field staff must frequently come across unusual items outside the sphere of routine business worth passing along to our readers. One such item from each division each month should make an amusing column. "Dollie" has started the ball rolling so come on boys—see what you can do!

The time was about six ten. With not a minute to spare the resourcefulness of a good Ethyl man asserted itself. A phone call located a welder. A fast trip to a garage delivered the motor and in about forty minutes the damage had been repaired. Back to the auditorium—carefully carrying the motor back to the stage—and the meeting went on. An excellent meeting considering it was conducted on an empty stomach.

Roy swears no more obliging janitors will cause him so much concern in the future. Perhaps we all can take the hint and save ourselves difficulty.

HERE AND THERE

In the January issue it was stated that the Baltimore Division had scheduled fifty-five meetings for that month. However, additional meetings were scheduled after going to press and a total of seventy-one meetings were actually held during the month. They were divided as follows: Oil Company Meetings—50, College Meetings—1, Luncheon Club Meetings—2, High School Meetings—11, Automobile Mfrs. Factory Branch (Pontiac)—7, total 71. They plan to hold sixty meetings in February according to the schedule already laid out and accepted by the various organizations for which they will be held. Some meetings for March have already been definitely scheduled. Standard of New Jersey, Gulf and Texas have had a number of meetings held for them by the Baltimore Division and other oil company customers are showing interest. The high schools and colleges are showing an almost unanimous willingness to put our demonstration on their program.

Mat Taylor writes from Boston: "We continue to receive very excellent reports of the sales figures of the new Aviation type No Nox gasoline and the Aerotype Esso. A meeting was held by us in Schenectady at which Mr. Knowlton, Assistant Division Manager from Rochester, was present. At this meeting all the various men reported that their Esso sales had at least doubled as a result of the current drive. At this meeting we asked how many had previously witnessed a demonstration and it was found that only 25% of those present had seen it. As a result, Mr. Knowlton has promised his co-operation in arranging meetings in other parts of the territory, for other Colonial Beacon men."

Ray Wyrick recently held a full day session with the Englewood High School students giving them a demonstration on the merits of Ethyl Gasoline. Approximately 450 students witnessed the demonstration. This was in connection with the program outlined by the Chicago Board of Education which was mentioned in the January News. Wyrick is confident that this series of meetings is going to be of real value to us. Certainly going to the students with our story is building for the future.

Last summer Carl Abell, of the Los Angeles Division, gave his annual lecture and demonstration at the summer session (especially for high school and junior college teachers) at the Curtiss-Wright Technical Institute of Aviation at Glendale, California. Out of it he secured five invitations to repeat his performance at schools. The prize invitation was from the teacher at a high school where commercial organizations are banned from appearing before classes. His lecture was delivered after regular school hours under the auspices of the Junior Birdmen of America, but the meeting was bulletined throughout the school and a general invitation issued for all interested students to attend. Most of the shop class students showed up. At the Ventura Junior College, Carl was scheduled to give five talks before the automotive and aviation classes. The first meeting was attended, out of curiosity, by the head of the science department, and all subsequent classes in chemistry and physics that day were sent to the lectures. The final meeting was also attended by the class in public speaking.

Shell Eastern Petroleum Products, Inc. has built a new Aviation Ethyl mixing plant at the terminal located at Wagner's Point, Baltimore, Md. The major part of the

gasoline being mixed at present is being shipped to the U. S. Navy, but they plan to supply the transport lines as well.

In order to confirm any statements we might be asked to make on the public acceptance of the new Aviation Ethyl in the Tulsa Division, one of our field staff interviewed the Division Sales Manager of a licensee marketing in that territory. This company had recently completed a sales promotion campaign and the manager told our representative that the results brought out the following outstanding facts:

1—There was as much Aviation Ethyl sold in the thirty-five cities in which it was marketed during the first month it was on sale as they had sold of the old Ethyl in the whole territory during the preceding month.

2—The gasoline resulted in more than 100% increase at most outlets.

3—The good effect of the new product not only affected its own sales but they had some instances in which it stimulated their general business in stations as much as 100% on all gasolines.

"Dolly" of Chicago Division writes us he read in his December "News" that "You gotta make calls if you want results." Straightway he went to a certain divisional office in his territory which he had been contacting unsuccessfully for a meeting for the past ten months. Since his previous call he found a new superintendent had been installed and although he had never met the man before, he scheduled the meetings. You never can tell when you're going to get a break.

The Los Angeles Division has entered a claim for the crown for addressing the largest meeting. Jack Martin, assisted by a long range stereopticon and a battery of sound amplifiers, described the virtues of Ethyl to 1421 people in a single audience. These people all came out especially to hear his talk—not in response to some other attraction. Are you other fellows going to let the Coast boys get away with this?

Ben Crane writes us from Minot, North Dakota of the very favorable acceptance of our product in that territory confirmed by reports from the Farmers Union Oil Company. He points out that this is the more significant inasmuch as the distributors depend on the farmer for 99% of their gallonage. Moreover the farmers in this section suffered a complete crop failure this year as well as last. In less than two months they have sold approximately 6500 gallons of Ethyl.

Vince Keenan reports to Harry Mack that a large garage in the heart of the financial district of Cincinnati formerly carried three grades of gasoline and the Ethyl percentage never ran over 30%. Recently Gulf went in with two grades, aviation Ethyl and their regular leaded. During December they sold 70% Ethyl and in the first 20 days of January this jumped to 76%. The manager stated to the local Gulf manager that many of his customers were remarking upon the improved performance of their cars. The garage is one of the finest in the city and stores on the average of 375 cars a day.

Dollahan, of the Chicago Division, recently held a very successful meeting for the Private Chauffeurs' Club in the City of Detroit, which has a membership of approximately 180. The chauffeurs in attendance were very much

HERE AND THERE (Continued)

interested in our demonstration and these men are operating cars from almost all countries in the world. Questions on various makes, ranging from Austins to Minervas were asked. "Dollie" believes that in meetings of this sort, a great deal of good can be accomplished, because in most cases the chauffeur has leeway to purchase whatever kind of gasoline he feels is best for the car he drives.

The following is a list of meetings which have been arranged with various high schools and colleges through the efforts of Lowell Mason of the Baltimore Division. Oscar is doing a great job in this special activity throughout his division. Many more educational meetings have been scheduled:

Wofford College, Spartanburg
Furman University, Greenville
Winston Salem H. S., Winston Salem
Lexington H. S., Lexington
Statesville H. S., Statesville
Salisbury H. S., Salisbury
Hickory H. S., Hickory
Alexander Graham H. S., Charlotte
Davidson College, Davidson
Mt. Holly H. S., Mt. Holly
Belmont H. S., Belmont
Morgantown H. S., Morgantown
Marion H. S., Marion
Asheville H. S., Asheville

Art Wilt contacted Mr. Freundt at Hinckley, Ill., and received a report on the high compression tractor. Mr. Freundt advises that he tested the high compression tractor in a comparative test with the other Farmall tractor owned by Mr. Dauberman. The two tractors were put to work plowing in three year old alfalfa sod. The high compression tractor pulled three bottoms while the regular tractor pulled two. They were operated for five and a half hours at similar speeds and at the end of the test the gasoline was measured. Mr. Freundt stated that both tractors had used identical amounts of gasoline. However, since the high compression tractor was pulling half again as many bottoms, it did 50% more work. Mr. Freundt is more and more sold on high compression for tractors and has written the International Harvester Company for prices on a high compression package. This package would convert the regular kerosene burning tractor into a gasoline burning tractor.

Louis Shank has been checking up on a number of the Esso stations in Baltimore and from reports he has received it is evident that the December sales on Aerotype Esso were no mere "flash in the pan." One representative station doing better than 50,000 gallons a month states that their Esso sales are now 44% of total gallonage and continuing to gain. The manager said that the cold weather was an aid on the basis of easier starting and they were looking forward to a 50-50 ratio.

Al Bingham, our Cleveland representative, has succeeded in interesting the Columbia Refining Company, a Pennzoil jobber, in putting on an Ethyl contest during the entire month of February. There are to be two money prizes offered; one to the station showing the greatest advance in Ethyl percentage over the previous month and the other to the station showing the highest gallonage increase. In this way the stations running a good Ethyl ratio at the present time will not be penalized. There is

enthusiasm on the part of the station men about the contest as announced in bulletins already sent out with our "From Headquarters" booklet attached. These are being followed up by a demonstration at each service station of this company as well as all its dealer outlets.

A short time ago the agent of one of our licensees marketing in Texas, asked our co-operation in demonstrating to the local City Council the advantage of leaded gasoline over third grade. The following letter of appreciation was later received by Harry Cottrell which speaks for itself as to the success of his efforts:

"... After seeing the difference, the City Council made a contract changing from third grade gasoline to leaded gasoline. All the radio patrol cars and new trucks have well pleased drivers and they have you to thank. I want to personally thank you for your help and let you know I think you did a good job."

Bill Heck, our South Dakota representative, informs us that that State has just passed a bill which will require a posting on the pumps of the minimum octane rating of the fuel which is sold through them. This, we believe, will clear up a great many misunderstandings as to knock ratings of gasolines which are sold in this State. A bill was also passed regarding gasolines which are colored red. No gasoline in this State with an octane rating of less than 71 will be permitted to be dyed red. The penalty for so doing is a fine of twenty-five to one hundred dollars and this will be in force for each day during which this law is violated.

"Cutting Maintenance Cost" was the topic of one of the most interesting meetings held by the Baltimore section of the S. A. E. on February 7th. Mr. A. F. MacDonald, operating manager of Blue Ridge Lines, was the speaker and devoted a considerable part of his talk to the high compression work done on his business. He fully explained the advantages of this method of increasing the power output of engines. This account was mentioned in the November "News." The high compression work referred to above was done by Ethyl Representatives, Errol Gay and Ed Paige.

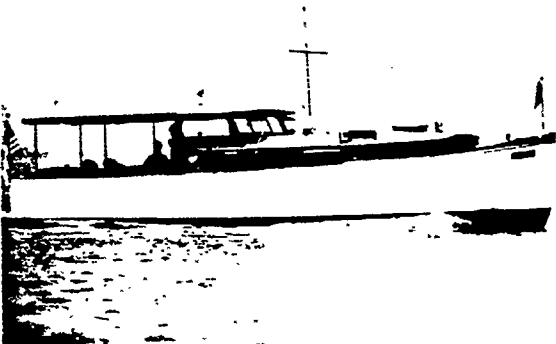
G. B. Donohue of the Chicago Division gave talks and demonstrations for an entire day and evening to the students in the automobile and aviation classes at the Fenger High School in Chicago. Much interest was shown by the students, especially those in the evening classes. The questions asked were more along the lines of wanting to know just exactly what benefits resulted from the use of Ethyl.

In connection with the campaign launched the first of the year by the Standard Oil Company of Kentucky pushing their new Aerotype Ethyl, lists of all outdoor advertising plants posting Ethyl showings in the marketing area of this major have been sent to their sales promotion department. These are to be distributed to the personnel giving them the dates and location of our boards in their territory. In this way they will see how our company is co-operating with them and these will serve as a means of stimulating any of the sales pep that might have lagged for any reason.

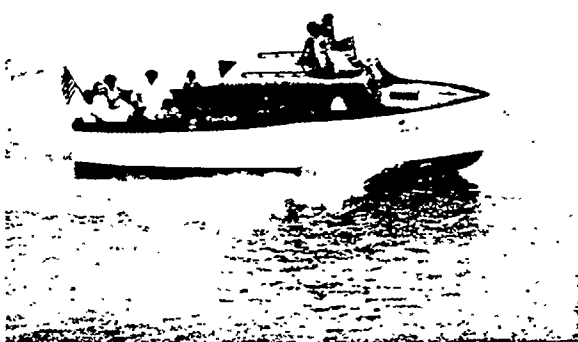
For the first time the Baltimore Division has conducted a series of meetings for Pontiac which were held in conjunction with the Zone Service Managers' meetings.



CHRIS-CRAFT 22-FT. CUSTOM RUNABOUT, carrying capacity for 11 passengers, speed 32 M.P.H. with 92 H.P. motor, price \$1,955.



MATTHEW'S "38" TWIN-CABIN CRUISER, sleeps 7, speed 10-12 M.P.H. with Kermath 6-80, price \$5,980.



CHRIS-CRAFT 25-FT. STREAMLINE CRUISER, sleeps 4, speed 18 M.P.H. with 55 H.P. Chris-Craft motor, price \$1,590.

*Photo J. L. Turner
2/26/35*

THE ETHYL NEWS

MOTOR BOATING GROWS

A visit to the New York Motor Boat Show furnished the inspiration for the editors of the "News" to do a little research work in sizing up the state of affairs at the present time and drawing conclusions as to probable trends.

One fact stands head and shoulders above all others, and that is the following. Interest in boats, and the use of boats, has shown steady gains throughout the depression. Increases in the number of registered boats have been noted in almost every customs district in the United States. The district which has always shown the greatest number of registered boats and which, in addition, shows the greatest gains every year, is, the New York district. In this section, for the last year, New York showed a gain of 1,131 motor boats—seventy-five percent of which were pleasure craft.

Various stock boat builders show that they have found the year just past much better than 1933.

The stock boat, especially the stock cruiser, is more popular today than at any other time and is steadily increasing in favor. Next in popularity is the auxiliary, and it, too, is increasing in popularity in all sections of the country.

For some years the stock cruiser has taken the place of the specially designed built-to-order small cruiser. It was only about ten years ago that stock boats were almost impossible to sell. Custom built boats were much over-rated. They were frequently made by shipyards having absolutely no engineering knowledge regarding stresses, strains or architectural design and while most of them were seaworthy, many were not. Those that were seaworthy were cumbersome, slow and oftentimes more expensive to operate.

Another development which has made itself felt during the past year or so is the surprising burst of boating which has come to life in the southwest, in Texas, Oklahoma, Missouri, and so on. Here in sections where one would least expect to find boats of any type, are growing fleets of sailing craft, outboards and small cruisers. The waters used in most cases are man-made lakes, ranging from a couple of miles to thirty or forty in extent.

A boat, if properly cared for, should last at least fifteen years. It is not uncommon to see a boat in good condition after twenty, thirty, or even forty years of service. Contrary to popular

THE ETHYL NEWS

ROW BY LEAPS AND BOUNDS

shed the belief, boats are economical to operate and a twenty-eight foot cabin cruiser should not cost any more to operate for a year than a low priced automobile.

An interesting fact in viewing this year's array of boats at the show is the tendency toward streamlining. This means more than just improving appearance—it means greater ease of handling during storms because of the reduction in wind resistance. To give an idea of the production of stock motor boats during the past year by leading manufacturers: Richardson built 126, Mathews 70, Gar Wood 168, and Chris-Craft 700.

It is estimated that there are 1,500,000 motor boats in the United States. Of these 71% are powered with inboard marine motors and range in length from sixteen feet upwards; the remainder are small outboard powered craft, used mostly on inland waters. The inboard powered boats include runabouts, cruisers, commuters, cruising houseboats, gasoline motor yachts, and Diesel powered yachts, up to three hundred feet or more in length, and sailing craft equipped with engines for auxiliary power.

There is no actual point of saturation in sight for motor boat sales, either as to the number of people who can afford them or the waterways on which they may be used. The boating industry has found that thousands of pleasure seeking Americans are turning to the clean, cool and traffic-free waterways for recreation each year because the traffic congested highways near all large cities offer less and less novelty, safety and comfort.

Boating is still in its infancy as the production figures of the leading manufacturers listed above indicate, but it is a healthy youngster. In a few years, small family cruisers, that will sleep three or four persons, may be made of stainless steel on a production basis similar to automobiles and at a price equal to that of the low priced car—then watch motor boating grow!

The motor boat market consumes approximately a billion gallons of gasoline annually and about 44,000,000 gallons of motor oil.

There are no accurate figures available regarding the Ethyl percentage of this gallonage, but it must be considerable. It should be much easier to sell Ethyl Gasoline to yachtsmen than to the run of mill motorist, for here is a made-to-order premium market. Each of us should do our utmost to see that we at least have an Ethyl pump beside the regular pump at all marine filling stations. What say, fieldmen?



WHEELER 28-FT. STANDARD PLAYMATE SEDAN, sleeps 4, speed 12-13 M.P.H. with either Kermath or Chrysler Ace 70 H.P. motors, price \$2,500.



ELCO VEEDETTE 28-FT., sleeps 6 in forward and deck cabins, speed 12-14 M.P.H. with Buda 45-50 H.P. motor, price \$2,925.



RICHARDSON JR. 28-FT. STREAMLINED CRUISER, sleeps 4, speed 16 M.P.H. with Gray 6-71 motor, price \$2,585.

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
405 LEXINGTON AVENUE

J. C. TAYLOR
SALES MANAGER

NEW YORK February 25th, 1935

✓
TO ALL MEMBERS OF THE SALES DEPARTMENT:

James Collins wrote an editorial appearing in the January issue of "Service Station News" which gives us something to think about. To quote Mr. Collins:

"One of your girl friends was getting in wrong a few months ago. You know her well - the girl 'Ethyl'. It seems many service station owners were saying that, with the new kinds of gas, Ethyl was unnecessary.

'Ethyl doesn't live here any more!' they were going to tell her friends who drove up and asked for her. 'Especially in these times'.

So the Ethyl people made a survey and found that their product was still good to carry, on five counts:

1. Cars were getting still higher compression.
2. Price regulation led motorist to pay more.
3. Commercial cars were using more Ethyl.
4. The service station with the complete line has a strong appeal.
5. It pays to offer all grades and 'trade up' with your customers."

The article continues and points out how important "trade up" is in the department store business. How in good times they feature luxuries and in depression periods bargains. As times improve, the bargains are continued but luxuries are added.

Realizing that Ethyl Gasoline should not be considered either a bargain or a luxury, there is quite a lesson to be learned from the highly specialized department store business. They know when to put the pressure on luxuries and when to push the bargains. Today the general trend is to better merchandise at higher prices, which of course gives increased profits.

While our business naturally follows the buying habits of the public, we have an added advantage in that with increasing compression ratios of automotive engines there is a more pronounced need for our product.

Today, when any station attendant implies that "Ethyl doesn't live here any more", he is just driving business to a competitor.

Very truly yours,

J. C. Taylor

ETC 21661

*Photo received
to Wapich 2/27/35*

THE ETHYL NEWS AND NOW A "MOTOR CLINIC"

About the middle of January the Associated Oil Company secured our co-operation in establishing a "motor clinic" on Broadway, Oakland, California, where motorists might have their spark and carburetor adjusted to secure the best power, pick-up and mileage. This innovation was proposed by Mr. W. A. Reanier, Manager of Sales for Associated Oil, after he was convinced by car manufacturers' tests that practically all recent models should use Ethyl Gasoline to get maximum performance.

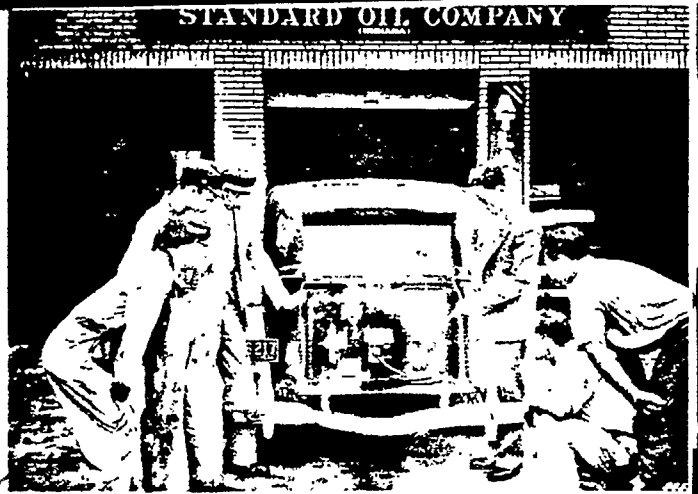
Mr. Reanier says, as reported in the Oakland Tribune: "Ethyl Gasoline under proper conditions, gives 15% greater efficiency in power and mileage and even more in lowered maintenance costs. It is a well known fact in automobile engineering departments that the recent model cars, with their high compression motors, were designed to use Ethyl for full performance. Evidence of this fact is that the normal factory adjustment is for this fuel and that the spark has to be retarded for use of regular gasoline."

Associated believes that the "clinic" is performing a real service to motorists. It would seem that this assumption is correct inasmuch as operation has been extended several weeks beyond the time originally set. Furthermore reports from the Division office indicate that the "clinic" is one of the busiest places in town.

"TED" SCANS SOUTH AMERICA

Meredith Littlefield, of the New York Division, left Newark Airport, Saturday night, February 9th, 1935, for an extended trip throughout South America. Approximately two months will be spent contacting companies who are at the present time constructing Ethyl blending plants. Ted's experience in Western Pennsylvania, where he had twenty-four mixing installations, will be of considerable help to him in seeing that these plants are properly installed. Ted will fly the entire trip, most of which will be in Pan American planes. His itinerary will include the following countries: Mexico, Argentine, Brazil, Chile, Uruguay, Bolivia, Venezuela, Peru, Trinidad and Haiti.

We all wish you the best of luck, Ted!

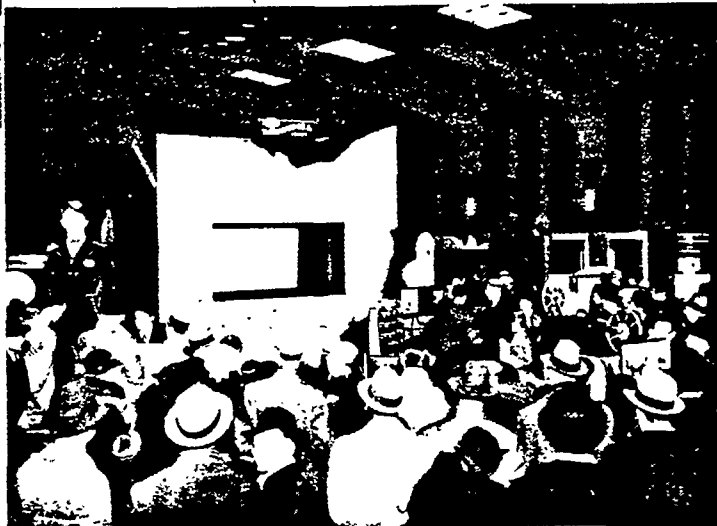


This demonstrating unit is the one used by "Casey" Jones who headquarters at Indianapolis. Due to the fact that this is the town where the yearly speed classic is run, he has placed a sign immediately above the motor emphasizing that Ethyl Gasoline won this race eleven times in eleven years. Certainly "Casey" is registering 100% and the picture was not taken for the press, either.

MANUFACTURING DEPARTMENT PERSONNEL

John H. Schaefer	Univ. of Delaware	1924
	M. I. T.	1925
Arthur P. Stover	Lehigh	1925
Lee W. Armstrong	Lewisburg H. S., Ohio	
Clarence H. Johnson	Miami-Jacobs Bus. Col.	1921
Charles Wasserman	Johns Hopkins	1926
Fred R. Brown	Wilmington H. S.	1918
Chas. D. Remsburg	Penns Grove H. S., N. J.	1924
Kenneth L. Armstrong	Goldey Bus. Col.	1915
Low Barnum	Univ. of Colorado	1929
Louis O. Schaefer	Buffalo H. S.	1896
J. David Chalfant	Univ. of Delaware	1926
Earl S. Ash	Rutgers	1924
Charles A. Wilmot	Calif. Inst. Tech.	1931
Edward A. Herbert	Minersville H. S., Pa.	1919
Edgar W. Holton	Pierce Bus. Col., Pa.	1926
Oakley Eskridge	Univ. of Delaware	1928
Gilbert S. Waldron	Preston H. S., Md.	1915
Rudy Williams	Univ. of Delaware	1933
Paul R. B. Dixon	McGill	1934
Roy J. Monohan	Gen. Motors Tech., Mich.	1930
Elmer C. Miller	Wilmington H. S.	1926
Alice H. Wygand	Goldey Bus. Col.	1927
Naomi C. Fowser	Goldey Bus. Col.	1930
Helen C. Hastings	Goldey Bus. Col.	1926
Alma I. Brasure	Beacom Bus. Col.	1930
Edna Muldoon	Beacom Bus. Col.	1927
Irene G. Brasure	Beacom Bus. Col.	1932
Lida C. Sparks	Salem H. S., N. J.	1924
Mildred V. McShane	Wesley Collegiate In.	1920
Mary A. Waddington	Swarthmore	1936

Filed



✓ **SOHIO'S FILM AND EXHIBIT**

A. H. Bingham reported to Harry Mack that the Sohio Ethyl picture is very much in demand and is being shown throughout the state of Ohio to various Rotary Luncheon and other club group meetings. The usual movie program consists of three pictures. The first picture shown is a comedy, the second is called "Beautiful Ohio" and the last, the Sohio Ethyl picture. This procedure is followed, as at most meetings the time is limited to slightly more than one half hour. Early in January the picture was shown at the First Annual Cleveland Exposition. This Exposition features all Cleveland Industries and was open for a week. It was held in the underground exhibition hall and the Public Auditorium. Further showings of the film were at the Toledo Auto Show, as illustrated, and at the Ohio Farmers Week. It is estimated that the total number viewing the reel exceeded the quarter million mark.

HIGH TRIBUTE TO ETHYL FROM A LICENSEE

On the front page of the December issue of "Sohio Sales Lubricator" appears a message from President W. T. Holliday addressed "To All

THE ETHYL NEWS

Sohio Service Station Salesmen and Dealers." In his message Mr. Holliday pays a high tribute to our product. He says in part:

"I wish to congratulate you and express our company's appreciation for the success you have attained in the sale of our new winter high test Sohio X70 gasoline. This success, however, raises a new problem. It is possible that some of us may be forgetting about our Sohio Ethyl or may not realize that it has the same qualities of starting, warm-up and acceleration as does X70 *plus* higher anti-knock quality . . . We know that Sohio Ethyl ranks as the finest gasoline, in every respect, that our customers can buy . . . While in the winter, motorists think primarily of starting and quick warm-up qualities, the anti-knock quality is needed in winter as well as in summer and the high compression motors of recent manufacture give their best performance with Sohio Ethyl Gasoline no matter what the season. Our organization, therefore, can do many of our customers a real service in selling them Sohio Ethyl, which will give them not only all the advantages of winter high test X70 but added anti-knock quality which their cars need all year round."

RICHARDSON OF PORTLAND

Socony reported a very noticeable increase in fuel oil sales ever since Bob Richardson of the Boston Division was assigned to Portland, Me. One look at Bob's house gives the answer. It is a mammoth mansion overlooking the ocean. It is ten miles north of Portland and there is ample room for about forty guests, not including servants. Only Bob would ever think of taking a house of this type. Here is a character that could be well placed in the same class with the much publicized Jack Steelman and the renowned Paul Johnson. Only Bob could convince a bank that they should be proud to rent a house at one-tenth its fair rental value in return for the honor of housing the Ethyl Gasoline Corporation's worthy representative and within a few months talked the bank into putting in an oil

(Continued on next page)

THE ETHYL NEWS

WITH THE FLIERS AT MIAMI

Despite the inclement weather which prevailed throughout the greater part of the country during the All-American Air Races at Miami last month the meet was a great success and was conducted without any serious accident occurring. The weather man was kind to Miami and the events were witnessed by upwards of 8,000 enthusiastic spectators. The meet brought 323 military planes, the greatest air armada ever seen in the south, as well as about 100 sportsmen pilots.

A squadron of army planes from Fort Crocket, Texas thrilled the crowds with their speed of 190 miles per hour as did the Curtiss attack ships, each mounting five machine guns, skimming over the stands like giant rockets in perfect formation. These latter are among the most formidable of Uncle Sam's air forces.

Perhaps one of the most unusual events, however, was the spectacular record made by Art Chester of Glenview, Ill. in a tiny plane entered in the less than one thousand pound class. The course was of 100 kilometers and Chester established a speed of 237.033 miles per hour.

George Warren says it was by far the smallest plane he ever saw. It was not over five and a half feet high and could have been put in a room ten feet wide and fifteen feet long with ample space for a mechanic to work on it. The propeller was so small he says it looked like a barrel stave.

This little ship had a landing speed of 190 miles per hour and required the full length of the field to sit down or take off. Another very small plane which was entered in the races was flown by Roger Don Rae of Lansing, Michigan who averaged 225 miles. Both of these ships were so highly compressioned that they required extremely high octane fuel and it was necessary for them to be shipped by train and trailer.

BALTO. DIVISION HELPS THE EDITOR

Oscar Lewis has developed a scheme in the Baltimore Division to facilitate the work and to encourage his fieldmen to send in material for the "News." Every month he forwards to each

Page Thirteen

N. Y. SECTION, AMERICAN CHEMICAL SOCIETY MEET

"Discovery of the real nature of petroleum will open up a vast field of new and unpredictable industrial uses" said Dr. M. R. Fenske, director of the Petroleum Refining Laboratory of Penn State College, speaking before the New York Section of the American Chemical Society. Continuing his address he said: "Graham Edgar and a little group of chemists working for the Ethyl Gasoline Corporation in a converted garage in Yonkers, N. Y., showed what chemicals are good and what ones are bad. Now the chemical engineer must provide good chemicals in quantity. All the various styles of gasoline must be cut from one piece—crude petroleum. The petroleum industry must first know what its raw material really is, and second how to best apply chemical and chemical engineering knowledge to shape this material to the desired products."

RICHARDSON *continued*

burner and finally buying part of the oil because it was necessary to use so much.

Only Bob should insist that the local plant operator include a particular board in our showing so that Bob's friends could have some land mark by which to find his house.

Only Bob would take advantage of his fellow workers' good nature by sporting a mustache, the like of which is not on exhibition in any other part of the Company (for which all other Divisions may be duly grateful.)

one of his staff, together with a self addressed stamped envelope, a blank sheet on which is typed:

"My Ethyl News Item For..... (month)

(name of field representative)

and at the bottom of the sheet is printed:

"This Must Be Filled Out and Returned to
Baltimore Office by.....12, 1935"

Based on the returns which the Editor has received from this Division it is evident that the plan is, very effective in getting results.

CARL ABELL GIVES USED CAR DEALERS A TIP

The feeling is prevalent among dealers handling the low priced lines, which constitute about 70% of the market for new cars, that their 1935 business will be limited only by their ability to move their trade-ins. A great many dealers are trying to hold down their used car expense by using third grade gasoline in them.

Following a very successful meeting with the sales, service and used car departments of one of our local Ford dealers this week, the manager told me that it was costing him 35 cents per day per \$100 inventory value to operate his used car department. When I called his attention to the fact that few people would be willing to buy a used car that was knocking badly, he saw the point immediately, and issued instructions to put nothing but Ethyl Gasoline in used cars in the future and to use it in the demonstrators.

In the past I have been successful in getting Ethyl into agencies for use in used cars, where they were not at that time willing to use it in demonstrators. In some cases this has eventually led to the voluntary use of Ethyl in demonstrators. If the use of better gasoline is insurance of a higher percentage of sales to demonstrations in used cars, it is quite reasonable that the same would apply in demonstrating new cars.

ANOTHER GOOD MAN GONE

As we go to press we learn that H. E. Cottrell, our representative in Fort Worth, Texas, was married on February 11th to Miss Elizabeth Galt, daughter of Mr. Sid Galt of Mt. Vernon, Texas. They were married in Waco, Texas and left for a honeymoon in the East during February. It is evident that the comments in a recent issue of the "News" spurred Harry on to assist the Tulsa Division in tying Boston and their hopes are materially improved with respect to Messrs. Hamilton, Kuhe, Meurer and Peters.

THE ETHYL NEWS PLANTING SEED IN FERTILE GROUND

No wise farmer would drive up to the general store, plank his good cash down for seed, strew it around in the old pasture and expect a profitable crop. The experienced farmer carefully prepares his land with plow and harrow. His first purchase is the necessary fertilizer for that particular field. It may be lime, bone dust or chemical, according to what the soil requires and the crop he is going to raise. In any event the ground must be fertile if he is going to realize a profit at harvest time.

So it is with the salesman—if he is to reap a reward from his labors he must sow his seed where it will return the best harvest—expend his sales effort where it will do the most good.

South Carolina is an agricultural state and has been for 200 years. After working the soil so long who should understand better than the South Carolinian, the value of fertilization. Perhaps it is not strange then, that this idea in sales promotion finds its being in that state.

Here is a plan that one of our customer companies has put into operation, as it comes to us from Doug Jeppe—and it seems to be working well. Every Standard Oil salesman is to choose one dealer from his territory each month whom he considers the outstanding dealer and he is known as "Dealer Dan." The salesman then works with this man during the next thirty days putting all his energy where it will get the best results. A new "Dealer Dan" is picked each month and, as there are seventeen salesmen there will be seventeen of these super-dealers being worked with all the time.

The "Dealer Dans" are picked for their intelligence and potential ability and by working in this manner much more can be accomplished than by expending the same effort indiscriminately. Our own staff, co-operating with the Standard Oil Company's salesmen are afforded an excellent opportunity to explain our product under ideal conditions and concentrating their energy where the best returns may be expected. This whole plan sounds logical and already there are definite signs of its bearing fruit.

A FEW RANDOM REMARKS CONCERNING THE D.D. CLUB

In the Los Angeles Division, when anyone has the misfortune of having a traffic accident, it becomes necessary for him to write a two page single space typewritten article on "Safe Driving." In accordance with this, Carl Abell offers the following contribution:

"The D. D. (Dumb Driver's) Club is the greatest of America's informal organizations for the prevention of growing old. Meetings are generally held on the street, at no stated interval or hour; in fact, they are generally impromptu affairs, one member simply "running across" another, and then the meeting begins.

This is the most liberal organization in the world as far as membership qualifications are concerned. It is not necessary for candidates to be sponsored, seconded or even nominated. They are never voted upon, hence they can neither be rejected or black-balled, nor can one once a member be expelled, as long as his behavior warrants remaining in the organization. Membership is achieved automatically by committing one or more infractions of the laws of common sense and safety, while driving a motor vehicle on the highway. The following rules and regulations are among those which most frequently provide candidates with qualification for membership:

Be sure to give the right signal before turning or stopping. Many an angel once made the mistake of believing a motorist who simply could not tell the truth with his left hand. Always imagine that there is a D. D. coming fifty miles an hour across every blind intersection. It is better to be wrong and ready a thousand times than right but unprepared just once. Never mind who is entitled to the right of way. The other fellow probably doesn't know—or care, so if it looks like an argument, bow gracefully and let him have it—particularly if he is a she, because she will always expect a gentleman to let her pass.

Speed limits were invented with the idea of saving the lives of those motorists who are likely to be unable to save their own. They are seldom too low, and around schools and under congested conditions are often too high. In some communities they have also been very useful in easing the burden of taxation for the local citizens, to say nothing of making it possible for judges and

traffic cops to retire and live in ease on country estates after a brief period of unrelenting toil.

One arm driving is out. She may be the choicest morsel that ever snuggled up against a manly brisket, but while the car is in motion the hands and arms should be reserved for the normal functions of gears and guiding. The "Pawnee" Boys are not entitled to drive cars.

It is important that you observe closely all persons and objects on or entering the street or highway even if you find you must miss the display of a pretty ankle on the sidewalk, or on the passing porches, or under the greenwood trees. Never overtake another car going over the crest of a hill. Another D. D. may be pursuing the same delightful whim up the opposite side and your club meeting may be adjourned to a higher plane, there to remain in session throughout eternity. See that all the lights are properly adjusted, and see that they work at all times when they should. Never mind the hours—when in doubt it is always time to turn them on. More people are crippled, killed or born prematurely between sunset and dark than in any other period of like duration.

Headlights that are set at legal height are too low to show up a car, truck, or what-have-you that is stopped beside the highway without lights—and not every vehicle has reflector lenses at the rear. Pedestrians are not generally equipped with tail-lights, in spite of their frequently obvious need, but they often stray out at night along the edges of main thoroughfares, clad principally in black pants. This is just put in to emphasize the importance of staying on the pavement—the right side, please—never out-driving your lights, keeping a careful look-out ahead, and maintaining cordial diplomatic relations with Him who is reputed to protect little children, drunkards and some few fortunate motorists.

It isn't enough to be a good driver under practically all conditions or just most of the time. Careful driving is like any other virtue—an unblemished record for twenty years is powerless to offset the result of one minute's carelessness. Occasionally a member of the D. D. Club becomes tired of the organization and wishes to withdraw from membership. This can be accomplished, but such instances are rare. It is much easier to get in than to get out, and members once on the roll generally trail along year after year, rolling through boulevard stops and getting in people's way, until some day at the scene of an accident they say "Good morning, Lord" and set up housekeeping in the only city that has no traffic hazards.

MASKED



REPORTERS

✓ Should it be Colonel Harry or Colonel Mack? Anyway, we've got a real live Colonel in the family at last and he's the Kentucky variety, too. Word has just been received that the title was conferred by Governor Ruby Laffoon and Harry is now a full fledged aide-de-camp to that distinguished executive. If Colonel Mack isn't already fixed up with a uniform we'll try and dig up one of Roscoe Turner's spares.

✓ Dame Rumor has it that the "Baltimore Bachelor" is in a fair way to lose his long held title. It is understood that the name of the fair young damsel is—well, no matter. Anyway, maybe this bird's many talks on high compression, more speed and what-not, have so affected his mind that he can think only of a girl with a fast name. In any event, he has the Baltimore Division all agog.

✓ On January 19th, 1935, at 2:00 P.M., a boy was born to Mrs. J. S. Cole, wife of the one and only (thank God) Jack Cole of Baltimore. For one month prior to this event the boys in the Baltimore Division nearly went broke buying smelling salts and other restoratives for Jack every time the phone rang. Now they are actually going broke buying cotton to stuff in their ears every time he comes in sight. Next pay day a collection will be taken up to buy Jack a new vest and hat, as the present ones are far too small. Mrs. Cole doing fine—offspring looks just like any other baby—weighed eight pounds.

✓ The high school meetings which are being held in North and South Carolina are apparently very successful. They may be due in part to handsome Lowell Mason, who is holding most of them. Lowell is certainly making a big hit with the little high school gals and there is an alarming increase in heart ailments in the ole Nawth State. Indeed, there is some talk of not allowing the gals to be present at the meetings.

✓ Mr. Mittnacht has returned from his winter vacation at Miami, where he went the middle of January with Mrs. Mittnacht. Although we have been unable to get any details first hand, the underground has been at work and we learn that the Mittnachts have added deep sea fishing to their other activities. During one day's expedition, forty fish were landed and Mrs. Mittnacht herself caught a 25 pound arctic bonito. Just in case there are any doubts about it, one may journey to their home at Old Greenwich and be convinced. And if you think that all their time was spent on the ocean and the golf courses, ask them about the show Earl Carroll is putting on at the Palm Island Club. We understand Broadway "ain't seen nothin' yet."

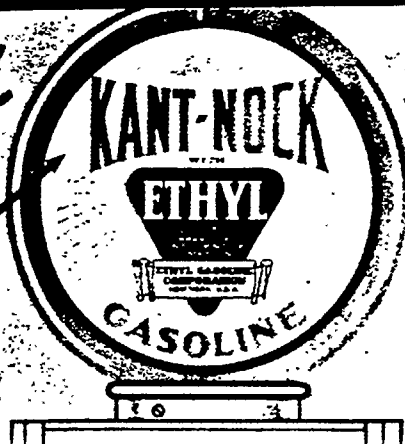
✓ Howard Reinhart, our Seattle representative, took a trip to Detroit last month as the official delegate of the Northwestern Section of the S. A. E. While in Detroit he received a new education at our laboratory, besides taking a number of other Pacific Coast delegates through the place. The Los Angeles office is still wondering what important matters Howard had to discuss with Bob Jordan that would keep him in Chicago so many days.

✓ Baltimore notes with interest the published shame of the Boston Division as announced in the January issue wherein the scandal leaks out that ALL of their men are married. In the Baltimore Division the Division Manager and four of the men are married BUT they still have four stalwart, fancy free, foot loose, independent He-Men who are single. Just a little harder-to-get down that way, that's all, boys.

We announce with pleasure the addition of Messrs. Dixon, Monohan and Miller to the Manufacturing Department Personnel—just Bob, Jerry and Stumpy, and with regret the departure of Dr. A. R. Hitch, who had charge of our research problems. Dr. Hitch has resigned to take up new duties with the Wood Chemical Products Company at Jacksonville, Florida, as Director of Chemical Research and Development. We wish him success in this field.

✓ Jack Taylor, formerly of the Baltimore Division, and now working at the Detroit Laboratory, has come back to Baltimore for a month to show his old pals how to do things. Needless to say he was welcomed with open arms and it seems more natural having him around again even if we will have to share him with the rest of the company during the rest of the year.

Ask for



HIGHEST ANTI-KNOCK AVIATION QUALITY FASTEST STARTING

● This Deep Rock Oil campaign which was announced in last month's News is certainly "going places and doing things." Reproduced here are typical examples of station boards and posters appearing throughout their marketing area. In addition they are supplying customers with pamphlets on Kant-Nock Ethyl and a regular series of meetings are being held in various localities. We are certainly getting some good cooperation from Deep Rock in pushing Ethyl sales and our own staff is co-operating with them to the full extent.

AVIATION QUALITY



*Fastest
Starting*

THEY WERE PRIZE WINNERS



THE WINTER'S BEST BLESSED EVENTS

PRIZE MOTOR OIL

*Flows
FREELY*



*Starts
INSTANTLY*

ETC 21668

"By Jiminy!
Even old Cy Martin's changed to Ethyl!"



... and why not? Like about everybody else in town, old Cy Martin bought the best car he could afford—and he'll be gol durned if he sees any horse sense in not getting all the power and pleasure he can out of it. That's why Cy Martin has changed to Ethyl; and that's why it will pay you to use it in your automobile, too.

Facts you should know about gasoline

- **HIGH COMPRESSION PERFORMANCE:** Modern high compression cars need Ethyl to give full performance. Older cars, too, run best on Ethyl as carbon and mileage accumulate.
- **DOUBLE-TESTED QUALITY:** Sufficient Ethyl fluid (containing tetraethyl lead) is used to produce the highest anti-knock rating by the official test methods of the oil and automotive industries.

The all-round quality is protected through double inspection at the refinery and at the pump. Specifications are adjusted to fit the different seasonal conditions.

- **AVAILABLE EVERYWHERE:** Approximately 95% of all premium gasoline sold in the United States and Canada now contains Ethyl fluid.

To get all the power and pleasure from your car—investment—NEXT TIME GET ETHYL!



ALWAYS LOOK! Only pumps which are identified by the Ethyl trademark on the globe of body dispense gasoline containing Ethyl fluid.

ETHYL
NEWS

FILM COPY - W. CARY HARRIS

ad



MARCH, 1935

ETC 21670

March Cover

IF THIS FELLOW COULD TALK HE'D TELL YOU THAT "THERE'S NO MONKEY BUSINESS ABOUT ETHYL." HIS MESSAGE WILL COME TO YOU SOON IN OUR CLASS PUBLICATION ADVERTISING AND IT WILL BE THE FIRST OF OUR 1935 ANIMAL SERIES. THESE PICTURES WERE TAKEN FROM LIFE AT VARIOUS GERMAN ZOOS IN AND ABOUT BERLIN AND WERE PURCHASED BY US FOR REPRODUCTION. WE BELIEVE THIS IS THE FIRST TIME THIS TYPE OF MATERIAL HAS BEEN SECURED FROM EUROPE FOR AMERICAN ADVERTISING.

Vol. 2, No. 3

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
New York City

MARCH, 1935

Published monthly by the Ethyl Gasoline Corporation for the entertainment and benefit of the members of its organization. Address all news items, correspondence or other material to the Editor, W. Cary Harris, 35th floor, Chrysler Building, New York City.

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Manufacturing Dept.	Arthur P. Stover
Gasoline Testing Dept.	Lester B. Roberts
Export Dept.	Hubert Fossett

ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

RECKLESSNESS IS A CRIME

Our company has an enviable record in the matter of safety which has grown progressively better each year.

The National Safety Council's percentage per 100,000 car miles shows a steady increase in accident rate from 1931 to 1933. That year it was 2.6 with a prediction that 1934 figures will be much higher. In the face of this our own percentages have consistently improved, last year being .98. This is the more remarkable when we consider that the mileage covered by the field staff has gone up year by year until 1934 shows a total of 2,344,500 miles.

Many factors may enter into this. Our field men understand the automobile and realize its power. They are expert operators, due to the hours spent at the wheel. Their cars are kept in perfect condition, but we believe that the most potent factor is the high order of intelligence of our staff combined perhaps, with some measure of good fortune.

The most pitiful part of an accident is the thought that it might have been avoided. Safety appliances and mechanical precautions help, but they lack the human intelligence to adapt themselves to conditions and circumstances. If we combine with them care and forethought they will then, and only then, render their greatest service. Carelessness is the advance agent of almost all accidents. But, however careful we ourselves may be, let us remember that when two cars approach each other we control only 50% of the situation.

Although our record is good, we must not overlook the law of averages. There are more poorly conditioned cars on the road this year and the percentage is against us. This knowledge should make us the more cautious. Mat Taylor of Boston offers the suggestion of an honor roll, names to be published in the "News," of all drivers who have not had an accident over a certain period. This might prove an added incentive and anything which may help the cause is worthy of serious consideration. But in the last analysis, the greatest factor for safety is in the hands of each of us individually.

ETC 21672

MEET DR. KEHOE



ROBERT A. KEHOE was born in Georgetown, Ohio, on November 18th, 1893. He received his early education at the Georgetown schools and entered Ohio State University at Columbus in 1914. After spending one year at Ohio State he transferred to the University of Cincinnati where he was graduated with the degree of Bachelor of Science in 1918 and completed his medical training in the same school, receiving his M.D. in 1920. Upon his graduation he remained at the College of Medicine of the University of Cincinnati, teaching and conducting medical research in Pathology as resident pathologist at the Cincinnati General Hospital to 1921. From then until 1931 he was Assistant Professor of Physiology and since 1931 Associate Professor. Since its founding in 1930, Dr. Kehoe has been Director of the Kettering Laboratory of Applied Physiology in the University of Cincinnati, this being his chief activity. In the summer of 1924 Dr. Kehoe became associated with the General Motors Chemical Company investigating the industrial and public health aspects of the use of tetraethyl lead; this work being carried on in the General Motors Research Laboratory. This research work was later transferred to the laboratories of the Physiology Department of the University of Cincinnati as a part of a general study of lead absorption and lead poisoning in which he and his associates have been engaged over a period of years. In addition to general investigation work in industrial hygiene and toxicology he has acted in the capacity of chief medical advisor to the Ethyl Gasoline Corporation as Director of its Medical Department since its organization.

Dr. Kehoe was married in 1920 and lives with his wife and daughter in Cincinnati, Ohio.



ETHYL NEWS PHOTO FILE 3/35 No. 1

*All pet
fuel*

SIR MALCOLM CAMPBELL RETURNS AGAIN BETTERS WORLD SPEED RECORD

Auto - Henderson

ETHYL NEWS PHOTO FILE 3/35 No. 2

The following information concerning Sir Malcolm Campbell's efforts to break his previous speed record was secured for us by John Murphy of our Atlanta Office who has been spending considerable time at Daytona Beach. Up to the present writing Campbell has been unsuccessful in reaching the 300 mile mark which he has set for himself, although he bettered his previous record of 272 by 4 miles on March 7th.

The beach is 11½ miles long with only one slight curve at the north end. It is about 100 yards wide but only one third is hard enough to be used for speed trial, this being far enough from the water to be fairly dry and yet close enough to have been packed by the previous high tide. When conditions are ideal the beach is almost as hard as asphalt and smoother than any road could be made. Another point to be taken into consideration is that the tests can only be made during the six or seven middle hours of the day. In the early hours the beach will not have dried out sufficiently and the chances of poor visibility due to mist must be thought of and in the late hours the shadows would make the driving too hazardous.

The car itself aside from the motor, was built by Thompson and Taylor of England and designed by the motor car and airplane designer, Raiton. Its

weight is approximately 22,600 pounds. It is about twice as wide as the 1933 car but due to the peculiar snout has 25% less wind resistance which makes it necessary to equip it with wind flaps to help stop it. These may be seen just behind the rear wheels. The double wheels in the back give greater traction and stop slippage in the damp sand. The engine was built by Rolls-Royce and designed by the late Sir Harry Royce. It is the same as used in the Schneider Cup Race and in the 1933 car. It produces a top of 2500 H.P. at 3600 R.P.M., the bore being 6", stroke 6.6" and weighs 1630 pounds. At top speed it consumes 2½ English gallons per minute and the average consumption for the measured run should be about 1¾ English gallons. It is water cooled, having a little over 40 English gallons in the cooling system.

In all respects, except size, the car is built along conventional lines, having a steering wheel and can be turned completely around, a clutch and selectable transmission. The two rods with the cross-bar handles, which may be seen in one of the accompanying illustrations, are special jacks built into the frame.

Two fuels have been shipped over from England, both made by Anglo American Oil Co. The one likely to be used is known as 20-70-10. It is made of 20% aviation—mostly casinghead, 70% Benzol and 10% Methanol with 4 cc of lead. The second is known as spirit-fuel, probably 60-40-10 but we have no information on this. It was all shipped over in five gallon cans which carry the marking "Pratts Ethyl Petrol." The oil is a special racing oil, high in castor oil content. The motor is a 12 cylinder V type and is started by compressed air.



ETC 21674

ETHYL NEWS PHOTO FILE 3/35 No. 3

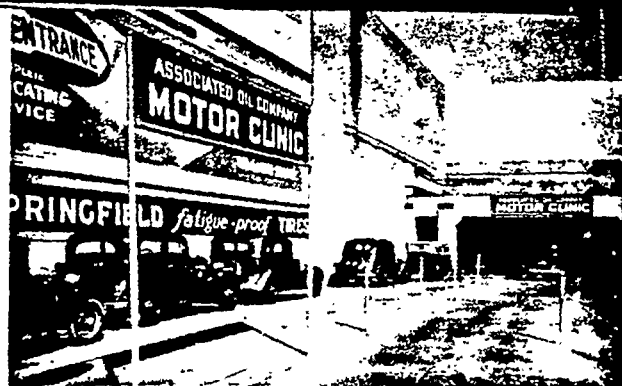
ASSOCIATED OIL'S MOTOR CLINIC

In the February issue we noted the operation of a motor clinic in Oakland, Calif., by the Associated Oil Co. This is being expanded into a coastwide activity of this company, as a part of their merchandising program which supports the recently announced Associated Aviation Ethyl Gasoline.

The operation of the Oakland clinic was merely part of the merchandising test which was conducted to check the efficacy of the proposed sales plan. During January, the first month of its operation, Associated's Ethyl sales in Oakland showed a very marked gain over the previous January, while the February figures increased still more. There were no abnormal marketing conditions connected with the experiment—no price war, and no revamping or renaming of the product. It was frankly a test to see if Ethyl Gasoline could be sold.

The Associated Oil Company's decision to enter seriously into the promotion of Ethyl Gasoline sales and their selection of this unusual means of accomplishing it, is the result of several months of carefully conducted sales effort, and involved the close co-operation of more than half of the field men in our Los Angeles Division, who were detailed at one time or another to the various jobs that had to be done to get the project across. The steps taken and the men involved, were as follows:

- 1—A sales presentation booklet prepared last summer by Sam Wagner, Division Manager and Carl Abell, which proved that the Associated Oil Company could make an extra \$100,000 this year if they would sell enough Ethyl Gasoline.
- 2—A conclusive demonstration that Ethyl Gasoline sales could be increased, conducted by a special merchandising crew composed of Jack Martin, Dude Martin, Hume Chenault and Bill Sievert, with occasional assistance from other members of our staff.
- 3—A co-operatively conducted test, Associated Oil Co. Research Laboratory and Hume Chenault, which proved that the use of Ethyl is justified on the basis of operating cost in modern quantity production cars. This also conclusively proved the growing need for Ethyl Gasoline.
- 4—Preparation of a complete merchandising program including the several phases of advertising, education of company personnel, co-operation of car agencies and garages.
- 5—Preparation of suggested advertising campaign including newspaper ads, station leaflets and a manual on gasoline and high compression for the sales force. (Just one of Abell's odd jobs).
- 6—Selling the Associated Oil Co. on the idea that the way to get results is to make somebody responsi-



ble for those results which led to the creation of a special Ethyl Division of their sales department.

7—The preliminary operation of the motor clinic for a month, by our merchandising crew, assisted occasionally by Ed Cline, and all the time by Mr. Bovard and Mr. Gay of the Associated Ethyl Division.

8—Selecting and training 27 men for Associated to man the clinics which they decided to conduct at Oakland, San Francisco, Portland and Seattle.

9—The introduction of Associated Aviation Ethyl on March first at all Pacific Coast points. This gives them the advantageous combination of the enthusiasm which naturally follows the introduction of a new product, a rising purchasing power, and competition among motor manufacturers which has boosted compression.

Associated officials claim that if the results with the new product are no better than the gains made in Oakland during the January test period, they will pay all expenses of the clinic and still be \$100,000 ahead. Figures for the first 8 days of March in San Francisco and in Los Angeles show a satisfactory gain in each place.

The merchandising plan called for the devoting of special sales effort to owners of recent models of Fords, Chevrolets, Plymouths, and Buicks. Special advertising leaflets and newspaper advertisements were prepared, devoted to each of these separate makes. In each case the approval of the factory branch was secured on the copy in both the ads and the leaflets.

The aim of the whole campaign was to have the customer fill his tank with Associated Ethyl, get his motor tuned up to take advantage of the extra anti-knock value, and use the gasoline for a period of a few weeks, so he could form an accurate conclusion as to whether or not the use of this fuel was justified in his particular car. It was originally intended to have the tuneup work done at the car agencies and garages, but this proved unsatisfactory. The garages did not like the arrangement because in many cases it called for very minor changes of adjustment, which took up time but did not justify a charge, while in other cases where mechanical work on valves, rings, etc., was clearly needed, many of the customers took the attitude that this was just a gag to sell them something. Therefore it was decided to alter the original plan, carrying on the tuneup work with our crew

(Continued on page 13)

CHEMISTS TO CELEBRATE TERCENTENARY

The Chemical Industries of America will celebrate the 300th anniversary of the founding of the industry with the events opening in New York on April 23rd. This also marks the 89th meeting of the American Chemical Society in which the Manufacturing Chemists Association, the Synthetic Organic Chemical Manufacturers Association and the Chemical Societies of the metropolitan district will participate.

The inception of the industry in the country was due to John Winthrop, Jr., first colonial governor of Connecticut in 1635, who in turn was son of the earlier Winthrop, pilgrim governor of Massachusetts Colony. It is evident therefore that chemistry is probably one of the first industries, if not the first, established on the continent. It is expected that the tercentenary celebration will be attended by more than 10,000 representatives.

Speakers at the dinner to be held on the evening of April 24th will include Senator Pat Harrison of Mississippi and Representative James W. Wadsworth of New York. Thomas Midgley will deliver an address on "Chemical Developments in the Next 100 Years" and William B. Bell, Chairman of the American Cyanamid Company will speak on "National Planning and the Chemical Industries."



The City equipment of Madison, Wis., a part of which is shown here, is now using Ethyl exclusively. This includes the entire Fire Department, consisting of fifteen units, the Police Department including three ambulances, Ford and Oldsmobile Squad Cars and all the Harley-Davidson motorcycles. In addition to the above, a number of trucks used by the Public Works Department are fueled with Ethyl.

ETHYL NEWS PHOTO FILE 3/35 No. 6



FACTS & FLASHES RECEIVED WELL

The recent new arrival in the Ethyl advertising family—"Facts & Flashes"—has been very well received by the customer companies in the Dayton Division. Some of the ways in which the material is being used are the following: Standard Oil Co. of Kentucky are going to use various items in their regular releases, through publicity channels, to the newspapers in their entire marketing area, to be used in the automotive sections. Viking Distributing Company are having each copy re-mimeographed under their own Ethyl trademark and distributed to their entire personnel. Aetna Oil Service, Inc., have issued a bulletin entitled "Like Stairs—Compressions Go Up from Year to Year", which gives the salient points included in the first issue of "Facts & Flashes." Other customers are taking the items of technical interest out for their service periodicals.

Particularly interesting is the case of Carl E. Sniff, Pontiac Agency, Columbus, Ohio. Herschel Dedo called on Mr. Ball, the Service Manager, from whom he learned that a News Pamphlet was being planned for the purpose of keeping the customers in touch with the service department. Always "on the ball", Herschel showed Ball the first two issues of "Facts & Flashes", which according to the service manager, contained the very information which he desired. From now on the Sniff agency is a regular "subscriber" to "Facts & Flashes." Incidentally this is one of Herschel's most co-operative agencies recommending Ethyl to all customers and having all their demonstrators operating on Ethyl.



HERE AND THERE

✓ Harold Berg reports that he has just received requests for nine demonstrations for the Standard Oil Company of Indiana in Kansas City. These meetings will be devoted to the qualities of gasoline, the sale of gasoline, and the merchandising of lubricating oil. They are scheduled for the week of October 8th and will cover the entire personnel of the Kansas City office of the Standard Oil Company. A new material for these demonstrations and lectures is now being prepared at the Kansas City office. Mr. Harold Purdy, Assistant Division Manager of Standard Oil Company, Kansas City, will be in charge of them.

✓ The Associated Oil Company, in addition to their newspaper and billboard advertising, are devoting the entire advertising time on their radio Sportcasts, to their new Associated Aviation ETHYL Gasoline. They are reaching quite a large number by this method as is shown by the number of people mentioning it at the Associated "Motor Clinic" where their men are tuning customers' cars for this new product for 50c.

✓ Baltimore Division is trying to co-operate with the medical department by introducing these two new ideas. (1) Every mixing plant will be given a demonstration for all men engaged in mixing or laboratory work and for such other employees of the refinery as the superintendent desires to have present. This will be followed by a safety meeting at which the new rules and regulations will be read and carefully explained. Any questions on these will be discussed and answered. (2) A letter was sent to the chamber of commerce in each city where a mixing plant is located requesting the name and address of firms having an available supply of Sulphuryl Chloride or Chlorinated Bleaching Powder (Chemicals used in case of a Fluid spill). These have been received, listed and sent to every man in the division so that in the event of trouble he can get the necessary material quickly from the nearest point.

✓ Further results of the Esso campaign are shown in a report from the Craig Oil Company, Erie, Penn., which handles Standard of Pennsylvania products exclusively. Their entire distribution is through six company operated stations, all of which are exceptionally fine outlets. A year ago the Craig Oil Company was averaging 5% Esso to total gallonage. Their third grade sales were running 20% to total. Today Esso sales are 25% of total. Third grade gasoline was discontinued several months ago and yet their total gallonage has not been affected. The increase in Ethyl ratio from 5 to 25% is particularly significant.

✓ Russell Schell, in Tom Ronan's Division, stresses the point that the high schools should not be overlooked even though each individual student may not be an actual car owner, since we can reach a large number of students who are prospective car owners with a proportionately small expenditure of time. At both Brenhan and Navasota, Texas, he demonstrated to an assembly of the entire student body and the instructors then insisted that he give a second demonstration to the physics and chemistry classes so the subject could be covered in more detail for these students. He says it is a revelation to hear the intelligent type of questions asked by high school students.

✓ We learn from our Los Angeles office that the Pacific Coast representative of Campbell-Ewald, who handles the Oldsmobile advertising account, are completing plans for a front page feature story for the Los Angeles Examiner, featuring a trip of the 1935 Oldsmobile over the Southern California proving ground of the Ethyl Gasoline Corporation.

This will be illustrated with several photographs and a map, occupying the entire front page.

✓ Chuck Colvin has been carrying on some very interesting programs with the Parks Air College. This is the largest school of its kind in the world, having an enrollment of approximately 200 students at the present time. The school is for the sole purpose of training pilots and aviation mechanics. Last year their enrollment was only about 60 but it has now jumped to the figure previously mentioned. Chuck is a regular instructor in their educational work on fuels and engines and has been holding classes regularly during the last two years, every twelve weeks.

✓ "Besides getting in on Standard, Pontiac and Texas meetings for the last month down in North Carolina," writes Lowell Mason, "we have managed to get ourselves in front of quite a number of the younger generation. By this I mean the colleges and high schools. This group, taken as a whole, seem to get a lot from our demonstration and from the interest shown we no doubt will profit. At one school I was told that from the various demonstrations which are held at one time or another during the year, that our demonstration was by far the most interesting and the most valuable. Ethyl sales are still on the increase here and all indications point to a most successful year for the 'ole North State.'"

✓ Louie Wilson, residing in St. Louis, Missouri, recently reports that the City of St. Louis has purchased \$11,030 worth of Harley-Davidson Motorcycles for their Police Department. As soon as this information concerning the purchase was received, "Lou" was on the job and secured assurance that 100% Ethyl Gasoline would be used in this equipment. This was the result of Ethyl demonstrations which he used to get the message across. A warning is issued to all representatives of oil companies concerning the speed, power and vim in this new speed law enforcement equipment in St. Louis. It's fifty bucks for fifty miles per hour, too.

✓ During the past month there has been considerable activity in Tom Ronan's Division in the way of demonstration work. This was principally in connection with Humble Oil's marketing campaign on their new product. Balzer, Guy and Schell have been active in this while Hendrick and Harry Kuhe have been conducting similar meetings for Cities Service and Wirt-Franklin. The latter also co-operated with the Oklahoma Fleet Operators Association convention where he engaged in the same activity.

✓ "California here we come—you must be slipping," says Kansas City Division. "In the last issue it was published that one meeting on the coast was attended by 1800 people, getting the message over to them in a big way by means of a public address system. A meeting was recently conducted at the Cleveland High School in St. Louis, Missouri, and was held in their auditorium. The actual count of students to hear this meeting amounted to 3216. Louie Wilson addressed this meeting without any microphone and amplifiers. He just used nature's own vocal chords. A service station survey was conducted in that part of the city a week after the meeting and the report of Ethyl sales was very favorable. The same night Louie addressed 670 students, which was their night school enrollment, in the same high school auditorium. We believe that 3216 students added to the 670 for the evening session, totaling 3886, should hold first place as the attendance addressed at a single meeting as well as the attendance of two meetings held on the same day. The Kansas City outfit challenges other divisions concerning Ethyl demonstration meetings of this type."

The "A" boards of the Polar Bear and the Seal were primarily meant to be summer advertising—however, the Standard Oil Company of Ohio had a supply remaining from last summer which they brought out of storage last month and displayed to excellent effect amid the real ice and snow. Now with spring arriving they intend to use some of the "Tortoise and Hare" posters wherein the Hare with spring fever, loses the race to the turtle who used Ethyl.

Paul Johnson has just completed a very successful series of demonstration meetings and talks with Mr. Jim Krause, Assistant Service Manager of the Buick Motor Company, residing in Colorado. Before he presented the demonstration and talk on Ethyl Gasoline he was introduced by Mr. Krause who, in each meeting, made the following introduction concerning our demonstration and talk: "All Buick models are designed to operate on premium Ethyl gasoline, however, it is possible, by retarding the spark or octane selector, to get by with fuels of lesser anti-knock by sacrificing performance and economy, and that the Buick Company heartily recommend and endorse the use of Ethyl fuels." Mr. Krause further states: "I use Ethyl Gasoline entirely in my automobile and not only because of better performance, but I actually believe it is cheaper in the long run to use it. I will use nothing else but Ethyl Gasoline in my car."

Guy Donohue is becoming sort of an Associate Editor for a magazine known as the "Cartage Exchange." This publication is a monthly, devoted to the business interests of Cartage Operators and is published by the Cartage Exchange of Chicago, Inc. When he first called on these people it was for the purpose of arranging a meeting. They told him it would probably be possible to arrange one in the future but in the meantime asked him to write an article for their magazine. This he did and a few months later, when he recontacted them, they requested another article so it looks as if Guy might become a regular contributor.

In the February issue of "Standard", published monthly for the employees of Standard Oil Company of Nebraska, the leading article on their editorial page, entitled "What's Normal?" is a reprint of Bruce Barton's write-up for the January issue of the "News". We are glad to pass along any items appearing in our publication which may be of interest to our licensees.

Tulsa hasn't been saying much about meetings they've been holding but has been lying back and "sawing wood" just the same. This item just received from Tom Ronan speaks for itself. Jake Balzer demonstrated to 1410 people during the week ending March 2nd which included demonstrations at the Simmons University, Daniel Baker College, Howard-Payne College, McMurray College and Abilene Christian College, to a total of 633 students and faculty members, and in addition he talked to 3 high schools to a total of 306 students and also to the Abilene Rotary Club at which 100 were present. The remaining demonstrations were given to service stations and automobile agencies.

Mr. Gay, the Associated Oil Company's commercial Ethyl man, rode the high compression test truck of the California Oakland Towel Company on which we had installed a Winfield high compression unit. The truck operated very well and the driver seemed pleased with it and is going to have his own personal car adjusted for Ethyl Gasoline. The truck showed a decided increase in gasoline mileage on its first trip with the high compression set-up. Everyone is apparently well pleased.

Louis Shank recently held a meeting before the Student Engineering Society of the University of Maryland which was attended by 187 students, Prof. Steinberg of the Engineering faculty and by Dean Johnson of the School of Engineering. After the meeting these two gentlemen said that ours was one of the most interesting subjects ever presented at one of their gatherings. Louie left a copy of "Fuels and Engines" and "Five Papers" with Prof. Steinberg who said he would make use of them in his course.

Mac McCulloch has just finished holding six meetings with the Central High School in Sioux City, Iowa, for the class in automobile mechanics. The automobile engineering laboratory in this high school is equivalent to most universities' laboratories. Mac took complete charge of the three advance classes in automobile mechanics as well as the demonstration and lecture given to the Senior Physics Class and the Senior Class in Chemistry. Another demonstration was held before the Senior Class in Business Administration. Each meeting occupied one complete class period or three quarters of an hour. The last ten minutes of each lecture was devoted to answering questions from students. It involved general discussion and proved of interesting value, according to Mr. Wayne Kyle, instructor of automobile engineering.

A. D. Martin of the Los Angeles Division, recently addressed the shop and science classes of the Pittsburg High School at Pittsburg with an attendance of 140 pupils and 4 instructors, including the principal of the school. He also spoke to 95 members of the Moose Luncheon Club. This meeting was attended by all members of the Board of Supervisors of Alameda County and several of the Oakland City officials. After the meeting he was invited to address the Oakland City Officials Breakfast Club the following week.

Carl Meurer, after contacting seven of the major bulk plants in Tulsa, reports as follows: "In each of these plants time was spent with the agent in the discussion of Ethyl Gasoline and how to save money by the use of it. A very convincing comparison was made of Ethyl and third grade with a premium oil and a cheap oil. The operations of each were discussed and it was finally decided that if maximum performance was wanted together with greatest economy, it is necessary to use the premium products in conjunction with one another." This certainly is sound reasoning and an argument that could be used to advantage elsewhere.

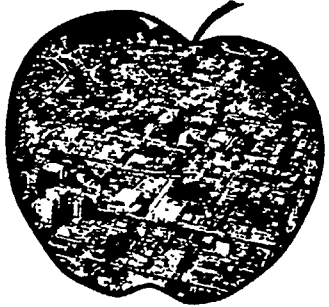
During the month of February the Dayton Division set what they are sure is a new record for number of demonstration meetings given. During the month seven meetings were given to automobile agencies, one to schools, one in a theatre (to accompany a movie of one of our customers) and two hundred and one to service station personnel. The total attendance numbered 3013. This figure is good in view of the weather at the time of some of the service station demonstrations.

Recently The Standard Oil Company of Ohio has changed the operation of their subsidiary, the Fleet-Wing Corporation it being placed more directly under the control of the officers of the parent company. To inaugurate this policy a large convention of all Fleet-Wing jobbers was held in Cleveland on March 12th, at which time a talk and demonstration on Fleet-Wing Ethyl Gasoline were requested by Mr. W. T. Holliday, the President of The Standard Oil Company. This is in line with a new policy for the jobbers to push premium sales of the Fleet-Wing line. About 70 of the largest jobbers in Ohio attended not to mention those from West Virginia and Pennsylvania. Ray Faller conducted the meeting ably, also at the request of Mr. Holliday. The results will be a series of meetings for the station attendants of these jobbers.

The
daring
young
man
on
the
**FLYING
TRAPEZE**
soars
through
traffic
with
the
grace
of
an
angel.

... "Next time get Ethyl!"

Push You Should Come Along Caravan
Ethyl Gasoline is the only gasoline that
keeps your car in the best of condition.
It is the only gasoline that gives you
the most miles per gallon. It is the only
gasoline that keeps your car in the best
of condition. It is the only gasoline that
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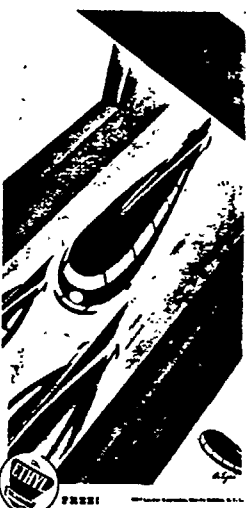


**JOURNEYS THROUGH AN
APPLE SKIN**

If you compare our world to an apple, all the
we see is the skin and there is no chance to see
the apple's skin. Yet lots of things happen in
the thin worldy skin of our world. You think
that Ethyl's in the skin, and that the ap-
ple is thoroughly saturated with the gas it
breathes. Ethyl Gasoline Corporation, New
York City.

"...AND IN TODAY
ALREADY WALKS
TOWARDS CHANGE"

At Automobile show where you find
a better car, standard equipment with
high compression fuel - Ethyl - your
car will high compression performance.
Look in the show? You have every
compression goes up to the advantage of
Ethyl's high compression quality. Higher
and higher than in 1935, our compressions
offer you the car power that never was.
Ethyl to increase high compression per-
formance to average and reduce con-
sumption. That's why Ethyl sales are going
up everywhere and buyers are coming to
Ethyl. Ethyl's standard label now and
your confidence all right from the start.
Ethyl Gasoline Corporation, New York.



ETHYL

Don't "ETHYL" when you see
"BOMB COMPRESSION!"



Ethyl Advert for

In planning the Ethyl advertising campaign for 1935, it was decided that we should approach the problem with an open mind. Tradition and precedent were weighed against changing conditions. An extensive unbiased survey was conducted to determine the best forms of advertising to use. In this connection, it should be mentioned that our field staff made many valuable suggestions and, wherever possible, they were incorporated in the campaign.

Outdoor Advertising. It was decided to use outdoor advertising in the United States and Canada because: (a) Of all advertising media, outdoor advertising is the closest to the point of sale. (b) It carries the basic Ethyl story to the car owner while he is on the road and consuming gasoline. (c) It is the most flexible medium for allocating advertising to sales performance by localities.

During 1935, over 36,000 posters will be used in the United States and Canada. Were they to be placed two blocks apart, a chain would be formed that would extend from the Atlantic to the Pacific coast. This forms a dragnet through which no motorist can escape.

An interesting feature of our outdoor advertising is that the illustrations were made by a unique method of color photography, known as the "Finlay Process." The pictures were taken in Hollywood, California and it is the first time that this method of reproduction has ever been used in outdoor advertising. The chief advantages of the process is that a photographic effect is retained and that the posters will seem to have a third dimension.

Newspapers. The Ethyl Gasoline Corporation has never used newspapers to any great extent, nevertheless, it has been decided to use them on a broader basis during 1935. This is a distinct departure from past campaigns. It was agreed to use them because of the following factors: (a) First choice of the public among media that reach the eye. (b) Public buys newspapers for news and is accustomed to regard newspaper advertising as news: e.g., department store advertising. (c) The

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Canadian Advertising. Our advertising expenditure in Canada for 1935 has been increased over last year. This year for the first time motorists traveling the highways will see the Ethyl Outdoor posters. The magazine schedule for the Dominion includes the National Home Monthly, MacLeans, Mayfair, Canadian Homes and Gardens, and Saturday Night. The trade paper list embraces Motor Magazine and Canadian Automotive Trade. We have never used newspapers in Canada but this year we shall advertise in the Toronto, Ontario, Star Weekly, a newspaper with a circulation of over 292,000.

See
Ad. G. - 4

"... AND IN TODAY ALREADY WALKS TOMORROW" — *Leadership*



FULL-SIZED and sure to big Ed-Lady's about — just their appearance in the coming commercial elements for Ed-Lady, further meaning of compensation rates in our communities, and better business conditions, let's hear you. "The American public has always enjoyed the best, and our communities give it to them." What are

you doing about it? Education, now is the time to build future Ed-Lady leaders, get the new man rolling into your future. Ed-Lady Corporation, New York City



FREE! *Leadership* 1957
Send for the first edition on Leadership
Now and get

NAME _____
ADDRESS _____
CITY _____ STATE _____

HURRY TIME — AND EVERY TIME — GULL BRYLL

On May 30, 1964, Arctic Industries
conquered the ice world for winter-sporting.
A fleet of 146 skis per hour—used only 88
gallons of gasoline. The economy of 75 miles per
gallon is such a record was made possible by an
engine designed for high speeds! Only Canadian.

FURY
 FURY
 1000 cc

"I notice more and more of you folks stop at my Ethyl pump"

IT'S TRUE. AS one of the owners, who of 1. petroleum products are necessary - and for re-

garded reasons, they in the people upon who to-

get all the pleasure and power from their own-

table oil resources. The other is that the new

ones, particularly the smaller ones, have engines of

such high compression that they need heavier

fuel containing Ethyl Fuel to prevent knock

and to bring out all their power

ABOUT GARAGE

1. Approximately 95% of all gas-

oline gasoline and in that 5% there

have been and is made one company later

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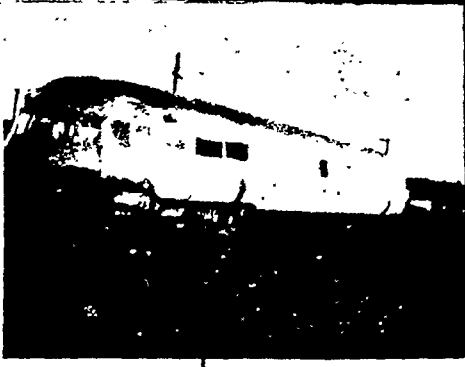
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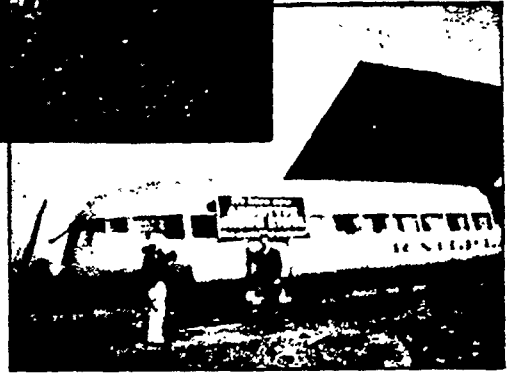
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Filled



OUR Mississippi representative, Bill Petty sends us this interesting information concerning the Railplane built by Pullman and operated by the Gulf Mobile and Northern Railroad. It is using Standard Oil of Kentucky's Crown Ethyl Gasoline exclusively. The attached snapshots were taken as the Railplane was being refueled. Bill may be seen pointing to the Crown Ethyl banner.

The Railplane is a light-weight, streamlined unit supported by two trucks of four wheels each on hollow axles with roller bearings and propelled by two gasoline engines of 160 H.P. each on the front truck. An auxiliary engine of 17 H.P. drives a 9 k.w. generator. The car is designed to carry 42 passengers and 1050 pounds of baggage in maximum loaded condition. Its length is 61 feet, width 10 feet and its normal working load is 35,000 lbs. Its designed speed is 90 m.p.h., maximum speed 110 m.p.h. Speed of maximum fuel economy is 40 m.p.h. and mileage at this speed is 6.35 miles per gallon. Mileage at 90 m.p.h. 3.18 miles per gallon. It reaches 90 m.p.h. in four minutes. Structure is of tubular steel framing in conjunction with sheet aluminium-alloy skin (duralumin). The frame is made of chromemoybdenum steel tubing. The main power plant consists of two Waukesha 6 cylinder engines, model 6 RB-133, 160 h.p. each, mounted at opposite sides of the front truck. Power transmitted to axles outside the wheels through worm gears driving the front axle by the left engine and the rear axle by the right engine. The principal differences from the standard Waukesha engines are: high compression aluminum heads 8502-L, special water manifold and pump 8641-G, Stromberg Carburetor, automatic spark advance, R.P.M. limited by a centrifugal governor to 2200 R.P.M. equalling 104 m.p.h. It is recommended that most running be under 2000 r.p.m. The fuel should be 76 minimum octane and preferably 80 octane. Bore 5, stroke 5¾, displacement cu. in. 677.

The Railplane has been in service only since January 1st and has a run from Jackson, Mississippi to Tylertown and return.

THE ETHYL NEWS

ETHYL'S "BELIEVE-IT-OR-NOT" REPORTERS SAY:

Last year L. A. Dollahan and Dick Scales celebrated their birthday together—they were both 28 on August 12, 1934. But, BELIEVE IT OR NOT, on August 12, 1935, Dollie will be older than Dick. As Dick Scales is now in Australia he is across the International Date Line and therefore will not be 29 until the day after Dollie.

BELIEVE IT OR NOT, a fish 8 feet 3 inches long was caught from the lighthouse at Fowey Rocks, Fla. This fish had a head like an alligator, a body like a barracuda and a number of fins all the way down its spine like a shark. It was classed by a famous naturalist as belonging to the family of the dolphin. All those not believing can visit one of the Natural Museums in Washington and see this monstrosity.

BELIEVE IT OR NOT the names of the men that sign the checks at the Minneapolis plant of Shell Petroleum Corporation are Sinclair and Phillips.

Lively, Virginia, population 210, is a good place to spend your vacation if you're a tired business man looking for a rest.

The Ethyl Gasoline Corporation has been in business for more than ten years but, BELIEVE IT OR NOT has never sold a gallon of gasoline.

Leonard Huxtable's territory may produce the most strawberries; Jno. Rollin's valley may grow the best cabbage; Ed Hendrick may be able (when in the Panhandle of Oklahoma) to see farther and see less than anybody; the town of Tulsa may be closely rivaling Chicago's criminal record and Dan Guy may be a buddy to the most long-winded senator, but Jake Balzer claims the distinction of making headquarters in the driest, windiest, sandstormingest town in the Tulsa Division. If you don't believe it, ask anyone who attended the Lamesa-Wichita Falls polo game played on the Lubbock field Sunday, March 3rd. BELIEVE IT OR NOT, a mid-afternoon sand-storm made things so dark that when it blew over and the sun again came into view, the hens laid their second eggs for the day, thinking all the time it was the following morning.

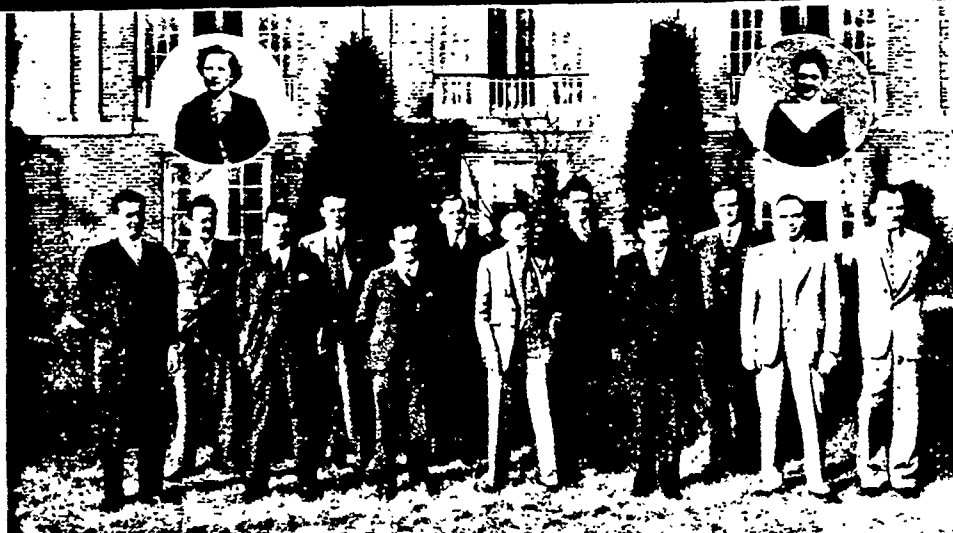
BELIEVE IT OR NOT, it's a day's work to leave Dayton go to California back to Chicago to Boston by way of Brooklyn Bridge to Pittsburgh; from there to Springfield into Washington then to Augusta. The next day can be spent in foreign surveys covering London, Dublin, Paris and Versailles; then to Holland. Since these places are all in Kentucky why travel and see the world when it can be done in your own back yard, so to speak. In fact you can even go onward to Zion!

THE ETHYL NEWS

**BALTIMORE
DIVISION
MEETING**

Left to right: Frank Cronin, Doug. Jeppe, Lowell Mason, Jack Taylor, Joe St. Germain, Eddie Paige, Cary Harris, John Keyes, Ed. Walter, Jack Cole, Louie Shank, Oscar Lewis.

Insert: Meda Bonsall, Marion Hofstetter.



P-G-D-M-2

✓ On Washington's Birthday and the day after, the Baltimore Division celebrated the historic event by holding a Division meeting in the old home state of that illustrious statesman. The place—the Chamberlain Hotel at Old Point Comfort, Virginia, located right on the army post at Fort Monroe and overlooking the broad expanse of the famous Chesapeake Bay, historic Hampton Roads, with the Atlantic Ocean visible in the distance.

To make a real event of this meeting the married members brought along their wives and the hopeful members their best girl friend. Added charm was provided by the presence of Mrs. E. M. Walter, and the Misses Bonsall and Hofstetter, secretaries of the Baltimore office. Others of the fairer sex were Mrs. E. C. Paige, Mrs. D. P. Jeppe, Mrs. J. E. Keyes, Miss May Gray Efrid and Miss Lillian Swift. Male guests included Mr. E. M. Walter and Mr. W. Cary Harris of our New York office; Jack Taylor, formerly a member of the Baltimore Division and now working out of Detroit; Mr. W. H. Ray, President of the Colonial Oil Company (Purol Subsidiary); and Mr. E. J. Schul, Chairman of the Virginia Code Committee. The latter two gentlemen gave most interesting talks at the Friday afternoon session. Mr. Boynton Hayward of Batten, Barton, Durstine & Osborn arrived Saturday morning and spoke on the new advertising campaign.

So that the ladies attending the meeting would not find the hours too long during the business sessions, automobile trips were arranged for them and they visited Langley Field (Air Corps), Fort Monroe (Coast Artillery), Newport News, where the aircraft carrier Ranger was built; Norfolk and Virginia Beach. This trip took them by ferry across Hampton Roads on almost the exact spot of the famous battle between the Monitor and the Merrimac.

To start the meeting Oscar Lewis presented a paper on the team plan of operation as applied to this Division, discussing its advantages and making some minor changes where experience has shown opportunity for improvement. This was discussed from the

floor and the consensus of opinion was that the plan of operation was popular with the men and produced more work and better results than any plan we had heretofore worked under. Following Oscar's presentation, papers were read by each of the members of the Division. A unique procedure was introduced in this connection. Instead of assigning each man a selected subject, he was told to choose his own and keep his paper a secret until read at the meeting. The result was gratifying as a number of very interesting papers were presented. Jack Taylor spoke on the work that had been done at the Detroit Laboratory on air fuel ratio indicators and certainly brought some new and interesting information. Mr. Walter gave a running comment on each subject as it was presented and pointed out New York's viewpoint of the various matters. Mr. Harris made some remarks about future plans for the "Ethyl News".

Friday night was, of course, the BIG NITE. Starting with a cocktail party, attending the banquet, and winding up with some of the party dancing at the Chamberlain Roof Night Club while others tried to show what hot bridge players they were. Rumor hath it that another pastime was engaged in on the floor of one of the rooms and, while finger snapping, prayers, supplications, moans and groans were frequently heard through the door, no positive evidence can be obtained that anything worse than an old time country prayer meeting was in progress.

Saturday's business session convened at 9:30 A.M. and continued until 1:30 P.M. which was the official close of the meeting. Following this, everyone followed their own inclinations as to amusement, but once more bridge (and prayer meeting) seemed the most popular with the losers of the night before trying to prove that it "was all a big mistake". About half of those present left Saturday night by boat for Washington while the remainder stayed for one more night of Virginia hospitality and then separated for their various destinations on Sunday. Everyone voted the meeting a great success and decided that he had really gained something by attending.

ETHYL GASOLINE CORPORATION

CHRYSLER BUILDING
135 EAST 42ND STREET

NEW YORK March 22nd, 1935

J. C. TAYLOR
SALES MANAGER

✓
TO ALL MEMBERS OF THE SALES DEPARTMENT:

The word merchandising can be used to mean almost anything. A dozen experts can give it a dozen different meanings and all of them will be right. Any word as elastic as that only confuses, it doesn't clarify.

My intention was to discuss merchandising our advertising, but, so that I will be perfectly clear, I'm going to call it "Your use of advertising".

All of us know that Ethyl advertising helps build and hold sales of our product. Perhaps we cannot explain how it helps, or why it helps but few people today question the sales building power of advertising. One thing some of us perhaps do not know is that every member of our Sales Department can do a better job, can actually increase Ethyl gallonage, if he will conscientiously use the advertising our company is putting behind our product.

One very important step would be for every employee to study our company advertising. Even the smallest word in our copy is carefully considered before the ad is approved. The selling points and statements selected are planned to create the most favorable impression on the public and therefore be most beneficial to our customers.

Through a careful study of our advertising every one can obtain sound thinking expressed in the best language. Therefore I strongly advocate learning the selling points our management has selected and stressing them in the same language when you make your contacts.

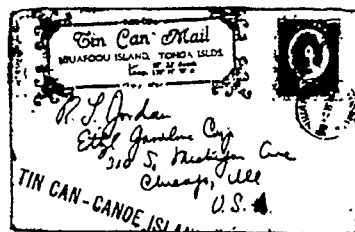
Second: Talk up our company advertising in customer contacts. In retail outlets, division and district manager's territories and in some cases where our customers operate in a rather small area their representatives are not very much interested in national advertising. Their principal concern is only to what extent it reaches and influences their own respective markets, their potential customers, located in their community.

With our new method of advertising planned for this year it becomes exceedingly important for members of the Sales Department to call attention to our efforts and point out how, through specific messages, in each individual area, the advertising is reaching local markets and potential customers.

Know our advertising thoroughly and use the same sales arguments. Continually stress in your customer contacts what our company, through its advertising, is doing for their business. These two activities, properly carried out, will materially aid and make more productive, each man's effort in the field.

J. C. Taylor

ETC 21683



This letter was received from Dick Scales en route to Australia. Canoe Island is one of the Tonga group. Steamers cannot land so mail is placed in cans and dropped overboard. The natives pick them up and deliver to next north bound steamer. There is only one white man on the Island.

ASSOCIATED OIL'S CLINIC

(Continued from page 4)

and the special Ethyl representatives of the Associated Oil Co. until the soundness of the plan could be proved. This eliminated the objections of the agencies and garages, and at the same time eliminated the idea of the customers that they were being "high pressured". There was absolutely nothing for sale at the clinic. In case spark plugs, breaker points, or any kind of service work was required, the customer was told to go to his customary shop. After the recommendations of this kind were carried out, he could bring his car back to the clinic for the final check-up. The agencies were particularly impressed with the fact that the clinic was sending customers to them for work, which they knew about, and wanted, without requiring any sales work on the agency floor. One service manager said that this was the first time any oil company had ever done anything for him except snipe away his oil and lubrication business.

With the opening of the five clinics operated by the Associated, with their own men exclusively doing the work, it was decided that it would be necessary to make a charge for the tuneup. It was decided to collect 50¢ per car, which would be a low enough price to offset possible sales resistance, yet sufficient to carry most of the expense of the clinic. Five men at a clinic can tune up between 20 and 30 cars per day at the present time. A chassis dynamometer has been ordered for the San Francisco clinic, with the expectation that this will raise the output of cars per day, on which basis they will just about break even. If this proves to be correct in San Francisco, similar dynamometers will be placed in the other clinics, and it is probable that two or more traveling clinics will be equipped with portable outfits and routed around to the various smaller cities.

JULIAN FREY ADDRESSES OIL MEN

During the second week in February the Kentucky Petroleum Marketers Association met in convention at Louisville. The meeting, which was well attended, was addressed by a number of men connected with the petroleum and allied industries who are outstanding in their fields. J. Howard Pyle of Chicago spoke on lubrication for 1935 motors and Julian Frey of our Detroit Laboratory read a paper on "Fuel Requirements of 1935 Automobile Engines." At the conclusion of each address the speaker answered questions from the floor. There was also an exhibition at which our own company received some very good publicity both in the local press and at the convention through the efforts of Walt Mayes who co-operated with the committee. We might also mention that a great deal of favorable comment was made on Julian Frey's talk by many of those in attendance. In the course of his remarks Julian said that the 1935 automobile offers to the public a much better vehicle than even the manufacturers themselves are able to describe through their advertising departments. The new cars are outstanding for value and long life and especially for oil and gas economy. To emphasize the superiority of the 1935 cars he said that if one were to drive the new cars in the same manner that he had been driving his old motor the phenomenal increase in life and economy could be easily seen. The public however, is not content to do this but instead drives the new cars harder and faster, yet it stands up as well and uses no more gasoline. A great deal of the increased life and power is due to better grades of fuel available and while the modern car will operate on low grade gasoline and lubricants the chief sales feature of the new automobile is roadability performance and economy. Inasmuch as the only way the motorist can secure the added efficiency built into his new car is by using quality oils and fuels, for which it was designed, it becomes the duty of the oil industry to see that these products are delivered to the car owners.



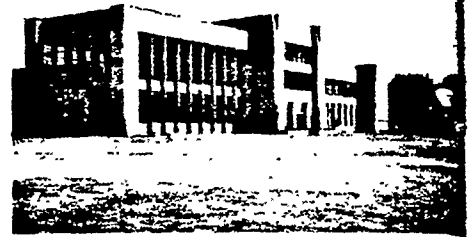


UPPER LEFT: Robert C. Ogden Auditorium

UPPER RIGHT: Armstrong-Slater Trade School (Built with Student Labor).



ARTHUR CURTIS JAMES HALL
(Built with Student Labor)



BEMIS LABORATORIES
(Built with Student Labor)

HAMPTON INSTITUTE HAMPTON, VA.

The South's problem of educating and training the negro has been answered to a large extent through the highly efficient work being carried on at several of the larger negro schools located in our southern states. Hampton Institute is one of these schools, and for the past sixty five years has done its share toward training the negro to become a better and more valuable citizen.

It was founded in 1868 by General Samuel Chapman Armstrong and in the charter granted in 1870 it is stated that the purposes of the Institute are "... the instruction of (negro) youth in the various common-school, academic and collegiate branches, the best methods of teaching the same, and the best mode of practical industry in its application to agriculture and the mechanical arts ...". Hampton Institute is a private corporation and it receives aid neither from the Federal Government nor from the State, but is chiefly dependent for its maintenance on the income from endowments and on gifts from its friends.

The school is located on Hampton Roads, just south of Hampton, Virginia, and at the present time there are 139 buildings on the 74 acre campus. Educational activities are divided into five general classifications, viz: The College, The Trade School, Secondary Education, Extension Service, and Annual Conferences. Under the College proper are established such branches

as: schools of business, agriculture, education, music, nursing, etc. In most cases these schools lead to the Bachelor of Science degree, with the opportunity of continuing further work toward the Master of Arts degree. The Trade School is divided into such groups as; Automobile mechanics, Carpentry, Painting, Printing, Tailoring, etc. Thirteen trades are taught and practiced at the Institute.

For the regular 1933-34 term a total of 901 students, both men and women, were registered at the school. Approximately sixty percent of the enrollment is taken from Virginia, North and South Carolina, and Maryland; but a total of thirty states and five foreign countries were represented during the regular term of last year. In addition to the above figures a summer school is operated for those teachers who desire additional academic work, and during the past summer approximately six hundred of the negroes returned to receive further training. The far reaching effect of such activities cannot be over estimated when it is considered that a large part of the graduates take positions as teachers in grammar and high schools throughout the South.

Needless to say, the Baltimore Division has taken advantage of the opportunity to use this school in spreading the "Story of Ethyl".

MASKED



REPORTERS

BORN: To Mr. A. B. Wyrick (Ethyl News January 1935) and Mrs. A. B. Wyrick, a daughter, on February 4, 1935 (Dr. Pinkham's Almanac). By res judicata (English-Latin dictionary) the wiggling, wailing bundle of feminine wiles was named Edith Eugenia. The latter name from Empress Eugenie (Paris Mirror 1850). Austin Wyrick, with his famous calm undisturbed, commented as might have Solomon (Jerusalem Daily Stone Tablet 10th Century B. C.) that he was glad that the work brought a girl and not a boy as he was fearful that the latter might have resembled Philbert (Colliers any week). The little angel (Pearly Gate Reporter) can already do a better dance with one veil than Salome could ever do with seven (Hades Tabloid). Congratulations to the Wyricks.

The "skipper" is now turning out to be a skipper in fact as well as in name. Anyway, we understand that letters concerning work done by the field force coming from the New York office will soon be containing such terms as, "Port your helm"; "There's a storm brewing to lee-ward," etc. Just how this will be interpreted in terms of more gallons of Ethyl we do not know, but we hope that Ed Walter passes his course in navigation in excellent shape so that the new "Yacht" will not go aground on the rocky coast of Manhattan.

We know that Dewey Noyes is a great believer in the laws of gravity, but in some cases reverses this opinion by saying that some things which go down must come up. For rough weather flying he recommends that chipped creamed beef is the logical diet for landmen.

We have information from an anonymous source that Franklin Fricker of the Detroit Laboratory, is spending a large portion of his time contacting various postal departments in an effort to obtain a discount on postage stamps.

On March 5, 1935, Frank Elliott was holding a meeting with representatives of Pennzoil Company in Los Angeles and everything was going along fine until the questions started flying. Way in the back of the room a small voice asked—What effect does Benzol have in gasoline—Frank, not understanding, asked to have the question repeated which was done—Frank, thinking the man had asked "What effect does Pennzoil have"—well, he was just stumped and said so! Immediately after making this admission the thought occurred to him that perhaps the party had said Benzol and asked him if that was what he said. When Frank found this out—"was his face red?"

Believe it or not, J. G. Martin has talked on Ethyl Gasoline to the employees and retailers of one of our licensees in San Francisco no less than four times in the last six months and they are still asking for him. His rapid-fire "Scotch-Virginian" speech gets them.

Lowell Mason, in calling on Prof. Marion of Davidson College, Davidson, N. C. had difficulty in getting past the door, for, as Dr. Marion said, he thought that he was a book salesman but when he found the dignified errand Lowell had on hand he was welcomed with open arms.

Muggsie Smith of the Atlanta Division, is a fortunate man. After due deliberation on the part of the city elders of Atlanta, they have decided that it is time to make a Christian out of him so they have shipped him to South Carolina with

this object in mind. In order that our company lose nothing by this change of territory, the Atlanta Division is to make use of his very excellent services by having him lend a helping hand at handling the excessive number of meetings scheduled. But the truth of the matter is they realize that hard cases need hard treatment.

On March 2nd, 1935, Jean Basch became the wife of Joseph Pratt Carswell. For the present they are occupying the bridal suite at the Hotel St. George in Brooklyn. Jean is the able secretary of Lucien Locke, which position she has held for the past five years.

Immediately after the close of the Baltimore Division meeting Jack Cole, Lowell Mason and Joe St. Germain left for Detroit to put in a week of intensive training at the Lab. Included in their other activities they inspected the Champion Spark Plug factory and the Packard and Ford Plants. While at the Lab, they were fortunate to see the start of the "Ethyl Caravan" for San Bernardino. After the Caravan left, everyone at the Lab, waited for a phone or wire which would characterize the song "Where My Caravan Has Rested." However, later reports show that they made pretty good time to the coast.

The New York office has recently had the pleasure of a visit from Mrs. Jack Steelman who came on from Billings, Montana, with the "one and only" Jack of Bob Jordan's Division. Ethyl's most renown showman has been collaborating with Paul McElroy in the preparation of a new slide film which it is hoped to have in the field before long. We understand that upon Jack's departure for the east he was escorted to the station by the Mayor and leading citizens of that part of Montana, headed by the local cowboy band. After the repeated requests of the assembled throng he was finally persuaded to make a stirring farewell speech from the rear platform of the train, in which he thanked his well-wishers profusely for their demonstration, and the \$75,000 fire which had been set off in his honor. We in New York regret that the regulations of the Grand Central Terminal officials did not permit of our honoring him similarly upon his departure for home.

HERE'S HARRY MACK—"Colonel" to all of you folks now. (Ethyl News February, Page 16.) Sorry, but the Mint Julep was censored by the editor, although he is actually holding it under his coat.



✓ We aren't so sure that the famous California sunshine is as healthful as its cracked up to be. At least it hasn't prevented most of the men in the Los Angeles Division from being laid up. All at one time, Jack Martin had a throat infection, Howard Reinhard was in the hospital undergoing an operation, Dude Martin and Bill Sievert had colds and Ed Cline broke his nose. So when A. H. Chenault's wife wanted him to go ice-skating he steered clear since he was the only man in the immediate locality on his two feet.

✓ We recently received a quotation from one of Lowell Mason's letters to Oscar Lewis in which he said: "The day was not long enough, etc." The Baltimore correspondent predicted that his smoke would be worth watching. Now we learn that in a single week he talked to 4150 high school students in the interest of Ethyl. It is understood that Oscar will ask to have all his other men transferred to some other Division as soon as Lowell learns the ropes and really gets going.

✓ Congratulations, Ray, on the new model put out by Wyrick, Inc. & Ltd. (?). We would, however, like to have the specifications of the job—overall length, weight, color and fuel consumption. Any trouble with detonation?

Mac Murdock of the New York Division, believes he holds the record for having his audience leave in record time. Recently he was holding a meeting in a fire house, when the alarm rang. Mac found himself alone so suddenly that he is not quite sure yet whether he ever did have an audience.

ANENT THE BALTIMORE DIVISION MEETING —RUMOR HATH IT

✓ That: Frank Cronin firmly believes in the efficacy of vice-presidents—lots of them.

That: Even Jack Cole can't push a Virginia bus off a dock—not with one hand, he can't.

That: Notwithstanding opinions to the contrary held by advertisers of distilled products, the Old Nawth State is a pretty good place—ask Lowell about Charlotte in particular.

That: Wall Street and the Stock Exchange have nothing on Virginia slot-machines.

That: The word "hofstetter" is never pronounced the way it is spelled.

That: Boynt Hayward is sure the next Olympic "bones" champion will be a North Carolinian.

That: The South African bridge rules are not the same as those adopted in Maryland.

That: Joe does not believe in subordinating his ideas or condensing a perfectly good paper. Also unlike the other Joe of biblical times, his brothers did not put him in a well but fished him out of a bush.

✓ Is it true that the statistical department reports a terrific increase in Division Offices' postage costs since the new stationery with the Assistant Division Managers' names on it came out? People who never received a letter in their lives before from the Ethyl Gasoline Corporation have reported receiving voluminous correspondence recently.

✓ C. E. DeWitt of the Los Angeles Division, has quit using the city streets as a testing ground for automobiles. Last week, while checking the carburetion of a Flivver with his new exhaust gas analyzer, some helpful Henrietta called the radio patrol to prevent him from committing suicide by carbon monoxide poisoning. It took all of Charlie's powers of persuasion to convince the coppers that he was sane and sane, and that he should be allowed to wear a hose in his tail pipe without official interference.

YE BONNIE EDITOR CUR - R - R - L S

The associate editors conspired with the editor to have him hold open space for a "last minute release" which would necessitate its being sent directly to the printer and, of course, it would lack approval by the editor-in-chief.

Well, here it is, none other than "Bee's Knees" Cary Harris. This is a composite photo of the editor at his favorite sport—curling—no, it's not done with a curling iron, but a curling stone, a broom and a sheet of ice. The idea being four men to a team and while one man wields the "stone," two other men sweep the ice, which retards or accelerates the speed of the stone. A captain called the "skip" directs the placement of the stone on a bull's eye in the ice, and directs the sweeping. This is a sport having a Scottish birth, and is played by relatively few men in this country. Curling can be played only in a Scottish uniform, which Cary says allows much more freedom and ventilation than if knickers were worn.

For further information about curling, it is suggested that you consult your local encyclopedia.

✓ A recent write-up of a demonstration conducted by Jake Balzer of the Tulsa Division appearing in the Eastland Telegram is particularly interesting inasmuch as the reporter put two write-ups in adjoining columns of the paper. Jake's comment was: "You've heard of seeing double. How's this? It was the newshound who was right, not me. He saw double to the extent that he put the two write-ups in the paper side by side. At least I hope I didn't explain it the way he does."

Mac Murdock of the New York Division now lays claim to the company record of having held the smallest meeting and given the shortest talk. He held a meeting for one man and did not say a single word. In Jamestown, N. Y., a well known deaf mute, using a motorcycle and side car delivers packages for the local merchants. Mac happened to be at a service station when this man pulled up to the regular pump and the attendant, without advising Mac of the man's affliction, suggested that he sell him on leaded gasoline. Mac, plunging into his sales talk was considerably elated when the man apparently started taking notes. But the notes turned out to be a statement that the audience was both deaf and dumb. For the next half hour, in a series of notes, Mac went into the subject of Ethyl Gasoline and gave a demonstration. The man was extremely grateful for he wrote that he had read considerable about knock in a motor but that this was the first time anybody had bothered to explain it to him. You can imagine his interest in watching the lights and dials and, for the first time in his life, getting some idea of what happens when a motor knocks. The temperature recordings brought to light a new sales point in favor of the use of Ethyl Gasoline in motorcycles. Upon seeing the temperature increase when the demonstrator was running on a knocking fuel, the man promptly wrote that he now understood why the seat of his pants got hot everytime he used third grade. He communicated to Mac that from now on he will use only Ethyl and thus be assured of a cooler seat for both himself and his valves.



News for "Ethyl News" ✓

Is it a fleet that you've managed to sell?
Or a jobber who's consented to sign?
Have you a secret you've wanted to tell?
Or something in a gossip line?
Have you staged a contest in Ethyl sales?
Or made some friend even more zealous?
Can't you remember some interesting tales?
For the love o'Chicago—TELL US!

Chorus: Gang around, Chicago,
Our lineage must not suffer!
Write it up, Chicago,
The going's getting tougher!

Some news for Ethyl News—
Our plaintive and pleading sigh;
More news for Ethyl News—
Our resounding battle-cry!

Someone get married or Blessed Event,
Sing in a choir or paint up a town,
Someone do *something* to break into print!
(Dear Lord, we can't let Chicago down!)
Before we'd bow down our heads in such shame
For want of some deeds that sound swell,
We'd set us right down and coin our own fame;
Surely we've learned to toll our own bell!

Chorus: Gang around, Chicago,
Our lineage must not suffer!
Write it up, Chicago,
The going's getting tougher!

Some news for Ethyl News—
Our plaintive and pleading sigh;
More news for Ethyl News—
Our resounding battle-cry!

C. E. COLVIN,
Chicago Division.

NEWS

FILE COPY - W. GARY HARRIS

FILE COPY - W. CARY HENRIE

APRIL, 1935

ETC 21690

TO ALL MEMBERS OF THE SALES DEPARTMENT: ✓

Our product is becoming a popular topic for sales articles. You will recall my letter of February 25th, 1935 published in the February issue of "The Ethyl News" in which James Collins used Ethyl sales as a theme for his editorial. Now another comes to my attention, an article in Petroleum Marketer by Carl Hodges.

"How Company Training Helps" is the title. The story very ably discusses the advantages of education and training for men who contact the public and tells of an actual experience in a service station.

"The salesman said, 'Shall I fill it up with Ethyl?'"

"The customer said, 'Why should I fill it up with Ethyl? Is it any better?'"

"'Sure it's better. Quicker starting, higher anti-knock, less carbon and better performance'."

"The customer grinned skeptically, 'That's what they all say . . . You guys all sound alike. What I want to know is WHY?'"

"'All right, Sir, I'll tell you'," and that service man did tell him . . . he explained why Ethyl Gasoline did what it is supposed to do.

"The customer replied, 'Boy you know your stuff'."

The article doesn't say whether the customer bought Ethyl but it continues:

"That boy knew his stuff because the findings of years of experimentation, research and invention that was responsible for Ethyl had been passed on to him by company experts who knew their stuff."

Such statements certainly prove that some member of our field staff thoroughly performed his duty.

In our field of work it is seldom that definite results can be traced directly to our efforts. For this reason every activity we are engaged in should be carried out with thoroughness and enthusiasm, and, with the thought in mind that the smallest effort may be more far reaching than we realize.

Very truly yours,

J. C. Taylor



ETHYL NEWS

Vol. 2, No. 4

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
New York City

APRIL, 1935

Published monthly by the Ethyl Gasoline Corporation for the entertainment and benefit of the members of its organization. Address all news items, correspondence or other material to the Editor, W. Cary Harris, 35th floor, Chrysler Building, New York City.

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Manufacturing Dept.	Arthur P. Stover
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Export Dept.	Hubert Fossett

ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

THE COMING MARKETING SEASON

The winter is over and the best season for gasoline sales is just ahead. To the man in the field, these next few months are a season of opportunity, and efforts during this period can be of increased value to our customers and to our own company.

The stage is all set. Our 1935 advertising is just going before the public and will continue through the coming months. A great deal of time, during the winter, has been devoted to meetings and demonstrations for luncheon clubs, schools, colleges, etc.—educational work and build-up for the driving season. The time is ripe to carry on if these preparations are to bring a full measure of success.

A writer once said: "Know the Success Family. The father of success is Work; the mother is Ambition, and the oldest son is Common Sense. Some of the other children in the family are Perseverance, Honesty, Loyalty, Sincerity and Enthusiasm." They are all a pretty good bunch of youngsters and make up a well balanced family. But the little white haired chap who is always the life of the party and helps to take the drabness out of things is Enthusiasm. All by himself he would be pretty lonesome but with his brothers and sisters he is the spark that keeps the home fire burning. They just couldn't get along without him.

And so it is with field work. Enthusiasm is the vital factor that fuses all other essentials together. It makes for confidence in action. All of the great achievements in the history of the world have been due to this quality and without it little progress has been accomplished. The enthusiastic man in the field talks as if he means what he says because he does mean every word.

And so at the beginning of the spring season let us inject this quality into each activity; it will create forcefulness and optimism; make better salesmen and aid materially in the duties each will be engaged in during the coming important marketing period. But get well acquainted with the whole Success Family and be sure not to forget the "old man".

MEET MR. BARTHOLOMEW

✓ **B**ARL BARTHOLOMEW was born in Norman, Oklahoma on January 1st, 1901. He was educated at the local schools and at Oklahoma State University, being graduated from the latter institution with the degree of Bachelor of Arts in 1921. During his college career he was elected to the honorary societies of Phi Beta Kappa and Sigma Tau. In 1922 his Alma Mater awarded him the degree of Bachelor of Science in mechanical engineering and the following year he received the degree of Master of Science.

During 1922 and 1923 he was an instructor of mechanical engineering at the University of Oklahoma, leaving there in 1923 to accept a like position at Harvard in the school of Mechanical Engineering where he remained until 1926.

Mr. Bartholomew came to the Ethyl Gasoline Corporation in 1926 and for a time made his headquarters at Yonkers but when the Engineering Laboratory was transferred from there to Detroit in 1927 he moved to that city to become its Director, which position he still occupies.

He has been active in the development of knock testing equipment and has contributed many articles on fuel and engine development for various publications. He is keenly interested in college lecture work because of the desirability of moulding the student mind in the field of industrial research. He is a member of the American Society of Automotive Engineers, American Society of Testing Materials and the American Society of Mechanical Engineers.

In 1925 Mr. Bartholomew married Juanita Snedeker of Norman, Oklahoma and makes his home with his wife, one son and a daughter in Birmingham, Michigan.

THE ETHYL NEWS

IN AND AROUND SAN BERNARDINO

PLAYGROUND OF SOUTHERN CALIFORNIA

Our laboratory at San Bernardino is beautifully located in southern California as it is in the heart of the great citrus fruit country of the state. Let us take a few short trips from the location of the laboratory. San Bernardino is only about one and one-quarter hour's drive from the great metropolitan center of Los Angeles to the east. In the summer one may leave Los Angeles on Saturday and drive through the groves of orange trees along Foothill Boulevard and, while traveling over this magnificent highway look off to the north and see the majestic range of mountains towering about you. Even towards the middle of summer you can still see the snow capped mountain, Old Baldy, frowning down upon you. As you travel along this highway you leave orange groves for a while and pass through acres and acres of grape vineyards where the grapes are grown from which Virginia Dare Wine is made. These grapes grow a little differently from the eastern or Concord grape with which so many of our personnel are familiar. They grow upon small trees which are cut clear down to the ground after the fruit has been picked each season. Then we again come into the orange groves and San Bernardino, a town of about 35,000 population. We continue through this town to the extreme eastern edge of it and turn north on Sierra Way and are on our way to Lake Arrowhead and Big Bear Lake. At this point we start to climb into the mountains up over a new splendid "high gear" highway. For about twenty-two miles we drive over this magnificent road through the glorious San Bernardino Mountains to an elevation of about 6,000 feet and then drop back to about 5,280 feet to beautiful Lake Arrowhead. This lake is fairly large and fed by springs high up in the mountains. There are cabins and hotel accommodations at the resort where one can stay. Boating, fishing, swimming, horseback riding and mountain hikes are all the order of the day.

Before leaving Arrowhead it may be interesting to know just where it gets its name. As you are leaving San Bernardino for the lake there is a large peculiar formation on the side of the mountain in the shape of an arrowhead. This arrowhead covers some 320 acres of land and the federal government is making provisions to keep the landmark intact as in the past few years the weather and wind have started an erosion which would eventually destroy it. The next day we leave Arrowhead and drive to Big Bear Lake which is only 22 miles away and still higher up in the mountains.

The trip from Arrowhead to Big Bear Lake is not as attractive as the landscape is rather badly scarred from a forest fire several years ago and one ponders at the horrible scar on the landscape caused by someone's carelessness. However upon arrival at Big Bear there are cottages to be had and a marvelous club house belonging to the Peter Pan Woodland Club. In



the early fall one can enjoy good hunting for deer and in the winter, winter sports can be indulged in. At the club is a large swimming pool and the lake is well stocked with trout and black bass which is a paradise for the sportsman in the summer.

We now return to San Bernardino and take another road up to the Los Angeles County Playground which is higher than either Big Bear or Lake Arrowhead. This playground is internationally known as tournaments for Ski Jumping are held here in the winter and experts from all over the world come to compete for the championship. The road from San Bernardino to the playground, about forty miles, is very good but one has a long grade of twenty-five miles to climb which is about 12% all the way, the rest of the road is about 6% average. We then continue on through the playground and down onto the Mojave Desert striking the town of Palmdale and on up the east side of the High Sierra Mountains with Mt. Whitney in the distance on our left. We continue up this road to Lancaster and thence northeast to Muroc Dry Lake which is famous for its smooth floor upon which a great many speed trials are made; proceeding on to Mojave, California, thence back in an eastwardly direction to Barstow and southwardly over Cajon Pass to San Bernardino. This makes a distance of approximately 600 miles for the trip. From San Bernardino to Muroc and back via the most direct route the distance is in the neighborhood of 200 miles but we have taken quite a few side trips. It is in this beautiful country that tests will be made from the San Bernardino Laboratory and in coming issues we will print news of work being done there.

SEATTLE S. A. E. MEET

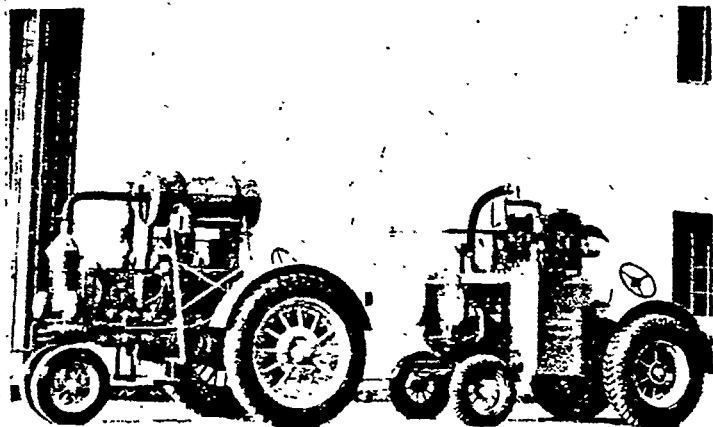
Howard Reinhart, in a recent address to the members of the Society of Automotive Engineers meeting in Seattle, said: "The race between research work on fuels and that on design of internal combustion engines is running a dead heat, and it is certainly with a great deal of gratification that such is the case, as it is evidence of the close cooperation between the automotive engineering fraternity and the petroleum technician. Even spark plug design has come in for its share of research to fit into the new era in engines. Due to metallurgy and the consistent research work of valve manufacture, wonderful progress has been made, and by the use of various alloys, valve failures are rare."



SAN BERNARDINO TESTS

Filed

Mr. Bartholomew returned from the San Bernardino headquarters the early part of April and reports that the Ethyl Caravan made the trip from Detroit in less than twelve days without any unusual mishap. Special fuel tanks and garage equipment have been installed and the trucks and passenger cars are now on regular test schedules. The truck schedules include the heaviest type of duty on mountainous roads. In addition to general fluid research such factors as the varying topography, sulphur content, air-fuel ratio, the effect of poor air cleaners together with different kinds of valve materials will be studied. The passenger cars will be used to check previous dynamometer and road work under these new conditions of changes in altitude and mountainous roads. A complete study of a tractor operating on distillate will be made against one re-designed to run on various grades of gasoline. Power output, fuel consumption, oil consumption, wear and in fact everything that would be of interest to a tractor owner, will be carefully measured and studied. One of the accompanying illustrations shows a tractor hooked up to a re-designed tractor that will act as a movable dynamometer to measure power output. The dynamometer was developed and made in the laboratories in Detroit.



NOVEL ECONOMY CONTEST

In an effort to show the motorist the fuel economy to be expected in their new Model 74 Graham Six, the Graham distributors and dealers in all Pacific Coast cities inaugurated a novel contest.

So as to increase public interest, the drivers of the test cars were 250 high school boys chosen from various sections on the Coast. This is in direct contrast to the usual practice employed by car manufacturers when conducting similar tests of their cars. In all such cases it has been the custom to secure either professional drivers or skilled mechanics, but this unusual procedure was to demonstrate that the ordinary driver can get the same exceptional mileage.

Impartial judges were selected to observe the performance of the school boy pilots who pit their driving skill against each other for a special prize to the student making the best economy record. In order to assure equal opportunities to every contestant, only one grade of gasoline was used and the Graham officials selected Associated Oil's new Aviation Ethyl. The Graham Company has just announced the following results on a gallon of gasoline:

Section	Miles	Section	Miles
San Francisco	30	San Jose	24.8
Oakland	25.57	Sacramento	23.2
Berkeley	25.45	Chico	24.85
Stockton	26.1	Modesto	24.9
		Reno	24.3

A bright young man employed by a Minnesota dealer who handles the products of one of the big oil companies informed me that octanes are "minute particles of a substance manufactured from herring and other kinds of deep sea fish by the Ethyl people." Under a microscope these octanes "look something like fish eggs," according to my informant. He said an oil company salesman showed him a bottleful of these octanes. It seems that there are three grades of octanes, high, medium and low, but the best are the herring octanes. The gasoline this boy sells contains only high grade herring octanes whereas the competitors use the medium and low grade octanes in theirs and most of the cut-price fellows sell gasoline that contains "gyp" octanes.

—From Petroleum Age

ETHYL'S "BELIEVE-IT-OR-NOT" REPORTERS SAY:

BELIEVE IT OR NOT there is one spot in the country where three trains on three different railroads pass over at the same time. At a point near Richmond, Va., a Chesapeake and Ohio train may travel to the north while a Seaboard Airline speeds west and a Southern Railway engine heads south. See illustration.

Out in Woodward, Okla., there's a fellow seventeen who never saw a drop of rain. The other night a terrific clap of thunder woke him and he rushed out of the house. The experience of feeling rain drops so startled him that he fainted. BELIEVE IT OR NOT it took three buckets of dust dashed in his face to bring him to. (Ed Hendrick vouches for this story as he saw the dust.)

The city of Memphis operates a 2 ton 1929 Mack Truck which has been in continuous service since purchased. BELIEVE IT OR NOT one of the rear tires with 60,000 miles on it still has the original air in it.

BELIEVE IT OR NOT, the Mississippi River runs due north. At New Orleans, La., at the foot of Canal Street, after the River swings around the city, forming the Crescent from which New Orleans gets the name, "Crescent City," it runs due north for about three mile before again making a curve, flowing south to the Gulf of Mexico. This also accounts for the fact that at the foot of Canal Street, even though New Orleans is on the East Bank, the sun rises on the opposite side of the River, and one is apparently on the West Bank while watching the sun come up.

Last month an item appeared in this column which stated that "the Ethyl Gasoline Corporation never sold a gallon of gasoline." DON'T BELIEVE IT. The company has made interstate sales of Ethyl Gasoline from its inception.

NEW ACTIVITY FOR S.A.E.

The Society of Automotive Engineers, recognizing the growing interest in tractors and general power equipment as applied to agriculture, have created a new activity in the organization which will be known as the "Tractor and Industrial Power Activity."



C. G. Krieger and J. A. C. Warner, Secretary S. A. E. at Detroit Meeting.

Since 1916, when the Society of Tractor Engineers became affiliated with the S.A.E., tractor engineering has played an ever increasing part in the meetings of the Society. This recent action is the direct result of a movement started in September 1933, when the International Automotive Engineers Congress met in Chicago. At that time a committee was appointed to study the need for such a branch of the Society and the aforementioned decision is based on their findings.

In submitting its report, the committee nominated George Kreiger for Vice President of the new branch of the S.A.E. and he was subsequently elected to the post to serve until the end of the 1935 term. As we know, George makes his headquarters at our Detroit Laboratory and his chief activity during the past few years has been in connection with agricultural engineering.

NEW H. S. TEXT FEATURES ETHYL-DOW

A new series of Science books entitled "Science in our World of Progress" has just been published by the American Book Company. They are for use in high schools and the authors are Dr. George W. Hunter, who has contributed much in this field, and Walter G. Whitman of the Massachusetts State Teachers College and Editor of General Science Quarterly. On page 399 of this new text book is a paragraph entitled "Getting Bromine from the Ocean." It mentions briefly the process at the Ethyl-Dow plant at Cape Fear and carries a picture of the intake with the caption "Intake Channel at the plant at Cape Fear where bromine is being extracted from seawater for use in Ethyl Gasoline." This may serve as an added tie-up when holding high school meetings where Hunter and Whitman's new book is in use.

HERE AND THERE

✓ We recently had a request from Mr. Ira K. Newcomer, Wholesale and Retail Distributor of Richfield products with headquarters at Elizabethtown, Pa., for a talk and demonstration before the Rotary Club. Accordingly Dick Murphy of the New York Division was elected and that he did a real job is evidenced by a letter just received from Mr. Newcomer. He says: "Mr. Murphy proved his ability in the very interesting and impressive manner in which he handled the subject. He knows 'his stuff' and the fact that the members (all busy men) of the luncheon club insisted upon giving the speaker thirty minutes more than the time usually allotted, is sufficient evidence that they enjoyed his demonstration. May we assure you that we too feel a new interest in Ethyl and are anticipating increased sales."

✓ The leading article in the March issue of "Associated Cartage Interests," published by the Cartage Exchange of Chicago (see Ethyl News for March, Page 7), is entitled "Lead Treated Gasoline" and was written for the publication by Guy Donohue of the Chicago Division. It is a very comprehensive story and gives the facts concerning our product in language which can be easily understood by the layman.

✓ The recent series of ten bulletins sent out by the New York office entitled "Late Sparks," etc., were immediately taken by the Sohio organization as a wonderful opportunity to acquaint their own service station personnel, 1700 in number, with the advantages of an improved Sohio Ethyl gasoline which they plan to introduce in the near future. Mr. Holliday, President of the Sohio Company, personally told Harry Mack how helpful he expected these to be in the forthcoming drive. In addition, two division managers are sending out 2500 of our own bulletins at the present time along with copies of "From Headquarters."

✓ John Rollins was somewhat surprised the other day when a service station operator, whom he was interviewing, made the remark "Here comes the best chemistry class in Huntsville." When John looked up, the street was positively black. It seems the word had got around there was to be a demonstration and the superintendent of the negro schools came over and asked the operator if he could arrange to have the demonstration given for the entire high school. The operator countered with the suggestion that the chemistry class be sent over to the station. They came, about sixty strong, and stayed for the better part of an hour. He says: "They asked some rather intelligent questions, and I could see the teacher had warned them they would be quizzed on it, as they took more notes than any class I have yet seen."

✓ Fred Naylor recently gave our demonstration, along with several reels of moving pictures before the entire student bodies of both junior and senior high schools at Brainerd, Minnesota, to a total of 1300. Aside from the interest shown by the students the fair damsel in charge of the chemistry courses became so interested that she requested Fred to speak on the chemistry of gasoline and tetraethyl lead to her classes in the near future. It was also discovered by giving this meeting which was held in the large auditorium, that our small demonstration motor will operate satisfactorily using 100 feet of exhaust pipe. The moving pictures mentioned were secured from the Bureau of Mines Experimental Station, Pittsburgh, Pa., for the cost of express. Their supply is large and varied and the subject matter lends itself to our work very well.

✓ A bulletin which has proven quite successful with the Socony-Vacuum Oil Company is a list of the 1934 and 1935 standard and optional compression ratios for all makes of cars, mimeographed and distributed to the entire service station personnel under the name "Mobilgram" with a message from the district manager. Excerpts from the message: "Remember, you can't tell whether the new car has an optional

head. To be on the safe side, figure that every new car has the higher compression ratio. Needless to say—new cars are going to "cackle"—with regular gasoline. Be the first to tell the new car owner about his higher compression ratio—you will make him a customer and friend for your station. SHOW HIM YOU KNOW YOUR BUSINESS!

* * * Here is what one company's employees think of our demonstration. The Standard Oil Co. of New Jersey, Virginia Division, offered a \$50 prize for the service station showing the largest percentage increase in Ethyl sales. Baltimore Division had two of its own men and Sidney Pruitt from Atlanta demonstrating in the stations of this branch during the month of March. After seeing the results obtained with the demonstrators, the station operators throughout the branch offered the company the \$50 prize money to be used as part of the expense of purchasing a demonstrator for the Division. The matter has been taken under advisement by the officials.

* * * A Colonial Beacon station in Hartford, Conn., had maintained an Esso ratio of 56% for the entire month of March. On March 28th our Donald Flynn conducted an all-day demonstration at this point, and the sales that day ran 25 Ethyl to 1 regular.

* * * Walt Mayes turned trouper this last month and toured Kentucky. The Shell Petroleum Corporation representative had scheduled a series of one night stands with their sales promotion movie and Walt learning of this fact booked demonstration meetings with the various jobbers for the same night with the consent of Shell people. One of the most successful of these meetings was held for the Giles Oil Company of Cynthiana.

* * * In the November issue, on Page eleven, we reported an item on the Ethyl gallonage of the Blue Ridge Transportation Company for the first nine months of 1934. The figures appeared so remarkable that the Baltimore Division, with justifiable pride, issued a challenge to other divisions to match it—"just for the sake of argument and competition." George Warren has turned up some figures in connection with this consumption which would seem to indicate that the gallonage as reported was incorrect. He's putting it up to Louis Shank—we suggest Louis and George straighten this out to their mutual satisfaction.

* * * Herschel Dedo performed an extra service for one of his largest jobbers the other day for which said jobber was very grateful. When Herschel started his demonstrations at the outlets of Chas. Shetenhelm, Hicock Oil Corporation jobber in Fremont, Ohio, he noticed that the service station attendants did not know how to use the chart giving spark plug sizes and heat ranges which the plug company hung on wall of their stations so he incorporated into his talk instruction on the right kind of a plug to sell a customer.

* * * Here is a record for the worst "hoodoo" meeting ever scheduled. A meeting for the engineering society of the University of Delaware, John Schaefer's alma mater, was scheduled for Tuesday, April 9th, and Eddie Paige was assigned to hold it. First of all the S.O.N.J. demonstration schedule tied up all the motors so the meeting had to be held with slides and other material. Then Eddie got sick. Louie Shank decided to go and hold the meeting and on the day he drove to Newark had to go through a rain and sleet storm to get there and to make matters worse, drove with his left arm tied in knots with neuritis. On arrival he found that the dean of engineering, who had arranged and had charge of the meeting had been called out of town by a death in his family. The instructor assigned by the dean to take charge went down with tonsillitis the morning of the date set. Louie got hold of another professor in the

department, the student president of the society, and the chemistry professor, and put the meeting on as scheduled with an attendance of 38. It takes more than bad weather, illness, and even death to stop an Ethyl meeting. P.S.: We have been invited back next year. The invitation was accepted with crossed fingers and cold chills.

Ed Cline reports that in his opinion, the outstanding item for the month in his territory was the tremendous gallonage shown on Ethyl at the opening of the new Associated Station "The Olympian" in San Francisco. 52% of total sales were Ethyl, which means more Ethyl was sold than Flying "A" and Green Gold combined. This station is a new \$40,000 unit of modernistic design and we had one of the booths at the opening. The Clinic also had a display which included a chassis dynamometer. Among the other displays were Buick, Firestone Tires and Batteries and Cylcol Motor Oil. The latter booth had a working model of the new solvent refining process. Firestone displayed an Indianapolis Miller racing car with Associated Aviation Ethyl decalcomanias on both sides. Models from a local department store gave gardenias to the lady patrons. Entertainment was also furnished. All in all it was a pretty swanky affair.

Here is something for someone to top. The demonstrator was on the air this week. Mr. Hurst the SONJ supervisor in the Petersburg territory had announcements made over the radio telling about the demonstrator and where it would be and at what time in Petersburg and Hopewell. It was really quite effective but the most amusing thing was when the man who made the announcements saw the demonstrator he said "I certainly wish I had seen this before the announcements, as I could have said a lot more than I did." The announcements were made over WPHR, a local Petersburg station not affiliated with any chain.

Louie Wilson of the Kansas City office has been working with H. W. Hunicke, in charge of automotive operations of the U. S. Engineering Corps at St. Louis. Mr. Hunicke happened to be present at a demonstration given by Wilson at the Masonic Temple in St. Louis some time ago. When Louie called at his office regarding Ethyl Gasoline he was informed that all equipment purchased within the last three years is using Ethyl Gasoline. All boats on the river used for inspection purposes are using it. This important piece of business was developed on the demonstration which Mr. Hunicke witnessed.

Important Sales Information: All stations and plants of Standard of New Jersey in Virginia which were contacted recently by Sidney Pruitt and John Keyes reported increases in Esso sales, both in percentage and volume, as compared to all recent months. Most of these stations seem to be running well over their figures for December and January, and even more over those for February, when there seemed to have been a slump. In working in stations of both Wholesale and Retail departments with the Retail "Flying Squadron" and the Wholesale salesman, good increases on Esso were shown while we were in the individual stations. Some ran as high as 78% and 80% on Esso while we were on the driveway, and one station in Roanoke, supplied Esso to 11 consecutive customers for a 100% average. The Wholesale Department in Roanoke offered a prize of 2 pairs of coveralls and all dealer stations report an increase. The above service station had 20% Esso in December and January, 15% in February, and since the start of the contest on March 6th has run about 71% Esso.

During the week of April 1st, Ray Faller gave a series of demonstration meetings for all the jobber personnel of the Ashland Refining Company in the Cincinnati area. The meetings were followed by a buffet lunch and proved quite a success. Ray was backed up by Harry Mack and Vince Keenan when the questioning began and the liaison between our company and the jobbers was provided by Mr. Everett Wells, Sales Manager of the Ashland Refining Company. A number of other demonstrations have been booked for the

marketers of this company and the greatest benefit is expected. A good example of the value which this promotion proved is the following incident: A customer drove into the service station of one of these jobbers and the attendant was busy for the moment so a truck driver who was unloading at the time went over to serve the motorist. The man said that he wanted five gallons of third grade fuel and when aforesaid truck driver heard this, gave the customer both barrels with the result that the man drove out of the station with 15 gallons of Red Pepper Ethyl in his car.

Jack Cole capitalizes his opportunities. Having some spare time between meetings in Wilmington, N. C. he went to the Ethyl-Dow Bromine plant at Kure Beach. He found that many of the employees did not have a clear understanding of the whys and wherefores of the product they were helping to make. With the co-operation of Mr. Dressel, the superintendent, a large part of the personnel were called together and Jack held an Ethyl meeting for them and gave them a demonstration. You just can't keep these Ethyl men from telling about the "World's Finest Gasoline."

The following letter speaks for itself:

*The Utah Oil Refining Co.
Salt Lake City, Utah
Gentlemen:*

I wish to express the appreciation of the South High School Faculty and Student Body for the splendid lecture and demonstration given us by Mr. J. G. Martin a few days ago on "Modern Motors and Their Fuels."

Mr. Martin held the undivided attention of our two thousand students for the full hour, and from the comments made since, I am sure he put over a splendid message.

Such talks and demonstrations are very valuable for a High School audience.

Very truly yours,

(signed) DeVoe Woolf, Principal

TUESDAY, MARCH 12

Free Demonstration

COME—SEE FOR YOURSELF what different grades of gasoline will do for your car.

Tonight At 8 O'clock

At the B. A. Lewis Service Station, 9th and Willow

There will be a free motor demonstration showing the power and speed possible on different grades of Rock Island gasolines. Actually SEE a gasoline "knock" and see what it does in an engine.

A high compression motor shows the effects of high and low anti-knock gasolines on temperature, speed and power. Every car owner should see this demonstration. Drive by at 8 o'clock.

B. A. Lewis Service Station

9th and Willow

Phone 617

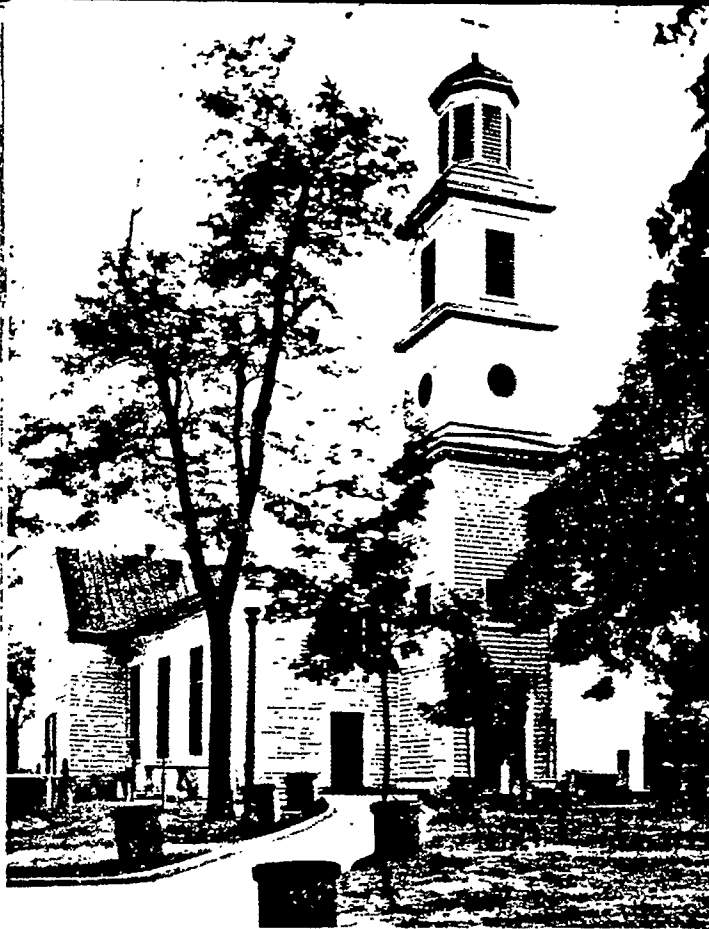
An example of co-operation is shown by the accompanying ad which was inserted in the Duncan, Okla. local newspaper by the service station operator. At the time the ad appeared, the station had raised its Ethyl ratio to about 21%. J. E. Hendrick, who conducted the demonstration for Mr. Lewis, writes us that the ad brought out a very considerable audience.

A short time ago Jack Cole called on Captain Johnson of the Maryland Yacht Club regarding the possibility of holding a meeting for the members of the club. The Captain was quite impressed with the idea and stated that if we would write him regarding our meeting he would take the matter up with the Quarterdeck Club which has about 250 members and the Nautical School having 150 members and it might be possible to hold a meeting for either or both of these groups. There is a lot of potential business in the marine field and it might be worthwhile to discover whether other clubs would be interested.

*Newspaper clipping
in Photo file*

THE ETHYL NEWS

HISTORIC



ST. JOHN'S CHURCH, WHERE PATRICK HENRY SPOKE
THE IMMORTAL WORDS: "GIVE ME LIBERTY OR GIVE
ME DEATH."

BATTLE ABBEY—CONFEDERATE MUSEUM



Newspaper clipping in Photo file

Richmond, Virginia, was founded in 1737 by William Byrd II, progenitor of two Virginians of the present day, United States Senator Harry F. Byrd and Admiral Richard E. Byrd. It was incorporated as a town in 1742, became the capital of Virginia in 1779 and was incorporated as a city in 1782. Situated at the Falls of James River, it immediately assumed importance as a center of colonial culture and commerce.

The early history is a moving story of the conquest of the Western World. Near Richmond the first institution of learning in America was begun, the ill fated University of Henrico for the education of the Indians. George Thorpe came as Superintendent of the College in 1620 but in the great massacre of 1622, Thorpe was killed and Henrico burned. At Richmond the first coal was mined; the first American iron and brick were made; here the great tobacco industry had its inception. From Richmond the early pioneers set forth afoot into the "dark and bloody ground" of the west, spreading the white man's civilization on this continent. In Richmond are many vivid reminders of Colonial Days, the American Revolution and of the Civil War.

Richmond is replete with historical background of more than passing interest. It was in famous old St. John's Church, which was then being used as a House of Burgesses, that Patrick Henry hurled defiance and awakened the world with his immortal plea, "Give me liberty or give me death." Capital Square embraces twelve acres in the center of the city. Capitol Building was designed by Thomas Jefferson. Here may be seen Jean Antoin Houdon's famous statue of Washington,

*Photo taken
in the old
city*

IC

RICHMOND



STATE CAPITOL
DESIGNED BY THOMAS JEFFERSON

newspaper clipping in Photo file

the only statue designed from life and approved by the first president himself eleven years before his death. The Edgar Allen Poe Shrine, the old stone house (Poe's birthplace) built in 1737 was Lafayette's headquarters in Richmond and both Presidents Washington and Monroe were entertained there. The Navy Yard of the Confederacy was in Richmond, where the keel of the Merrimac was laid, the first iron clad fighting ship. In North Richmond is the famed "Battle Abbey" or Confederate Memorial Institute where Southern relics of the War Between the States are treasured. To the West rises the magnificent Carillon Tower, Virginia's memorial to her World War Dead.

Richmond was the Capital of the Confederacy, the objective of the Northern Armies during four years of bitter warfare. Twice burned in its early history, Richmond was again destroyed during the evacuation of 1865. The Civil War left it in ashes, a destitute city of less than 50,000 population. The work of rebuilding started immediately, but the paralyzing aftermath of disaster made progress slow for many years.

Today Richmond has risen to be the largest city in the state, with a population of two hundred thousand. Modern Richmond owes her beauty to the circumstances of having been built by men who inherited a deep love for the ancient city on the James, and a keen pride in her appearance. There has been no hurried tearing down of ancient landmarks, no frenzied suburban developments with flimsily constructed houses. It may be said that Richmond's public buildings, memorials, homes and suburbs are as handsome as those of any city in the country regardless of size.

Industrially Richmond holds a high ranking. Situated midway between the North and South, Richmond is served by six trunk line railroads, sixteen passenger bus lines, one aerial transportation line and one freight steamship line direct to New York. Richmond's industries are varied in character, there being forty-nine different types. The first in importance among these industries is the handling of leaf tobacco and the manufacture of all tobacco products. The tobacco industry is followed, in the order of their importance, by the paper, printing and engraving, iron and steel, nitrogen and rayon industries.

Richmond is as ideal for play as it is for industrial activities. In addition to the clubs there are ten golf courses, a like amount of tennis courts. Fishing and boating on the James are popular as is swimming in the large municipal lake. Within an hour's ride of the city may be found a plentiful supply of all types of game, ranging from quail to turkey, from squirrel to deer.

Richmond has been briefly described by Frances Parkinson Keys as follows: "A brave, smiling city like, Washington, a city rising, like Rome, on seven hills—that's Richmond. Wide, smooth thoroughfares, modern as a mid-Western Main Street—that's Richmond. Fluted white pillars, dappled with wisteria shaded paneled doors and polished knockers—that's Richmond. Wide shaved lawns, dotted with tea tables, around an ultra modern, ultra smart country club—that's Richmond. Drooping branches shadowing the tombs of two United States President in old Hollywood Cemetery—that's Richmond. Progress and prosperity, tradition and triumph, culture and courtesy, learning and leisure and loving kindness—that's Richmond."

SALES PROMOTION MEETINGS

(From paper read by Doug. Jeppe at Division Meeting)

With all this form of activity going on in our organization at the present time, it might be appropriate to consider what constitutes a good meeting, not in the physical sense, but rather in the material delivered. Most of us may feel confident that we can do an excellent job but perhaps if we placed ourselves on the receiving end of these meetings we might suffer a shock and be thoroughly surprised to find that what we consider a whiz is in reality a string of facts that are not particularly interesting to the special audience to which we are delivering our oration.

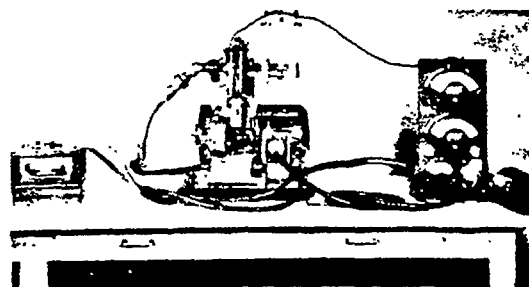
The meeting is one of our most potent weapons in acquainting the public with the advantages of Ethyl Gasolines, and of leaded fuels in general. In all there are five different types of talks that we are called on from time to time to give. While the main theme of all these is naturally Ethyl Gasoline, the manner in which our subject should be presented varies according to the audience to which we are talking. The five types may be described as follows:

- 1—Oil men.
- 2—Automobile men.
- 3—Noon-day clubs.
- 4—High Schools.
- 5—Colleges and engineering societies.

Taking them in the order named we will consider each as a separate group.

1. *Oil Men*—These men know what gasoline is, but many of them know little about the various components that go to make a good gasoline and there are very few who know much about the automobile. Therefore, in talking to a group of oil men it might be well to concentrate on the reasons for using lead and then give them as much information as possible about the automobile, this information of course should relate to the engine and its combustion. A man might hold forth for thirty minutes before a group of service station operators telling them in highly technical terms the chemical make-up of gasoline, its history in detail from the year one, and never say a word that would aid them in approaching the motoring public with ideas that would help them sell their premium fuels. In talking to a number of service station operators as to whether they were given much information about why their new Ethyl was so good, it was found that all that registered with them was that it was the best and that was that. So any dope we can pass along that clears up in their minds the whys and wherefores of their gasoline will help.

2. *Automotive Men*—Of the two departments, the Sales and the Service, are our best contact as it is to them that the motoring public turns with blind faith when in any trouble. These men know far more about an automobile than most of us will ever learn but what they do not know is about the gasoline that runs



L. A. Dollahan, Chicago Division, carries this picture when making contact to arrange for luncheon, club or school meetings. It is effective when seeing chairmen of organizations by giving them an idea of the equipment he will use.

the engine. So in talking before them it is best to concentrate on things gasoline, and never to get technical. The average mechanic's mind goes blank when he sees a graph on the wall, but when he sees some humorous or pictorial chart he drinks it in. Of course there are certain mechanical points that we can help them on, but these will usually be taken care of by questions from the floor. When we talk to the sales force we will find that we are talking to a group of men highly educated in the art of sales talk, but with only a rudimentary knowledge of mechanics, and what we can accomplish depends on whether we tell them some things that will help them in their contacts with the public. It is the hardest possible thing to make them see that the gasoline in the tank of the car they are selling will often be the deciding factor both in keeping their clients happy and in helping them make a sale. We should bear this in mind and do our best to put this thought over.

3. *Noon-day Clubs*—The noon-day club draws its members from every type of business, so in talking to these we must give them something that is non-technical but will hold their attention and tell our story. The best way is to give them the history of the two industries, the oil and the automotive. As a whole we are perhaps better at this type of talk than at any other, as it gives us an opportunity to put in all the scraps of information from both the automotive and the oil businesses, that are of interest. Also, in talking before groups of this kind we are not so apt to run into that bugaboo of all talks, the argumentative know-it-all. These men are there to improve their knowledge on any subject presented, and since the public as a whole is woefully ignorant about what makes an automobile operate satisfactorily, we are able here to reach a larger group of receptive citizens than at any other single gathering. The great thing to remember is never to get technical as we then lose their interest and once lost it is almost impossible to regain it.

4. *High Schools*—Talking to any but the senior and junior classes of a high school is likely to be a waste of time as those younger cannot derive much benefit.

In arranging these meetings it is suggested that we specify that only the two upper classes be called in to hear us. The minds of these older students are usually very keen, and we can, to a lesser degree, give them the same talk we give to colleges, toning down the technical side and replacing it by more general information along the lines of a noon-day club talk.

5. *Colleges and Engineering Societies*—In these talks we have more time and opportunity for detail than in any other contact. Here we talk before a selected group of young men who are there expressly for the purpose of learning all they can about the subject at hand. They are not stymied by technical talk, nor are they afraid of graphs, in fact they like them. The outline sent us is the only case where we have been given any concrete help from outside and we cannot go wrong in following this in detail. But we should not go into these meetings unless we are sure of our subject as they may trip us up and once caught we lose all prestige and with it the good that should accrue to our product.

The demonstrator has not been mentioned as it is taken for granted that this will be used on all occasions. To quote one speaker on a semi-technical subject, "I will tell them what I am going to tell them, then I tell them, and then I tell them what I told them." The demonstrator will "tell them what we told them" in a most convincing manner. But here again there is a very definite technique to be followed in each case, though with this phase of our talks there is more similarity in them all. The oil man is naturally interested in the results from the gasoline point of view, the mechanic from the mechanical side, the other three combine both sides, allowing of course, for the degree of technical knowledge already present. But one cannot explain in too much detail what to expect when watching the demonstrator operate and to tell them what to look for is much better than telling them what they saw after it is all over. So don't forget to give all the dope before you start the engine, and draw a similarity between the dash board instruments of a car and the instrument board of the demonstrator. The demonstration is so impressive that many people find it hard to believe that we are not putting over some sort of chicanery, and it is often a good idea to let one of the audience come up and operate the machine himself. Changing the side of the carburetor on which the Ethyl Gasoline is placed also tends to convince them that what they see is the truth. The greatest doubt is usually in the fuels we are using, and any method we can employ to prove that the gasolines are what we claim helps the demonstration. It is a good idea to fill both bottles from the same can before their eyes, and add fluid to one.

One of the hardest things to get going, but one of the most fruitful, is opening the floor for questions. No matter how much or how well we tell them, we are bound to miss many things that are not clear in their minds. If we can ever get them started asking questions we are assured of a successful meeting, as it

MORE "DOPE" ON DISCOVERY OF ETHYL

Guy Donohue has just run down another story on the origin of Ethyl and this one ought to give Mr. Kettering a laugh. We can vouch for the truth of the yarn as Guy got it directly from the salesman to whom Mr. Kettering told it. It seems that Mr. Kettering happened to be visiting a certain branch factory in Chicago and was pointing out to the salesman how chance plays a great part in many important discoveries. Citing the incident of the 1914 Cadillac and the knock "that was heard around the world" one of the mechanics working on it trying to discover the cause, in disgust, threw a ball of red lead which he was holding, into a pail containing some gasoline. That night a porter dumped this gasoline back into the drum from which it was taken and lo and behold the next day when a car was operated on this gasoline it ran without a knock. According to the salesman, this was told them several years ago. Certain it is that Mr. Kettering did a good job of story telling for the men never knew they were being "taken for a ride" until Guy gave them the true version.

ATLANTIC DIVISION LINE-UP

George W. Warren.....	U. of West Va.....	1924
George P. Rosser.....	Georgia Tech.....	1925
M. M. Smith.....	Georgia Tech.....	1924
	Oglethorpe U.....	1926
E. T. Smith, Jr.....	Georgia Tech.....	1928
John E. Murphey.....	Georgia Tech.....	1922
Sidney T. Pruitt, Jr.....	Georgia Tech.....	1929
Wm. C. Petty.....	Princeton.....	1932

is here that we can straighten out a lot of misinformation that has been picked up from various sources. It may not be exactly complimentary to our ego not to be able to answer all the questions and to have to admit it, but to admit it is far better than to try to stumble through some erroneous answer. Tell them if you do not know, and they will accept what you do tell them far more kindly.

Nothing has been said about the projector and slides, but if it is possible to use them they should be employed on every occasion. They can be used in conjunction with the talk in each group and will prove of great value in helping us express our thoughts more clearly. At present we have a large number of slides that are rather too technical to be used unless we are talking to a technical group but when the new slides are available we should find they meet our requirements.

One last item which will perhaps help the audience remember what we have tried to tell them, and that is the very excellent pamphlets our company has compiled. By careful distribution of these pamphlets we will be able to leave a lasting impression on their minds and also they will have some tangible reminder of any information especially interesting to them.



THE OUTSKIRTS OF SCOTT CITY, KANSAS.
DUST CLOUDS APPROACHING TO ENVELOP CITY.
Courtesy Kansas City Star

CAME THE DUST!

Billowing clouds of dust careened on Kansas City—Oklahoma settled in the file cases and most of Texas was thrown on the floor; a little Kansas wheat will probably sprout from the baseboards and give an ivy appearance on the brick exterior of the laboratory building. The Middle West has always had dust storms, generally confined to a small area and only for a short time. This year, however, the high winds blended the top soil of half a dozen states and agitated the mix for over a week.

Air travel was suspended when the storm was at its height. It was reported that there was dust in the air at an altitude of 16,000 feet with a wind velocity of 70 miles an hour. Schools were closed and factories shut down until the worst of the storm passed. Street lights were turned on at 10 o'clock in the morning to aid motorists and pedestrians as semi-darkness had swirled into Kansas City. Only the general outlines of tall office buildings could be seen from across the street.

In Western Kansas motor traffic was either halted or at a slow moving pace. Engine failures were frequent and stalled motor cars were buried up to the hubs in dust from foreign states. Many drivers of new cars that just had to get through, complained later that their motors were using a quart of oil for every 50 miles. The service men took one look at the dust covered new motors and laughed off the idea of a factory adjustment. Automobile agencies worked night and day reboring new motors and fitting with oversized pistons. There was a heavy sale of connecting rods and oil pumps, the failure of which caused by the dust grinding compound in the lubricating oil. Driving in Western Kansas during the storm was hazardous; all motorists used their headlights at noon-

BILLOWING CLOUDS OF DUST APPROACHING ON THE
KANSAS PRAIRIE.



THE ETHYL NEWS

day. The radiator cap of the car and the telephone poles along the highway were land marks for which a driver's location could be estimated. The pavement on the highways could not be told from the pasture land and wheat fields.

Harold Berg insists that he saw a "10 gallon" hat on top of a pile of dust along the Kansas highway. Harold stopped and picked up the hat and found a man's head under it. He asked if he could be of any help—only to have the man reply, "No, thanks. I'll make it to town alright. I'm on a horse."



Above is a photograph taken of the Gibson Oil Co. exhibit at the National Inventor's Congress held in Tulsa from April 1st to April 4th. The show had an attendance of about 4,000 per day and as this photograph testifies, our product received some very excellent publicity. The gentleman on the right is Mr. Mercer of the Gibson Oil Company and on the left is our J. E. Hendrick.

Very favorable reactions in the way of increased Red Crown Ethyl sales in the Tulsa territory have already resulted from our work at the Inventor's Congress.

TULSA DIVISION LINE-UP

T. E. Ronan	Holy Cross, A. B. 1921; M. S. 1923
J. O. Balzer	Univ. New Mexico—1930
H. E. Cottrell	Bliss Electrical Sch. 1924
D. M. Guy	Georgia Tech. M. E. 1930
D. E. Hamilton	Syracuse Univ. 1916
J. E. Hendrick	Mississippi College A. B. 1926 Vanderbilt Univ. M. S. 1927
L. L. Huxtable	Purdue, M. E. 1929
Harry Kuhe	Univ. of Wisconsin Ch. E. 1925
Carl Meurer	Pratt Institute 1933
W. G. Munding	Louisiana St. Univ. B. S. 1913
J. M. Rollins	Texas A. & M. College C. E. 1926
H. N. Peters, Jr.	Trinity Univ. C. E. 1928 Univ. of Oklahoma M. S. 1930
Russell Schell	U. S. Naval Academy 1925
Ruth Allen	Tulsa Business College 1925
Elizabeth Colburn	Univ. of Oklahoma—1925

ARMY TESTS, FT. RILEY, KANSAS

John Stump, Kansas City field representative in the State of Kansas, has been doing some good work with the Army personnel at Fort Riley, Kansas. Fort Riley is the Army Cavalry Officers Training School. The mechanized equipment at the post includes 70 scout cars and a number of other heavy units manufactured especially for this work by the White Company. Difficulties were encountered with detonation and performance in this equipment. John finally was able to have the officers in charge run a series of tests in which he assisted.

Test Number 1—Speed Test

CONDITIONS: The test was conducted over a measured mile on flat terrain. The cars were to have a running start with throttle wide open at the starting point, and the throttle was to be held wide open until the finish line was crossed. An official timer rode in each car with a stop watch. The start and finish of the mile was signaled to timer by flag.

Cars	Gasoline	Octane Rating	MPH Average Speed
A & B	Treated	76	49.61
C & D	Treated	70	49.17
A & B } C & D }	Issue	54	48.23

Test Number 2—Acceleration Test

CONDITIONS: Car was to start from halt and by going through each forward speed in the high range was to attain as quickly as possible a speed of 40 miles per hour. The distance from the starting point to the point where the car attained a speed of 40 miles per hour was measured.

Cars	Gasoline	Octane Rating	Distance (feet)	Efficiency
A & B	Treated	76	955.5	100%
C & D	Treated	70	1025.5	93.2%
A & B } C & D }	Issue	54	1281.	74.4%

Test Number 3—Power Test

CONDITIONS: Governor Harvey Hill was selected for this test for two reasons. First, because of its uniform slope and, second, because of its length, 2244 feet. The hill has a five percent grade. Cars were to pass the initial point at the foot of the hill at a speed of 30 miles per hour in high gear with a set throttle. A speed of 10 miles per hour was considered as the stalling speed which would require a change of gears. The distance the car traveled on the five percent slope before the speed of the car was reduced to the stalling point was used to determine the relative efficiency of the gasoline. Where a car traveled over the crest of the hill at a speed greater than ten miles per hour, the speed was noted. Based upon the proposition that initial momentum being constant in all cars, it could be disregarded and this being so, the forward speed

of the car would be reduced in direct ratio to the distance traveled, the speed of the car at the crest in excess of ten miles per hour was converted into distance traveled to arrive at a basis of comparison. If momentum is taken into consideration it would tend to exaggerate the results obtained.

RESULTS:

Cars	Gasoline	Octane Rating	Distance 1st Gear (feet)	Efficiency
A & B	Treated	76	3846.9	100%
C & D	Treated	70	3009.	78.2%
A & B } C & D }	Issue	54	1705.8	44.3%

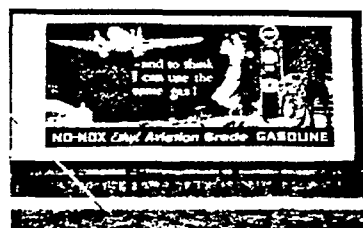
Test Number 4—Consumption Test

CONDITIONS: The gasoline in the tank was carefully measured and the car was required to follow a predetermined route of 21.5 miles. The route selected was over rolling terrain, about one-fourth of the distance over hard surfaced roads, and the remaining distance about equally divided between sanded roads, improved roads, and unimproved roads. Speeds could vary from 0 to 45 miles per hour, but no halts were to be made other than required by traffic rules.

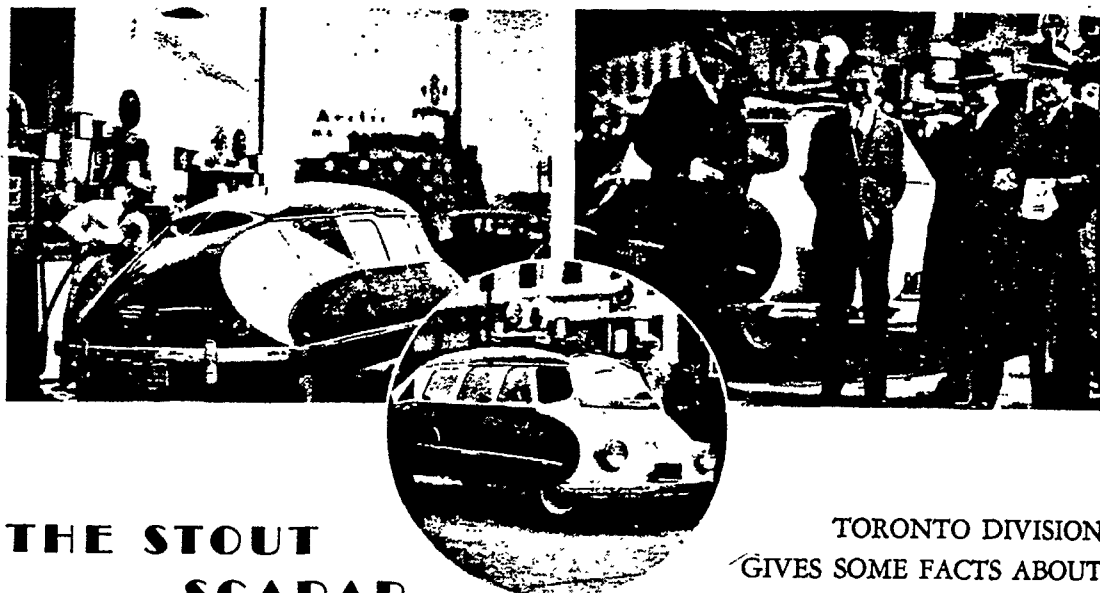
RESULTS:

Cars	Gas.	Oct. Rating	Miles Trvl'd	Gas. Used	M.P. Gal.	Efficiency
A & B	Treated	76	21.5	1 5/8	13.31	100%
C & D	Treated	70	21.5	2 3/8	9.08	68.2%
A & B } C & D }	Issue	54	21.5	3	7.19	53.9%

The Post Commander was so impressed with the results of these tests that he has forwarded a report to Washington, recommending the use of Ethyl gasoline in all Cavalry equipment. He has also requested permission to purchase Ethyl gasoline for his supply at Fort Riley. John says the officers were inclined not to listen to his sales story on his first contacts but as a result of the tests he now is very cordially received at the Fort.



"Dollie" Dollahan has recently held a number of sales meetings for Gulf throughout the State of Michigan. All of their sales ammunition and talk was centered on their new "No Nox Ethyl Aviation" grade. Dollie says that the Dionne Quintuplets have nothing on the Gulf Refining Company. Two months after the new "No Nox Ethyl Aviation" grade gasoline was introduced, Gulf quintupled their Ethyl sales in metropolitan Detroit and they have been holding this percentage for the past three months. Above; Typical Gulf Poster.



THE STOUT SCARAB

TORONTO DIVISION
GIVES SOME FACTS ABOUT
BUSINESS IN THEIR TERRITORY

William B. Stout, President of the Stout Engineering Laboratories, Dearbon, Michigan—famous designer and builder of airplanes—designer of Pullman Company's new Railplane and other stream lined rail equipment—was in Kansas City with his new stream-lined Scarab car and Carl Berry was able to secure these pictures for us.

There are no fixed chairs or seats in this new body design. Comfortable chairs are made from chrome plated pipe and can be placed at will on the carpeted floor. There is a bridge or luncheon table in this interior which is not fixed to the floor. Mr. Stout informs us that he recently drove from Jacksonville to Miami with a glass of iced tea filled to three-quarters of an inch from the top on this bridge table without spilling a drop. This is a good example of the riding qualities of the car which has four independently sprung wheels.

The Scarab is powered by a Ford V-8 motor located in the rear. Excellent vision for the driver and the passengers is insured and comfort is supreme.

To the left above is a rear view of the Stout Scarab teardrop design car which stopped in Kansas City, Missouri, for a fill of Aromax Ethyl on its way west.

To the right are members of the reception committee which greeted the Stout party on its arrival. Photographed with Mr. Stout, left to right, are Harold Berg, Ethyl Gasoline Corporation division manager; William B. Stout, Dearbon, Mich. designer of the Stout Scarab; Lou E. Holland, Kansas City engraver and director National Automobile Association; R. M. Ward, Skelly sales promotion manager.

The insert is a front end view of the Scarab car. Mr. Stout is receiving road directions from a Skelly service station salesman.

J. N. FitzGerald, Division Manager in Toronto, writes us as follows:

"It may be of interest to know that the Canadian Division has the greatest area of any division on the North American continent. It reaches from the Atlantic to the Pacific Oceans and from the northern United States boundary to the Arctic Ocean. Each fieldman's territory covers an area that is equivalent to the average United States Division. The population of course is comparatively small and as a result the attendance at our meetings is not very great. However, we have some very successful results and for the first three months of 1935 have held 211 meetings with a total attendance of 6536. These covered universities, technical schools, luncheon clubs, motor manufacturers' zone schools, service managers, fleet owners, service station operators, and oil company sales departments.

"Leaded gasoline was introduced in Canada in September of 1931 and our Ethyl Gasoline sales declined for about one year. In 1934 our sales of Ethyl were more than 25% greater than in 1933 and are still increasing.

"A rather interesting bit of news recently came from one of our customers in Sturgeon Falls, Ontario. He complained that during a recent cold spell of 73° below zero he could not start his car with Ethyl Gasoline but was able to do so when the weather moderated to 50° below zero."

✓ THE WORLD'S GREATEST STOREHOUSE

A great deal of interest was roused about a year ago when it was broadcast through the Press that "thar's gold in them thar waves". This followed the announcement of the successful operation of the Ethyl-Dow plant at Kuré Beach, near Wilmington, N. C. for the recovery of bromine from sea water. Of course, it had been known that the ocean contained gold but the thought of anyone trying to recover it was the amazing fact that caught the public fancy. Indeed, it appeared so fantastic that it created much amusement and supplied the Sunday supplements and cartoonists with enough ammunition to keep them busy for weeks.

Frank Sullivan, writing in his syndicated column for the New York American, says: "Will Beebe will bear watching now that the truth has come out about the gold content of the oceans. It is all very well for Beebe to claim that he descends to the ocean floor just to study electric eels and other fabulous marine creatures, but hereafter the government should take no chances. When Beebe, or anybody, goes down to the ocean floor in a bathosphere, Senator Carter Glass should be delegated to go along too as a representative of the gold standard . . . Unpatriotic scoundrels will soak themselves in the surf and then rush to the bathhouse to wring the gold-laden fluid from their bathing suits into a receptacle, repeating the smuggling process until they have squeezed out enough sea water to assure a comfortable nest egg."

Stories were revived and retold of the several hoaxes which have been perpetrated on the gullible public whereby they were induced to invest their savings in schemes to recover this hidden wealth. None of these had any scientific or other value and were solely "get-rich-quick" frauds of unscrupulous promoters. The apparently unsurmountable difficulty was always the inability to handle the vast quantities of water required. Not until the necessity arose of obtaining a product which was known to exist in sea water in far greater quantities than gold, did the scientists begin in earnest to find a way for recovery on a commercial basis. The result, as we know, was the development of the Ethyl-Dow bromine plant. Operation of the enterprise entailed the handling of a vast volume of ocean water. Last year, 144 billion pounds, equal to one square mile of ocean 82 feet deep, passed through the plant. With this tremendous volume at hand, it was only a short step to determine what other elements of commercial value were present, and estimate the possibility of recovery, inasmuch as the cost of pumping was covered by the bromine extraction.

Whether economic recovery of by-products is practical is a problem in the hands of the scientists, but

it is evident that the sea is the greatest storehouse of wealth known to man. Should it be found possible to extract the mineral content 100% from this volume of water, we would have 750,000 tons of common table salt and 450,000 tons of Epsom salt, sufficient for eight pounds for every person in the United States. We would also secure 90 million pounds of metallic magnesium from which could be constructed a fleet of 90,000 airplanes. There would be 80 tons of stantium, 8½ tons of copper and 3¼ tons of iodine. Enough potassium to manufacture a million tons of potash fertilizer and 80 tons of calcium chloride which would lay the dust on 20,000 miles of highway. If these products were converted into cash at current quotations, they would bring something over \$50,000,000.

Besides gold, silver and platinum there are other valuable elements present but in such small quantities that recovery would be impracticable. However, there is probably no other like area on earth where raw materials representing such wealth are crowded together. Will research and science ever be able to turn this to account? But certain it is that the scientist has a fertile field on which to expend his labors and ingenuity.

RECENT VISITORS TO THE DETROIT LABORATORY

Among visitors often seen at the Detroit Laboratory are Mr. A. T. Colwell, Director of Engineering, Thompson Products, Inc.; Mr. J. H. James, Chief Engineer, Detroit Motor Valve Company and Mr. Robert Jardine, Vice President and Engineer of the Wilcox Rich Corporation. These men are interested in the experimental work which we are doing in our Dynamometer Laboratory and frequently call to discuss results which have been obtained. Mr. A. C. Lovesey and Mr. James E. Ellor of Rolls Royce were in Detroit several weeks ago to inspect the Engineering Laboratory. Mr. Ellor is in charge of supercharger work and was inspecting American manufacturer practices while in this country. Mr. Lovesey is handling experimental work on aviation engines for Rolls Royce and took an active part in the development of the 1931 Schneider Cup motors. Part of his time was spent with Malcolm Campbell in Florida when his Bluebird established a new world's record. Major Kanda of the Aviation Division of the Imperial Japanese Army recently made an inspection tour of the Laboratory.

The Laboratory was also pleased to have recent visits from Mr. Neal McCool of the Texas Company, Mr. Halliwell of the Imperial Oil Company and Mr. Rendel of the Shell Petroleum Company. Mr. D. R. Pye, Deputy Director of Aeronautical Research of the British Air Ministry visited the Detroit Laboratory on April 18th and 19th.

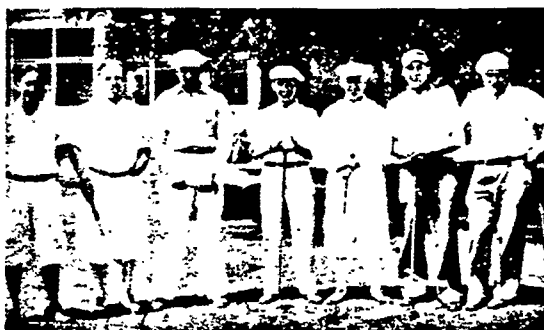
NEWSBRIEFS

The Boston Division welcomes to its force Mr. Philip M. Perry, a new field representative. Phil, a native of Metropolitan Boston, is a graduate mechanical engineer from the University of Vermont and has been employed in sales promotion work for several years by the General Electric Company. It is expected that he will cover Maine, New Hampshire and Vermont and we expect great things from him.

In a recent oratorical contest of the Montreal Junior Board of Trade a debate on "That Preparation for War is the best Guarantee of Peace" was won by our G. M. Conner, (Toronto Div.) who attacked the resolution.

We understand that the Baltimore Division found it necessary to take up a collection for Jack Taylor of the Detroit Laboratory in order to buy him a one-way ticket to Mattewan Asylum. It seems that Costa Rican aviatrixes can make Jack throw up his hands and scream "I give up." After lecturing to a group of students at William and Mary College for an hour and three-quarters on "Detonation" a charming senorita approached Jack and asked "Meester Taylorry, but wat ees zee funny noise in zee enzhine?"

We regret to report the very serious illness of John Murphey of our Atlanta Division, although at the time of going to press he is showing satisfactory improvement. John was stricken very suddenly while in Jacksonville on March 19th and was rushed to the hospital where an emergency operation for peritonitis was found to be necessary. Fortunately George Rosser of the Atlanta office and Errol Gay of the Detroit Laboratory happened to be in Jacksonville at the time and were of great assistance in the emergency. Everything possible was done for his comfort and the boys stayed with him until his mother could be sent for to take charge of the situation. We all rejoice to learn of the good progress you are making, John, and here's to a speedy recovery.



Taken at Lake Monona in 1931 on the occasion of the Chicago Division's first Fourth of July "Fling Dee." It may be noted that Mat Taylor used a hammer as he had not then progressed enough in the game of golf to wield a club. From left to right, Hedden, Steelman, a guest, Dees, Kuhe, and Bob Jordan. Mat Taylor is shown in the second picture.



Dan Hamilton, automotive representative of the Tulsa Division, is work with the Mayor Orator making his analysis at the Red Bluff. Dan points to the picture which might be entitled "the man on the flying wagon" one will observe that the versatile Dan deals with publicity even with one foot in the air.

Transfer effective May 1st, 1935: John E. Keyer, formerly headquartered at Charlotte, N. C., to Roanoke, Va. Replaced at Charlotte by E. L. Mason who is a native of that city. The growing importance of Roanoke as the business center of western Virginia made it advisable to have a representative there. We have not heretofore had a man in the area, it being formerly covered by the representative working out of Richmond.

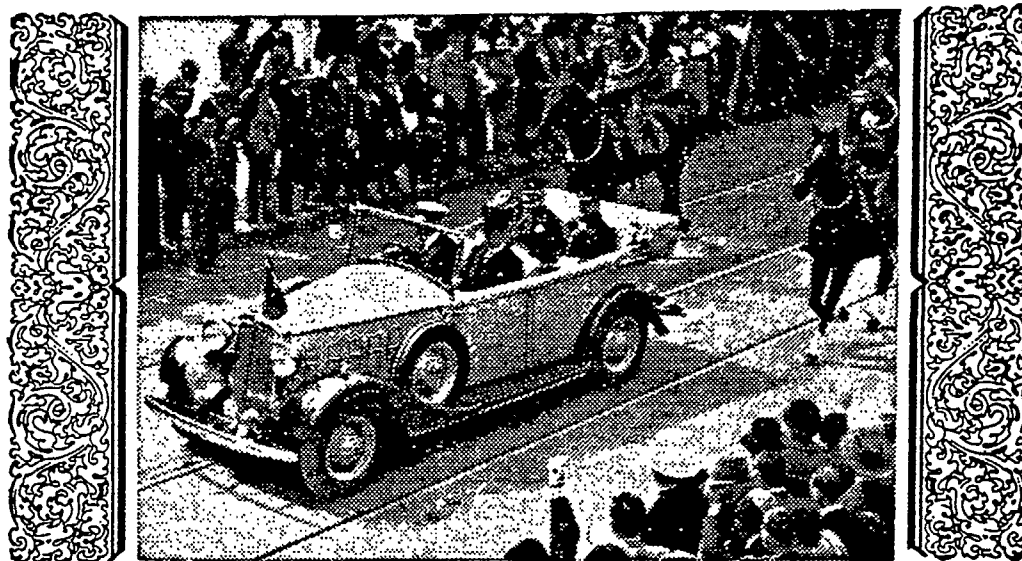
In order to save the Ethyl Gasoline Corporation a 10 parking charge, it cost \$9.00. DeWitt, (L. A. Div.) better known as Charlie, expecting to be at the office only about 10 minutes, parked the Company's car on a side street. When he returned there was a yellow ticket on the windshield instructing Charlie to appear in Court for traffic violation. The offence was "angle parking," the car was parked with the rear wheels 18 inches from the curb for prosecution as the street had an 8% grade. It cost Charlie \$1.00 in real money, 3 hours of Company time (estimated at \$6.00), and \$1.00 not to mention the grouch he had for the balance of the day. The amount would have paid parking charges for 10 days. Was this false economy or just plain hard luck?

We all join in sending Elinor Gunn, our most sincere sympathy in the recent loss of her Mother who died on April 2nd after a long illness. (Elinor is the Receptionist at the New York office.)

The Society of Automotive Engineers must think right well of Ethylmen. In addition to having George Lange as a vice-president, they have changed Oscar Brown's classification from Associate Member to Full Member in recognition in proportion to the number of its personnel, the S. A. E. has one of the largest memberships of any company in the S. A. E.—more than any oil company.

Emil Gillig of our Detroit Automotive Laboratory sent out several boxes of stogies on February 26th in announcing the arrival of Miss Carol Anna—seven pounds on earth. Mother and child are doing well. (Ed Note: In keeping with the tradition we hereby suggest that a lot of eggs accompany all birth announcements sent to the office.)

Federal Revenue Officers raided a small warehouse about 200 across the alley from the entrance to our Detroit garage & still and twelve barrels of whiskey were confiscated by Harding, Art Sortman and Joe Mocher were questioned as suspects but in spite of their past records were released for lack of evidence.

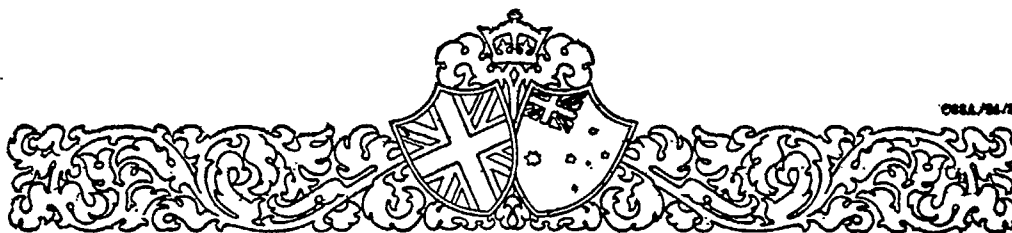


THE ROYAL TOUR CARS ARE RUNNING

ON

"C·O·R" ETHYL

THE BRITISH-AUSTRALIAN LUXURY PETROL



The Commonwealth Oil Refineries Limited (Commonwealth Government & Anglo-Persian Oil Co. Ltd.), Melbourne ; Sydney ; Adelaide ; Brisbane.

The Editor has just received a letter from Alan C. Tully, Tattersalls Club, Sidney, N. S. W. which was mailed early in February. Alan, as one of our representatives on the other side of the world, wrote to acknowledge the first copy of the "News" which had finally reached him. He also gave us some interesting facts about their work and the results obtained in Australia. Evidently our product is being well received and we are getting a good measure of co-operation from the refiners. To quote Alan: "The work we have been doing out here has been of the educational type and it would remind some of our men of the early barnstorming days back in the States. We have been making fairly good headway and although we are not entirely satisfied, we are gratified that our customers Ethyl percentage is about three times the average in America. A large amount of advertising is being carried on by our refining licensees and to supplement such a campaign they are operating demonstration motors. I am enclosing a newspaper cut of an "ad" run by the C.O.R. during the visit of Prince Henry. The cars used were either Hillmans or Humbers."

ETC 21708

"I didn't know my new car's power. UNTIL I CHANGED TO **ETHYL**!"

ETC 21709



I WAS DISAPPOINTED WITH MY NEW CAR. And the dealer looked as unhappy as I did when I brought it back in complaint. "You promised so much from that high compression engine," I said. "What makes it knock?" His face brightened. "Is that the trouble?" he laughed. "Come with me...."



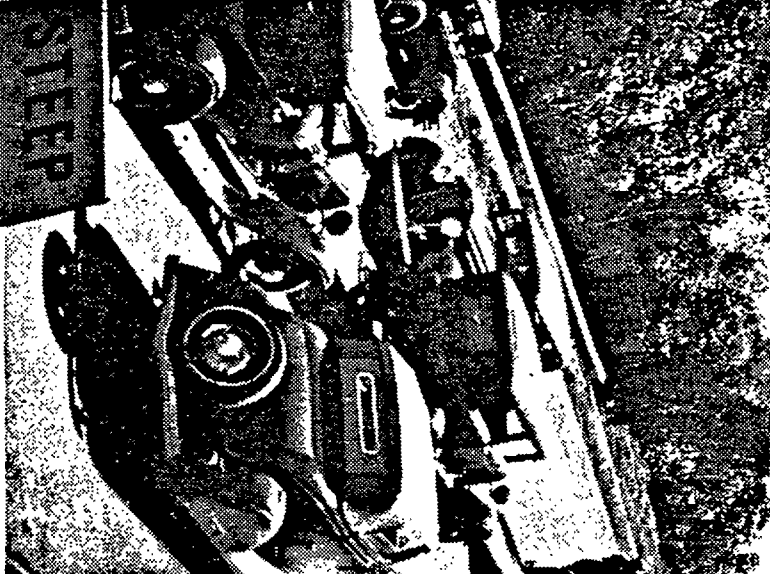
ALWAYS LOOK! Only pumps which are identified by the Ethyl trademark on the globe or body dispense gasolines with Ethyl fluid.



HERE'S THE CURE!" he said, pointing to an Ethyl pump. "The car's all right. It's the fault of the gasoline you're using. Modern high compression engines need high compression fuel to develop all their power—particularly the smaller cars. That means premium gasoline with Ethyl fluid."



THE ACID TEST of a car's power is its pick-up and its pull. But you don't need hills to prove the difference Ethyl makes! You'll notice that difference under every driving condition—whether touring or "just ditty" lag around town."



HE WAS RIGHT! I didn't know my new car's power until I changed to Ethyl! What a difference in response and flexibility in traffic! How much pleasanter driving with my family when the roads are crowded! How satisfying to know that I'm getting all the pleasure from my car investment.

- 4 FACTS you should know about gasoline:
1. Modern high compression cars need premium gasoline containing Ethyl fluid to develop full performance. Older cars, too, run best with Ethyl as carbon and mileage accumulate.
 2. Sufficient Ethyl fluid (containing tetra-ethyl lead) is used to produce the highest anti-knock rating by the official test methods of the oil and automotive industries.
 3. The all-round premium quality is protected through double inspection at the refinery and at the pump. Specifications are adjusted to fit the different seasonal conditions.
 4. Approximately 95% of all premium gasoline sold in the United States and Canada now contains Ethyl fluid.

To get all the power and pleasure from your car investment—NEXT TIME GET ETHYL!

ETHYL
NEWS

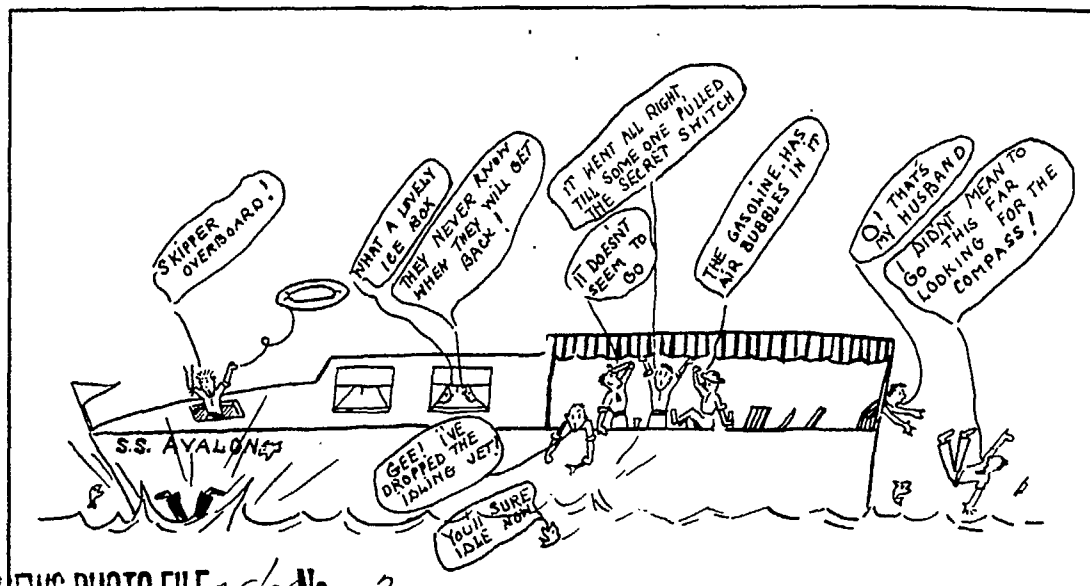
FILE COPY - W. CARY HARRIS

"I didn't know my new car's better"



MAY, 1935

ETC 21710



ETHYL NEWS PHOTO FILE 7-8/31 No. 2

A QUIET SATURDAY AFTERNOON WITH SOME OF THE NEW YORK DIVISION ON LONG ISLAND SOUND

• SUPPLEMENTARY REPORT: Some months back we reported bright prospects for a big bonus as Miss Bon-sall, secretary of the Baltimore Division had a surplus of 32c in her petty cash. More good news. She not only has been able to hold on to this surplus but has increased it to 53c. Why bother about whether or not the lead plant has a good year.

• News has just reached us of the birth of a daughter to Mr. and Mrs. Roy L. Goltz. Little Carole Diane arrived on May 29th. Roy is representative in the New York Division and covers Western Pennsylvania territory.

• The following rather amusing item appeared in the Melbourne (Australia) "Argus" and was sent to us by our Representative, Cecil Noble. Essendon is a small town just outside of Melbourne.

"Rotarians of Uxbridge, Massachusetts (U.S.A.) are sure that there is no language that would baffle them, not even the tongue of the inhabitants of Essendon. In a letter to the Rotary Club of Essendon, they said: 'We would welcome a few lines from you, telling us something about your own country and community, and, in case you should be unable to write us in English, you may do so in your own language as we will always find ways and means of translating same.' The letter was read by the secretary of the club, Mr. N. F. Wellington, at the weekly luncheon yesterday. It was one of many congratulating the club on having received its charter from Rotary International."

• The other day Charlie White of the Los Angeles division, remembering all that had been said about acci-

dents at the Division meeting, went to extreme lengths to avoid a collision—discretion being the better part of valor. While driving along and minding his own business, a truck and trailer came around a corner in the commercial district. The truck driver looked back through the cab window to see if the trailer was following properly and in so doing let the truck straighten up and head for Charlie. Charlie was in a tight box and looked for a place to go. It so happened there was a driveway handy and Charlie took the Pontiac into this and down the sidewalk. He says that this was one time when he thought it was better to run than to stop and argue.

• ALAN TULLY has written us from Wellington, N. Z., calling our attention to an error appearing in the March issue of the "News." We stated that Lowell Dollahan and Dick Scales celebrated their 28th birthday in Chicago on August 12th, 1934, but that this year Lowell would be 29 the day before Dick, inasmuch as the latter crossed the international date line when he transferred to Australia. It seems that the reverse is the case and Dick is the one who has added one day to his life. However, he can get it back again whenever he returns to America via the Pacific. But here's another one—Alan says he can send us a radio today and we'll receive it yesterday.

• An insurance man recently told one of our men that he had been told by a gas station attendant that the reason Ethyl stops the knock is because as soon as the gasoline gets inside the engine the lead deposits on the valves and combustion chamber and cushions the explosion so there is no knock.

Now! D-X the lubricating motor fuel with Ethyl

combining for the First Time in one motor fuel

- ① The Needed Protection of Upper Cylinder Lubrication
- and ② The High Anti-Knock Performance of Ethyl

Cuts no more than ordinary Ethyl

Photographic Proof of what is happening in your Motor



Photographic Proof of what is happening in your Motor
D-X AND D-X ETHYL DELIVER EXTRA MILEAGE because they Minimize and Soften

Proving THE QUALITY AND PERFORMANCE OF



A PORTFOLIO OF PHOTOGRAPHIC

ETC 21712



Explore with the MAN



HIGHEST ANTI-KNOCK plus UPPER CYLINDER LUBRICATION

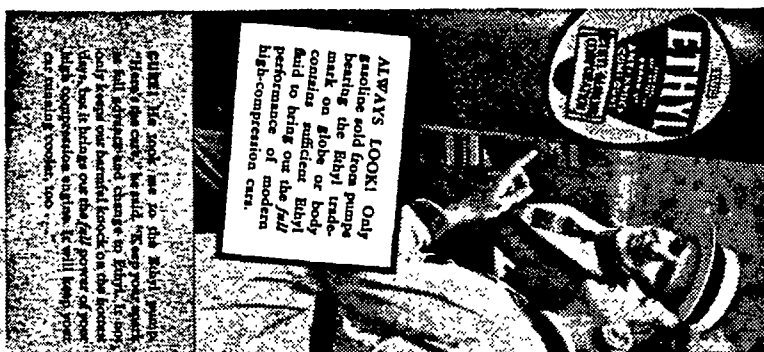
When your car knocks in summer, don't blame the car



WROTE! My new car isn't smoothy until long summer comes along. (I've) been to knock, and I had to fall back, and around on hills! I thought, what's wrong is high. It became so bad, I had to look my car back in the dealer, to find out what was wrong with the engine.



WROTE! When the dealer's service manager heard my tale, he said, "Don't blame the engine, blame the gas. (Knocking) is more apt to knock in summer, especially in the new high compression cars. If you had that knock by switching the switch, how do I have this power."

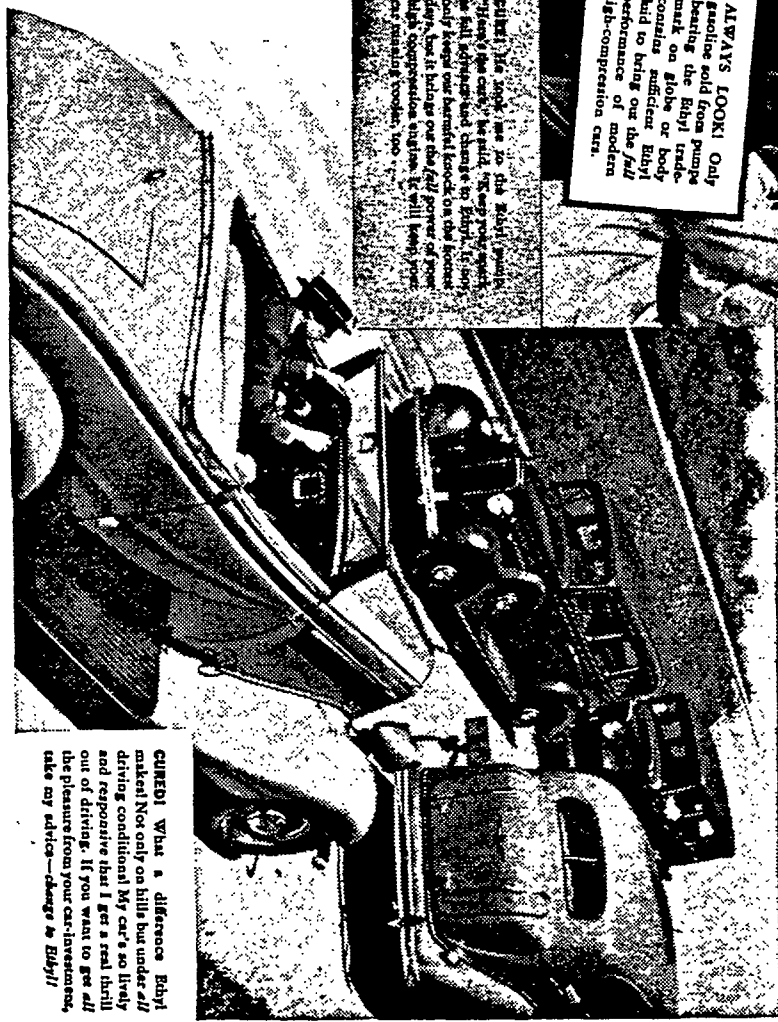


ALWAYS LOOK! Only gasoline sold from pumps bearing the Ethyl trade-mark on globe or globe contains sufficient Ethyl fluid to bring out the full performance of modern high-compression cars.

GIVEN! As you see, so the Ethyl pump, "If you're the car," he said, "we say you want to fall behind and change to Ethyl. It won't only keep our harmful knock on the loose, but it brings out the full power of your high compression engine. It will keep your car running smooth, too."

CHANGE TO ETHYL!

ETC 21713



CURED! What a difference Ethyl makes! Not only on hills but under all driving conditions my car's so lively and responsive that I get a real thrill out of driving. If you want to get all the pleasure from your car's performance, take my advice—change to Ethyl!

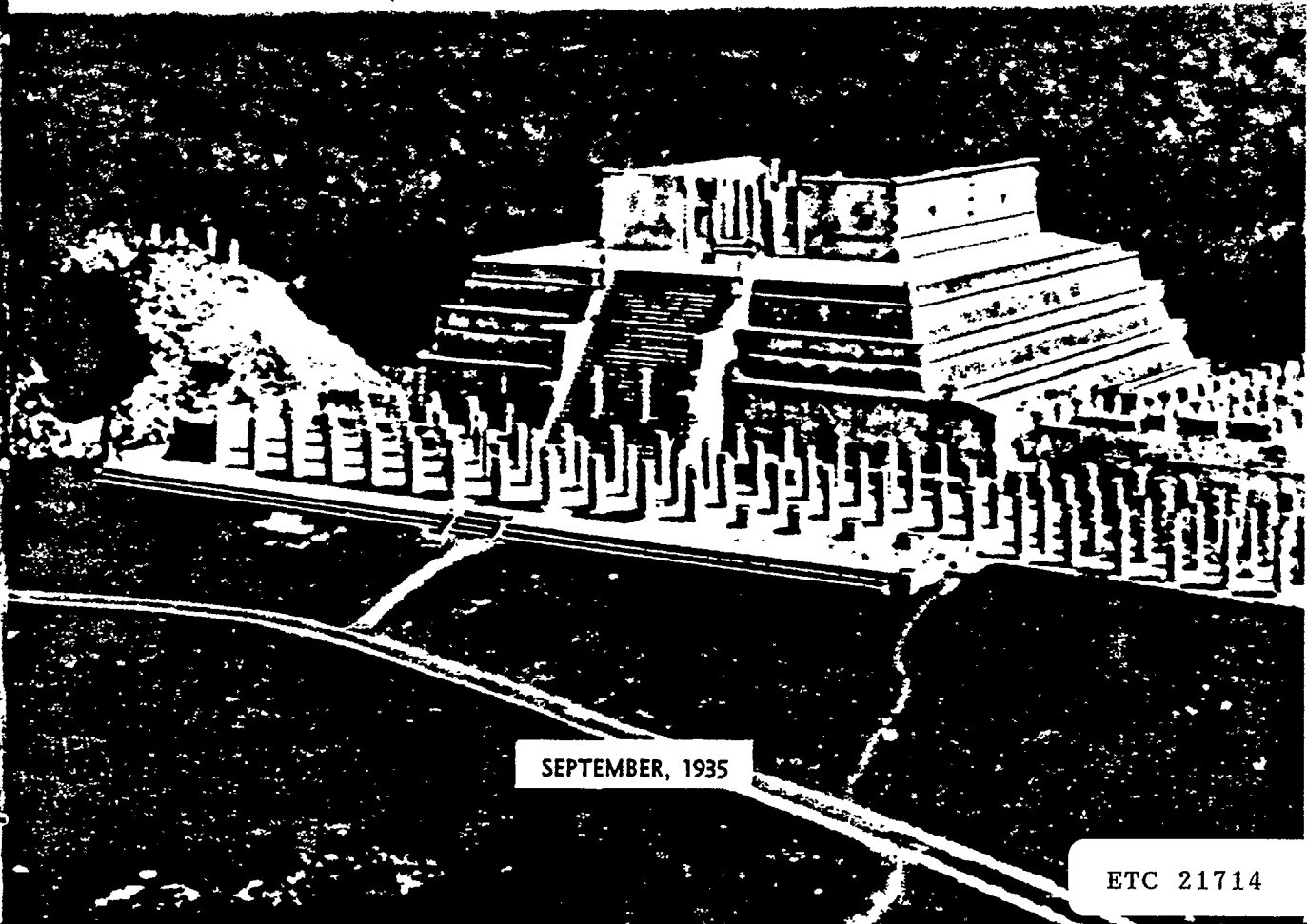
3 FACTS you should know about gasoline:

1. Pumps marked Ethyl contain the coolest fuel for summer use. The Ethyl fluid prevents harmful knock, which is more prevalent in summer. Thus, more of the potential energy of each gallon of gasoline is transformed into engine power and less sent as waste heat to the cooling system, already battling high outside temperatures.
2. Ethyl fluid is needed to develop full performance by modern high compression cars every season of the year. It makes older cars, too, run better as carbon and mileage accumu-
3. Sufficient Ethyl fluid (containing tetraethyl lead) is used to produce the highest antiknock rating by the official test methods of the oil and automotive industries. The all-round quality of motor fuel so treated is protected by double inspection at the refinery and at the pump.
To get all the power and pleasure from your car investment, **NEXT TIME GET ETHYL!**

Runs B. & W. Newspapers—July 28

ETHYL
NEWS

FILE COPY - W. CARY HARRIS



SEPTEMBER, 1935

ETC 21714

To All The Sales

Unless otherwise in-
dicated, all artwork and
photographs destroyed
May 1957.

- THE story
wished, he re
if I don't."

When asked what wages he
have to think, six dollars

- OUR Sales
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organization a man's habits,
extreme importance to us.
, through habit, go along
the method, perform their
thinking and acting ahead

- THOSE in the first group will always remain faithful employees and will be compensated as such; the others will be rewarded because their superiors have been convinced that with additional opportunities their usefulness to the company can be increased.

- OUR organization is sufficiently small so that Division Managers and department heads can recognize outstanding work, and, since compensation and promotion are entirely dependent on efficiency, I urge you not to restrict yourselves to routine work—merely doing enough "to get by", but to form the habit of thinking ahead and making your present position of more importance to the company.

J. C. Taylor



ETHYL NEWS

Vol. 2, No. 9

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
NEW YORK CITY

SEPTEMBER, 1935

Published monthly by the Ethyl Gasoline Corporation for the entertainment and benefit of the members of its organization. Address all news items, correspondence or other material to the Editor, W. Cary Harris, 35th floor, Chrysler Building, New York City.

The Detroit Laboratory Begins Supercharging Work

W. CARY HARRIS Editor

Associate Editors

EDWIN DOWNS

PAUL E. McELROY

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ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

• ALTHOUGH supercharging has been used for a considerable length of time in certain specialized fields such as aircraft, racing, etc., it is rather new to the production passenger car and bus fields. A great deal of general information on supercharging has been published but there is little available on modern passenger car engines and practically none on the octane number required with the different setups. The Laboratory is proposing to study the relation of antiknock gasoline and increased power output with different degrees of supercharging. ✓

There is no specific information on whether, from a purely theoretical standpoint it is better to highly supercharge a very low compression engine, give a moderate amount of supercharging to a high compression engine, or to give just a small amount to a very high compression engine. In the course of our tests, a great many compression ratios with different degrees of supercharging together with their fuel requirements will be studied. The Laboratory has set up a fairly large rotary vane type of air compressor with a surge tank on the balcony of the dynamometer room. The air can be piped to any dynamometer set up in the Laboratory.

This supercharger is of a somewhat special design having Bakelite blades to permit continued high speed operation without failure. Of course, a small pump will be adequate to supercharge even fairly large engines at low speed but a tremendous quantity of air is necessary to supercharge a reasonably good sized engine at high speeds. Our supercharging equipment is capable of delivering a 15 pound boost to a 1936 Buick 40 engine at top speed, on which the preliminary tests will be made. At 75 miles an hour this engine will receive about the same amount of supercharging that the British Schneider Cup engines used in setting their world's speed record.

The studying of the antiknock fuel required under the various degrees of supercharging is of primary im-

(Continued on page 3)

MEET MR. JORDAN



✓

• ROBERT L. JORDAN was born at Chatham, Ill., on April 19th, 1899. He attended the public schools at Springfield, Ill., and upon completion of his education served an apprenticeship in tool and die making with the Illinois Watch Company of Springfield. He then moved to Dayton, Ohio, where he was employed by the National Cash Register Company in their model department.

In 1921 Mr. Jordan became associated with General Motors Research Corporation at Moraine City, Ohio, where he was engaged in various phases of experimental work being carried on at that time. Two of the most important of these were the copper fin air-cooled motor and Ethyl Gasoline.

During 1923, soon after the General Motors Chemical Corporation was formed, Mr. Jordan joined the new organization and was placed in charge of blending operations, later being transferred to the field. The following year found him with the Ethyl Gasoline Corporation thus becoming one of the oldest men in respect to employment, in the company, and he takes much pleasure in being known as "one of Mr. Midgley's boys". In 1926 he was assigned to work exclusively with Standard Oil of Indiana and for several months covered their entire territory engaged in educational and sales promotion work. During this period he conclusively proved the value of the demonstrating motor for promoting the sale of Ethyl Gasoline. At the time the Chicago office was opened he was appointed Division Manager which position he still occupies.

Mr. Jordan is married and lives with his wife and two sons at Wilmette, Ill. His chief hobby is fishing.

Great Britain "Terraplanes"

• WE HAVE received from our London correspondent, Mr. Hubert Fossett, a description of a new sports model Hudson Terraplane especially designed for the English market, which has just made its appearance in Great Britain. This model is sold there in several of the specialized conversions primarily designed to bring the car into line with the English sports car development. In general these conversions incorporate a standard chassis and engine and are fitted with a very light body which appeals to the English taste, the only exception being that a little more attention is given to the springing. This may be modified slightly by reducing the camber on the springs and fitting additional shock absorbers. Briefly the specifications, as reported in "Motor Sport" (English) are as follows:

Engine—8 cylinder bore 76 mm., stroke 114 mm. Capacity 4168 cc., R.A.C. rating 28.8 Side valves. Single Carter down-draft carbureter, coil ignition, 14 mm. plugs.

Gearbox—Three speeds and reverse. Constant mesh second gear. Ratios 3.95, 6.37 and 9.56 to 1.

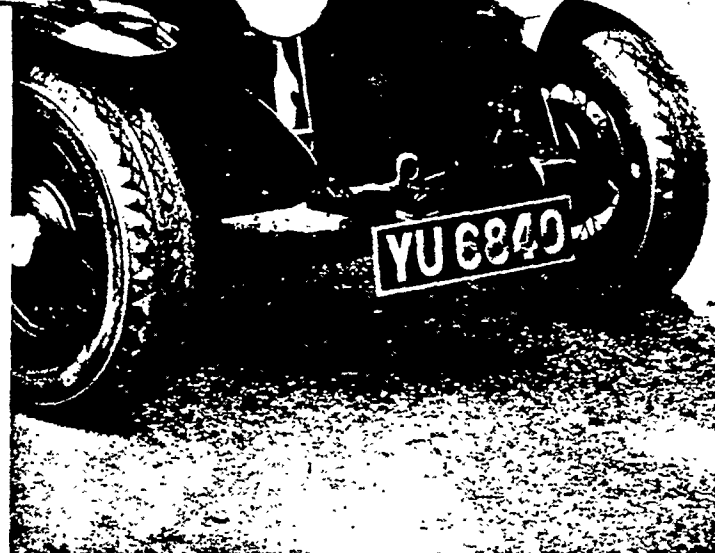
Suspension—Half-elliptic springs front and rear. Axle-flex independent springing to front wheels.

Brakes—Bendix compensated two-shoe self servo.

Dimensions—Wheelbase 9 ft. 9 ins.; Track 4 ft., 8 ins. Weight with four-seater open body 2300 pounds.

Price—£525.

The report in this publication goes on to comment that "the engine is extremely efficient, is equipped with a high-compression aluminum head and will produce 120 h.p. Skillful casting in the cylinder block and extensive use of high-duty steels in other parts has produced a power unit of very moderate weight. In tests run at Brooklands, this car repeatedly clocked 102 m.p.h. over the half mile stretch and covered a flying lap at 94 m.p.h. The acceleration chart shows 1 1/5 seconds from 10 to 20 miles and 2 4/5 up to 30 miles with 80 miles registered at 20 sec. In brake tests on wet concrete the car was brought to a full stop in 63 ft. from 40 m.p.h. The car is fitted with a high-compression head, giving a compression ratio of 7 to 1 which of course indicates that Ethyl is the fuel required for best performance."



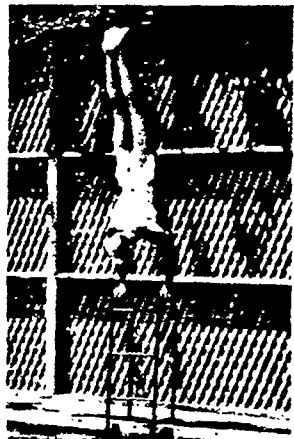
DETROIT LAB. SUPERCHARGING

(continued from page 1)

portance to our Company but likewise is of much interest to all the motor manufacturers because supercharging has already appeared on different cars and buses. The Greyhound Company is now operating two large buses which are powered with a supercharged General Motor 450 cu. in. engine. Two similar buses are powered with the 707 cu. in. engine. The General Motors Truck Corporation is keeping very close records on these four buses and we are planning to tie in our "fundamental" research information on supercharging.

Of course it should be remembered that the degree of supercharging which our equipment will deliver at all speeds is not in line with any of the commercial superchargers available today because our supercharger can be run at different speeds in relation to the engine, thereby giving either a constant boost over the whole speed range or even a higher boost at the low speeds.

This type of fundamental information may be the kind that will lay the corner-stones for a most unusual car of tomorrow.



New York Office Stages Golf Party at "Old" St. Andrew's

• GET HOT! That's just what happened on July 19th when the boys from the New York office met the members of our advertising agency, Batten, Barton, Durstine & Osborn, in a golf tournament at St. Andrew's Golf Club which incidentally has the distinction of being the oldest golf club in the United States. The weather certainly "got hot." Louis Volz, our comptroller, "got hot" and won low gross. Ralph Champlin, from B.B.D.&O. "got hot" and captured low net. Bruce Barton, Oscar Lewis and many others burnt up the old course while Jim Boudreau got all "het up" smacking his ball 166 times to win high gross.

Ethyl arranged the party and our agency, not to be outdone, contributed the handsome prizes. Everyone enjoyed the outing because those who did not play golf and some who did made good use of the cool waters of the swimming pool.

Our staff photographer caught a few informal shots—needless to say propriety and lack of space prohibits the publication of many, as one can plainly understand by looking at the photograph of an acrobatic member of our agency "doing his stuff" in the pool.

• TOP ROW FROM LEFT; Pres. Earle Webb sending away a long one from the 9th tee and next comes Advertising Manager Kaley getting all cleaned up for his new job. Mr. Mitnacht and Mr. Stecher of Dupont, matched irons and woods with Messrs. Taylor and Lewis of the Sales Department. Comptroller Volz, winner of low gross, in action on the right. In second row we first find Mr. Ralph Champlin, B.B.D.&O., showing how he snatched low net. This guy who's up in the air can't be identified, he's evidently lost something in the pool and is looking for it—probably his watch. In the center are three of the senior foursome, Pres. Webb, Director E. M. Clark and Mr. Bruce Barton. Yes, it's Mr. Walter taking a good crack at the ball while the Treasurer smilingly looks on. This object crawled up from the bottom of the pool and after some time it was discovered to be one Paul McElroy. And last comes "Ted Ray" Hayward, pipe and all.



• THE TULSA DIVISION, in conducting their demonstrating campaigns, feel the importance not only of going before the Sales Department personnel of our licensees, but of bringing our message to potential customers in all departments. The illustration shows Mr. Russell Schell, who has developed this particular phase of our demonstrating activities in his division, pointing out the advantages of using Ethyl, to a group in front of the Humble Building at Houston, Texas. It will be noted that the instrument panel has been secured to the top of the car so that it can be easily read by those in the back of the crowd. Since Houston is a city of 325,000 and the Humble Building being located on the main street in the heart of the city, it was necessary to secure special permission from the Police Department before this demonstration could be held.

• THE FERTILE MIND of Mr. Charles White of the Los Angeles Division devised a new way of disposing of old razor blades. He said, "Bury them in gopher holes and thus kill the gophers." Is it any wonder then that he solved the problem of how to put old demonstrating engines to a useful purpose? The answer was to install them in secondary motor clinics. Such an installation is shown at the Carburetor Exchange, Los Angeles, and the manager standing next to the demonstrator has just finished telling Mr. White why he should use Ethyl. Mr. Wilkinson, the manager, uses the engine on the average of five times a day and talks to about 200 people each week. He gets the story over better than we can for they are convinced he is talking for their own good since he is not selling them anything.

• As some of us have returned from vacations the editors believe it would be of interest to publish amusing snapshots of various members of our organization taken while "off duty." We realize that you may be reluctant to publicize yourself by sending us a picture posed with your largest catch of fish or one of yourself in the ole swimmin' hole, but get the spirit of the thing and send one along. It will be returned.

Of course you'll like to see how others vacation and here's your opportunity. It will be possible if you will do your part. Some sort of caption should accompany such contributions.

Here and There

• A short time ago the Superintendent of Light and Water for the City of Riverside, California, requested Mr. C. O. White of our Los Angeles Division to give him some information on high compression a 75 Holt Stationary Engine. This engine was used as a stand-by pumper in the event of fire. It originally had a 4.3 ratio and was able to deliver only 1800 gallons a minute but on Mr. White's recommendation the ratio was raised to 5.5. After the change was made they found they were able to pump 2300 gallons a minute. As an additional test the engine was connected to the municipal water system and carried the whole city for eight hours, pumping 2,000 gallons per minute and using less than 15 gallons of Ethyl for the entire time.

• Have you ever been asked the question: "How much gasoline does the U. S. Government use a year?" The Baltimore Division recently secured from the Procurement Division their estimates for the months of July, August and September. It was 20,000,000 gallons. The Procurement Division says this is a small quarter compared to some of the others and estimates that when Navy purchases and aviation gasoline (which they do not buy) are added, the total is slightly better than 100,000,000 gallons per year.

• We are in receipt of a report from our Mr. T. E. Zadra who writes us from Boise, Idaho, saying that he observes a noticeable change in the attitude of our customers' agents and the general public towards our product. In the recent past the territory of which he speaks has not been particularly "Ethyl-minded" but it appears that the motorists are beginning to realize that engines of late design and those of the future, require better fuels. Indication of this is the fact that the agent for Continental Oil at Boise, informed Mr. Zadra that a number of pump operators had, during the past few weeks, told him there was an increased demand for Ethyl and that they would like to stock a supply.

• During the Mid-Continent D-X Ethyl Campaign, which got under way last June, a number of schemes were employed to assure good audiences for the service station meetings. One of the most successful was one used in the Kansas City Division. Mr. St. Germain of the Baltimore Division, who was assigned to Kansas City for a few weeks during the drive, reports that one day he demonstrated at seventeen service stations with a total attendance of well over 500. The plan used, which was largely responsible for the result, was to have a sound truck and an announcer proceed him into the town to give the hour and place of the first demonstration and then during the time he was talking it would cruise around the city announcing that a special demonstration was taking place at such and such a Diamond station and where the next would be held.

• An item which recently appeared in the Dallas News says that a meeting held at the United Motors Service, Inc. of that city was attended by automotive men, fleet users, garage men, station managers and dealer mechanics, approximately 800 in all. The principal speaker was Mr. T. H. Nagle, General Service Manager of United Motors. The meeting dealt with automotive repair and service work, especially attractive to fleet users who are anxious to keep their operating costs at a minimum. In this connection it is significant that Messrs. Hamilton and Cottrell of our Tulsa Division were asked to go on the program and show our slides and motor demonstration as well as the quartz window display. We have reason to believe that as a result of this promotional effort United Motors will go ahead with the high compression program which they have contemplated.

• About 4,000 motorized units will be on the field at the Pine Camp maneuvers of the First Army held during the last of August in New York State. Leaded regular gasoline is to be used in this equipment with an approximate consumption of 250,000 gallons by the first of September.

• Mr. Lowell Dollahan of the Chicago Division has quite recently succeeded in converting the St. Joseph Fire Department to Ethyl Gasoline. This city is following the recent trend towards a realization that Fire and Police Departments must, above everything else, deliver the maximum of efficiency in the operation of their equipment. Such cities as Newark, N. J., Milwaukee and Madison, Wis., St. Louis, Mo., Cleveland and Cincinnati, as well as many others, have recognized the advantages of high compression and high anti-knock fuels for their apparatus.

• An example of a well thought out sales promotion idea is brought to our attention by Mr. Walter S. Mayes of our Dayton Division. The idea was originated by a Mid-Continent service station manager in Hopkinsville, Kentucky and its appeal is due to the fact that many of his customers are either engaged in, or familiar with, coal mining operations. In fact this manager was himself a coal miner before he got into the oil business and he makes use of his knowledge of that industry and puts it to work in his present calling. The story he tells his customers to give them a picture they will comprehend of the virtue of Ethyl Fluid, is something like this: "Before I got into the oil business I was a coal miner and whenever we made a new entry we placed troughs of very fine limestone dust on the floor of the room. Then if we had an explosion the troughs were knocked over, the limestone dust thrown into the air. It seemed to get in between the particles of coal and gas which were exploding and stop the explosion. In other words, you have the same thing with Ethyl Fluid in gasoline where it stops the explosion and makes the gasoline burn evenly." Perhaps the comparison might be criticized from a technical standpoint, but at least it gets his story over in a way which can be appreciated by his audience.

• Jack Martin, while in Honolulu in the interests of Ethyl and in cooperation with Associated Oil Company, was invited to make a fifteen minute radio talk on the development of transportation and motor fuels development. This was broadcast over the local station KGMB, one of the two Honolulu stations on which the majority of the Island's inhabitants get good reception.

• From the Toronto Division comes word that the McColl-Fontenac Oil Company, Ltd. reports that for the six months this year ending June 30th, their Ethyl gallonage has increased 45% over the same period in 1934. We understand further that the sales in July indicated a still larger increase.

• Ethyl demonstrations have been held in all sorts of places and in many languages but it remained for Mr. C. E. Smith of the Chicago Division, to "crash" the Golden Gates, as it were. Doubtless the excellence and purity of our product had something to do with it. He writes: "After an automobile agency demonstration at Port Huron, Mich., I took my demonstrator and set it up at the Methodist-Episcopal Church for the Standard Oil Company meeting on D-X Ethyl. One hundred and thirty-five men attended and it was one of the finest and most enthusiastic meetings I have seen in some time." It looks as if someone was stealing Mr. Jack Steelman's "stuff".

✓ It comes to us that officials of the Associated Oil Company at San Francisco are enthusiastic over the results of their Aviation Ethyl Campaign. Every one of their districts continues to show greater increases in Ethyl month after month and Ethyl sales, as well as total sales, for July set a new record. They are now formulating a more extensive sales and advertising campaign which they are confident will greatly speed up their progress.

✓ The Tulsa Division claims the distinction of having the first 8,500 gallon tank car installation for the mixing of Aviation Ethyl Gasoline. This plant was put in operation by Gulf Refining Company at their Port Arthur refinery during the latter part of May this year. Since that time several tank cars of Aviation Ethyl Fluid have been delivered to the plant, which illustrates the importance of this end of our business. The refinery has a second 8,500 gallon tank car installation for the mixing of Ethyl and leaded regular gasoline.

✓ Messrs. J. A. Costello and J. S. Cole, of the Baltimore Division, made such an excellent presentation of the Chevrolet Tune Up booklet to the Baltimore Zone office of the Chevrolet Motor Company, that they were able to line up immediately a series of meetings for the service managers clubs. These meetings are to be held in September and will take place in the following cities: Roanoke, Va., Richmond, Va., Norfolk, Va., Salisbury, Md., Baltimore, Md., and Washington, D. C. Encouraged by their success they approached the Pontiac and Oldsmobile Zone offices in Washington and presented the booklet. Both of these are now studying it with the object of modifying it to apply to their particular cars after which meetings are expected to be arranged for them. In North and South Carolina the service managers have a strict rule that no outside speakers are allowed at their clubs but after seeing this tune up booklet the Zone officials have asked their agency service managers to waive this rule and have our speakers present. To date we have not received the results of the poll but have all the confidence in the world that it is going to be favorable from the reports we have received so far.

✓ Mr. H. A. Reinhart, our Seattle representative, informs us of a stunt that the Associated boys have put on in their local clinic which is creating considerable interest. It seems that they arranged with the various automotive engineers in their city to set up a display of high compression heads of their respective cars and the story of the advantages to be had when Ethyl Gasoline is used. This exhibit is at the clinic and over the name of the various car manufacturers. The heads are loaned by the companies.

✓ A service manager for Dodge-Plymouth cars down in North Carolina, who is a strong booster for Ethyl, told a story the other day of an experience he had a few years back. It was at the time when most of the detonation trouble was being blamed on valves. A customer came in one day and asked if he could have the valves ground on his car and get it back the same afternoon. This service manager told him that he could remedy the trouble in a very few minutes, whereupon he filled the tank with Ethyl and the owner drove off well satisfied.

✓ Here's a tip on answering complaints on Oldsmobiles. If the car backfires, particularly when going down hill, shows excessive oil consumption and has difficulty in starting, check the gasoline pump. Sometimes diaphragms go bad and cause the trouble. A new diaphragm clears it up nine times out of ten.

✓ Associated Oil Company continue their activity on the Coast. At the Santa Maria County Fair, held the last of July, they put in a display booth and arranged with us to give demonstrations. They installed the equipment for us and furnished a public address system in connection with it. At

about the same time the San Francisco district manager for Associated made arrangements to give a showing of the Aviation Ethyl and motor clinic pictures before the meeting of the Executive's Association which was held in San Francisco.

✓ A Texas jobber in Massachusetts recently employed girls to operate one of their filling stations. The first week under this system—sales tripled. It will be interesting to note whether or not the fair sex can hold this gallanage, or whether the novelty will wear off.

✓ A series of educational sales meetings have been conducted for the Firestone Service Stores by members of our Dayton Division in their territory. The work in the Cincinnati District was completed by the end of July and the Columbus and Toledo Districts were covered during August. That this activity is meeting with success is indicated by a case in the Cincinnati area which is typical. At the conclusion of a meeting at a store in Middletown, which was conducted by Mr. Ray Faller, the men attending stated that with the information presented to them they should be able to increase their Ethyl sales and percentages by putting into operation the suggestions given them. This attitude is characteristic of what has been encountered in the Firestone Stores.

✓ Mr. C. E. Smith of the Chicago Division, informs us that an intensive sales drive on leaded regular was started about May 1st by the Highland Oil Corporation, one of the largest jobbers in the state of Michigan. Before this drive started, most of their commercial fleet accounts were using 64 octane unleaded gasoline, but in less than three months they have succeeded in swinging over all their commercial fleet business to leaded regular, with the exception of only one account. Since this jobber handles nearly 60% of the commercial fleet business in the city of Detroit, it means a considerable gain of leaded regular, as the aggregate yearly gallonage of these accounts is nearly two million gallons.

✓ Mr. Art Hutson recently held a meeting for the Madison N. Y. Barracks of the U. S. Army, a motorized artillery unit operating about 600 pieces of equipment. The Quartermaster and his assistants, all of the battery commanders, several drivers, and most of the shop mechanics, were on hand to witness the demonstration. After the meeting the quartermaster was asked by the battery commanders to supply them with Ethyl Gasoline entirely for use in their trucks and tractors. They were using leaded regular gasoline and Ethyl.

✓ The Tide Water Oil Corporation has inaugurated a snappy Ethyl sales promotional campaign for the month of August in Eastern New York State. Bulletins have been sent to dealers which not only emphasize the need for Ethyl in various models, but which also lists the cars that will knock on Tydol Triple-X or other regular fuels. The regular monthly service station meetings are being devoted to Ethyl and other plans are being made to further push the sale of Tydol Ethyl.

✓ That the Mid-Continent D-X Ethyl Campaign is bearing fruit is evidenced by a report coming from Mr. G. B. Donohue of the Chicago Division. He tells us that the Fire Department of Monmouth, Ill. has changed to Ethyl as the result of the Chief having witnessed a demonstration and making a thorough investigation of the advantages of high octane fuel for his equipment. In other instances D-X dealers, upon witnessing a demonstration, have replaced their third grade pump with Ethyl. In general the Ethyl sales have shown a considerable increase since the demonstration programs got under way.

✓ The quartz window which is being used in the demonstrating engine is attracting quite a bit of attention. However, there is always somebody present at the demonstration who is convinced that it is done with mirrors.



THROUGH THE SKY-WAYS OF TH

NEED-LEVEL

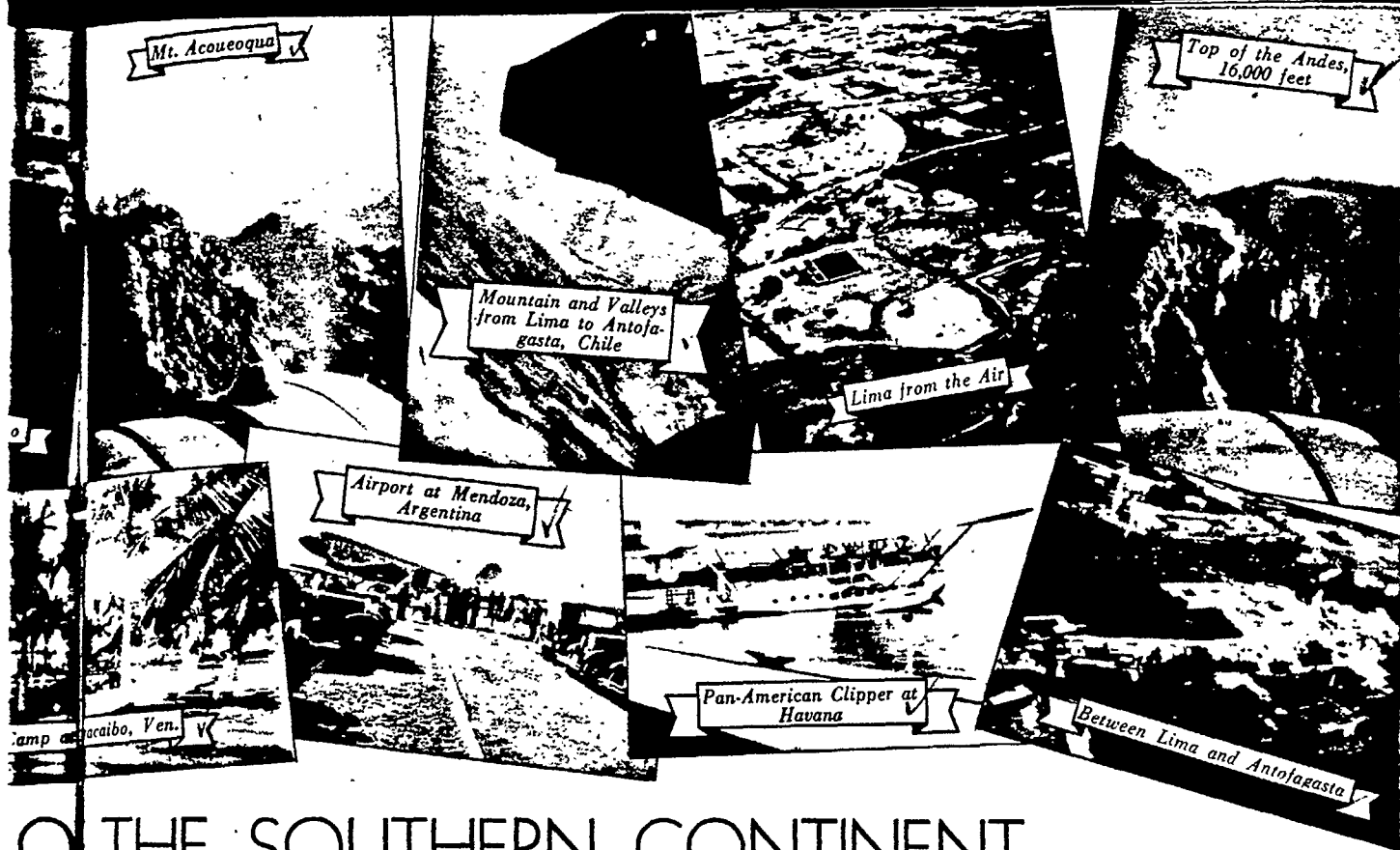
✓ It is 6:20 P. M., the night of May 17th, and a great silver Douglas transport plane is circling down to a landing at Newark airport. This is the last stop, after a total of 200 hours in the air covering a distance of 20,219 air miles, flying Mexico and South America. Fourteen weeks before on a cold foggy February night, I left this same airport in the same type of plane. In the time between I travelled in Douglas, Ford, Junker, Stinson, and Sikorsky planes, as well as a variety of trains and boats, including the Valparaiso Express (The pride of Chile) and the San Antonio local, (a species of Toonerville) a trip on which is good publicity for the air lines. In three months I went from winter through spring, summer, fall and back to spring weather. I experienced the hospitality of every type of hostelry from the magnificence of the Plaza in Buenos Aires to the other extreme in Tampico. (And I mean extreme!)

In detail the route followed after leaving the United States from Brownsville, Texas, was through Mexico; down the Central Americas to the Canal Zone; the west coast of Columbia, Ecuador, Peru and Chile; across the Andes to Argentina; up the east coast of Brazil; through the Guianas to Trinidad; across the northern coast of South America to Venezuela and Columbia; over the water 500 miles to Jamaica, then Cuba and Miami. There were trips into the interior of several of the countries but it was particularly thrilling

to realize that with the exception of the southern tip I had flown around an entire continent.

It was amazing to find that in Mexico and through out South America, air travel has from the beginning of the industry been accepted as an ordinary mode of getting about in spite of, or perhaps because of, the slow development of other modes of transportation. The quick popularity of flying in South America compared with the slower development of commercial flying in this country may be due to the fact that it did not there go through a long period of experiment with its attendant uncertainties and dangers but was introduced as a well proven industry. When one also considers the obvious advantages of time saved and effort, it is not as strange as it appears at first. As illustration of the prevalence of air travel is a brief notice in Peru which operates three air passages between Lima and Arequipa. Last year they carried 10,062 passengers and 250,000 pounds of air mail and express. As far as time saving and comfort is concerned, we flew up the Magdalena River in Columbia to Barranca in four hours while the same trip by river boat takes from four to seven days and though it sounds romantic it is actually a most uncomfortable experience.

The trip down the west coast of South America after leaving Guayaquil, Ecuador, is like the one just over desert with the Andes on one side and the Pacific ocean on the other. To me one of the most exciting



O THE SOUTHERN CONTINENT

WITH LITTLEFIELD

examples of the fact that transportation in South America has progressed directly from the burro and camiones (similar to our stagecoach) era to the aviation era, skipping the railroad era, was at the regular stops for fuel. After flying for hours over the desolate and forbidding desert the plane made a landing at a spot devoid of any sign of habitation or civilization. In all of this vast expanse appeared one small burro waiting beside cans of Ethyl Aviation Gasoline which he and his companions had carried miles across the desert.

It is estimated that Mexico and South America produce 237,706,000 barrels of petroleum annually which represents 15.1 per cent of the world's total production. Venezuela alone produces 139,537,000 barrels while Mexico is next with 2½ percent of the world's total. The crude produced in Trinidad gives a gasoline of high anti-knock value similar to a good California crude. In Venezuela the production of oil is the main industry and new fields are constantly being developed. Although the present production in Argentina is relatively small, new fields are being developed every year and their total production is increasing steadily. Of the non-oil producing countries, Brazil is an interesting possibility for future development as the greater part of it's area is still unexplored.

Mexico, Peru and Argentina are the only countries in which refining is done to any large extent. These refineries supply most of the South American gasoline

market, although along the east coast some gasoline is imported from the United States.

A great deal of the gasoline sold for local consumption is sold in cases. A case consists of two five gallon cans. These cases are transported by ships, trains, trucks and in many instances by burros. The extent of this type of business can be seen by the fact that in one company alone, the annual output is over 1,500,000 cases or more than half of their total business.

During my stay in Talara, Peru, I had an opportunity to watch the cases of gasoline being loaded on very small sail boats which carried them up and down the west coast. Also from Talara I took a wild ride in a Ford car into the desert to the oil fields of Negritas. The road over the desert is hardly more than a trail. The driver slowed up for nothing but tore along over bumps and ruts, while the car rattled and banged as if it would fall apart any moment. The wind from the Pacific Ocean blows continually across the desert so that I was soon blinded by sand and the strong wind. Crews of men are at work all the time keeping the roads and railroad tracks clear of the sand which would quickly obliterate them if left alone. I was particularly interested in seeing the Negritas fields because they were among the very first of the large South American fields to be developed.

Mexico, Peru and Argentina are the leaders in
(Continued on next page)

road building. Many new roads are planned and being built in these countries. Already a new road from Texas to Mexico City is nearing completion. A great increase in tourists is anticipated when the present plans are carried out, and a corresponding increase in the sale of automobiles. More than 95% of the cars sold in all South American countries are of American manufacture.

Whenever one is planning a trip there is usually a place, an event, or an activity which in anticipation stands out as the highlight of the journey. Frequently, it falls below expectations, but once in a while the realization exceeds the dream. It was so on my trip. Before leaving home, I imagined that flying across the Andes would be my greatest thrill, and it was much more thrilling than I imagined.

The flight from Santiago, Chile to Mendoza, Argentina takes about an hour and a quarter. There are two passes between which is a lookout station built on the top of a ridge at an altitude of 14,000 feet. Weather conditions in both passes are radioed from here before a plane leaves either side. Within the past year a change has been made from Ford tri-motors to Douglas planes on this run. In making tests for this flight a Douglas was flown across and back on one motor at an altitude of about 18,000 feet. Positions are checked and radioed from all planes every fifteen minutes during the crossing. Oxygen is available on the plane and is used by most everyone at the very high altitudes. When weather conditions are too bad to take passengers across, a small plane goes over at a high altitude with the mail.

On the day I was to make my first flight across the bus picked me up at the hotel at six o'clock in the morning. It was a cold, bleak day with a mist so heavy that it seemed impossible that a plane could take off. However, at seven-thirty, all necessary formalities having been attended to, we took off from the Santiago airport. We could see absolutely nothing. In five minutes we were above the mist in a world of sunshine. It was a grand sensation in the true meaning of the word grand. The flying conditions were perfect. We headed up the valley into the first pass. Looking around we saw piles of jagged rocks and barren peaks which are the Andes. Nowhere was there a possible landing place. The stern beauty of the whole scene and the vastness of everything gave me a feeling of impersonality. We saw the Lago de Fuego at the top of the first pass. We passed close to Mount Acoueoqua, approximately 22,000 feet high, the highest peak of the Andes. It did not seem far above us. Time and space lost their every day values and assumed new proportions. When we came down in Mendoza I felt that I had not made a trip but rather that I had had a tremendous experience.

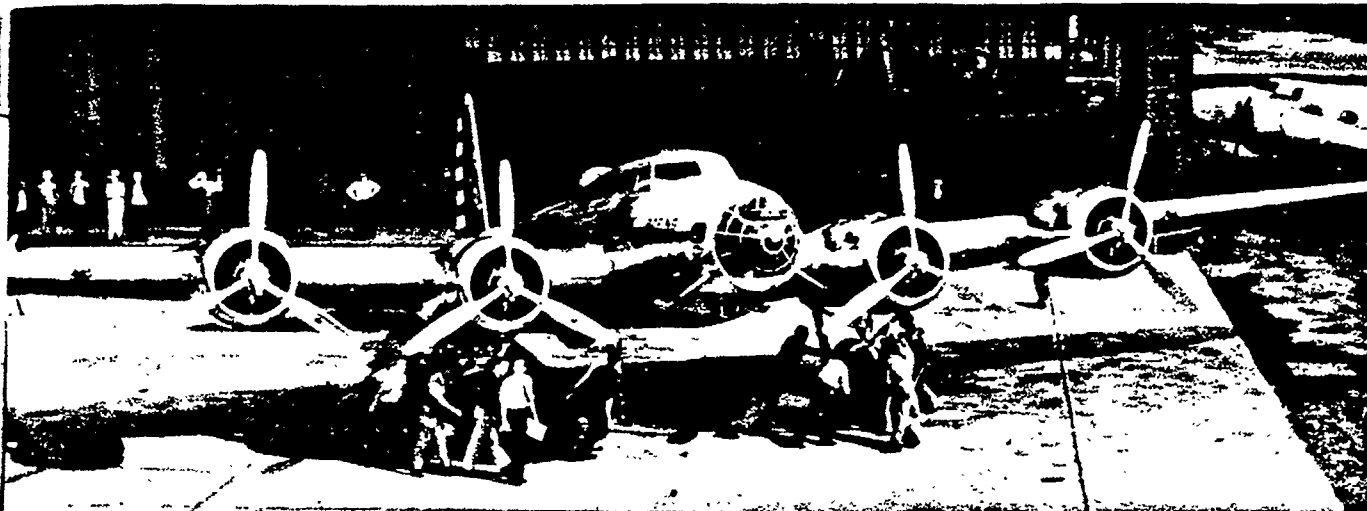
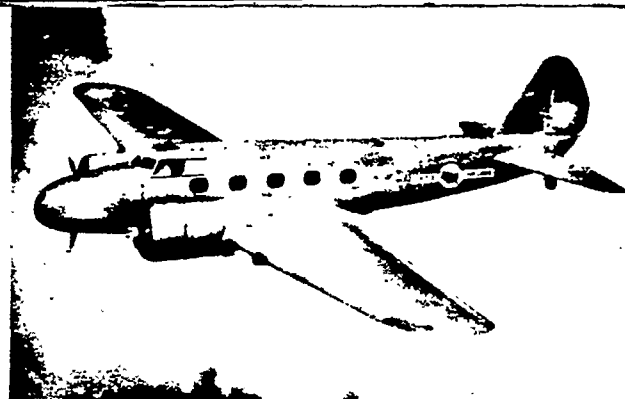
A forced landing on the Argentine Pampas; the police in Mexico City wearing the flags of the countries whose languages they speak; the Maya ruins in Chichen Itza; the water carnival in Guayaquil (which I would gladly have missed); the difficulty of finding a Spanish doll in all South America; earthquakes in Peru and Chile; the speed of traffic in Buenos Aires and Rio; the thrills of a mountain drive in Santiago; avoiding the undertow on the beach of Rio; the natives in Mexico who prefer their cars to knock; flying 1,000 miles a



• Two photographs showing high waters in the vicinity of Fort Smith during the last flood. Both are pictures of the Poteau Bridge over the Poteau River about two miles out of Fort Smith, looking west towards Oklahoma. These views were taken by Mr. L. L. Huxtable of our Tulsa Division.

day for 4½ days over the coast of Brazil; the convicts refueling the plane in French Guiana; and the Indians in Venezuela who have never been seen by a white man. (Poison arrows take care of any who venture too near); are among the amusing and thrilling experiences and glimpses of a rapid trip around a continent.

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 • **AT 202 MILES AN HOUR:** The new Boeing 247-D transport has taken to the airways of the United States, as a successor to the famed Boeing 247. Equipped with two 550 horsepower geared supercharged Wasp engines and three-bladed controllable pitch propellers, the 247-D has a top speed of 202 miles an hour and cruises at 189 miles an hour. Another performance feature is its ability to climb to 11,500 feet on either one of its two engines. Ten of the planes have been delivered to United Air Lines which now is converting its entire fleet of Boeing 247's to conform to the new model. Boeing transports now are used in the United States by United Air Lines (New York-San Francisco, Vancouver-San Diego and Portland-Salt Lake), Pennsylvania Airlines (Detroit-Cleveland-Washington), Western Air Express (Salt Lake-Los Angeles), National Parks Airways (Salt Lake-Great Falls) and Wyoming Air Service (Cheyenne-Denver).



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 • **AMERICA'S LARGEST LANDPLANE:** The giant Boeing 299 bomber, as it made its first public appearance at Seattle, Washington. Hailed as the fastest and longest range bomber ever built, the aerial battle cruiser is being submitted to the United States Air Corps in open competition with other types at Dayton, Ohio. Of the all-metal mid-wing type, it has a wing span of approximately 100 feet, length of 70 feet, height of 15 feet and gross weight of fifteen tons. Retractable landing gear and tail wheel, air brakes, three-bladed Hamilton Standard constant speed propellers, an automatic pilot, two-way radio telephone, a radio homing device and a number of new armament installations are features. The plane is the largest ever built by the Boeing Aircraft Company, one of the world's outstanding producers of commercial and military types.

✓ New "Air Fortress" Comes East

✓
 • **THE** appearance in recent weeks of a giant new four-engined bomber known as the Boeing 299 and hailed as the fastest, longest-range "aerial battle cruiser" ever built, once again has drawn international attention to the Seattle plant of the Boeing Aircraft Company, one of the world's outstanding producers of military and commercial planes. Appropriately, the 299 made its bow on the nineteenth birthday anniversary of the Boeing organization as the largest, most advanced craft yet to come from the Boeing factory. Completed after more than a year of work, the bomber was submitted to the United States Air Corps in open competition with other types August 22nd, at Dayton, Ohio, the 2100 mile flight from the coast being covered in nine hours.

Military secrecy necessarily shrouds many details of the mammoth plane. It is known, however, that it has a wing span of more than one hundred feet, length

of over seventy feet and gross weight of approximately fifteen tons. The four engines are Pratt & Whitney Hornets, swinging three-bladed Hamilton Standard constant speed propellers. Throughout the plane is of metal construction. Features include retractable landing gear and tail wheel; air brakes, used for the first time in any American aircraft; the latest in flight and engine instruments, two-way radio telephone equipment, a radio "homing" device and a number of new armament installations developed by Boeing engineers.

As the latest achievement in aircraft design and construction, the 299 is in strange contrast to the first Boeing plane of nineteen years ago. Known as the B. & W.. that seaplane trainer of 1916 was of "stick and wire" construction, had a 120-horse-power Hall Scott

(Continued on page 13)



• VINCENT E. KEENAN, who has recently been appointed Assistant Manager of the Dayton Division, entered the employ of the Ethyl Gasoline Corporation on January 15, 1932. During these three and a half years he has been engaged in various field activities throughout the Dayton territory and for the past two has made his headquarters in Cincinnati. Much of his time has been spent in commercial and fleet work and general sales promotion in the southwest section of Ohio. That his activities have met with marked success is indicated by the fact that there is practically no demand for non-leaded gasoline in that section of the state. In 1934 he was awarded first prize for the best paper submitted from the Dayton Division.



• W. M. TURNLEY, who has just been appointed Assistant Manager of the Toronto Division, joined the Ethyl Gasoline Corporation in January 1932. In March of the same year he was assigned to the Toronto office as a field representative. Prior to his association with the company he was engaged in the manufacture and sale of batteries and electrical equipment in Canada. As his former activities had necessitated his traveling extensively throughout the Dominion, thus acquiring a large circle of acquaintances, he was well qualified to carry on as a member of our own field staff.



Gasoline-Powered Plow for T. V. A. Tree Nursery Project

✓ THE description of this gasoline plow was contributed by Mr. Sidney Pruitt of our Atlanta Division who, after discovering it quite by accident, made a special trip to Norris Dam to get the details and secure this picture for the "News".

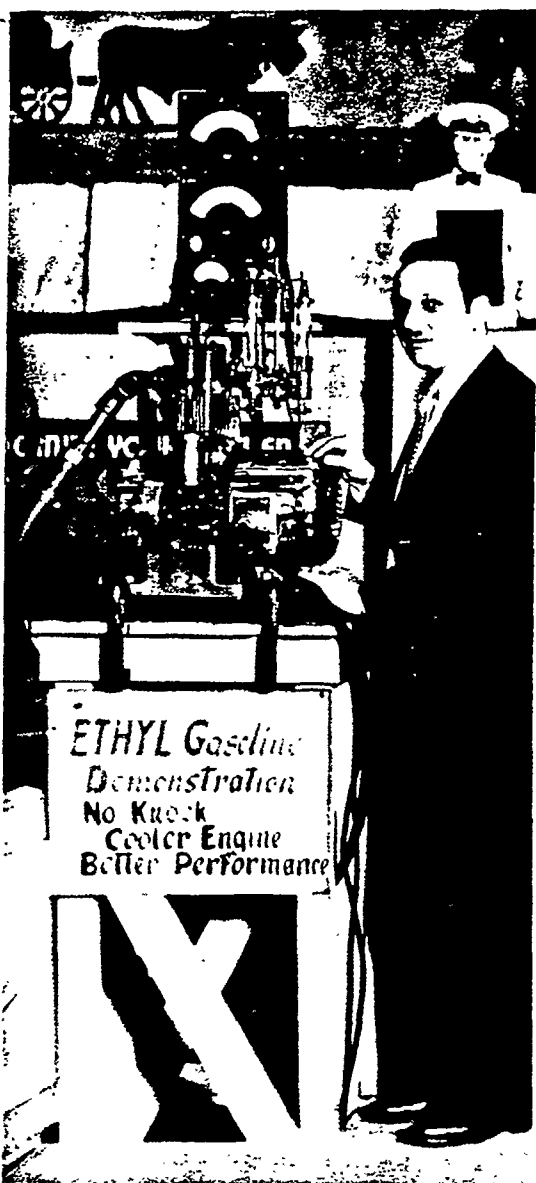
The T. V. A., about a mile below Norris Dam, has a tract of a number of acres which is devoted to a tree nursery. There are rows upon rows of tiny trees—so small in fact, that in many cases it is impossible to see them if one stands erect. To plow this soil, they use the gasoline plow shown, which resembles a garden plow in many details. It is operated, except for tractive force, very much as the garden plow is handled. Furrows can be varied in width, being 27", 20" or 16". Depth of furrow ranges from 2" to 10". The miller turns at a speed of 218 r.p.m. and has a capacity when operating on the wide furrow, of $\frac{3}{8}$ acre per hour.

The actual plowing is done by tines attached to the axle of the miller. These are made of very strong steel, and resemble ordinary heavy wire, being about $\frac{1}{4}$ " in diameter. The number varies from 16 to 12 to 8 tines, dependent on the type of plowing and the width of furrow desired. By making the tines of wire, it is possible to plow in the rocky earth in this section and not ruin the machine by striking some heavy rock or tree stump. Steering is done by use of the two handles. The operator may plow a furrow next to a row of trees only half an inch high. This is done by stringing a line from one end of the tree row to the other and then another cord about eight inches away as a plowing line. In this way the furrow may be run as long as desired and never be more than an inch out of line.

The speed of the plow is a maximum of about three miles per hour, this of course, being governed by the throttle attached to the right handle. Tractive force comes from the cleated wheels in front of the miller. The machine itself is of German make, known as "The Rototiller," model K-5.

Of particular interest to us is the fact that they are using 80 octane Ethyl Aviation Gasoline in it and the instruction book says: "As ordinary gasoline creates a knock in the motor, Ethyl high compression gasoline obtainable at any service station, should be used."

The engine of the Rototiller is a single cylinder 2 cycle, 5 horsepower motor, turning up about 1500 r.p.m. Bore and stroke is $3\frac{1}{2} \times 3\frac{3}{4}$. It is air cooled by a high capacity overhead fan. Carburetor is of the fixed jet type, with four interchangeable jets. Lubrication is by oil mixed in gasoline on a 1:15 ratio. Fuel consumption is rated at from 3 to 4 quarts per hour under full load. It has an air cleaner.



• AT THE REQUEST of the Associated Oil Company, Messrs. A. D. Martin and R. G. Loser demonstrated Associated Aviation Ethyl at the Santa Barbara County Fair held in Santa Maria the week of July 23rd to 28th. During the period they talked to over 4,000 who stopped and saw the entire demonstration. Approximately 25,000 passed through the tent of which fully 50% saw the display. In addition, there was a public address system, so that everyone who entered the enclosure heard some part of the demonstration. Incidentally, when an old fashioned carbon microphone was used they were able to broadcast the detonation over the entire tent. All the car dealers had cars on display and were located directly in front of the Associated booth so that the salesmen on duty heard the lecture clearly. Mr. Loser is shown at the demonstrating motor.

S. O. of Ohio Names Ethyl for the '35 Car

• THROUGH the efforts of the Dayton Division the Standard Oil Company of Ohio has written a personal letter over the signature of the vice-president and sales manager to every 1935 car owner in the state, advising him that his particular car which is specifically mentioned by name has a certain high compression ratio and should be timed according to the manufacturers' specification which is also given. The letter invites each of these owners to try Sohio Ethyl for better performance and greater satisfaction, outlining briefly authoritative tests to prove their contention. A second letter following the first after some few days drives home the initial suggestion and once more invites the recipient to try Sohio Ethyl for best all-round performance.

Following this advertising effort of the Standard Oil Company, Messrs. Louis Slack and Charles Boehme of the Dayton Division are devoting their time exclusively to service station demonstrations in all Standard outlets. In one of the ten Standard marketing sub-divisions 85 demonstrations were given before the service station operators and customers. The boys say this is only the beginning. They report the reaction to the personal letters very gratifying not only among the customers themselves but among the automobile agencies occasioned by the interesting information contained in the Standard's letters. They report that in consequence many automobile dealers and mechanics are in attendance at their service station demonstrations.

NEW "AIR FORTRESS" COMES EAST

(continued from page 11)

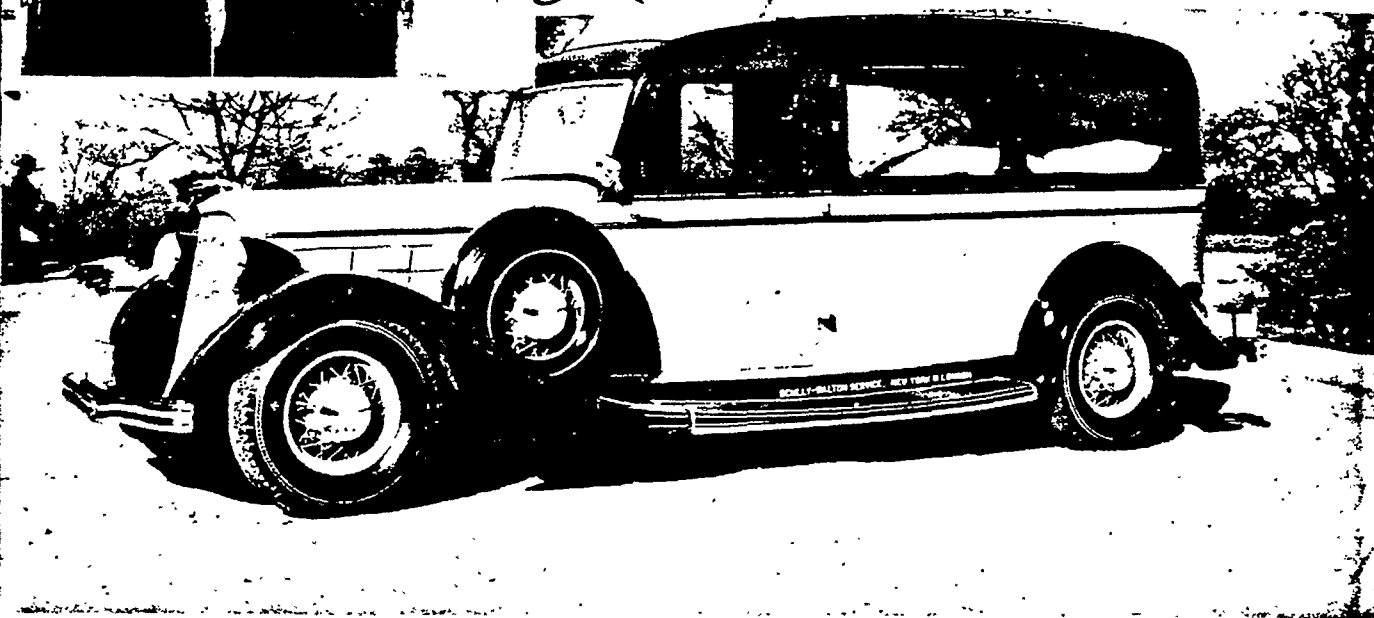
engine and boasted a speed of around sixty miles an hour, which was fast in those days.

The Boeing Company's initial success was based on military aircraft development. Trainers, flying boats, observation planes, attack planes and pursuits were the plant's chief products from 1916 to 1927. In the latter year, the Boeing interests branched out into the air transportation field by taking over operation of the San Francisco-Chicago air mail route from the Post Office Department. With that step, the organization went into commercial aircraft manufacture on a quantity basis. Since then, the company has been a recognized leader in both the commercial and military aircraft fields. High-speed twin-engined Boeing transport planes today are flying approximately 50,000 miles every twenty-four hours on the routes of United Air Lines, Western Air Express, Pennsylvania Airlines, National Parks Airways and Wyoming Air Service. Two of the new Model 247-D's, as they are known, are in use on the routes of Deutsche Luft Hansa in Germany. One is used for his personal transportation by China's "Young Marshall" — Marshal Chang Hsueh-liang. Still another has just been purchased by the Phillips Petroleum Company of Bartlesville, Oklahoma, for executive use. The Boeing Company makes the statement that: "The development of Ethyl fuel made possible increases in performance, due to improved engine operation."



*Life to
Scully-Walton
4/1/35
See Scully-Walton
Pub. Aug.*

NEW COMFORT AND LUXURY for the sick have been embodied by 1935 science and art in the \$10,000 "hospital rooms on wheels" just placed in service in New York by the Scully-Walton Company, world's oldest and largest operator of private ambulances. Full mattressed, adjustable beds, controlled heat and ventilation, hot and cold running water, one-way-vision windows, sound-proof walls and floors of rubber and a bright interior decoration motif are among their innumerable ultra-modern appointments.



Scully - Walton Company World's Pioneer Operator of Private Ambulances

• DR. ALFRED H. WALTON, founder of the Scully-Walton Company in 1882, introduced the first private ambulance ever operated anywhere. It was a one horse delivery wagon with a crude cot on the floor. The great strides which have been made in the 53 years since the company came into being is exemplified by the accompanying photographs of their latest equipment. These \$10,000 "hospital rooms on wheels" have just been placed in service in New York City by the world's largest and oldest operator of private ambulances. Some of the outstanding features include full mattressed adjustable beds, controlled heat and ventilation, hot and cold running water, "Anti-curiosity" one-way vision safety glass windows, soundproof walls and floors of sponge rubber. For speed, safety and efficiency these invalid coaches are of course fueled exclusively on Ethyl Gasoline. Since its establishment the company has transported approximately 200,000 patients, an aggregate of 5,000,000 miles without injury to a single passenger or to personnel. It operates a large fleet in Manhattan, the Bronx, Brooklyn and London, England. That its name has become synonymous for safety and dependability is indicated by the fact that its 1935 public liability and property damage insurance premium were voluntarily reduced 23%.

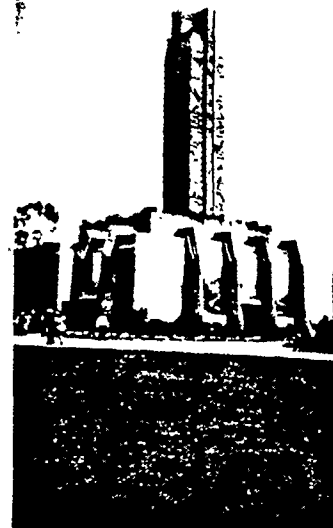
Magazine "Today" Comments on Bromine Plant

• AN ARTICLE which will be of interest to members of our organization appeared in the August 17th issue of "Today" on page six entitled "No Slump for Chemistry." This story, written by Mr. Robert Duncan, opens with the comment, "In the warfare between new and old production methods the chemical industries recognize no depression; they invested \$100,000,000 in new plants last year and are planning to invest the same amount this year." The article then goes on to cite a number of new enterprises which have been undertaken and the first of them brought to the reader's attention is the bromine plant at Kure Beach. They say, "Speaking of imagination, they are mining seawater now. It helps to run your automobile." and there follows an account of how the growing need for bromine for anti-knock fuels led to its establishment.

COVER

The Temple, Maya Ruins in
Mexico. Photographed by
Meredith Littlefield

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The California Pacific International Exposition

• PASSING through the main entrance of the California Pacific International Exposition in San Diego, the first exhibit that strikes the eye is the "Gold Gulch" which is a replica of the scenes one met in the days of '49. It is very complete and the details are carried out even to the old fashioned burlesque shows, saloon, etc. In fact everything is there with which tradition surrounds the old time mining camp.

Next along the Boulevard of Palaces is the Nudist Colony but our reporter, being a timid soul, did not enter its portals which, sad to say, leaves most of us ignorant of the mysteries surrounding this quaint sect.

Following the main thoroughfare one next comes to the Foods & Beverage Building and then the Palace of Photography & Science. This latter is most interesting, showing the latest developments of the art, including color photography both in snapshots and home movies. Included also in this exhibit is the most modern X Ray work.

From here one moves to the Southern California Telephone Company's display. Here perhaps the most unique exhibit is an arrangement whereby one can talk into a telephone and see his own voice on a screen as it travels over the wire. Next comes the Robot—the man-made man for which all kinds of claims are made. "He can do anything a man can do"—"says who?" observes our correspondent. After viewing this creation one steps into the building of Anthropology—a logical sequence. Here one of the outstanding attractions is an exhibit showing the preservation of the dead as practiced by the South American Indians. Their methods of mummifying are quite different from that of the Egyptians. Whereas the one embalmed the body before burial, the Aborigines merely wrapped it in sacks similar to gunny sacks, together with certain spices. The preservation is excellent.

Other points of interest are the Spreckels Organ, which presents daily open air programs, and the Water Palace. This latter, an unusual structure itself, contains a huge profile map of Southern California showing Boulder Dam in a graphic way, how the power is projected over the mountains to Los Angeles and other points.

The Standard Oil Company of California and the Union Oil Company have very effective displays which will be of particular interest to any of our organization who might visit the Fair, as will the Ford Exhibit. This last is perhaps the biggest attraction in the grounds. While they do not make the complete car, they make the tie rods, wheel bearings, etc. There are models of the early cars including 1893, 1903 and 1911. In the Ford Building also is the Champion Spark Plug display which shows how plugs are made and also demonstrating graphically how the porcelain will withstand the strain from extreme cold to intense heat of 2000°F. Another interesting exhibit is put on by the Ford Company back of the building where they have constructed a roadway made of various materials from the old plank road of the Yuma Desert to the most modern highway. If one so desires, he may have the sensation of riding over the stretch of road in one of the fleet of cars made available for the purpose. Here also is the Ford Bowl where concerts are presented each day.

Proceeding on to the Building of Fine Arts, through the Japanese Gardens and the Zoological Gardens, we come to the Midway. The same old shows but they continue to draw the crowds. The most worthwhile attractions here are the Midget Village, the "Days of Saladin," being an exhibition of Arabian horses belonging to the University of California, and Gays Lion Farm.

There are fourteen miles of roadway for busses, ginrickshas and wheelchairs and six miles of pedestrian walks. Perhaps the most striking part of the whole Exposition is the beautiful landscaping and profusion of natural flowers. It is a veritable paradise for the garden lover.

P.15

ETC 21730

Newsbriefs

- AN ITEM has just reached us addressed:
TO THE PERSONAL ATTENTION OF
MR. WALTER WINCHELL HARRIS, EDITOR
ETHYL (BLESSED EVENT) NEWS

which announces the arrival, on August 16th, of a son to Mr. and Mrs. John E. Keyes, Jr. The new Ethylman will be known as John E. III. The "News" sends its hearty congratulations.

- A REMARK heard about our advertising: "The fellows in your advertising department must never drive automobiles if they think that traffic cop you have in your ads looks like the real thing. Now the Gulf Refining Company's ad department knows what a cycle cop really looks like to the average motorist."

- A CERTAIN Kentucky Colonel, having done such a good job in his military capacity, has now been rewarded by a grateful Commonwealth. In the future it will be Brigadier General Harry A. Mack.

- JACK COLE has been working with the various race boat drivers in the regattas around Maryland but to date has yet to see one of his proteges come in first. Something always happens. There have been mutterings that are growing louder and louder so we wonder if we can't get Messrs. Walter and Boudreau to stage a race between themselves and let Jack dope the gas for both of them. The winner could pat him on the back and the loser would refrain from shooting him out of company loyalty. But perhaps we had better pass up the idea. Both boats might break down!

- THE ETHYL crowd on pages 6 and 7 of the July-August issue must certainly be a tough looking bunch. To date we have had a total number of 213 people see them and immediately ask, "What did they cut the numbers off for?"

- LOUIE SHANK, white linen suit, fresh shave, girl friend, etc., was on his way to a dance last Saturday night. It was late but he had to stop for gas. He drove up to an Esso pump and before he could say a word the operator said "Won't you try our Essolene, Sir, it will run just as well as Esso in your car." With an agonized scream he baled out of that car and went to work on that operator for one half hour in spite of the remarks coming from the car. At the end of that time the operator said "O.K., Mr. Shank, I just wanted to see if you really believed and practiced what you preached at our meeting during the Esso drive last year." Was his face red!

- THE engagement of Mr. Lowell Mason and Miss May Gray Efrid of Charlotte, N. C., has just been announced. The marriage is scheduled to take place in October. "The Farmer Takes a Wife" and once more the single contingent of the Baltimore Division takes a body blow but comes up smiling. Shank, Cronin and St. Germain still fighting them off successfully at the last report.

- FRANK CRONIN, sporting a beautifully sprained ankle and a pair of crutches, explains it this way: "In playing tennis I use a different system from the American Davis Cup Team. I try for the hard ones; they don't."

- JOE COSTELLO, Yankee to the backbone, recently made a trip around his new Division with Louis Shank. After each call the remark invariably was, "They are mighty nice and cordial but what the Hell are they talking about?" Cheer up, Joe, it's just English without the R's and G's. You get on to it in time.

- LOUIE SHANK says: "We would like to call to the attention of the other Divisions that the Baltimore Division follows closely the motto of one of our parents—you know, General Motors—"An eye to the future—." This Division will not have to go outside for its Field Staff in 1960 when the present members are crotchety old men in wheel chairs. Four of the gang have children and ALL are boys! We seem to be like the old farmer who not only raised all of his own food but also raised his own help to grow it. As a confirmed bachelor my conscience sometimes—but only sometimes—hurts me."

- CARL MEURER, the Beau Brummel of the Tulsa Division in his efforts to increase the pleasure of his working hours, has hit upon a new type of audience which he reports to be attentive and at the same time to give him great pleasure in his work. The first demonstration to a ladies afternoon bridge club was given in Tulsa on Thursday, August 8th, 1935. From the glowing account of the effectiveness of this type of sales promotion which Carl gave, we fear that the oil companies and automobile agencies will soon feel neglected.

- HENRY BALL spent his vacation (?) near Watkins Glen, New York, during the recent heavy floods. Much of the time was spent in building dikes to keep the on-rushing streams out of his house. He was practically surrounded by high water, and was very fortunate in not suffering any losses.

- WHEN Joe Costello went to South Carolina his education at an agricultural college should have stood him in good stead. However, his rather tremulous attitude when called upon to approach a herd of harmless bovine which were cluttering up a gateway through which Joe wanted to pass, casts some reflection on his education as regards things rural. If this is any criterion we would not recommend one go to an engineering school to get acquainted with engines.

- FOR members of our organization who are interested in prayers the following might be of interest. The Roanoke, Va., Kiwanis club were at Camp Johnson visiting the Kiwanis Campers—worthy boys sent there as guests of the club. The boys were giving sentence prayers as the meeting drew to a close. "And, Oh Lord," said one youngster, "please bless these Kiwanis men and bless their business so they can send us back next year."

The Houston OPTIMIST

OFFICERS FOR 1935-36 CLUB YEAR HERALD A "GUSHER" PROGRAM TODAY.

OPERATING SECRETLY BEFORE INSTALLATION, IN "WILD-CAT" TERRITORY, THE "NEW CREW" STRUCK A PROLIFIC "SAND"; RESULTING IN A VERI-TABLE "BLOW-OUT".

PRODUCTION IS "HIGH GRAVITY" AND NO EFFORT WILL BE SPARED TO "BRING THE FLOW UNDER CONTROL" BY THURSDAY NOON.

WHAT A SPECTACLE. DON'T MISS IT. SEATING TIME, 12 O'CLOCK SHARP.

SPECIAL EDITION
IN RECOGNITION OF
HUMBLE OIL
&
REFINING CO.
AND
ETHYL GASOLINE
CORPORATION.

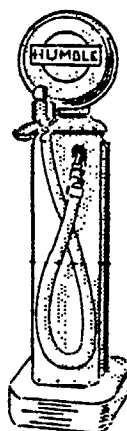
A REAL CLASSIFICATION PROGRAM.

FIRST MEETING OF NEW CLUB YEAR DEDICATED
HUMBLE DAY

ETHYL FIELD REPRESENTATIVE TO PROVIDE
DEMONSTRATION.

FRED L. WITT, OF THE SALES TECHNICAL ADVISORY STAFF, HUMBLE OIL & REFG. COMPANY, WILL DISCUSS PETROLEUM PRODUCTS IN GENERAL AND HUMBLE PRODUCTS IN PARTICULAR. MR. WITT IS EMINENTLY QUALIFIED TO CONDUCT

SUCH A DISCUSSION BECAUSE OF HIS BROAD EXPERIENCE IN THE OIL INDUSTRY - AN EXPERIENCE THAT HAS EXTENDED THROUGH THE RESEARCH LABORATORIES TO ACTUAL REFINERY OPERATION. HE HAS DONE A VAST AMOUNT OF WORK IN COORDINATING LABORATORY SPECIFICATIONS WITH ACTUAL PERFORMANCE OF MOTOR FUELS AND MOTOR OILS IN THE CONSUMER'S AUTOMOBILE.

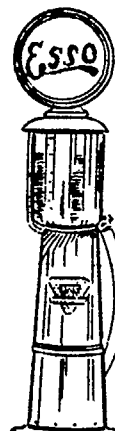


AN ENGINEER BY TRAINING, MR. WITT HAS BEHIND HIM MANY YEARS OF PRACTICAL EXPERIENCE IN THE REALM OF PETROLEUM AND ITS PRODUCTS. HE IS A CLEAR AND FORCEFUL SPEAKER AND ALL THOSE WHO HEAR HIM WILL COME AWAY WITH A BETTER KNOWLEDGE OF THE PRODUCTS OF OIL. ALTHOUGH HE IS A TECHNICAL MAN HE HAS THE HAPPY FACULTY OF

SPEAKING IN NON-TECHNICAL TERMS SO THAT THE LAYMAN WILL HAVE NO TROUBLE WHATEVER IN FOLLOWING HIS DISCUSSION.

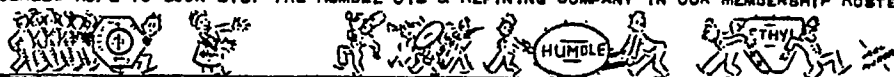
EVOLUTION OF THE MODERN HIGH COMPRESSION ENGINE AND THE DEVELOPMENT OF FUELS TO PROPERLY OPERATE THESE ENGINES, WILL BE SUMMARIZED BY RUSSELL SCHELL, FIELD REPRESENTATIVE OF THE ETHYL GASOLINE CORPORATION OF NEW YORK CITY. THE THREE GRADES OF AUTOMOBILE FUELS ON THE MARKET TODAY WILL BE DEMONSTRATED IN AN ENGINE SHOWING THEIR COMPARATIVE PERFORMANCE. DETONATION AS IT OCCURS INSIDE THE COMBUSTION CHAMBER WILL BE VISUALLY DEMONSTRATED.

ETHYL FLUID, AN ANTI-KNOCK COMPOUND DEVELOPED BY GENERAL MOTORS CORPN., IS MARKETED BY THE ETHYL GASOLINE CORPORATION TO MORE THAN ONE HUNDRED LICENSED REFINERS IN THE UNITED STATES AND OTHER PARTS OF THE WORLD. THEY CONTROL THE MINIMUM SPECIFICATIONS OF ALL BRANDS OF ETHYL GASOLINE, AS WELL AS SETTING THE MAXIMUM ALLOWABLE ANTI-KNOCK RATING OF ALL BRANDS OF REGULAR LEADED GASOLINE. THIS TERRITORY IS UNDER THE SUPERVISION OF DIVISION OFFICE AT TULSA, OKLA., AND MR. T. E. RONAN IS DIVISION MANAGER.



• A PLAN has been carried out in luncheon club meetings arranged by Humble, by which the clubs designate a "Humble and Ethyl Day." Demonstrations have also been made for the Humble Booster Clubs whose membership comprises employees in all departments of the company. This type of work is undoubtedly largely responsible for the results Humble has shown in the marketing of Ethyl in Texas. The activity has been ably handled by Mr. Russell Schell. A copy of the front page of one of the club's bulletins is shown here.

TO MR. H. C. WIESS, EXECUTIVE VICE PRESIDENT, HUMBLE OIL & REFINING COMPANY, WE ALSO EXPRESS GREETINGS. THIS HUMBLE DAY CLASSIFICATION PROGRAM IS INDICATIVE OF THE OPTIMIST CLUB POLICY TO SPONSOR PUBLICITY FOR MEMBER FIRMS IN RETURN FOR THEIR SUPPORT OF OUR EFFORTS TO RENDER PRACTICAL SERVICE TO THE YOUNGER GENERATION, UNDER THE BLOGAN: "FRIEND OF THE BOY". IT MEANS SOMETHING TO BE A MEMBER OF "OUR OPTIMIST CLUB" AND WE SINCERELY HOPE TO SOON LIST THE HUMBLE OIL & REFINING COMPANY IN OUR MEMBERSHIP ROSTER.

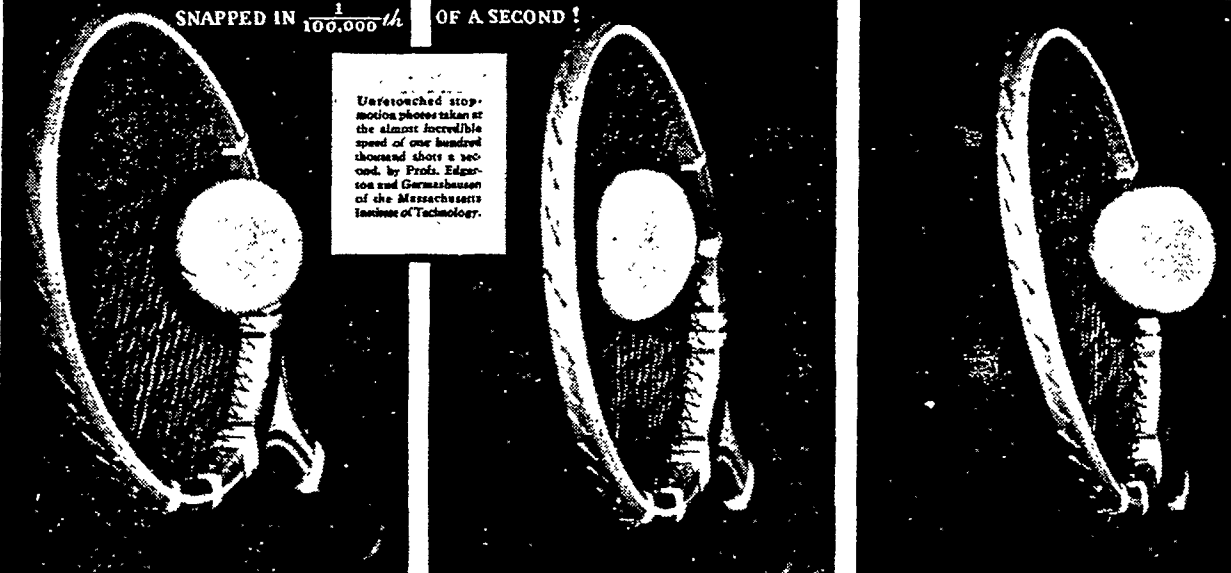


PROVED *by super-speed photography..*

THE SECRET OF THE LIVELY TENNIS BALL IS *COMPRESSION!*

SNAPPED IN $\frac{1}{100,000}$ th OF A SECOND!

Unretouched stop-motion photos taken at the almost incredible speed of one hundred thousandth of a second, by Prof. Edgerton and Gernsbacker of the Massachusetts Institute of Technology.



READY ... **COMPRESS ...** **GO!**

READY ... Above: Photo shows racket and ball about to meet. Left: Drawing based on photo shows piston in cylinder of car engine starting up to compress vapor of gasoline with Ethyl fluid.

COMPRESS ... Above: Ping! Ball and racket meet. Note how the ball flattens—compression. Left: The piston continues its compression action, even after the spark plug has started combustion.

GO! Above: The ball leaps away from the racket. Left: The piston goes down with full power because combustion has been made smooth and even—free from knock—by the action of Ethyl!

—and compression is the secret of Ethyl's lively action in your car's engine!

TENNIS BALLS and gasolines may seem far apart, but ... look at the tennis ball photographs above, and the "cut-away" drawings of an automobile cylinder just below them. In both cases the secret of POWER is the same—compressibility.

Take a lively tennis ball—of championship quality—for instance. The harder your racket hits it, the more it compresses; and the more it compresses, the more power you get in your stroke.

In the same way, the more the pistons of your engine compress gasoline of Ethyl quality in the cylinders, the more power you get from your car—and the livelier and more responsive becomes its performance.

Gasoline containing Ethyl fluid has this quality of compressibility more than any other motor fuel. It doesn't break down, knock, and waste power under the terrific squeezing of modern high compression engines. Instead, the

tighter Ethyl is compressed, the more power it delivers.

That's why 95% of all premium gasoline sold in the United States and Canada now is treated with Ethyl fluid (containing tetraethyl lead). That's why car dealers say: "Modern high compression cars need Ethyl to deliver their full performance." To get all the power and pleasure from your car investment, always stop at the Ethyl pump! Ethyl Gasoline Corporation, New York City.



To get ALL the power of your car.. NEXT TIME GET ETHYL!

ETHYL
NEWS

ANNIVERSARY NUMBER



OCTOBER, 1935

ETC 21734

Unless otherwise indicated, all artwork and photographs destroyed
May 1957.

Members of Department

showed an increase in Ethyl sales for the first six months of this year for four key reasons for this upward trend.

1. Increase in public buying power

2. Demand for higher compression motors

3. Activities some of our customers have inaugurated for

4. Gasoline

5. Educational and promotion meetings conducted by our field

At this point to a very definite increasing potential market for Ethyl. We can conclude conclusively that the product can be sold. But the fourth is of course because of the very vital influence it exerts with the public, with the press and ultimately with our own company in terms of sales.

Our staff conducted 10,341 meetings between January 1st and September 30th, 1956, totaling 495,715 and comprised a diversified audience consisting of

Sales departments
Service station personnel
Automobile dealers
Garage operators

Luncheon clubs
Schools and colleges
Lodges and associations
Fairs and expositions

- In addition, our staff continued to promote sales for our customers in other fields: trucks, busses, tractors and the various types of industrial engines.
- THESE meetings, from present indications, are becoming one of our major activities and fill a vital place in creating and increasing sales of our product. How productive they are in your territory is your responsibility. How efficiently you handle this portion of your work will certainly be reflected in increased business.
- TODAY every member of our field staff could well afford to study carefully each step in his method of conducting meetings. Each word, each phrase, each expression used, should be analyzed and if possible made more effective. Remember,

"Escaping steam never moved a train of cars."

J. C. Taylor



ETHYL NEWS

Vol. 2, No. 10

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
NEW YORK CITY

OCTOBER, 1935

Published monthly by the Ethyl Gasoline Corporation for the entertainment and benefit of the members of its organization. Address all news items, correspondence or other material to the Editor, W. Cary Harris, 35th floor, Chrysler Building, New York City.

W. CARY HARRIS - - - - - Editor

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PAUL E. McELROY

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Export Dept.	HUBERT FOSSETT

ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

"Ethyl News" Celebrates First Birthday

• WITH this issue of the "News" we enter our second year. How far we have progressed and how nearly we have fulfilled the needs of our organization as outlined at the time of its inception, is for you to judge. If our hopes and expectations have been realized, the editors feel that it is largely due, first to the wholehearted cooperation of the several division correspondents and secondly to all those, both here and abroad, who have made the publication possible through their individual contributions to its success.

It is of course to be expected that due to the unusual opportunity for collecting it, most of the material which we receive will come from the field, but this is no indication that the "News" is an organ intended solely for the benefit of the Sales staff. It is published for "the entertainment and benefit" of every member of every department in the Corporation so that we all may have the opportunity of knowing the activities our associates are engaged in for the promotion of Ethyl Gasoline.

At its beginning, the "News" was merely a bulletin for the personal edification of the Ethyl family but after a few months, at the request of members of our own organization and others interested in us, its scope was widened so that now it reaches the offices of all of our licensees.

On the whole, we feel that in a year's time the "News" has made a good beginning and with your continued support we look for a bigger and better publication.

MEET MR. MACK



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• HARRY A. MACK was born March 13, 1893, at Dayton, Ohio, where, after attending schools in that city, he entered the employ of the Dayton Engineering Laboratories Company. After his employment (by Delco) Mr. Mack was detailed to work for a short time in each department in the plant for the purpose of developing a production program. Shortly after this training period was completed he was appointed Traffic Manager and later Assistant Purchasing Agent.

With the formation of the Domestic Engineering Company, a forerunner of the present Frigidaire Corporation, Mr. Mack was detailed to open the traffic and purchasing department for this new company. Following this he was appointed Purchasing Agent and Traffic Manager in charge of General Motors Research Garage. While on this work the General Motors Chemical Company was formed and Mr. Mack's services were loaned by General Motors Research to the newly-formed chemical company for the purpose of serving as General Business Manager, Purchasing Agent and Traffic Manager. It was during those days that the background for the present Ethyl Gasoline Corporation business policies was established. Many and varied were Mr. Mack's activities at that time and they included the preliminary work incident to the opening of a New York office. After this office was established he returned to Dayton as Production Manager for Ethyl at Moraine City where the first lots of lead tetraethyl for commercial gasoline were produced. With the increase in demand for Ethyl fluid the plant facilities at Moraine City proved to be inadequate and following the decision to establish a lead plant at Penns Grove, he worked in the East for over a year collaborating with the DuPont people in the construction of what is now the Penns Grove plant.

Shortly after Mr. Webb's appointment as President of the Ethyl Corporation, Mr. Mack returned to Dayton on a special assignment for him. Part of the work that followed included the dismantling and disposition of all the equipment at the Moraine City plant. When this task had been completed, during which time the divisional lines to control the marketing of Ethyl had been set up, Mr. Mack was appointed Dayton Division Manager which position he still holds.

Mr. Mack's business, fraternal and social activities are many and his chief hobby is athletics. He is married and makes his home in Dayton, Ohio.

ELEVEN YEARS

TO

✓ REACH HIS GOAL



• THE NIGHT that Sir Malcolm Campbell sailed from New York for England, after his epoch making speed record of 301 miles an hour, he agreed to give an interview which was broadcast over the N.B.C. network. Mr. Rudy Vallee was the interviewer and through the courtesy of Fleishman's Yeast, on whose hour he spoke, we quote. Sir Malcolm said that while he got a thrill out of fast driving, the deeper reason was for the development of the motor car. He points out that racing cars "are in a sense the laboratory in which engineering problems are met." The problems which may be solved in the Blue Bird are eventually solved for the slower car. In answer to the question as to the sensation experienced, he said, "Flying down the dazzling expanse of white salt, one feels as though he is all alone in the world... for me the outside world did not exist. It seemed that I was moving along a path which went endlessly forward, and yet that gave me vision of it for only a few hundred yards at a time." Thus it was that following the black guide line at this terrific speed he seemed to be constantly "catching up" to the horizon and could realize so well that the earth's surface was round. Sir Malcolm commented that without the black line he could not have driven straight in that vast expanse of salt, devoid of landmarks.

In answer to the question as to how long he had been shooting at the 300 mile mark he replied: "Indirectly for eleven years." In 1924 he said that the Blue Bird was powered with a 525 horsepower engine good for 174 miles as contrasted with the 2500 horsepower developed on the salt flats. At the close of the interview Sir Malcolm was asked to give a word of advice to the motorist. His

CLAIM OF SERVICE		WESTERN UNION		ETHYL	
This is a follow-up Telegram or Cable. Any other Telegram or Cable should be sent to the address shown on the original message or by calling the address.					
Received at: KHAZZI 25 NL=U SALT LAKE CITY UTAH 4 SEP 5 AM 1 50					
A E MITTNACHT					
ETHYL GASOLINE CORP CHRYSLER BLDG NYK					
ETHYL GASOLINE GREATLY ASSISTED ME TO ACHIEVE A NEW WORLD'S RECORD OF 301 129 MPH STOP RETURNING NEWYORK TUESDAY MORNING REGARDS					
CAMPBELL.					

comment on the subject is perhaps as great a contribution as could be made to the motoring public coming as it does from the outstanding motorist of his time.

"I can not too strongly impress on all of you the value of safe, careful driving. A car is not better than its driver, and a driver is no better than his car. Be sure at all times that your tires are not too badly worn, that your brakes are efficient, that your car has a periodic inspection either from yourself, if mechan-

ically inclined, or from a qualified service attendant. These are only first steps. Obey strictly the laws of the road, and of these one of the greatest is courtesy to other drivers. Be sure you are right, then go ahead. Make no sudden movements with your car, movements which are unannounced by signalling and thus lead to accidents.

"Keep to your own side of the road on the curves, never pass a car going up a hill, stay far enough behind your preceding car so that if you desire to turn out to go around it, you can do so at a gradual enough angle to see whether there is a car coming in the opposite line of traffic. But above all, drive well within your own ability to meet any emergency that may arise. The world is not moving so fast that excessive automobile speed is a necessity. Take your time, but keep on your own side of the road while taking your time. There is no definite rule for a safe speed. With some it may be thirty miles an hour, with others more. But I am positively opposed to a speed between cities of more than fifty miles an hour and then only on an unobstructed road.

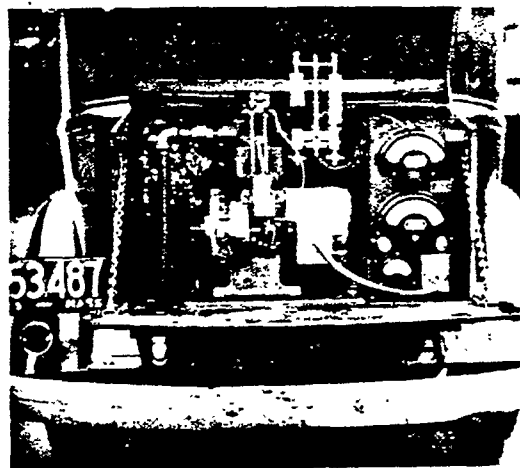
"Think at all times. Absolutely never try to mix liquor with automobiles. Remember there are twenty-odd millions of cars besides your own—and you will live longer."



• THIS SHOWS the large gathering which attended the Dallas section of United Motors Service at which Messrs. D. E. Hamilton and H. E. Cottrell of the Tulsa Division were asked to give a demonstration. Mr. Hamilton reports that he had one hour's time allotted to him and was able to use thirty slides to present the following subjects: 1. Reason for development of high compression. 2. Ethyl Gasoline Corporation's influence in development of high output engines. 3. Study of knock and development of Ethyl. 4. High compression and its meaning. 5. Ethyl laboratory tests. 6. Valve and spark plugs. A quartz window demonstration was also given, using a large mirror so the color change could be observed by all. The demonstration caused considerable comment and numerous questions were asked about high compression, valves, etc.

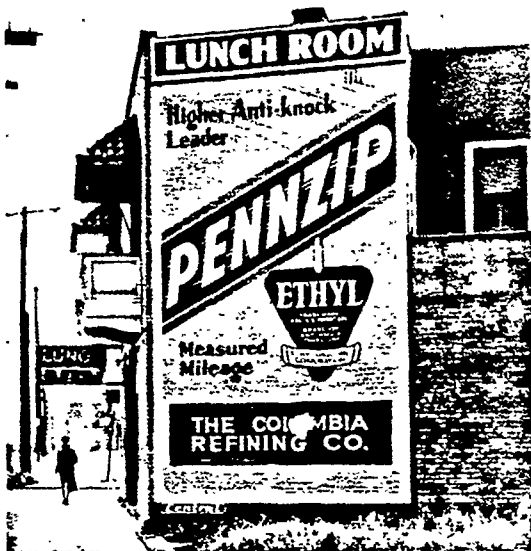


• HERE IS SHOWN the Mid-Continent exhibit at the Terre Haute Fair. You will note that they have given D-X Ethyl its full share of attention. The two pump globes shown at the exhibit were both for D-X Ethyl and the large D-X Ethyl flags were used in the decorations. The exhibit was attended by our Mr. B. G. Crane who headquarters at South Bend, Indiana. Over 1500 saw the demonstration and more than 3000 visited the Ethyl exhibit.



• IN CONJUNCTION with the Tide Water campaign in New England, Mr. Larry Blatchford rigged his demonstration outfit to allow the running of demonstrations without necessitating any more than placing the fuel bottles in place as he moved from one location to the next. He had shorter leads made and a muffler permanently installed beneath the trunk using piping instead of the usual flexible tubing. The battery fits conveniently behind the instrument panel which is bolted down. A snapshot of the installation is shown above.

• AT LEFT: Type of posting in Cleveland. Columbia's Ethyl sales well ahead of last year.



Skelly Executives View Detroit Laboratory

• ON AUGUST 26TH a group of twenty-two Skelly men piloted by our Kansas City Division Manager, Mr. Harold Berg, and field men Messrs. Carl Berry and J. E. Hendricks set out for our Detroit Laboratory to learn first hand the inside story of Ethyl, in preparation for the forthcoming Skelly Aromax Ethyl campaign. A detailed story of the trip has been prepared by Mr. R. M. Ward, Sales Promotion Manager of Skelly which is to appear in their house publication and through his courtesy we quote from same. Mr. Ward says "that Ethyl technical expert 'Doctor' Dedo," talked of curves, graphs, upping of compression ratios, etc. for hour on hour.

"No question about it," said (Skelly) Division Manager, Bob Dillenbeck of Wichita at its conclusion, "this Detroit Ethyl bunch know their stuff." And an Ethyl man was heard to comment that, "portly, smiling, observant Bob Chamberlain (Skelly's Sales Manager) set the pace for the aggregation in absorbing the new dope."

After a morning spent with "Doc" Dedo, the party adjourned for lunch which gave the Skelly and Ethyl men a chance to discuss new developments in the motor car industry. Then back to the laboratory where Mr. Julian Frey gave a talk which cleaned up much of the

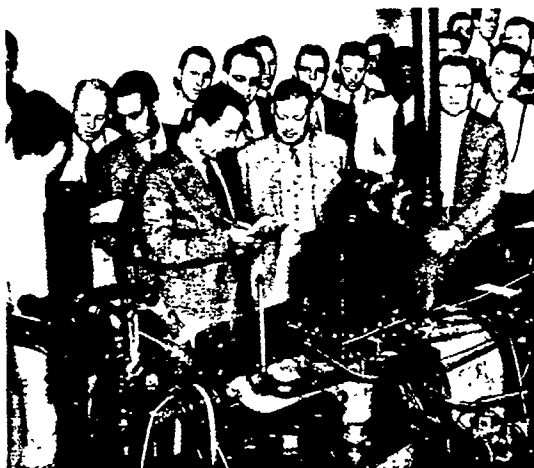
mystery of the graphs and curves of the morning session. This he followed by an able discussion on new valve material and plugs, specimens of which were passed around and created much interest.

At 5 o'clock the B.M.E.P. saturated aggregation adjourned to the Fort Shelby Hotel and later an evening of entertainment was enjoyed in downtown Detroit provided by Skelly's Dr. Flemming. The following morning found most of the "students" about for an early breakfast and start for the River Rouge plant of Ford Motor Company. After a morning spent with "Henry" and luncheon at the Ford dining room, the group repaired once more to the Ethyl Laboratories.

Under the able guidance of Messrs. Frey, Dedo and Krieger, the party was shown through the buildings. Mr. Ward says: "Unusually interesting was the view the Skelly men had of the burning of gasoline in a new motor then under test, as viewed through a special quartz window device. Each of the elaborate tests were explained by 'Doc' Dedo. Its purpose and how it is conducted was told in exceptionally clear and concise form. Most impressive of all these tests to Skelly men was the actual testing of a new Chevrolet car on a chassis dynamometer. Here was shown improvement in power output of 14% by the use of new Aromax Ethyl versus regular 70 octane fuel with the spark properly advanced." Later an interesting and instructive talk was delivered by Mr. George Krieger on tractors and the Skelly men had their eyes opened on the possibilities of the sale of Ethyl in this new tractor market that has just been opened. Following this a sales presentation by Mr. Paul McElroy on the possibilities of sales promotion in the present Aromax Ethyl Campaign launched September 1st.

As a fitting climax to the gathering Ethyl was the host to the visiting Skelly men at a banquet on the Roof of the Hotel Fort Shelby. To quote from "Skellygram"—"Here Skelly executives and sales supervisors had a chance to become well acquainted with the real bunch of fellows, that compose Ethyl's organization." After-dinner addresses were made by Sales Promotor Ward and Mr. Flemming for Skelly, Mr. Coard Taylor, Sales Manager of the Ethyl Gasoline Corporation, and Mr. "Rik" Tegner, who for the past two years has represented our company in Australia. "Sir" Tegner, true to the traditional Englishman, proved a most versatile after-dinner speaker and as one Skelly man put it, "must have all those Australians watering their pet kangaroos with the famous Ethyl Gasoline."

The next day the caravan departed for home in "high spirits and well saturated with knowledge." All the Skelly men agreed that the sales curve of new Aromax Ethyl will break the sharp rise upward and at parting they shouted, as with one voice, to Division Manager Berg: "It was a great trip Harold—a great trip."



Here and There

- ✓ • Recently the American Airlines sold three Condor transport planes to the Chilean Government. Inasmuch as these ships need an 87 octane number Aviation Gasoline, they had to be able to secure this type of fuel for use throughout their entire flight. It was therefore necessary for the Ethyl Gasoline Corporation in conjunction with the supplying refineries to see that Aviation Ethyl of 87 octane rating could be procured at the various points between Chicago and Santiago, Chile. The ships set a new record by accomplishing the flight of 7,500 miles in only 62 hours of actual flying time. The exploit was hailed as the longest mass flight ever made by a group of commercial planes.
- ✓ • One of the Boston Division field representatives recently encountered a customer who had driven his 1933 Chevrolet 130,000 miles and had used nothing but Ethyl. This car still had its original valves, and the only repair work that had been done was two carbon removal jobs. A good record for the Chevrolet and for Ethyl.
- ✓ • Dr. M. C. S. Noble, Jr., Assistant State Revenue Commissioner, has ambitions to supply North Carolina motorists with gasoline that is as pure as the driven snow. Hence the revenue department has taken over the gasoline analysis and has imported Herbert L. Shankle from the cloistered walls of Duke University to supervise the analytical work. To assist M. Shankle are Associate Chemists T. Avera Fowler and J. B. Joyner who shouldered the same task for Agriculture Commissioner Will Graham for more than four years. Messrs. Fowler and Joyner have tested around 50,000 samples of petrol in four years or, in other words, samples representing just about a billion gallons of gasoline.
- ✓ • As a result of the continued efforts of Mr. W. A. Newman of the Dayton Division, one of the largest fleets in West Virginia has been converted to the use of Ethyl Gasoline. This fleet is owned and operated by the Hope Natural Gas Company with headquarters in Clarksburg, West Virginia, and consists of a wide variety of makes and types of vehicles. These comprise executives' and salesmen's passenger cars as well as a large number of trucks varying in capacity from a half ton up to heavy-duty units, which are limited as to capacity only by state laws. The fine work which made this account an Ethyl user largely is the result of Mr. Newman's efforts with maintenance officials as well as executives of the Hope Natural Gas Company. In addition thereto, upwards of 50 New trucks which are to be ordered this year will be delivered with high compression heads.
- ✓ • Mr. C. E. Smith of the Chicago Division held a demonstration late in August and gave a talk for the Automotive Teachers School which is conducted during the summer months at the General Motors Institute at Flint, Michigan. About fifty teachers of automotive classes located at schools throughout the United States were present. They all were intensely interested in the talk and demonstration given by Mr. Smith and the majority of them wanted to arrange similar meetings and demonstrations for their classes this fall. Mr. Amos, who is in charge of the school, after hearing the talk in the morning requested Mr. Smith to give the same talk in the afternoon to the regular senior class of the General Motors Institute. This was done and after the talk Mr. Amos made arrangements for Mr. Smith to attend each session of their school in the future for similar lectures.
- ✓ • Due to efforts of Messrs. Jeppe and Mason, the commandant of the North Carolina Highway Patrol has issued orders to the effect that his men may use whatever type of gasoline they wish. Previously they were using regular gasoline. Mr. Mason held a meeting for the 125 men who make up the Patrol, and many of them told him afterwards that they would, in future, use nothing but Ethyl. There are tentative arrangements under way to run a high compression test to show the advantages of Ethyl when used in conjunction with high compression. The Highway Patrol has recently bought 50 new Ford V8 roadsters, equipped with high-speed rear ends, but this feature is only useful in comparatively level country, whereas much of North Carolina is mountainous. There is a decided need, therefore, for more power under the hood and the necessity for the high compressioning of these cars.
- ✓ • Through the efforts of Mr. B. G. Crane, who headquarters at South Bend, the city of Huntington, Indiana, will in the future use Ethyl Gasoline in all their equipment. Mr. Cecil McGregor, superintendent of Public Works, is sold on the idea that Ethyl Gasoline is the most economical for their operations. Before the fleet was started on Ethyl Mr. Donohue of the Chicago office assisted in tuning up various cars and trucks so that they could take full advantage of anti-knock fuel. The equipment used consists of some 35 motor vehicles, including the fire department, police equipment and city trucks.
- ✓ • For the past several months the Atlanta branch of the United Motor Service, Inc., has been converting cars which would represent an average of 700 to 1,000 annually from low to high compression. In practically every instance the engine has been painted red and a sign has been placed on it reading "HIGH COMPRESSION MOTOR — USE ETHYL GASOLINE or fuel of an equal anti-knock value."
- ✓ • The Motor Transportation Department of the city of Detroit, including all police, fire truck and miscellaneous equipment used by the city, has recently started to purchase leaded regular gasoline in preference to the previous non-leaded fuel which they used. Through the efforts of Mr. C. E. Smith, who headquarters at Detroit, this conversion has been possible. Early in the month of August, Mr. Smith ran a number of economy tests for the city to show them the benefits of the leaded regular gasoline over the non-leaded gasoline. Tests on the equipment displayed approximately a fourteen per cent increase in mileage as well as other benefits. The annual consumption of the Motor Transportation Department of the city of Detroit is approximately 4,000,000 gallons of gasoline; and their initial order of leaded regular gasoline was 600,000 gallons and was received by the Highland Oil Corporation.
- ✓ • Last August the Gulf Refining Company requested Messrs. Shank, Cole and Cronin of our Baltimore Division to accompany two of the engineers and their official radio announcer to the Chester River Regatta which was held at Chestertown, Maryland. One of the contestants was none other than the well-known baritone John Charles Thomas who owns an extensive model farm on the Eastern Shore. Incidentally Mr. Thomas won this race with ease. Mr. Cole assisted the Gulf engineers in treating the fuel which was used in the various boats. During the Regatta announcements were made over the public address system at half-hour intervals in which the merits of Ethyl Gasoline were mentioned and the service rendered by the Ethyl Gasoline Corporation.

- During July, considerable time was spent by men of our Toronto field staff in cooperating with Imperial Oil in a series of meetings being held for their employees and dealers. At these, their new sound film was shown and demonstrations of Imperial's three grades of fuel were conducted by our representatives. An interesting angle to this is the fact that a large percentage of the meetings were held in French. It is estimated that a total coverage of about 2,000 dealers and employees was obtained by the meetings held off the Island of Montreal alone.
- The Baron-Huot Oil Company, operating in Kankakee, Illinois, has shown a tremendous increase in the sale of the new D-X Ethyl. Mr. Huot, manager of the company, reports that the sale of Ethyl Gasoline during the months of April, May and June averaged about 2,600 gallons and that during the month of July when the new D-X Ethyl was placed on the market his sales jumped to 15,000 gallons per month. He also reports that sales for the month of August exceeded 20,000. To encourage his dealers and service station salesmen to sell more Ethyl Gasoline he has inaugurated a sales contest in which a cash prize award is to be given to the wife of the service station salesman selling the largest amount of Ethyl Gasoline during the thirty-day period of the campaign. This unique contest has placed the whole family of each service station salesman behind D-X Ethyl.
- About three months ago Mr. Jack Cole of the Baltimore Division held a series of demonstrations for the Viking Oil Company at their station in Oakland, Maryland, during the State Firemen's Convention. Last month while in Oakland he was advised by the manager of the Viking station that their Ethyl sales had increased 60 per cent and practically every native of Oakland with a car of 1933 vintage or later is using Ethyl.
- Mr. J. C. Stump of the Kansas City Division had an interview some few weeks ago with the general manager of the Wichita Transport Company. He learned that they have had 30 new buses in operation during the summer and will have 10 more in the near future. All of the new equipment has changed over to leaded gasoline of 70 octane number. This is a decidedly worthwhile conversion as it represented better than 50,000 gallons for the month of July and they estimated a yearly consumption of well over half a million.
- Mr. M. A. Taylor of the Boston Division has completed arrangements with the New England Division of Tide Water Oil Company to conduct a very extensive three weeks campaign to promote the sale of Tydol Ethyl Gasoline. The work was started September 3rd with four demonstration motors being used. Each crew consisted of one Ethyl representative, a Tide Water salesman and in some cases the crews were accompanied by Tide Water district managers. Demonstrations were arranged at key points and all dealers and station operators notified of the schedule. To create an additional incentive for commission station operators to push Ethyl, an increase of one-quarter cent extra profit on Ethyl is being given. Bulletins were sent to all Tide Water outlets giving the fuel requirements of the various 1934-1935 cars. A water-proofed display card giving the same information was also posted at all outlets. This card stated: "Be fair to your customers—don't allow their cars to knock."
- The latter part of August the Standard Oil Company of New Jersey refinery at Baltimore called our Baltimore office and requested their assistance in getting delivery and in unloading fourteen trucks of lead in a twenty-day period. Leaded gasoline, both Essolene and Esso, is really flowing out of this refinery.
- We learn that as a result of posting of the placards "When the Engine Pings" at the Sinclair Refining Company's company-owned service stations in Detroit District during the month of July, an increase of 100 per cent in Ethyl sales was shown in July over the month of June. Mr. Geyer, sales manager of their Detroit office, believes that these placards have proved their value and is now placing them in all dealer accounts in the city of Detroit. While they were originally designed for use in automobile service stations, they are apparently equally successful when posted at service stations. The Chicago Division expects to see if their merits cannot be proved in other localities by other refineries.
- Mr. Charles Boehme reports that the tide has turned in the hill-billy section of Ohio. Several weeks ago he gave demonstrations on the superiority of Ethyl Gasoline to a number of small dealers in the Eastern section of the state. Recently he travelled through this same section again and reports to Mr. Mack that a number of these independent small dealers have removed third-grade gasoline and replaced with Ethyl, showing bright new Ethyl pumps.
- Late in July the Blue Ridge Lines of Hagerstown, Maryland, took delivery of five new Yellow coaches from the General Motors Truck Company at Pontiac, Michigan. These buses were equipped with high compression heads to use Ethyl Gasoline and will supplement five additional high compression Yellow Coach units purchased by the Blue Ridge Lines a year ago.
- The owner of the Alabama Highway Express, Mr. Hackney, recently stated to our local representative, Mr. Ernest Smith, that he was very well pleased with the leaded fuel which he is using in his thirty trucks. He said that he had tried every fuel from kerosene up and believes that leaded gasoline is the most satisfactory of them all in the long run. He is most enthusiastic over the fact that "there are no boiler-makers in leaded gasoline," his way of saying "no knocks."
- One of the managers of the San Francisco Division of the Standard Stations advised our Mr. Jack Martin that Ethyl Gasoline is showing a very material increase over comparable periods of last year. Due to the labor conditions on the coast, stations in the vicinity have not been showing the gallonage expected. However, the increase in Ethyl is materially greater than the increase in total gasoline for the first 7 months of 1935. Word also comes that Union Oil Company sales in this Division are generally showing a distinct improvement. In the Oakland District the increase is the largest in the Division.
- Mr. B. R. Jones of the Chicago Division recently conducted a demonstration for the organization of the Citizens Motor Company, Packard distributors for Indianapolis. Mr. Hillis, the service manager, said that he was thoroughly sold on Ethyl. He is using Ethyl in all company cars, both new and used, and he says that at least 60 per cent of his total gallonage is premium fuel.
- Lowell Mason recently demonstrated for the retail stations of MacDonald Service Stations, a Gulf jobber in Charlotte, North Carolina. He was told last week by the Gulf agent in Charlotte that they showed an increase in Ethyl sales for August 1935 over August 1934 of 88 per cent and they attribute it largely to the demonstrations and the awakened interest of the jobber. The Gulf agent has now requested a series of demonstrations for Gulf's own stations in Charlotte which will be held as soon as time permits.

P. P. Loomis
 10/9/35

MALAHINIK

(NEW COR T)

JACK ARTI



Diamond Head



Honolulu Harbor



*Honolulu Harbor from Punch
Bowl (Extinct Volcano)*

• THREE LONG WHISTLES are heard; the S.S. Malolo's signal she is abreast of Diamond Head. This extinct volcano is one of the first landmarks observed approaching Honolulu. We were met at quarantine and, following the picturesque Hawaiian custom, were decorated with leis of gardenias, carnations and ginger. This was our introduction to the "Paradise of the Pacific" and our first acquaintance with some of the charming customs of a race now rapidly disappearing.

Honolulu, the principal city on the island of Oahu, lies partially at sea level and partially in the mountains rising behind the harbor. There is an abundance of flowers, trees and shrubs so vivid in their coloring as to seem unreal. The brilliant colors in their tropical setting give rise to the feeling that the whole panorama must be a man-made scene created for a stage and to be removed tomorrow. The world famous beach at Waikiki, with its luxurious Royal Hawaiian Hotel, its surfboards and outrigger canoes, invites all those who love the water. Contrary to popular opinion, however, its beauty is not considered equal to that of other beaches located in less accessible parts of the island.

The temperature of the Hawaiian Islands ranges between sixty-five and eighty degrees Fahrenheit the year round, but on humid days the heat can become oppressive. Frequent, but localized, showers produce beautiful rainbows and the delicacy of the lunar rainbow rivals the beauty of those produced by the sun.

There are 142,000 people living in Honolulu which represents about seventy percent. of the population of the island. Strange as it may seem, there are comparatively few Hawaiians but many races intermingle in cosmopolitan Honolulu. About one-eighth of the population is made up of haoles (white men). The Chinese are about double this number but the Japanese are the predominating race since they make up almost half of the entire population. There are a relatively large number of Filipinos and these, with other nationalities, comprise the remainder.

Apparently the Japanese like the gasoline business. While more than half of the persons in Honolulu are of other nationalities about two-thirds of the stations are operated by the sons of Nippon. This fact, coupled with the frequent inability to speak English other than that of the "pidgin" variety, gives rise to some rather amusing incidents. An example is that of a service station owner who had experienced difficulty in starting his car; and one day after we had held meetings with employees of the oil companies he dropped in at the car dealer's. When asked how his automobile was operating he replied, "No pilikia (trouble). Me use wahine (woman) gas." This naturally puzzled the haole car dealer for a moment, but further inquiry elicited the reply, "You know, wahine gas. Ethyl!" It is to be hoped

NIKAMAILIO

(WCO TALK)

ACK ARTIN

that all the meetings held for the car dealers and oil companies, the talks made at the luncheon clubs and the interviews with large consumers proved as productive as the meeting attended by the "wahine gas" user.

These meetings, as well as other sales promotional activities, were made possible by the splendid cooperation of the four companies marketing gasoline in the territory of Hawaii, the Associated Oil Co., Standard Oil Company of California, Shell Oil Co., and Union Oil Company of California. They said that the two major products, sugar and pineapple, had not been materially affected by the depression and they attributed the previous lack of interest in Ethyl Gasoline to insufficient information concerning it and to the fact that erroneous impressions regarding its effect on motors had gone uncorrected by our organization.

A trip to Hilo, on the island of Hawaii, two hundred miles southeast of Honolulu, provided additional opportunity to view the tropical wonders all about as well as a glimpse of the famed volcano, Kilauea. Because of the formation of the crater, its eruptions are a matter of attraction rather than fear. It is used as a shrine by the fire worshipping Hawaiians but unfortunately, the fire goddess Pele did not make her appearance during our visit. A brief drive through the cane fields and a hurried trip to the beautiful Rainbow Falls found the spare time gone, the plane in readiness for the flight over the islands of Maui and Molokai and across the calm waters to Honolulu. Considering the profusion of all forms of plant life, one of the most interesting facts about the Hawaiian Islands is that there are no snakes of any kind nor any poisonous spiders. This state, however, is insured only by constant vigilance since the semi-tropical climate and undergrowth would provide ideal conditions for their propagation.

The night before sailing came a fitting climax to our visit in the form of an aloha luau (farewell native feast). From a pit in the ground lined with hot rocks a roasted pig was produced, and this, with squid, lomilomi salmon, (Hawaiian massage, native method of preparing salmon), baked sweet potatoes, poi (native paste-like food) island crab, chicken, sweet potatoe pudding, cocoanut cake and fresh pineapple, served at a long table under the palm trees provided the feast. Hawaiians dancing and playing native songs completed the picturesque scene.

Sailing time comes — leis are presented, visitors ashore, the band plays "Aloha Oe" as the ship swings slowly away from the dock. All this brings the realization we are leaving a beautiful country and with such phrases as "more Ethyl yesterday than all last month," "thirty new Ethyl pumps," "the Police Department with 123 cars" still ringing in our ears—we bid our newly found friends Aloha.



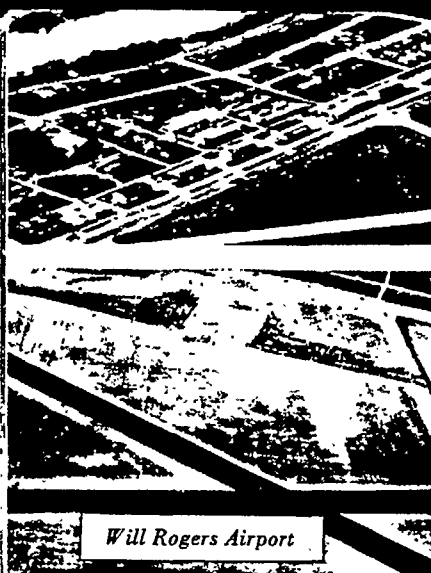
Sulphur Banks, Kilauea Volcano



Native Hut on Oahu



Rainbow Falls



Will Rogers Airport



Love Field



Opening Tulsa Municipal Airport

Airports of the Southwest (PART ONE)

• How WELL the southwest is adapted to flying may be revealed by a glance at a topographical map of that territory. We find great stretches of level country allowing the pilot to alight almost anywhere, should it be necessary, on one of the thousands of cattle ranges which abound in this section. Fortunate it is too, as the great distances between centers of population are in this way made accessible to the many executives who must travel to and fro when "time is money." A potent example is found in our own company where our Tulsa Division Manager is required to cover 2475 air miles in making a circuit of the towns in which members of his field staff headquarter. Days would be taken in making the journey by car or train whereas hours suffice employing the transport plane. Probably in no section of the country has air travel been brought to such a state of efficiency or is it so generally in use.

Space will not permit of other than brief mention of the more important airports in the section, but it is probable that in the future, as in the past, this territory will lead in the development of air transportation. In this connection, of particular interest to our organization, is the tremendous gallonage of aviation Ethyl consumed in the southwest. Practically all transport ships have standardized on 80 and 87 octane fuel and private planes are taking to it in increasing numbers. The volume has reached such proportions that one of the refineries in the Tulsa Division is receiving Aviation Ethyl fluid in tank car lots.

Tulsa Municipal Airport opened in 1927 is visited daily by ships of the American Airways and the Braniff Airlines. The field has most modern equipment and receives a government rating of A-1-A. It boasts three hangars for commercial and municipal use as well as one for the Spartan school which is operated in conjunction with the airport. This is the school to which Captain Rodriguez of the Mexican Army brought his men for training as pilots. Here there are from 75 to 80 ships housed at all times.

Houston Municipal Airport located about ten miles from the city has three runways each 1600 feet by 100. It is fully lighted and has facilities for servicing aircraft day and night. The U. S. Weather Bureau maintains a twenty-four hour service. Other airports in the territory maintaining day and night service include the Beaumont Municipal, University, at Austin and the Galveston Municipal.

Love Field, one of the best known airports, situated seven miles northwest of Dallas was established by the U. S. Army during the late war and was acquired by the City of Dallas in 1929. It now has a landing space of 257 acres with 100 foot runways from 2800 to 3700 feet long. There are 14 hangars located on the field. Last year there were 5000 scheduled plane arrivals and a like number of departures carrying 12,000 passengers. For the first six months of 1935 3200 ships have arrived with 10,000 passengers. The night lighting system is said to be the most complete in the country. Some 25 miles distant is located Fort Worth Airport comprising 360 acres with four hangars. American Airlines operate Douglas ships from here to New York and Los Angeles.

Will Rogers Airport, located at his home town of Claremore, Okla., was built by the townsfolk in just 24 hours. The famous humorist, previous to its opening, had often been asked to make a "flying" trip to his old home but had declined, due to lack of landing facilities. A photograph shows the airport the day of its inauguration. The plane in front of the reception committee stand is the "Winnie Mae" which brought Will Rogers and Wiley Post to the ceremonies. They are in the group shown in the center. Since then a \$20,000 hangar has been erected.

NOTE: In a later issue will appear views and description of other ports in the southwest including Oklahoma City, El Paso, TWA Albuquerque, etc.

One Good (Ethyl) Turn.....

• THE GOOD old Ethyl spirit of co-operation, plus the ready smile and inherent courtesy of that "Gentleman of the Old South", Mr. Sidney Tupper Pruitt (Jack to his intimates), Tennessee representative, recently paid an unexpected dividend. It happened like this:

While wending his way cautiously (keeping in mind circular letter No. X) through the corn country, our hero chanced upon four gentlemen perspiring profusely the while they coaxed an unwilling V-8 up an equally unrelenting Tennessee hill. Observing, by their general appearance that they were no ordinary mortals, he offered his services in helping them reach the next service station, presumably a few hundred yards ahead. But the "few hundred yards" turned out to be about six miles; still the Pruitt smile never failed.

With the tank refilled with Ethyl, one of the gentlemen, after offering pay which was of course refused, inquired as to the "line" that our "Jack" handled. Then ensued the story of Ethyl Gasoline and the names of those companies marketing the product in Tennessee. Mr. Pruitt's interrogator was particularly inquisitive as to the companies handling Ethyl in his own home town. Afterwards amid a shower of profuse thanks our good samaritan again made his way through the hills.

Time passed and in the course of events this kindly Ethylman reached the home town of the gentlemen he had befriended. Upon contacting the agent of an oil company in that town the following conversation took place:

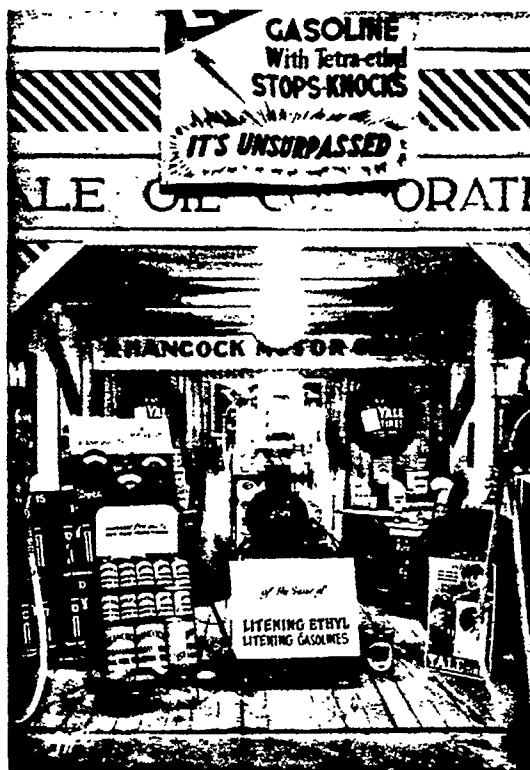
Agent: "Pruitt, the county ordered a tank car of Ethyl recently."

Pruitt: "Is that so. How come?"

Agent: "Remember those men you pushed up the hill a while back?"

Pruitt: "Yep."

Agent: "Well, my boy, those four men were the county sheriff, the highway commissioner, the judge and the state senator from this district."



• THE FEATURE EXHIBIT, according to press opinion, of the Midland Empire Fair held in Billings, Montana, was the display booth of the Yale Oil Corporation with the continual motor demonstration presented by Mr. A. J. Steelman, our Montana and Wyoming representative. Well over thirty thousand people saw the exhibit and demonstration and cars from forty-seven out of fifty-six counties of Montana were on the grounds.

A special booklet, "Ways and Means to Save Gasoline Money," arranged by Mr. Steelman and printed by the Yale Oil Corporation, was given out to the mechanics and car dealers watching the motor demonstrations.

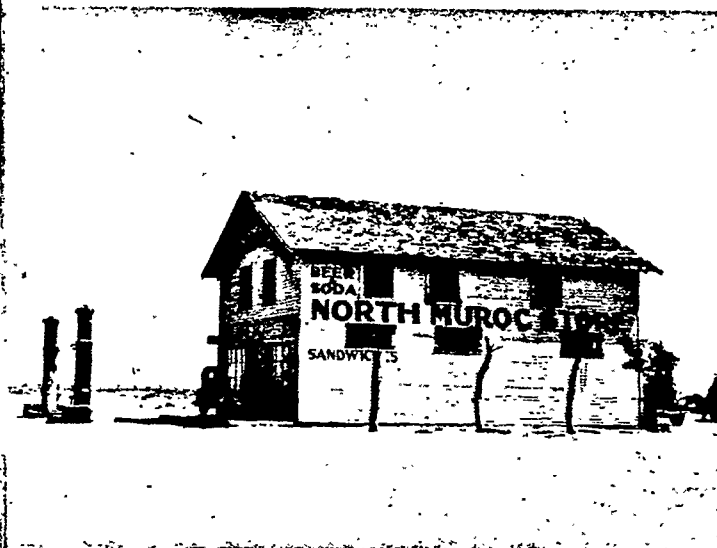
Some Facts About Ethyl

• FROM a recent issue of Humble Sales Lubricator we quote the following: "During the first six months of this year the overall sales of Aerotype Esso climbed to 9.47% of total motor fuel sales as compared with only 7.51% of total sales during the last six months of 1934, with a total gallonage increase of nearly 200,000. During the past three months, 71 Humble Service Stations have shown Aerotype Esso ratios of 10% or better. Coming to individual stations we find outstanding ratios: there are two with a ratio of 18%; there are several with 17% ratios; and the number increases with each ratio down to 10. These figures are for average stations—stations of better than 5,000 total gallons, stations which are not unduly favored with Company business.

"What are the conclusions to be drawn from these figures? First, that customers are more receptive to the idea of a premium fuel, more ready to pay 2 cents extra for the added performance packed in every gallon of Aerotype Esso; second that individual sales efforts are well rewarded by increased Esso gallonage; third, that the customer who tries a tankful of Aerotype Esso comes back for more. We all know that Aerotype Esso far surpasses any motor fuel we have ever offered the motoring public. We know that its value in the customer's car, its ability to deliver full performance from his motor, more than offsets the slight extra cost. With such a product, with customer acceptance, with a successful sales experience proved and assured, there only remains for the alert station salesman to take advantage of his sales opportunities. Now, more than ever before, is the time to invite every customer to try Aerotype Esso."



• MAE WESTS AND GRETA GARBOS from "down under" all of whom are reported by the Kangaroo Division to be potential Ethyl customers. It is to be expected that the increasing demand among the natives for out-board motors will materially raise gallonage in the Islands.



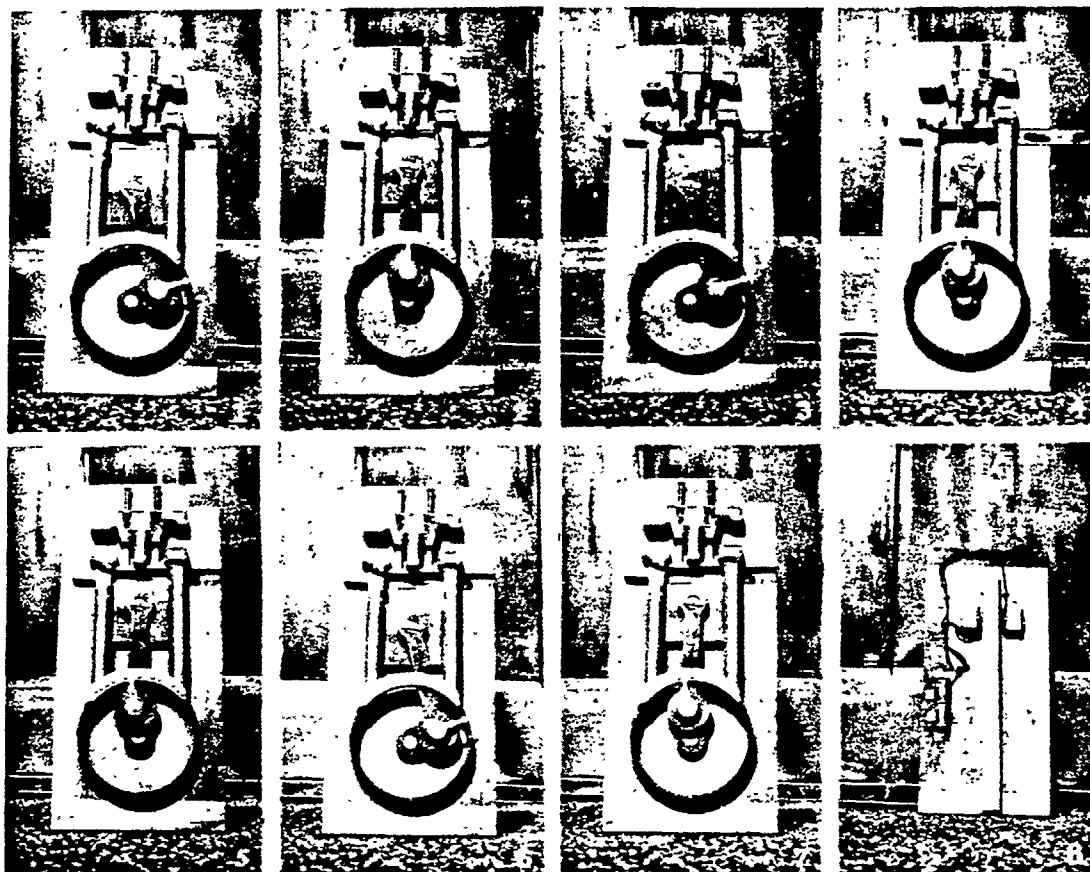
sodas." They rolled up to the store expecting to get their refreshments but found it closed. However, in the back yard they saw one of the boys from the Laboratory and walked over to him to ask why the place was shut up. It so happened that this building, which had originally been the Muroc Store, was recently taken over (as a residence only) by our own boys in the Laboratory and they were living there. We did not hear whether the beer was obtained or not.

Old Landmark Gives Way to Automobile

• It is a strange commentary when a service station must be closed because of the increase in the automobile, but that is exactly what happened down in Memphis, Tenn. What is said to be the world's oldest service station has yielded to progress and is now an ordinary parking lot. The Memphis "Commercial Appeal" comments: "The station was opened in 1914 when gasoline was being sold only from curbing pumps. Prior to the opening the now familiar service station was unknown. When Standard Oil of Louisiana decided that a special building should be erected for servicing purposes, many Memphians ridiculed the idea and predicted its failure. Instead, it was to set the pace and mode for the nation. So unusual was the service rendered at this old Esso station that cars were often lined up for a considerable distance while waiting service. Five porters handled the actual pumping of gasoline and five others provided the oil and cranked the then self-starterless cars. In summer two maids passed iced water to all the patrons."

Hotel Ethyl

• A SHORT WHILE ago when Mr. Midgley was on the Coast, he and Mr. Wagner went out to the San Bernardino Laboratory and took a trip over the courses followed by our equipment in running tests. It was quite a warm day, and they were travelling through the Mojave Desert. As they neared Muroc Dry Lake where the tractor tests are being run, Mr. Wagner suggested that they get a bottle of beer to cool off. Mr. Midgley thought that an excellent idea but wondered where they would get any beer out on the desert. About that time a building loomed up in the distance on the side of which appeared the sign, "Ice cold beer and



Panel Demonstrator Used By Toronto Division

• THE accompanying illustrations show a sectional motor panel which has been developed by, and used to advantage in, our Toronto Division in connection with the demonstration engine. It consists of a pine base board on which is attached a section of a valve-in-head single cylinder engine. Valves are provided with springs and the piston, connecting rod and crankshaft are moveable so that operation of an engine can be illustrated. The men in the field staff of the Division carry this with them in a canvas cover so that it is always available to illustrate a point under discussion.

The cylinder, crankcase and head are painted black, the cooling water system is painted green, the valves and plug are aluminum color, the removable HC plate on the piston is white, while the removable "carbon deposit block" is painted gray on the edges and shellacked on the hollowed interior. Two flashlight bulbs, controlled by separate switches, are installed on the back of the panel so that ignition, combustion and detonation can be illustrated. Spark adjustment can be shown by means of the "timing arc" and arrow in the upper part of the crankcase circle.

(1)—Shows "low compression" engine (plate on top of piston removed).

(2)—Shows effect of carbon deposit in combustion chamber. "Carbon deposit block" inserted and high compression plate on piston in place.

(3)—Sliding panel in combustion chamber drawn halfway across uncovering the spark plug light, under the plug at left, and red chamber.

(4)—Sliding panel on chamber drawn fully across uncovering both spark plug light and "knock light" at right of combustion chamber. "Knock light" is red to indicate explosive nature of detonation. In case of normal combustion "knock light" is not turned on and bulb blends in with red combustion chamber.

(5)—Showing piston at 5° BTDC just before ignition takes place.

(6)—High compression plate in place on piston. Effect of weak valve spring is shown on exhaust valve.

(7)—Shows piston at 5° BTDC with high compression plate removed. Sliding panel in combustion chamber permits illustration of speed of combustion under normal and abnormal conditions. A pointer and spark advance degrees allows explanation of advancing and retarding spark.

(8)—Shows lighting system. Two flashlight batteries are connected to switch boxes so that spark plug light and knock light can be lighted separately or together. (Note leg on back of panel which is hinged so that panel can be folded and put in canvas cover).

VACATION PICTURES



COVER

Sir Malcolm Campbell, Just as He Completed His Record-Shattering Run on the Salt Flats of Utah. Note the Salt Thrown on the Body of the Car.

(1) View of the dock at Hamilton, Bermuda, contributed by Corrine Hill, Mr. Webb's secretary. Nice dock, Corrine, but where are you in the picture—in the carriage or on the bicycle? (2) Janet Wood (Statistical Department) spent her vacation mountain climbing. Each day's return to the base meant sewing a patch in her trousers because of slides over abrasive rocks. (3) Jack and Marian Martin calling "time out" to pose for the "News" at Hawaii—leis and more leis. (4) Horses, horses, I'm crazy over horses—says Mrs. Joseph Carswell, nee Jean Basch (Advertising Department) vacationing at Lake George, New York. (5) Carl Abell and his three able youngsters hiking in the Yosemite National Park in California. (Note knapsack containing Ethyl for added power on hills.) (6) Let's see—one, two, three, four—Yes, Sir, 45 blue fish caught in the Atlantic, sailing out of Freeport, L. I., by Harry Kaley and a few friends. Bet our Advertising Manager will be eating fish all winter. (7) Ruth Dohrmann (Statistical Department) disguised in sun glasses, recuperating from charts and graphs at Mirror Lake, Yosemite National Park, Cal. (8) Larry Blatchford submits this shot of Dick Coveney (Boston Division), taken while Dick was visiting Larry during his vacation at Lake Winnepesaukee, N. H. Evidently Dick didn't mind being pushed into the water with his clothes on. (9) Edith Badeau (Mr. Taylor's secretary) on the S.S. Monarch en route to Bermuda, accompanied by "hubby". The family spent their vacations swimming in the coral reef waters. (10) "Commodore" John Robertson of the Accounting Department, with part of his catch made five miles off Block Island. This broadbill swordfish weighed 294 lbs., was 14 feet long and took 45 minutes to land. The insignificant tuna weighed only 30 lbs. (11) J. P. Weeks (Accounting Department) with a nice catch of a 7½ lb. and 8 lb. northern pike, hooked at Sand Lake, Ontario. Too bad Johnny had to be shown on the same page—sort of stole your glory. Next time catch a whale and assure yourself of dominance on this page. (12) Here's one of Elmer R. Chellborg (Purchasing Agent) who spent his vacation in the saddle at Speculator, N. Y., in the Adirondacks. Looks as though he were taking his equitation very seriously. (13) The Editor's secretary and her Scottie, Dora, on the Island of Nantucket, Mass. No, Adden Gray is not a mulatto, just a full blooded Cherokee Indian! (14) "Heave ho, my lads, the winds blow free" sings Elinor Gunn, our charming Receptionist, aboard the Marjorie III, 48 foot Dawn cruiser, anchored off Mackerel Cove, Newport, R. I. (15) Kay Tisza (Accounting Department) about to take off from Teterboro, N. J. Airport in her Stinson four-passenger cabin monoplane.

The National Air Races

• ONE OF THE most important sporting events of the year and one which attracts thousands of spectators and the most skillful pilots, is the National Air Races. This event was held for the fourth time at Cleveland, August 29, 30 and 31 and September 1 and 2. Mr. Al Bingham, our Cleveland representative, has always been called upon to make special mixes of Aviation Ethyl Gasoline for the event and he reports that the 1935 meet was the most successful of all and that every major affair was won by pilots who used Ethyl Gasoline. The most coveted prizes in aviation circles are the Bendix and the Thompson Trophy Races. The former is a cross-country flight from Burbank, California, to Cleveland, while the latter race is flown over a closed course where all the spectators at Cleveland may view the event. The Bendix Trophy Race this year was a "hummer" and was won by Ben O. Howard in his famous "Mister Mulligan" ship. This plane is a special four place cabin job and was flown in championship manner, defeating the colorful Roscoe Turner by a scant margin of 23 seconds, and Howard established himself still more firmly by coming in victor of the Thompson Trophy Race. The special fuel which he used in both races was blended with the assistance of Mr. Bingham.

The latter event was also a thriller from start to finish as Roscoe Turner led Ben Howard to the final lap, when oil line trouble forced Turner's plane into a dead-stick landing. Turner also relied upon Bingham to blend the 100 octane number gasoline used in his speedy craft.

One of the outstanding features of the meet has to do with the planes that were powered by Manasco engines (one of which had a 7.3 to 1 compression ratio) and piloted by Lee Miles and Art Chester. In the earlier events both Miles and Chester were forced to the ground in one race each, due to over-heated engines. Bingham was quick to diagnose the trouble and additional lead tetraethyl was added to their fuel tanks, thus in the final events each was able to win at least one race.

There can be no doubt regarding the part Ethyl plays in the thrills and ever mounting records which the best pilots in the world are able to show at Cleveland and much credit is due Mr. Bingham for his tireless work year after year in helping these pilots hang up new records.

• WE QUOTE from the Melbourne (Australia) Herald: "WINE WEEK, which is held annually in the three principal wine producing States, will open this year in Sidney on September 1 and continue until October 5." No 40 hour week here writes Alan Tully.

Newsbriefs

• F. M. S. Tegner of the "Kangaroo" Division has been making his headquarters at the New York office for the past month. During his stay here a trip was made to Detroit so that he might inspect the Laboratory. On September 19th he sailed for England and will be attached to the London office. We were all glad of the opportunity to get acquainted with "Rik" and hope he will visit us again.

• It is with deep regret that it becomes our sad duty to report the sudden death on September 12th of Bernard Mack, only son of Harry A. Mack, manager of the Dayton Division. On behalf of the members of the organization the "News" expresses most sincere sympathy to Mr. and Mrs. Mack in their great sorrow.

• Walter S. Mayes, our Kentucky representative, has tendered his resignation. This decision comes after five years in the Dayton Division, the greater part of which time has been spent with headquarters at Louisville, where a number of our important customer-companies' head offices are located. It goes without saying that we are sorry to lose Walt. He intends to study dentistry at the University of Louisville and to make this profession his life's work. We all wish for him the greatest success in this new field, and in saying adieu voice our appreciation for his splendid work for Ethyl.

• Members of our organization will regret to learn of the death on September 19th of Ed Walter's father at his home in Blaine, Kentucky. Mr. Walter, who was well advanced in years, had been seriously ill for some weeks so that the end was not unexpected. We extend our deepest sympathy.

• Mr. Martin I. McCooley joined the Ethyl family as of September 16th and will make his headquarters in Richmond, Virginia, succeeding Frank Cronin, who has been transferred to other work. Mr. McCooley is a graduate of Penn State College, 1926; married and has two children. Welcome, Marty!

• Phil Lerner, Yonkers Laboratory, exuberantly declares the 7.2 pound male sample received Friday, July 27th, to be okay. From Phil's appearance, however, we think his personal opinion is that it's better than that—practically 100 per cent—but these young fathers are so modest it's often hard to get the truth. Nevertheless, whatever the percentage may be, we extend our hearty congratulations.

• Mat Taylor has been entertaining some of his men and their wives with the colored movies that he has been taking lately. The ones of his children are particularly fine and have aroused the keen desire of all the fond fathers in the Boston Division to beg, borrow, or steal a movie camera.

• Miss Gertrude Loeffler, secretary to Oscar Lewis, was married on September 7th to Mr. James Brown. After a wedding trip spent in Atlantic City, Mr. and Mrs. Brown will make their home in Jersey City, N. J.

• Dick Coveney, our enterprising automotive representative, recently spent a well-earned vacation at Craddockville, Virginia. Dick nearly caught the largest crab ever seen in this part of the country. Unfortunately he did not have his net with him and was unable to hold on to the animal permanently to back up his story. However, witnesses have verified his statement that the crab was so large and put up such a valiant fight that Dick nearly lost his valuable fishing tackle.

• Frank Stablein of the New York Division and Mrs. Stablein announce the birth of a daughter on September 3, 1935. Marilyn Ellen will shortly be elected to membership in Ethyl's Junior League.

• On Tuesday, August 13th, Mr. S. T. Pruitt, father of our Sidney T. Pruitt, Jr., passed away at a local hospital in Selma, Alabama. Mr. Pruitt was seventy years of age and is survived by his wife and the one son, our representative in Nashville. Mr. Pruitt had been ill for a number of months but it was not expected that his illness was of such a serious nature. Sidney was with his father at the end. On behalf of the organization the "News" extends sincere sympathy.

• A newcomer in the person of Waldemar J. Distler has joined the Dayton Division as of September 1st. At the present time Wally is engaged in assisting in a series of service station demonstrations for the Standard Oil Company of Ohio and shows every promise of making a fine record for himself. To his advantage is the fact that he has had considerable petroleum and automotive experience. He was educated at the University of Cincinnati and Ohio State University, is a member of the Sigma Alpha Epsilon Fraternity and played football at college. Good luck, Wally, in your new position.

• Louie Slack has moved from Cambridge, Ohio, to succeed Walt Mayes at Louisville. He has not as yet located permanently with the "colonels," but intends to do so shortly.

• George Gier of our Tulsa Laboratory and Mrs. Gier are receiving congratulations on the arrival of a 6½-pound girl, born August 23rd. It is reported that father and daughter, Janet, are doing nicely, thank you.

• Imagine the consternation of our Georgia representative, M. M. Smith, when the meeting for the Standard of Kentucky to be held in Dublin, Georgia, was switched at the last moment from the customary warehouse to the banks of a lovely stream and the coup de grace was a fish fry. Ever eat any Georgia catfish and cracklin' bread?

• One of our organization recently reported a conversation with a filling station attendant. The attendant stated that he had heard that Ethyl Gasoline was dyed red because of the fact that the inventor had a red-headed wife who had helped him discover it. As a monument to her he declared that henceforth all Ethyl Gasoline should be dyed red.

• Ray Faller has removed from his former headquarter town at Dayton to Cincinnati, where he will be closer to the arts and culture of the Queen City. Ray has acted as Division correspondent for the "News" and the editors have appreciated his cooperation.

• Vince Keenan has removed to Dayton so as to be more centrally located at the Division Office in connection with his new duties. He has also assumed the duties of Division correspondent for the "News".

• Hume Chenault recently had some trouble with the car he is driving and on investigation found he would have to walk to town and get some parts. He started back toward the last town he had passed through, leaving his wife in the car. Shortly after Hume left, a State Highway patrolman caught up with him. It seemed that he was closer to the town toward which he had been headed than the one he had decided to walk to and he was so advised. The officer moved up on the tank of his motorcycle and turned around, taking Hume to town to get the parts he needed and then brought him back. We are told that when they passed Hume's car on the way he was very proud and waved to his wife. We also understand that with a little practice Hume could become a very efficient highway patrolman if he can pass the physical qualifications.

ADDRESS ALL COMMUNICATIONS TO
W. A. GABRIELSON
CHIEF OF POLICE



OUR REFERENCE
YOUR REFERENCE

CITY AND COUNTY OF HONOLULU POLICE DEPARTMENT

HONOLULU, HAWAII

Aug. 9, 1935

Mr. J. G. Martin
Ethyl Gasoline Corporation
Los Angeles, California

Dear Mr. Martin:

This letter is to advise you that we have found the result of the tests recently conducted in my department on the use of Ethyl gasoline entirely satisfactory. The marginal increase in mileage and the improvement in performance noted in the cars we tested has convinced us of the advantages in the use of Ethyl gasoline in all of our equipment.

As you probably know, we operate one hundred and twenty three (123) police cars doing approximately two million miles a year of patrol duty. Fifty-three of these cars are radio equipped. Our annual consumption of gasoline is approximately 156,000 gallons of gasoline a year.

We appreciate the work you have done here in your stay in Honolulu and feel that your stay has proven beneficial to us in the economical operation of our equipment and acquainted us with the various factors influencing advantageous motor operation.

Wishing you continued success in your good work I beg to remain,

Aloha Nui,

W. A. Gabrielson
W. A. GABRIELSON,
Chief of Police

WAG/al

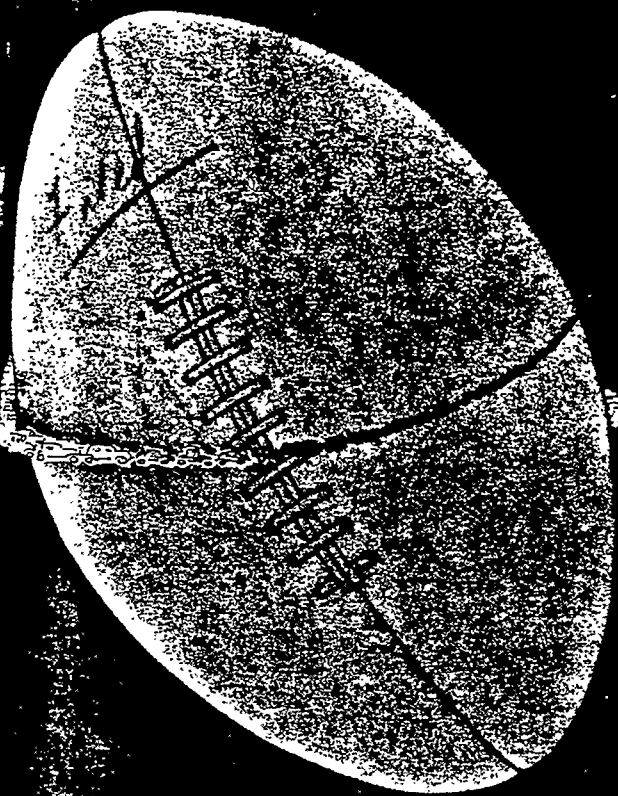
ETC 21752



ETC 21753



NEWS



NOVEMBER 1955



ETC 21754

To All Members of The Sales Department

- What's the stock in "Me, Incorporated" worth?
- Jim Mangan gave everybody something to think about when he wrote his article on "Me, Incorporated." He is, as you may know, the author of "You Can Do Anything." A widely discussed book published within the past year.
- When Mangan says "You own 100 per cent of a going concern, Me, Incorporated," I wonder how we would stack up if we had to make a report to a hard boiled board of directors.
- Let's examine our stock. Has it a sound earning record? Has it paid increasing dividends regularly? Are its investments in gilt edge securities? What has been done with surplus earnings? Have they been wisely invested in improvements, or have they been dissipated and frittered away?
- What is the future of our stock? Has the "company" expanded its ability for greater usefulness? Can it handle situations today that would have stumped it a few years ago? How about production? Has the "company" increased its production facilities?
- Thinking over this idea of Mangan's certainly points out a sound and sensible way to consider ourselves. And, applying the yardstick to ourselves as we would to a block of stock we all should see some fine opportunities for improvement.
- In another month a new year will begin with the usual good resolutions, some noble successes and a few disappointments. But let that New Year wait. Let us concentrate on what is left of 1935.
- December is a good month for Ethyl business. Last year it was the peak month on our sales chart. Several of our customers inaugurated special Ethyl campaigns in December 1934 and through these activities obtained substantial increases in this profitable business which have continued through 1935.
- Your board of directors are watching "Me, Incorporated." Through your efforts the December statement can show continued success for you, your customers and the Ethyl Gasoline Corporation.

J. C. Taylor

Vol. 2, No. 11

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
NEW YORK CITY

NOVEMBER, 1935

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ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

Fuels and Motors of Tomorrow

• SUCCESS in the commercial production of aviation gasoline of extremely high anti-knock quality this summer has opened the way for new advances in the design of airplane engines, according to Dr. Graham Edgar. He points out that major oil companies have concentrated research during recent months on the production of gasoline of 100 octane value. The first commercial order for 100 octane gasoline was placed recently by the U. S. Army, which will use 300,000 gallons in experiments on the increase of engine power without corresponding rises in weight.

Dr. Edgar says: "Gasoline of such ultra-high anti-knock quality permits further increases in the supercharging of aircraft engines, thus increasing the overall performance, the ease and safety of take-offs, and a quicker pickup in emergencies. Furthermore, it permits increases in compression ratios, with resultant decrease in fuel consumption. This is of vast importance for military long distance bombers, and for commercial transport where long non-stop flights are involved. At present the Pan-American Clipper Ship has made several trips from California to Hawaii, the round trip to the Midway Islands and Wake Island, and recently completed a flight to Guam in mid-Pacific.

"The new Martin-built 'China Clipper', which is expected shortly to inaugurate mail and passenger service to the Orient, might seriously consider the adaptation of their engines to the use of 100 octane fuel, for even a relatively small decrease in fuel-consumption for the long hop from California to Hawaii would permit a substantial increase in valuable pay-load. The high price of the fuel would be more than compensated for, particularly when the price of the fuel is calculated on a basis of fuel-cost per ton mile of pay-load."

"Dr. Edgar predicted early this year in the "News"

(Continued on page 3)

ETC 21756

THE PHOTO FILE 11/35 No. 1
ETHYL NEWS SERVICE

MEET MR. SCHAEFER

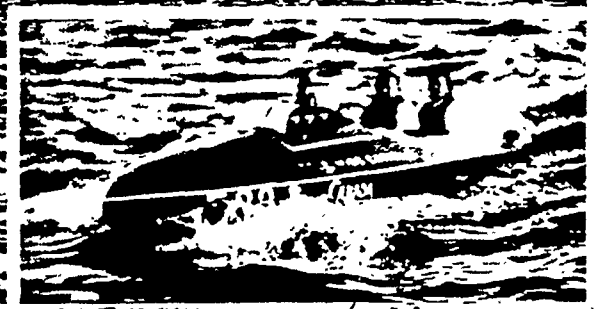


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• JOHN H. SCHAEFER was born in Buffalo, N. Y. on February 19, 1902 later moving to Wilmington, Del. He attended the public schools in that city and upon leaving high school entered the University of Delaware in the class of 1924. He graduated from college with the degree of Bachelor of Science and in 1925 received his Master of Science degree from Massachusetts Institute of Technology. On leaving college Mr. Schaefer's first position was in the Research Laboratory of Applied Chemistry at M.I.T. where he became associated with Dr. George Calingaert, now of our Detroit Laboratory.

In 1926, when the blending plant at Deepwater, N. J. was put in operation he was placed in charge of the plant laboratory and the following year was appointed manager of all manufacturing and transportation activities of the company which position he still occupies. Through his long experience he is admirably fitted to keep the Manufacturing Department in step with the progress of our business.

Mr. Schaefer makes his home with his wife and daughter in suburban Wilmington. He is a member of several clubs and the fraternities, Sigma Nu, Phi Kappa Phi and Tau Beta Pi. He is an ardent golfer but is interested in sports generally, particularly football and track in which he took an active part during undergraduate days.



1/35 No. 2

Toronto Stages Hydroplane Championship Races

• ON September 7th the largest field of "225" class hydroplanes ever to race, took off at Toronto for the second annual world's championship. The two major events were a point race over a ten mile triangular course and a measured mile speed contest. In the finals of the point event there were twelve starters representing entries from Canada and the United States and the honors went to Harold Wilson of Ingersoll, Ontario with his "Little Miss Canada IV" which scored a total of 1,100 points. In second place was Dr. C. H. Bagley of Baltimore, Md., driving "Wilmer III" and scoring 925, far above points scored by any of the remaining contestants. "Little Miss Canada IV" was powered with a Ford V8 engine. However, some changes were made to better adapt it to power boat use. This motor developed 140 H.P. Harold Wilson won a decisive and brilliant race assisted by his fair mascot-mechanician and fellow student at Toronto University, Miss Lorna Reid. Incidentally this is the second consecutive year Wilson has held the title.

The speed contest was very handily won by "Emancipator IV" driven and owned by S. Mortimer Auerbach of Atlantic City, N. J., with "Wilmer III" in second place. Auerbach's average time for two runs over the measured mile was 63.548 m.p.h. which set a new world's record for the class. His entry was powered with a Lycoming engine. This craft also holds the world's record for 5 miles in competition with a speed of 56.426 m.p.h. Every entrant in these races used Ethyl Aviation fuel of 87 or 92 octane number, although three of the contestants added benzol and alcohol. Above is shown the start of the point race and the winning boats.

FUELS AND MOTORS OF TOMORROW

(Continued from page 1)

that aviation fuel of one hundred octane number or better would be made by synthesis from refinery gases. Present trends bear out this prediction. The only commercial gasoline of this quality now available is a blend of good aviation gasoline, actual iso-octane (synthesized from refinery gases) and tetraethyl lead. Furthermore, the past season has witnessed unparalleled activity

among petroleum chemists seeking to find the best means of making high anti-knock fuel by rebuilding the hydrocarbon molecules present in the refinery gases. In fact, several such processes are being employed commercially today and it has been announced recently that four of the major gasoline production companies have formed a new company to take over all their patents relating to production of high-octane fuels from petroleum sources.

These processes produce gasoline by 'polymerizing' the refinery gases by means of heat, pressure and catalysts, and thus form gasoline of rather high anti-knock value (usually around 80 octane number). It is estimated that perhaps a billion gallons of gasoline may eventually be produced from refinery gases now largely wasted. He goes on to say:

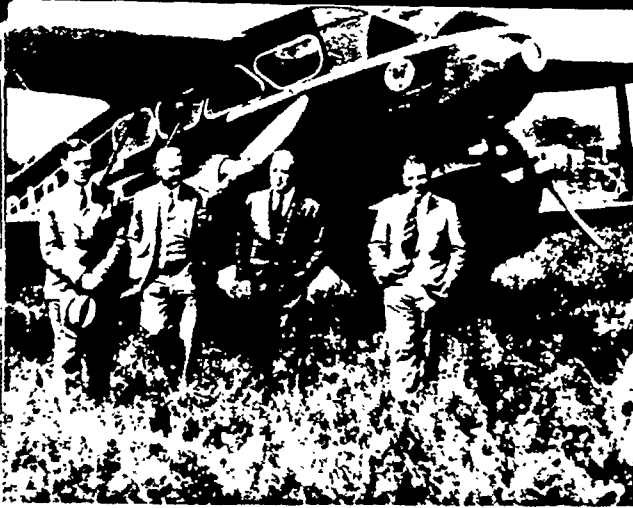
"From the standpoint of high anti-knock aviation fuel, 'polymerized gasoline' (in the sense that the trade uses the term today) does not seem to promise much. While the gasoline has an anti-knock value higher than that of the best straight-run gasoline, it appears to be very little improved by tetraethyl lead, with the result that even the usual 87 octane gasoline cannot be made from it, to say nothing of 100 octane gasoline. Apparently, the chief field of this polymerized gasoline will be for blending with the usual automobile gasoline to increase slightly the yield and anti-knock value. It is evident that still more research must be carried out before gasoline of 100 octane number or better can be produced in quantity and at a price to make it attractive to the commercial airlines. It is to be hoped that other methods of reaching the goal than the use of iso-octane itself, may be developed since the potential sources of iso-octane are somewhat limited, and the price cannot be brought into the present price range of aviation gasolines. However, the fact that it is being produced in substantial quantity, more than sufficient for large scale military and commercial experiment, is an important step forward in the progress of aviation."

New Planes Speed Coast-Coast Trip

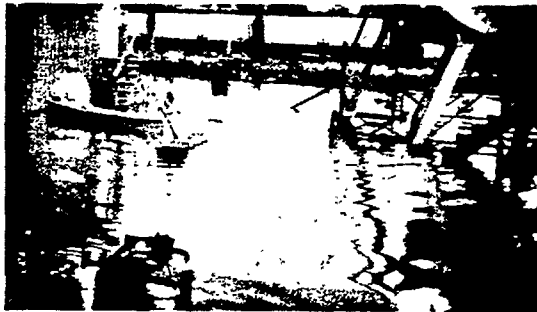
Fueled with STANAVO Ethyl Aviation Gasoline 80, United Air lines' new Boeings now make the coast-to-coast run 19 miles an hour faster than under the old schedule. With a top speed of 202 miles per hour, these giants of the air have a cruising speed of 189 miles per hour.

P.3

ETC 21758



• MR. HUBERT FOSSETT of the Ethyl Export Corporation of London, paid a flying visit to Dublin recently for the purpose of inspecting the Dublin plants of the Texas Oil Co., Ltd. and the Irish-American Oil Co. He arrived at Baldonnell Aerodrome, where above picture was taken. From left to right: Mr. H. Fossett (Ethyl Export Corporation), Mr. J. McEvoy (Irish-American Oil Co.), Mr. M. J. Healy (Texas Oil Co.), and Mr. D. W. Lucke, of the Ethyl Export Corporation, who piloted the machine from England.



• OUR ARKANSAS REPRESENTATIVE, Mr. Leonard Huxtable, sends in the enclosed snapshot, giving some idea of the flood conditions during June at Fort Smith, Arkansas. If you ever have any trouble convincing the uninitiated that "for every gallon of gasoline burned, a gallon of water comes out of the exhaust pipe of the car," just show him this picture, it will get the job done.



ETHYL NEWS PHOTO FILE 11/35 10.4

• ASSOCIATED ETHYL CLINIC at Ogden, Utah, has been operating for the past two months. The manager reports that since its establishment their Ethyl sales have increased 417%. The average daily tune up job is very appreciable in view of the fact that Ogden has a population of only 40,000. A second clinic has been opened in Salt Lake City where results are also gratifying.

• FOR THE PAST three years our representatives in the Tulsa Division have given talks and demonstrations to classes of Cadet Pilots at Randolph Field, San Antonio, Texas, the West Point of the Air, as it is called. Messrs. Schell and Hamilton gave the talks during the early stages but recently Mr. Rollins has handled the classes. Through the courtesy of some of the officers this photograph was taken during the course of one of Mr. Rollins' lectures.



World's Largest Fox Farm Has Used Ethyl for the Past Five Years

• FOURTEEN THOUSAND silver black foxes will be pelted this season at the Fromm Brothers Fox Ranch, the largest breeders of foxes in the world and one of the first established in the United States. It is located twenty-five miles northwest of Wausau, Wisconsin, the headquarters town of Mr. L. R. Burroughs of the Chicago Division who secured this material for us. The ranch comprises about 12 sections of land in Marathon and Lincoln counties and in addition the Fromms have several breeding ranches located at Ozaukee, Cedarburg and Thiensville, Wisconsin, near Milwaukee.

The development of this enterprise is quite remarkable. A start with eight foxes in 1908 to 12,000 breeding foxes and 14,000 pelting foxes in 1935 tells a story of marvelous expansion. The turn in Fromm Brothers' fortunes came in 1920 when twenty-four pairs were moved 250 miles south to Cedarburg. This change worked magic with the foxes as every pair produced litters of maximum size.

The high productivity continued in 1921 and proved to the satisfaction of the partners that Cedarburg was the ideal breeding place. Consequently all breeding pens were moved to the southern locality. It developed, however, that if the foxes were left at Cedarburg in the late summer and fall, the warm sun burned the coats of the animals, rendering the fur coarse. It therefore proved profitable to establish two divisions—breeding in the Cedarburg vicinity and the fur division at Hamburg where the cold autumns produced thick, silky coats.

Foxes in the breeding division are raised in families, the male and female being placed in large pens. Here they remain until August or September, when those selected for pelting are taken to Hamburg. This range is a vast tract of virgin forest surrounded by mile after mile

of wire fencing where the foxes are allowed to roam in their natural habitat until pelted.

In the breeding pens each fox is studied and is given individual feeding and attention with a specially balanced meat and vegetable diet. Horse meat is used in the fox rations and the capacity of the slaughter house is some thirty horses per day. The storage and sharp freezers can hold about 400 head. The meat as well as bones are ground together with cereals and vegetables to make the ideal food. The foxes are treated with special disease-preventing and health-producing serums, developed under direction of Dr. R. G. Green, eminent Bacteriologist and Immunologist of the University of Minnesota.

The one pelt that cannot be successfully imitated is that of the silver black fox as the silver hairs are not of uniform color. A single hair is dark at the base and then shades gradually lighter until about a half-inch of white is formed, and beyond this white is a black tip. Experiments in the interbreeding of various types of foxes are continually being made to scientifically assist nature in producing a superior quality of pelt.

In his interview Mr. Burroughs asked Mr. Fromm what was the highest price that they have ever received for a single pelt. He learned it was \$976.20 in 1927, prices having started at about \$250. There are numerous photographs in their office of checks that have been received; the largest of which was drawn for \$1,331,679.35 by the New York Auction Co., Inc. Incidentally it is the largest check ever passed in the fur industry as far as is known.

Thousands of those who saw the unique exhibit of Fromm Bros. at "A Century of Progress" exposition in Chicago rated it as one of the most attractive at the World's Fair.

Here and There

✓ We have recently received word that the police force of High Point, N. C., has standardized on Aerotype Esso for all their motorcycles and cars. This has been generally reported by most of the newspapers in that state and seems to be causing favorable comment. As long ago as April we held a demonstration for their City Departments and at that time the manager in charge of the equipment stated to Mr. Lowell Mason that he was anxious to use Ethyl and would take the matter up with city officials. Evidently his recommendation was favorably received.

✓ In the September "News" we reported a demonstration which was held by Mr. Art Hutson at Madison Barracks, Sacketts Harbor, N. Y., where the U. S. Army maintain a motorized artillery unit operating some 600 pieces of equipment. At that time the officers expressed much interest in Ethyl, although they had been using a non-leaded fuel. We now learn that they have just signed a six months' contract for Ethyl Gasoline estimating that they will use 40,000 gallons a month.

✓ While conducting a demonstration in Cleveland recently our new Dayton Division fieldman, Mr. Distler, had an amusing experience. The meeting was being held at a Service Center and during its course a number of cars and trucks filled with football players and spectators from one of the high schools arrived at the grounds which directly adjoined the station. The coach came over to view the demonstration and when it was finished, asked Mr. Distler to repeat it for the members of his team. At its conclusion the coach told his men that this illustrated the type of performance he expected—coolness in operation to gain a smoother running machine giving increased power and speed. Evidently our message was put over in good shape.

✓ Upon visiting a service manager of a popular make of car in Traverse City, Michigan, Mr. Lowell Dollahan learned that they received many complaints on knocking. When asked what his remedy was the manager had this to say: "Ethyl Gasoline has taken care of every complaint and not one case had developed where it has not taken out the 'ping'."

✓ A letter received recently from Mr. L. J. Rosenkranz, Director of the National Schools of Los Angeles, which have been pioneers of practical training since 1905, is further evidence of the growing appreciation of our educational program in the schools throughout the country. Mr. Rosenkranz writes: "On behalf of both the Faculty and the Student Body of our Institution, I want to thank your organization for the splendid program which Mr. Carl Abell, your local representative, gave us at one of our recent Student Body Meetings. This program was not only very interesting, but highly educational and of particular interest to our students inasmuch as they are receiving training in the automotive trade. You may also be interested in knowing that we installed the demonstration unit in our school exhibit which was held at the Los Angeles County Fair from September 13th to 29th."

✓ Mr. Fred Naylor of our Chicago Division, reports success with fleet promotion work in Duluth, Minn. The Harris Safety Cab Company, operating in the city has recently changed to Ethyl for a trial run during the winter. A motor tune-up and an advance in timing were the only changes made for the test. The yearly gallonage of this company is not large but it is still another indication that the Ethyl picture is gradually changing in Northern Minnesota. Mr. Naylor has just finished a series of service station demonstrations for the Northern Oil Company, Phillips distributors in Duluth, and second

only to the Standard Oil Company in gallonage. In October, Phillips 77 Ethyl was introduced for the first time in connection with an Ethyl campaign. We can look for a large increase in Ethyl sales in that territory this winter.

✓ "Irish Motoring," a periodical published in Belfast, Ireland, printed a story at the time the name of Pratt's Ethyl was changed to Esso Ethyl. This article mentions that it was the first case in the history of British commerce that the name of a famous product was changed to achieve international standardization. The writer goes on to give a brief history of the Anglo-American Oil Company, the marketers, since the company's establishment in 1888 and the steady improvement in gasoline quality since the motor car first made its appearance in the British Isles three years later. In conclusion he says: "The Anglo-American Oil Co. has concentrated its new policy upon the production of Esso grades of high anti-knock value. Esso Ethyl can be used with knock-free performance by engines of more than 7:1 compression ratio, a substantial improvement on anything hitherto offered to the (British) public. It is interesting to observe that Essolene and Esso Ethyl, if used with maximum efficiency, that is to say, in engines with the highest compression ratio consistent with knock-free performance on each petrol, give the motorist almost the same cost per mile: the higher efficiency of the higher-priced product actually more than compensates for the premium."

✓ We have recently received some very encouraging news from Mr. M. P. Murdock of the New York Division. For some months past he has not been satisfied with the gallonage in his territory and has been re-doubling his efforts to correct the situation. The result is that during the last few weeks various jobbers in Auburn, Sennett, Clvde and Rochester have in some cases stepped up their gallonage perceptibly while others have installed new Ethyl pumps. All of which indicates that constant plugging will generally show results sooner or later.

✓ Mr. Bond Hedden (Chicago Division) sends us an item significant of the success of the Mid-Continent Petroleum campaign on D-X Ethyl. The Goodall-Crowley Oil Co., one of the largest jobbers in the state of Wisconsin, report a constant improvement in their Ethyl sales. A recent check which they made disclosed the fact that in September a year ago they sold less than 500 gallons of Ethyl, whereas in September 1935 their gallonage touched the 5,000 mark. They attribute the success not only to the merits of the new product but to the strong advertising campaign and promotional meetings which have been carried on.

✓ We have it on the word of our Mr. D. P. Jeppe, South Carolina representative, that Esso sales in that state for the first nine months of 1935 are 128.54% better than for the same period of 1934. He calls attention to the fact that while most of the other oil companies show an improvement in their Ethyl business they are not in the same proportion. The point is that the energy displayed by S.O.N.J. in promoting sales of their product is definite proof of the soundness of the policy.

✓ The Carter Lumber Co. of Columbus, have, during the year purchased a number of new cars and trucks and they have recently discovered that it will be decidedly to their advantage to use Ethyl. Mr. Russell Schell advises us that they called upon him to assist in advancing sparks on their equipment so that they could get the maximum efficiency. They are proposing to expand their operations in

the near future and open another plant, purchasing additional equipment.

• "Facts & Flashes" have made a hit in South Carolina. The Gulf Refining Co. uses them as a regular part of their monthly service station operator and dealer meetings throughout the State.

• Each month it is becoming more evident that the Fire Departments in the larger cities throughout the country and indeed many smaller towns also, are alive to the fact that the highest possible efficiency in the operation of their equipment is what the taxpayer has the right to demand. This can only be attained through high compression and a fuel able to take advantage of the additional power. One of the most recent examples of this trend is the Fire Department of the City of Richmond, Va., who have adopted Ethyl as standard and are getting their supplies from the James River Oil Company of that City. The gallonage will amount to some 25,000 per year.

• "Aviation Ethyl Saves Box Company 20% in Tractor Operation" says Associated Oil Company's publication, "Progress Parade." "Operating at an elevation as high as 7,100 feet under conditions of terrific heat and dust-laden air, and at high speed, logging tractors of the Ewauna Box Company on Quartz Mountain near Bly, Oregon, are providing an extremely severe test for Associated Aviation Ethyl. The outstanding success with which this fuel is meeting the challenge is indicated by the following letter from W. J. Dinsmore, Associated distributor at Klamath Falls:

"It would take a technical paper to set forth the actual savings in operation costs to the Ewauna Company in using Aviation Ethyl instead of ordinary gasoline, but it is the opinion of Mr. Dewey R. Byrne, Woods superintendent, that the use of Aviation Ethyl gives an increased efficiency of approximately 20%. One fact is outstanding, and appeals particularly to Mr. Byrne. The tractors operate at high speed all day long, week after week, under the most trying conditions, with an unbelievable minimum of lay-ups. Tractors long past due their time for a general overhaul, operate efficiently with Aviation Ethyl when tests with ordinary gasoline show a great loss in efficiency."

• Spurred on by their success in increasing their Ethyl sales, the Mid-Continent Petroleum Corporation is holding a repeat series of meetings on their new D-X Ethyl Gasoline. Over one hundred service station demonstrations and Diamond Club meetings for dealers and their service station personnel, as well as their bulk plant agents, are in progress throughout the Middle West. The results of the first campaign held for this company showed a tremendous increase in Ethyl sales throughout their territory, as well as an increase in overall sales in gasoline products. Sales managers in their talks at the recent meetings are giving definite instructions to service station men to push the sale of Ethyl Gasoline. Reports from approximately the first fifty meetings show excellent results and a large percentage of dealers who only have two pumps are taking out the third grade product and replacing it with the new D-X Ethyl.

• A jobber in the southern part of New York state reports Mr. R. C. Murphy (New York Division), has been gaining Ethyl distribution by allowing his dealers to buy Ethyl in quantities as low as ten gallons. Several dealers have been successful in building up enough volume to warrant tank wagon purchases. The jobber feels this policy worthwhile as it represents additional volume to him.

• Luncheon club meetings again are coming to the fore in the Baltimore Division. The new officers of the various clubs have been installed and seem pleased to get our representatives on their programs. Already meetings have been scheduled at Big Stone Gap, New Market, Radford, Abington and Marion, Virginia. By the time this appears the Baltimore Division expect to have a number of others scheduled.

• The "Petroleum Times" (London, England) comments under the heading, "Ethyl Gasolines Nearly Half the World Consumption" as follows: "A survey outlines very briefly the present stage, so far as can be ascertained, which the utilization of Ethyl Gasoline has reached. The statistics arrived at may surprise many, but we have faith in their reliability. Most oil men are familiar with the rapid progress made in the United States but probably few realize that already 65% of the total gasoline consumption there now contains Ethyl fluid. Outside of the United States such fuels are but in their early stages of utilization; yet there are a number of countries where their popularity is gaining ground rapidly. The countries where Ethyl Gasoline has been introduced, include some of the largest consuming centers, and reliable market estimates indicate that of the current world consumption not far short of 50% of the gasoline sold contains Ethyl fluid—and the proportion is rising very steadily."

Editor's Note: The above item obviously refers to all gasolines containing tetraethyl lead.

• So that bigger and better octane numbers can be supplied to our customers and our own organization, the managers of the gasoline testing laboratories got their heads together, in a meeting held at the Yonkers Laboratory, for a week during September. Technical subjects from the viscosity of shaving cream to the theory of knock were discussed, and non-technical subjects ranging from the deplorable condition of the Louisiana corn likker situation to methods of thrift in Michigan were argued. One day of the week was spent in the New York office, where Dr. Edgar talked informally on research problems now in progress—Polymer gasoline, Diesel engines, etc. Mutual problems of the Sales Department and the Gasoline Testing Department were discussed with the laboratory managers by Mr. Walter and Mr. Lewis, and Mr. Walter outlined the Corporation's position in business from a sales standpoint. Accounting questions were ably answered by Mr. Mehring, Mr. Volz, Mr. Hyland and Mr. Francis.

• As a result of the meeting held by Mr. Carl Abell for classes in the National Schools of Los Angeles, he has been requested to collaborate in the preparation of a text dealing with gasoline and its utilization, to be used by both resident and correspondence students. These will include some 9,500 pupils residing in both North and South America.

• An interesting item comes to us from an attendant in a large service station in Vancouver, Washington, with whom Mr. George Stiehl (Los Angeles Division) had a talk recently. It seems that one of their customers, driving a new car, came into the station one day and as was his practice, had the tank filled with third grade. He then complained to the attendant that the car was not acting well and had developed a bad knock. He said that when he went to the dealer from whom he purchased it they set his spark back, which corrected the knock but he could get no performance. Naturally the attendant told his man the Ethyl story and suggested that he go back to his dealer and ask his advice. This the car owner did and later returned to the service station to inform them that the dealer said the attendant was right, that his spark had now been set to standard and he wished to try Ethyl. The sequel to the story is that this driver has become a steady Ethyl customer.

• Mr. P. F. Johnson (Kansas City Division) writes that the Clay County Fair at Spencer, Iowa, which incidentally is one of the largest county fairs held in the United States, was exceptionally well attended this year. It was held during the early part of September and during the week 158,000 visited the grounds. This exceeded the 1930 Fair by 20,000. Two days were given over to automobile races at which Barney Oldfield acted as judge. Both the Standard Oil Company (Indiana) and Mid-Continent Petroleum had exhibits and our own booth was located most advantageously next to the auto display under the grandstand. Mr. Johnson estimates that no less than 6,000 witnessed our demonstration during the week.

ETHYL NEWS PHOTO FILE 11/35 No. 5



• GRAHAM MCNAMEE who needs no introduction to NBC audiences.

At the Gate FOOTBALL BO

ETHYL NEWS PHOTO FILE 11/35 No. 6



• FORD BOND (NBC) in action talking "across the mike."

• WHEN you're sitting back in a big, comfortable chair these fall afternoons with your feet stretched out to a crackling wood fire and refreshments at hand, and you turn a dial and listen to a football game you'd like to see but can't, for one reason or another, life is rather pleasant.

Of course you'd rather be in the grandstand—unless it's rainy or cold. But the sound of a football game is its most thrilling part; the roars of the crowd, the thundering cheers, the blaring bands; they are the atmosphere which make football the King of American sports. And that sound, that excitement, is pouring out of the loud speaker at your elbow. There you sit, fully at ease, and the chances are a thousand to one that you never think of the announcer describing the game to you unless it's to grumble a bit when he gets mixed up, or is slow on identifying a player who has just run sixty yards. You forget that you, when you see a game yourself, can't always tell instantly who is carrying the ball, or who made the tackle, no matter how well you know the team. And you certainly don't think much about the engineers, the condenser and the parabolic microphone, or the complicated technical setups which bring the game to you.

We wandered over to the National Broadcasting Company in Radio City the other day to find out something about all this. We learned a good bit, and, briefly, here it is:

In the first place, the NBC sports announcers, from the time football practice starts in September, are ardent readers of sports pages in the newspapers. This is required of them so that they will have a good idea of the general football situation, plus knowledge of outstanding teams and players. Now to make it easy, let's assume that Columbia is going to play Princeton at Baker Field in New York and that Bill Slater and Ford Bond of NBC are the announcers assigned to the game. Where do they get their orders ten days or two weeks beforehand they go to work.

First, they read everything they can find on Columbia and Princeton. Then, with an idea of each team's strengths and weaknesses and the stars of each team, they go up to Baker Field to watch Columbia practice. They first ask for Coach Lou Little and find out from him the players to watch and something of what Columbia can be expected to do the following Saturday. All this confidentially, of course. They sit on the sidelines with an assistant coach and watch the team practice several hours, then they have dinner with the coaches and ask a few more questions. If they aren't satisfied, they come back the next day and repeat the process. They go through the same routine at Princeton, and when their day comes, are completely armed with information, most of it not generally known, about the two teams.



• HAL TOTTON, veteran sports announcer for NBC. A graduate of Northwestern and has broadcast football since 1924.



• EDWARD BRITT (TED) HUSING, one of the ace sports announcers, is on the air every Saturday through the football season for Columbia Broadcasting.

ETHYL NEWS PHOTO FILE 11/35 No. 8

Gar With the L BROADCASTER

NEWS PHOTO FILE 11/35 No. 9
ing a file

• BILL SLATER, when he is not occupied at Adelphi Academy of Brooklyn where he is headmaster, brings you the game over your radio for National.



NEWS PHOTO FILE 11/35 No. 10

The announcer who is going to describe the play by play draws a chart, locating on it each player on each team, with plenty of room for substitutes and memorizes the names and numbers of players who are likely to get into the game.

On Saturday morning, allowing themselves plenty of time, Bond and Slater go up. They locate their "Spotters," usually boys connected with each team in some way, who will sit with them and help them identify the players, arm them with field glasses and go into the broadcasting booth which they are lucky enough to have at Baker Field. At some gridirons they have to sit entirely unprotected, up on top of the press stand or something similar, exposed to all the rain and cold that comes along.

When the game starts, they go into action, trying their best to tell what goes on as fast as it happens, so that their words will be synchronized with the shouts of the crowd when some spectacular play takes place. They talk, not into the microphone, but across it. Otherwise, when they get excited, their voices would strike the "mike" with such an impact that the words would not be understandable. It is placed face up in front of them, which has the further advantage of allowing them to turn their heads in any direction without requiring a change in "mike" position. The announcers and spotters are flanked by two engineers, one in continuous contact with the studios for instructions or questions, the other on the amplifier, controlling the volume and quality of the announcers' voices before they reach the studios.

Two other engineers complete the picture, each assigned to a parabolic microphone which is used to pick up band music, cheers and other big-volume sound connected with the game. These microphones are located opposite the respective cheering sections, except when only one is used, when it is placed at one end of the field. The parabolic microphone, developed by RCA, is one of the marvels of modern broadcasting, although its principle is comparatively simple. As a focussing searchlight can be concentrated on one spot some hundreds of feet away, so the parabolic "mike" can be concentrated on one spot in the stadium. It's merely a reversal of the principle—instead of light waves being concentrated on the spot, the sound waves from that spot are caught by the huge reflector of the parabolic "mike" and concentrated on the microphone proper. It can be focussed, just like a flashlight, to pick up sound at various distances. The engineer with each such microphone is connected by telephone with the announcers and other engineers.

That's the setup for a football broadcast—announcers, spotters, engineers, each an expert, highly trained, with a very important job to do. And we thought there was nothing to it!

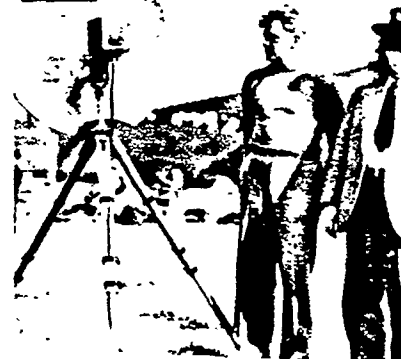


• DON WILSON, former guard at University of Colorado, is an authority on football and well known sports announcer on the west coast where he broadcast from KFI Los Angeles.



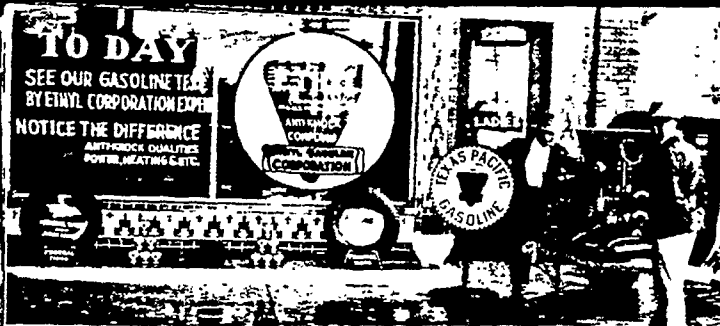
• BOB BROWN, NBC Chicago announcer.

• "Pop" WARNER, veteran Stanford coach, who has now come east, and Ernie Nevers whom he says was "the finest player he ever coached," inspect the parabolic "mike."



NEWS PHOTO FILE 11/35 No. 12

ETC 21764



Big Texas Jobber Enthusiastic Over Ethyl

• HERE IS a man who believes in doing a real job when he puts on a demonstration. Mr. Grimes, the manager of Grimes Garage at Hillsboro, one of the largest T-P Coal & Oil jobbers in the state of Texas, arranged with our Mr. Cottrell to hold a series of demonstrations in his place from 8:30 in the morning to 6 at night. In preparation for this he had announcements in his windows and his men contacted everyone in town whom he believed could be interested. The result was that employees of all automobile agencies attended as well as oil company agents, service station operators, fleet owners, the mayor, the sheriff and other city officials. Also a number of prominent business men and a scattering of tourists. Altogether over 450 witnessed the demonstration. In the course of the day a rather amusing incident occurred. A salesman who got into conversation with Mr. Cottrell said that he had been using unleaded fuel in his car which he drove from 40,000 to 50,000 miles a year and seemed to get satisfactory results. He said, upon being questioned, that his line was hats, which varied in price from \$6 to \$25 apiece. Our representative then asked him which was the best value and he unhesitatingly recommended the \$25 grade. This gave Mr. Cottrell his cue which he used to such good effect that the hat salesman agreed to try Ethyl after finally admitting that he had experienced some trouble with piston rings and bearings and that repairs figured more than additional cost of fuel. The result was that after a test he drove off with a tank full of Ethyl and stated that in the future he would use it exclusively.

At the end of this day of demonstrations Mr. Grimes was so enthusiastic over the reception accorded its presentation he asked Mr. Cottrell if he could leave the machine with him or in the event of this not being possible, inquired the cost of a similar unit for permanent use.

This garage is very extensively advertised. They use large road signs for many miles on the highways surrounding Hillsboro so that practically all tourists traveling Highway 81 may see them and a goodly proportion stop for gasoline. Their Ethyl percentage is slightly over 10%—considerably more than that enjoyed by other stations in town. This maintains even with a very wide differential between third grade and Ethyl. The accompanying photograph shows Mr. Cottrell explaining the demonstrator to Mr. Grimes and the signs on the windows give an idea of the cooperation this gentleman gave us.

Fire Chiefs in Convention Hear Julian Frey

• ON THE morning of September 24th the opening session of the Sixty-third annual convention of the International Association of Fire Chiefs convened at Knoxville, Tenn., presided over by the association's president, Chief John J. Towey of the Newark, N. J., Fire Department.

There were more chiefs in attendance than at any of the preceding meetings for the last four years. In all, this year's meeting will go down on the records as being the most encouraging since 1930. 264 of the chiefs were present and the total registration attending, including active, associate members and guests, was nearly 1,000. Exhibits outnumbered those of previous years by almost 20% and several large manufacturers of motor apparatus who had not come for some years past were on hand with displays.

For the first time the Ethyl Gasoline Corporation was invited to send a representative to address the general meeting and Mr. Julian Frey was selected as the speaker for the occasion. His allotted time was to be about fifteen minutes but the reception he received may be judged by the fact that what with his demonstration and answering questions at the conclusion of his regular talk, he was on his feet almost three quarters of an hour. We are told it was one of the features of the session.



• A GROUP OF DELEGATES at the Michigan State Firemen's Association's Sixty-first Annual Convention and seventh Fire College at Detroit Fire Department Training School on July 31st, 1935. Mr. L. A. Dollahan gave a talk and Ethyl demonstration before the 500 fire fighters who attended.

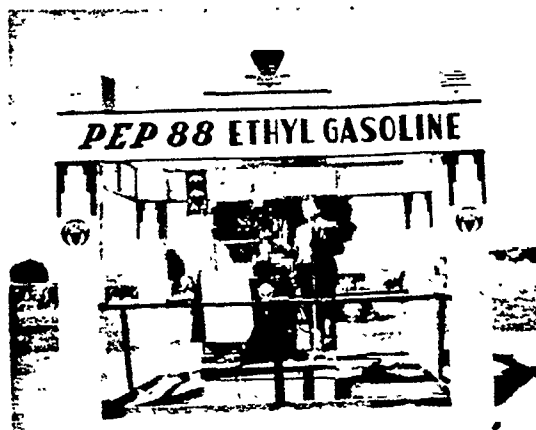
Tydol Ethyl Campaign a Success

• THE demonstration campaign conducted by the Boston Division for the Tide Water Oil Company, which was recently reported by the "News," brought to light many interesting results. Arrangements for the campaign in New England were worked out by Mr. M. A. Taylor, Boston Division Manager and Mr. Beadle of the New England Division of Tide Water. Meetings were also held in eastern New York state and in other divisions of the company.

In New England four men were assigned to this work exclusively for a period of three weeks in September. Messrs. Blatchford, Perry, Richardson and Flynn in that time conducted 177 meetings with a total attendance of 2738 dealers, service station attendants and jobber employees. After many of the meetings, dealers requested that the third grade Tidex pump be converted to Tydol Ethyl. In some cases dealers asked to have their Ethyl pumps more favorably located. In this connection, the division office of Tide Water Oil Co. sent out instructions to the effect that hereafter Ethyl pumps were to be placed in the most advantageous position at each location.

During the campaign, district managers made it a point to insist that any empty Ethyl tanks at dealer locations be filled. The salesmen checked up on the Ethyl inventory on their routine contacts to make sure that dealers were ordering Ethyl when it was needed. In Rhode Island the campaign took place at a most opportune time, as a certain competitive major oil company selling a non-leaded gasoline for which premium qualities are claimed, had started to put through a program to eliminate all split accounts. Dealers had to go 100% or have their pumps removed. Many of these accounts were split with Tide Water and the demonstration in several instances helped to convert the account to Triple-X Tydol or Tydol Ethyl.

The cooperation received from Tide Water officials was excellent throughout the campaign. Among other things the one-quarter cent additional incentive on Ethyl to commission station operators were made retroactive to August 15th. Figures showing the actual increases in Ethyl gallonage have not yet been received from all of the districts. However, an example of just what was accomplished is shown in their Providence District, comprising practically all Rhode Island and part of eastern Massachusetts, where Ethyl sales increased 109% for the month of September as against the same period in 1934. This brought up the increase for the year from 16.7% for eight months to 25.7% for the nine months period. Mr. Henry Ball reports that the drive made by the Tide Water Oil Company to sell more Ethyl in the Albany district is likewise bringing in results. They have a quota system on sales of all products and until September about 16% of the service stations were making their Ethyl quota. This last month 80% reached their goal. Those that missed the mark were all less than 100



• DURING THE WEEK of September 28th to October 5th the Utah Oil Refining Company had two booths at the Utah State Fair at Salt Lake City, one being exclusively for demonstration of Pep 88 Ethyl. The effectiveness of this work is evidenced by the following received in a letter from Mr. A. C. Wallace, Assistant Sales Manager of Utah:

"We were very much pleased with the demonstration put on by your Mr. Loser and Mr. Sievert at the Utah State Fair. The attendance this year was particularly good and I believe the demonstration was of real value to both of us." Our Mr. Sievert is shown in the above picture.

NEWS FLASH

• HERE is a news item "hot off the press" by wire from Mr. Jack Steelman: When a man bites a dog it's been considered news for these many years but we believe it's the first time on record a tractor has been pinched for speeding on a state highway. On the morning of October 11th Montana State Highway patrolmen arrested the drivers of several tractors on Highway 10 at Billings, Montana for speeding at 45 miles per hour. These tractors, with a compression ratio of 6.7, powered by Chrysler engines and using leaded gasoline, were returning from a fuel demonstration conducted by Farmers Union for their members. The tractors were equipped with rubber tires, radio, headlamps and horns.

gallons from the quota set. The company has become very enthusiastic about the drive on Ethyl and has requested additional meetings throughout their distributor territory.

These results can be looked upon with considerable satisfaction, in view of the fact that the campaign was backed by no advertising other than bulletins to dealers and company stations, the results being obtained simply through greater sales effort on Ethyl throughout Tide Water's entire organization with our own demonstration work to back up the campaign.



✓ HERE IS A PICTURE of your Los Angeles Division Reporter caught off guard while vacationing at the south rim of the Grand Canyon—Is this solid comfort? We understand Bob was trying to get a good look at one of the few remaining species of Kaibab Squirrels in this area. His daughter Joan is shown at the right.

Putting Mr Paige on the 'Spot'

✓ How an Ethyl man turned an awkward situation to good account is shown by an amusing incident experienced by our Mr. E. C. Paige (N. Y. Div.) who was about to address a civic club meeting in Southern New Jersey not long ago. The chairman of the program committee moved to the front of the platform and spoke: "May I introduce Dr. Edwin Paige of the Ethyl Gasoline Corporation who will talk to us on 'Baldness and Bellyaches.'" This was rather startling for the speaker, to say the least, but with his wanton composure he stepped forward and proceeded as follows:

"Gentlemen, I am called upon from time to time to talk on various topics, some for which I am prepared and some for which I am not. Today I must beg your indulgence and speak to you on only part of the subject announced. In the first place I am not a doctor and do not wish to masquerade as such. Furthermore, not being bald I know very little about that. However, 'bellyaches' is a topic with which I am familiar and which I am qualified to discuss. We will talk about Bellyaches in your engine." In the address which followed, Mr. Paige pointed out the basic fact that the human body is a heat engine the same as the automobile engine. "The wrong food causes indigestion with the resultant 'bellyache'—likewise the wrong food for the motor causes indigestion or if you will—"knock." The meeting was a great success. Afterwards it was learned that the following week a doctor was to speak on the subject which had been announced and the chairman had merely become confused.

Socony Ethyl Campaign in Westchester County, N. Y. ✓

• DURING August and September the Westchester district of the Standard Oil Company of New York conducted a drive to make Socony motorists "Ethyl conscious." Realizing the advantages of selling Ethyl, the district went out to better their ratio which already was the highest in the Division. A cash incentive was offered the 53 company operated service stations for making an Ethyl quota and credit for the sales of four tires was given to the service station in each of the four groups showing the highest percentage increase. And not to forget the supervisors of each group, \$25 went to the one whose stations gave the best showing. What effort was made is evidenced by substantial increases in every Socony station.

The campaign was inaugurated with a dinner at the Roger Smith Hotel in White Plains. Here the service station supervisors covering the New Rochelle, Stamford, White Plains and Yonkers groups met Messrs. Krick, Stablein, Littlefield, Jones and Murdock, members of the Ethyl field staff of the New York division with whom they were to work. Before the evening was over each Ethyl man was teamed up with a Socony supervisor and numerous wagers were made as to which group would show the greatest percentage increase.

Demonstrations were conducted at each service station and lasted anywhere from a half day to two full days. The object was, first, to properly educate the station attendants on Socony Ethyl and how to sell it and secondly, to demonstrate the difference between Socony Ethyl and Regular Gasoline to as many customers and by-standers as possible. Questionnaires on Ethyl Gasoline and high compression engines were given to each service station salesman the morning of the day the demonstration was to be held at his station. All questions were answered during the day and turned in to the Ethyl representative before he left. The public was attracted to the demonstrations by five foot "A" billboards announcing "SOCONY ETHYL NOW BEING DEMONSTRATED—ALL WELCOME."

Reprints from our magazine and billboard advertising were placed conspicuously at each station and inside, where the attendants were bound to see it, hung a large cardboard sign asking: "DID YOU SUGGEST SOCONY ETHYL TO THE LAST CUSTOMER?"

Ethyl "Facts and Flashes" were distributed to all service station salesmen and wherever possible drive-ways were painted in large white lettering—"TRY SOCONY ETHYL."

Ethyl meetings had already been held for all Kiwanis, Rotary and Lions Clubs in Westchester, letters were written to each under the Socony letterhead announcing the time and place of the Ethyl demonstration in their town. Any member or his friends not having previously seen the demonstration were cordially invited. Results of the contest were closely watched by the district office and those stations not showing an increase were given

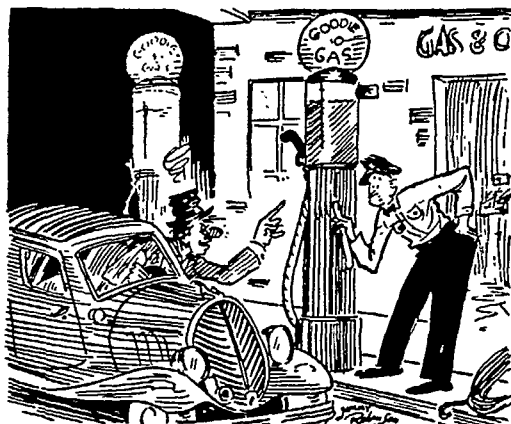
(Continued on page 13)

New Records for Captain Eyston

• DURING September, Captain G. E. T. Eyston, famous British motorist, and his two associates, Mr. A. Denly and Flight-Lieutenant C. S. Staniland, participated in a number of gruelling speed tests at Bonneville, Utah, in which they were successful in smashing no less than 15 world records. Official announcement is made that during their 24 hour run they averaged 140.522 miles. Like Sir Malcolm Campbell, Captain Eyston says of these tests that they are not merely speed tests but that their real purpose is to make cars safer and for that reason are of untold value to the motoring public. What is of particular interest to us is the fact that Captain Eyston did not use a special fuel but regular Ethyl as it comes from the pump. British newspapers running "B. P." Ethyl advertising quote Captain Eyston as follows: "I'm glad I chose 'B. P.' Ethyl—exactly as you sell it from the pump. It is one thing to make an engine go very fast for a few minutes and quite a different thing to maintain a high speed for many consecutive hours. The special racing dopes which may do admirably for the short burst are apt to be unsuitable for a long run. . . . The fact that the fuel I used was identical with that sold everywhere from 'B. P.' Ethyl pumps speaks volumes for its remarkable quality."

SOCONY WESTCHESTER CAMPAIGN (continued from page 12)

additional help, by means of repeat calls with the demonstrating engines. A competitive spirit reigned throughout the campaign which to a large extent put it over. The success of the Westchester campaign has already spread out to other Socony districts and two have announced similar Ethyl campaigns during the coming months.



"I'll take sh'rawberry"

Socony-Vacuum Chicago Division Releases Campaign on Giant Mobilgas Ethyl

• THE Chicago Division of the Socony-Vacuum Oil Company has recently started a sales campaign on their new "Giant Mobilgas Ethyl." The campaign was begun with a half page newspaper advertisement appearing in all three of the leading Chicago newspapers, and followed up by greater sales efforts by Socony-Vacuum dealers throughout the territory in which the Chicago Division of the Socony-Vacuum Oil Company operates. Supplementing the newspaper advertising, pump pennants, service station "A" boards, window stickers and service station attendant lapel streamers were used. A number of large service station banners (10' x 3') were also displayed by the dealers handling the new product.

Mr. Gerwe, who is in charge of the sales promotion campaign by the Chicago Socony-Vacuum division, informs us that the sale of the new "Giant Mobilgas Ethyl" has taken on real proportions. Many dealers who previously had not stocked Ethyl Gasoline are calling for the new product and installing pumps so that they will be able to resell it. The new gasoline has a high octane rating, running between 78 and 80 octane, and a new distillation curve which gives excellent starting and acceleration even in cold motors. An additional series of advertising material is about to be released and in conjunction with this the Chicago Division of the Ethyl Gasoline Corporation expects to hold a large series of demonstrations both in meetings and at service stations.



• ABOUT THE MIDDLE of September Mr. Frank Elliott of our Los Angeles office gave a weekend party at Catalina to which some of his friends and their wives were invited. In the picture are the "boys" of the party in Frank's navigable (?) craft "Beurself." They are from left to right: Mr. Dan Sullivan of the Los Angeles Railway and Ethylmen Bob Loser, Charlie White and the host.

ETHYL NEWS PHOTO FILE 11/35 No. 13

YOSEMITE

By CARL ABELL



• LEFT. Half Dome, Yosemite National Park.



• BELOW. Chief of the Yosemite Indians.



• LEFT. Yosemite Falls from Glacier Point.

• BELOW. The Author and his three sons, with Half Dome in the distance.



• THE beautiful Yosemite as well as the Mono Lake region lays claim to the legendary Paul Bunyan as its patron saint. Indeed as the bard says

"Paul Bunyan was a naturalist
In big Yosemite
He set up all the domes and cliffs
For you and me to see."

Be that as it may, the lumbermen in the camps of the Sierras, during the 70's, would not wish one another in expanding the truth about Bunyan and crediting him with all sorts of impossible exploits. It is not to be wondered at then, that during this period the "bald head home" found it difficult to distinguish between fact and fancy and were loath to believe many of the grand wonders reported from California. The writer's family still chuckle over an anecdote told of his paternal grandfather, an upstanding, puritanical old gentleman who came to California from Vermont in 1872. After this reporting to his old friends on the wonders of the new country he received a solemn message from "daddy" chiding him for succumbing to the veritable bewitching influence of the climate. The old gentleman was stirred with righteous indignation and while brooding over the injustice, chanced to pass a field of such heavy crops with an idea he selected one of the largest, placed it in a neat case and shipped it back home, charges collect. The total weight, mostly lost, was about 40 pounds. In due course the following telegram was received: "Do believe everything you say, don't sleep any more with."

The mountains which Bunyan is credited with "giving up for his amusement," form an ideal terrain for all engineering tests. The Sierras extend for some 400 miles and reach heights of from 14,000 to 14,500 feet. At the foot of these mighty cliffs lies San Francisco where the field branch of our Debris Laboratory is located. Such is the playground that the mythical Paul Bunyan is reputed to have left which has become the Ethyl proving ground—mountains, rivers and forest and plenty of the latter. It is a fascinating world showing the forces of nature at work more clearly than in any other part of the continent.

On the eastern side the Sierra Nevada Range rises to sheer cliffs from the plain below. There are no hills. Within the memory of the present generation there has been a vertical displacement of some 20 feet in the Mono Lake region. This is the one section that still retains that living link with the former past, the giant Sequoias, some of them old when Christ walked on earth. Though now making their last stand in the arid locality they once dominated the horizon of almost all temperate lands of the globe as evidenced by the petrified remains which have been discovered.

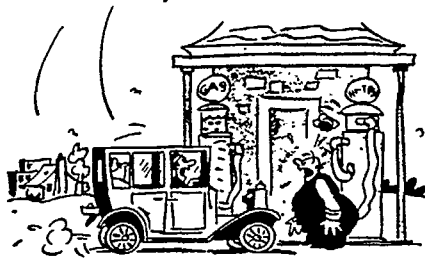
High up on the slopes of the range an ancient trail course extends north and south over barren cliffs.

dreds of feet of sedimentary rock. In bygone ages it drained a great fertile plain and in its bed was accumulated a hoard of gold washed out from other mountains long since disappeared. This deposit is known as the "Mother Lode." Today the rivers run east and west down the steep slope crossing the Mother Lode where they pick up the gold and carry it down to the river bottoms of the lowlands. Here this wealth lay for the 49ers to discover and "washout."

Across the range, directly east of Yosemite, is a volcanic region of quite recent activity and along the shores of Mono Lake are several dozen craters. This is typical, geologically, of much of the area lying along the eastern slope. Another volcanic area lies only a few miles northeast of the field laboratory, in fact the tractor testing ground at Muroc and the desert course followed by the trucks are within sight of the most interesting sequence of volcanic hills in America. Traveling eastward one passes a series of cones, each visibly younger, almost to the Colorado River. This succession is climaxed by the Amboy Crater said to have been created since the American Independence and on one occasion smoke pouring from its cone disrupted service on the nearby Santa Fe Railroad.

The West is still new in many respects. Its physical newness gives it the remarkable height and diversity of its mountains, which in turn create the climate. The physical contour and the climate make the Southwest the greatest proving ground for automotive equipment of all kinds. Many a job has come through mid-western laboratory and proving ground test with an almost perfect score, and then been a dismal failure on the Pacific Coast. The range of elevations and temperatures and the hour-long grinds up hot mountain grades, produce operating conditions which bring out unsuspected weaknesses. No manufacturer of engines, gears, spark plugs, tires, paint, oil or a dozen and one other automotive items, can know that his product is "adequate" until it has shown its ability to give satisfactory service where Paul Bunyan followed his playful bent with the scenery. The ability to do a good job out there gives a product an inherent factor of safety which enables it to withstand a great amount of abuse or misuse under less rigorous circumstances.

The Field Branch of the Ethyl Gasoline Corporation's Laboratory at San Bernardino is there to enable us to keep our factors of safety ahead of the requirements of the automotive industry.



GIMME THE HI-TEST
My engine's sort a missin!

ETHYL NEWS PHOTO FILE 11/35 No. 15



ETHYL NEWS PHOTO FILE 11/35 No. 14
Artificial Wind Routes

Jack Frost

• GASOLINE engines and airplane propellers, working high above the trees, are now routing Jack Frost from California orange groves. The long-established method of using orchard-heaters still serves, of course, and will continue to serve, but certain progressive fruit-growers have taken a leaf from the book of physics and are applying the natural law to fruit-tree protection. Frost needs cold, still air to get in its deadly work; if the air is warmed or stirred, this bugaboo of the growers must move on to unprotected areas. The equipment that sends a strong steady air current across the rows of trees needs no watching, and little attention, although the original installation cost is considerably greater than that of the ordinary frost-control method.

The mechanical frost-dispeller pictured here is a typical example of the new-day equipment found in a limited number of California orchards. It is installed on the ranch of A. H. and R. W. Hills in the Porterville orange district. A 450-horsepower, 12-cylinder Liberty airplane engine drives an 8-foot propeller. The engine and propeller are mounted on a 40-foot steel tower, the platform of which slowly revolves when the engine is running. The spinning blade creates a wind, circulates the cold air that always settles close to the ground, and nowhere in a 40- or 50-acre area can Jack Frost find a quiet spot to lay down his white mantle.

When the radio frost-warning comes, the engine must be started without loss of time. It must also operate at high speed, often for long periods. Dependability is absolutely essential, and therefore E. I. Barnes, manager of the Hills ranch, selected Standard Ethyl Gasoline.—
Courtesy S. O. (Cal.) Bulletin.

ETC 21770

Newsbriefs

Mr. J. ✓
 • THE BALTIMORE DIVISION pride themselves on the fact that they are raising sons—future Ethyl representatives—but Oscar Lewis, whom they still consider as one of the Division, had his own ideas. "We should have some secretaries," said Oscar, and accordingly an 8½ pound girl made her appearance in the Lewis household in Baltimore on October 8th 1935. We extend our heartiest congratulations to the happy parents. In a few weeks the Lewis's will occupy their new residence in Mamaroneck, N. Y., when possibly the Baltimore contingent will allow us, in New York, to officially adopt the family.



✓
 • EDWARD J. GRESSLIN has been engaged as Traffic Manager in the Manufacturing Department, with headquarters at our plant. For the past twenty years he has been associated with the Standard Oil Company of New Jersey as Assistant Traffic Manager. Our traffic problems are by no means new to Mr. Gresslin for he has served in an advisory capacity since 1925 when our blending plant was

located at Moraine City, Ohio. His former activities have brought him in contact with all the railroad representatives of this country and he is well qualified to handle the many perplexing problems that arise in connection with the transportation and distribution of Ethyl Fluid. We welcome him to the Ethyl family.

✓
 • F. R. BANKS, European Technical Representative of the Ethyl Gasoline Corporation, has been awarded the Taylor Gold Medal of the Royal Aeronautical Society of London for 1934. The award came for the paper on "Ethyl Petrols for Aviation Purposes" delivered before the society in January, 1934.

✓
 • ON Saturday, October 12th, 1935, Mr. Lowell Mason, our North Carolina representative, was married to Miss May Gray Efrid, daughter of Mr. and Mrs. Paul Hayward Efrid at the First Baptist Church of Charlotte, N. C., before a large gathering of relatives and friends. After a two weeks honeymoon Mr. and Mrs. Mason will make their home in Charlotte. Members of our organization who had the pleasure of meeting Mrs. Mason at the Baltimore Division Meeting last February will be particularly pleased to welcome her into the Ethyl family.

✓
 • ON September 28th, 1935, Giraud E. Townsend (N. Y. office) and Miss Virginia Ruth Halligan were married in Rutherford, N. J. They went to Virginia Beach on their honeymoon and are now living in Rutherford. We welcome, most heartily, Mrs. Townsend to the Ethyl family and wish them both the very best of luck.

✓
 • NEIL URQUHART of the New York office, has been transferred to our Chicago Division and took up his new duties, under the able supervision of Bob Jordan, on October 21st. Good luck to you Neil, and we hope you'll soon be so busy you won't have time to be homesick.

✓
 • SPEAKING of vacations—all the boys in the Atlanta Division are casting envious eyes at that admirable secretary, Miss Florence Liebermuth. It was her good fortune to make a tour of the northern United States and Canada, visiting Lake Louise, the Canadian Rockies, Vancouver and other places that they only know about from travel bureaus. But the rest of the personnel hasten to add, "Don't feel sorry for the Atlanta Division, Georgia contains everything that one could wish for." In the north, beautiful mountains where lovely

lakes nestle and cold mountain streams where trout (and representatives) gambol. In the central part the foothills extending south to Warm Springs and Atlanta itself with an elevation of 900 feet. Still further south the plains where pines sigh in the wind and the odor of turpentine fills the air. Here too, is the great Okefenokee swamp, largest of its kind in the country. On the seacoast two beautiful beaches at Brunswick and Savannah and throughout the state the beautiful girls for which it is noted. Who has not heard of the "Georgia Peach"?

✓
 • ONCE in a while Carl Abell, of the Los Angeles Division, digs into the statistics file and brings out some rather startling combinations. Here is his latest—Diesel engines totalling 652,000 horsepower were bought in the United States last year—engines for trucks, tractors, streamlined trains, electric generating plants and marine installations included. This is equal in horsepower output to about one and a quarter days' production of Fords at the peak of the 1935 production. Looks as if we might manage to stay in business for a year or two longer, at least.

✓
 • ON October 1st the Atlanta Division welcomed Errol (Migratin') Gay, of the Detroit Lab, with open arms. When he arrived, however, it was observed that he wore a beautiful shiner in the neighborhood of his right eye and several other marks indicating he had been involved in some sort of melee. It seems that at least three thugs in the Dayton territory (apologies to Harry Mack) had set upon our Errol and while two held him the other proceeded with his nefarious task of decoration. Knowing Errol and judging by the condition of his hands, we believe that the encounter was not entirely one-sided. But in all seriousness, the experience where these three men deliberately set upon him was one of the most flagrant violations of the peace that any of our men have come in contact with. From Errol's report of the fracas his wife had to be locked in the car to keep her from soundly thrashing the rascals.

✓
 • SH! It's a secret or is it a secret? We understand that Hume Chenault goes from one extreme to the other. In the October issue of this magazine there was an article about Hume trying to become a member of the California Highway Patrol. Now we understand he is spending his vacation at the original Nudist Colony, Carmel by the Sea. Wonder if Becky was along to keep an eye on him. He might furnish us with some choice photographs when he returns to his work.

✓
 • ROY GOLTZ (N. Y. Division) recently received the following letter from a friend. The idea is good and offers a real opportunity to raise Ethyl gallonage during the fall:

"Dear Roy:

Naturally there is a lot of betting on football games at this season of the year and in a couple of instances I know of, these bets have turned out quite favorably for you and your company. A friend of mine has two bets on his Alma Mater and the stakes are—Believe it or Not—five gallons of Ethyl Gasoline.

*Very truly yours,
 Ralph."*

✓
 • FROM the Manufacturing Department: "We note the Here & There item from the Baltimore Office relative to their effecting delivery to Standard of fourteen tank trucks in a twenty-day period. Nice work for the boys in Baltimore: we don't want to steal your thunder but maybe we could ask for a share of the lightning."

SOCONY-VACUUM OIL COMPANY Inc. *Announces*

A new

"GIANT"

GIANT POWER

LIGHTNING ACCELERATION

INSTANT STARTING

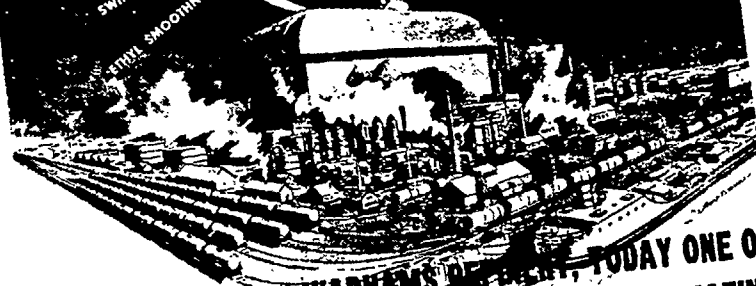
ABSOLUTE KNOCKLESSNESS

SWIFT WITNESS

SMOOTH

GIANT ETHYL

POSITIVE STARTING
1994 WINTER WEATHER
NEVES MATTER
FREEDOM, C & C: DEON
GAVE TOY, BILLS
SAVES MONEY ALL WINTER



FROM THIS MODERN WADSWORTH PLANT, TODAY ONE OF THE MOST ADVANCED IN AMERICA, COMES AN AMAZING

**New
type**

WINTER GASOLINE



READY NOVEMBER 1951

Ready November 1st... Ready to give Wisconsin a new-type gasoline... a true Winter gasoline... such as no motorist here or anywhere has ever enjoyed before.

Last week, in the Wadham refinery in East Chicago, we rushed to completion revolutionary improvements in technical processes and manufacturing equipment.

Modern, before, this Wadhams refinery now is ranked throughout the Petroleum industry as one of the most advanced in America.

And that means, one of the most advanced in the entire world!

Now, from this refinery, train after train of tank cars is carrying New GIANT-ETHYL to every center of

Wadhams distribution ready for
November 1st.

What is this new fuel like?

The name GIANT-ETHYL tells its percentage and vouches for its over-shadowing quality. Thousands are familiar with Wadham's "GIANT" gasoline, famed for eighteen years as the richest "flashest", quickest starting gasoline in general distribution.

This is old-time Giant in new-day formula, its mighty power under the velvet, cushioned control of Ethyl.... a strictly winter gasoline that's as advanced, as exciting in every phase of performance, as next year's motor car!... It's a great gasoline! When you start, your battery, your motor feel the first nip of winter.... try it!

Now, the train of tank cars is carrying GIANT-ETHYL to every center of Wadham's

Wadham's GIANT ETHYL

**INSTANT STARTS
POWER**

ETC 21772

for best motor performance.

Mobilgas Ethyl

buy a tankfull -
you'll be thankful

AT THE PRICE OF REGULAR ETHYL

CAMERA CLICKS KICK-OFF

IN $\frac{1}{100,000}$ th
OF A SECOND!



Here's Compression For You!

THIS is what actually happens to a fully inflated football at the infinitesimal instant that it is kicked! Caught with stop-motion camera in $\frac{1}{100,000}$ th of a second . . . by Prof. H. E. Edgerton and Mr. K. J. Germeshausen of the Massachusetts Institute of Technology.

See how the kicker's toe sinks in! Here's *compression* for you!

When you are driving to next Saturday's football game, remember the pictures on this page. It's *compression* that puts power in the kick-off; it's *compression* that puts power in your car's engine. The more a football is compressed before it leaves the foot, the farther it goes; the more gasoline is compressed in your engine's cylinders before it is "fired," the more power it develops.

EVERY CAR OWNER SHOULD HAVE THESE FACTS:

To increase the compressibility of motor fuel, oil companies use anti-knock fluids manufactured by the Ethyl Gasoline Corporation. They are so effective that most regular and premium gasolines sold in the United States and Canada now contain them.

Pumps bearing the trademark "Ethyl" contain special motor fuel of outstanding quality and value because—

1. You get a sufficient amount of fluid (containing tetraethyl lead) to produce the highest anti-knock rating by the official test methods of the oil and automotive industries.
2. The all-round quality of the motor fuel so treated is doubly checked

—by the oil companies and by the Ethyl Gasoline Corporation — at the refineries and at filling stations.

3. With Ethyl you get the full performance of the high compression engines of modern automobiles. Ethyl also livens older cars which have carbon deposits.

Pictures below show how Compression means Power in your car's engine, too....



1 READY

Above: Foot swings to compress ball. Left: Drawing shows piston in automobile engine cylinder starting upward to compress gasoline vapor.



2 COMPRESS

Above: Kicker's toe meets ball, compressing it. Left: Spark ignites gas vapor compressed by piston.



3 GO!

Above: Ball soars away as it springs back in shape. Left: Combustion of gas vapor drives down piston, furnishing power to car's wheels.



ALWAYS LOOK! Only gasoline sold from pumps bearing the Ethyl trademark on globe or body contains sufficient Ethyl fluid to bring out the FULL performance of modern, high compression cars.

To get ALL the power and pleasure from your car investment—NEXT TIME GET ETHYL!

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ETC 21774

J. C. Taylor

ETC 21775

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
NEW YORK CITY

Vol. 2, No. 12

DECEMBER, 1935

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SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

So This Is America! ✓

Compare It With Other Countries

• WHAT are the measuring sticks by which we can make an honest appraisal of the American standard of living and the distribution of wealth? The United States has only 6% of the land area of the world, and 7% of the world's population. But its percentage in worldly goods, its enjoyment of comforts and its usage of new inventions and achievements is greater than in any other country. This country has 32% of the railroads, 58% of the telephones and telegraph facilities, 36% of its developed water power, 76% of the automobiles, 33% of the radio broadcasting stations and 44% of the radio receiving sets.

Our standard of living is so much higher than in foreign countries that we consume one-half of the world's coffee; one-half of its rubber; one-half of its sugar; three-fourths of its silk; one-third of its coal and two-thirds of its petroleum. Our educational system and our schools, which assure everyone a free education, are the envy of the world. In 1933, a depression year, there was spent in the United States, more than three billion dollars for education, and that was more than the amount expended for education by all of the other countries in the world. The United States is the only country in the world to put one out of every five children through high school and one out of every 116 through college.

The workers' share of all national income has grown from 38% in 1850 to 65% in 1929, and has remained

(Continued on page 10)

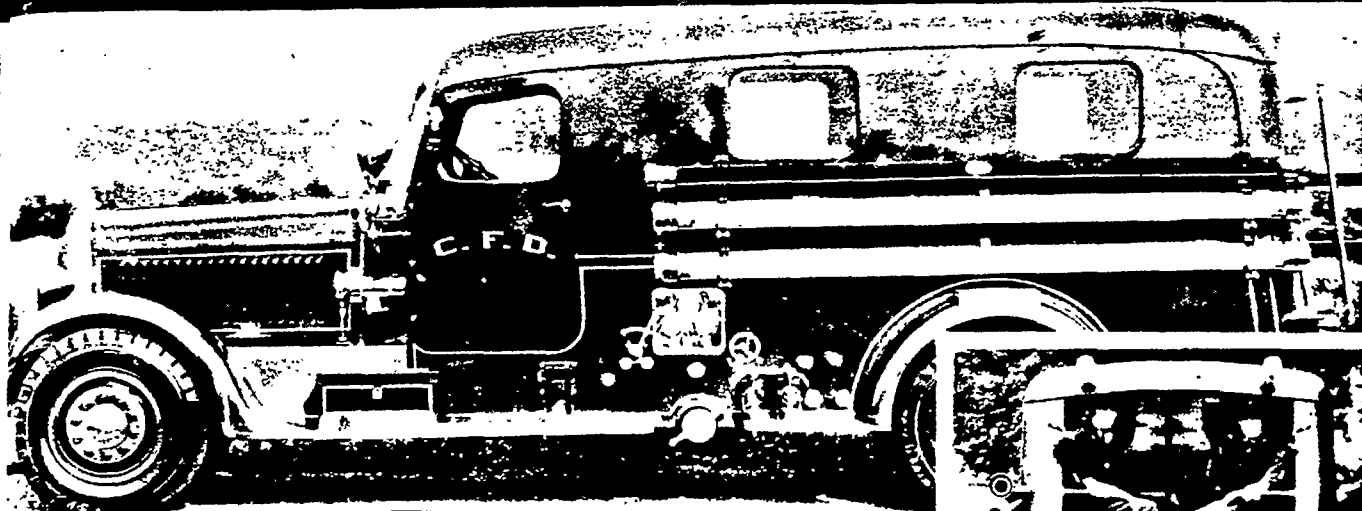
MEET DR. CALINGAERT



• GEORGE CALINGAERT was born near Brussels, Belgium on September 9th, 1896. On completing his high school course in 1914 it was his intention to enter the University of Brussels but world events caused him to change his plans and he took service in the Belgium Army. He served four years in the front lines with the Engineers, receiving only a minor bullet wound and attained the rank of First Sargent Major. At one time he was a prisoner of war in Holland but succeeded in escaping after a few days and rejoined his command.

After the Armistice he resumed his studies at an accelerated pace, to make up for lost time, and in 1921 received the degree of Doctor of Science. In the fall of the same year Dr. Calingaert came to this country and engaged in some work in the Research Laboratory of Applied Chemistry at the Massachusetts Institute of Technology. In 1922 he was made an Assistant there and became acquainted with Mr. Midgley. It was through this contact that he started work on the various problems in connection with the manufacture and use of tetraethyl lead. In 1926 he was appointed Assistant Director of our Research Laboratory in Yonkers, N.Y. under Dr. Edgar. Here he remained until 1932, at which time Dr. Edgar was made vice president and Dr. Calingaert was put in charge of the Chemical Research Laboratory, then being moved to Detroit, which position he still occupies.

Dr. and Mrs. Calingaert have two sons and make their home in Detroit. He is active in the local organizations of the American Chemical Society and the American Association for the Advancement of Science.



ETHYL NEWS PHOTO FILE 12/25 No. 1
First Enclosed Type Fire

Engine Built in America Goes To Charlotte, N. C.

• THE Charlotte (N. C.) Fire Department has twenty-three pieces of regular equipment as well as two chiefs cars and two service trucks. The latest addition is the Fire Sedan which has only just been put into service and is the first fire engine of its type ever built in this country.

It was supplied by Mack Truck, Inc. to specifications prepared by Chief Palmer of Charlotte and the new Mack Fire Sedan, a 750-gallon pumper with inclosed body, represents a radical departure from prevailing American types. Inclosed types of fire engines have met with considerable success in European cities, but until the Charlotte department took the lead, this design was unknown in America. The closed body has accommodations for ten men; eight seated within the body on two cushioned longitudinal seats, while the driver and officer in charge ride in the inclosed cab.

The truck carries every piece of equipment ordinarily carried on conventional pumpers of its class. It has a 750-gallon centrifugal pump and, in addition carries a 100-gallon water tank to which is connected 250 feet of booster pump hose. Three lengths of suction hose are carried outside on the left side of the body, while on the other side are two twelve-foot nested ladder sections. The regular 2½" hose, 1200 feet of it, is stored within the body beneath the seats. Atop the body is a screened rack in which is carried tarpaulins, rope and other miscellaneous equipment. Access to the latter is by means of a small steel ladder on the right side of the body. All pump controls are readily accessible, protruding through the body skirting on the left. Two sliding windows on each body side equipped with non-shattering glass provide adequate light and ventilation within the body.

Fire Chiefs throughout the country are reported evincing considerable interest in Charlotte's new fire apparatus. Basically, the body design of American fire engines has undergone no important change since horse-drawn days, despite the fact that practically every other type of vehicle has felt the various modernizing influences which have culminated in the sleek streamlined

types of body. Charlotte's new pumper may well be the initial step in a complete revolution in body design.

We learn through our North Carolina representative who has talked with Chief Palmer, that whereas the Charlotte equipment has been operating entirely on leaded gasoline, the Chief believes the new Fire Sedan would show greater efficiency on a higher anti-knock fuel.

ETHYL NEWS PHOTO FILE 12/25 No. 2

Meeting for Tank School Class at Fort Benning

• ON October 23rd, 225 officers and men, including all the instructors and the class of the tank school at Fort Benning, Ga., attended an educational meeting and demonstration, held by our Mr. M. M. Smith of the Atlanta Division. These meetings have become a regular feature of the tank school and this was the fifth held by Mr. Smith. This year the interest was so great that the gathering could not be held in the class room, as had been the practice in the past, but was put on in the 24th Infantry Theatre. The new portfolio was used to show the advantages of Ethyl and high compression, and this was followed by a demonstration. Much interest was displayed in both the talk and demonstration. The following week Major Besette, instructor of the tank school, gave a dinner at the Officers Club in honor of Messrs. Wilson and Smith. Eight instructors of the school were present besides the Major.

It will be remembered that it was at Fort Benning, and with the help of the Tank School, that the foundation was laid for the tests that were responsible for the United States Government motor specifications being changed.

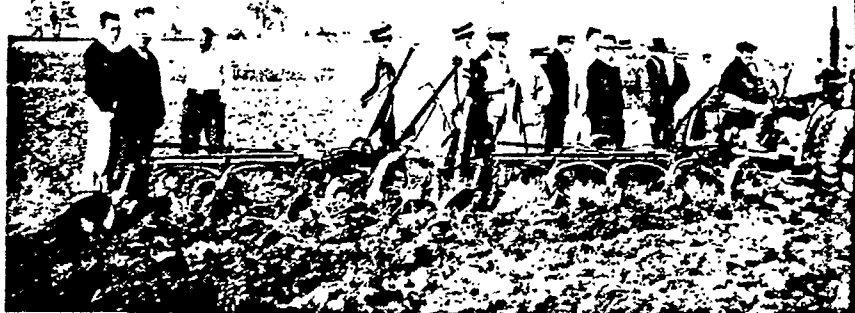


• NEW MEXICO representative Mr. H. N. Peters, who has been doing good work showing officials at Red Bluff Dam project in West Texas that leaded gasoline is best for motors used in construction work.



• MR. PAUL JOHNSON (K. C. Div.) has been conducting demonstrations in our exhibits at various County Fairs in Iowa. In Des Moines he gave a talk to employees of the State Capitol and to 75 officials and clerks in front of the Capitol building. He is shown demonstrating to the Lieutenant-Governor of the State.

• THIS TWIN CITY tractor converted for use of leaded gasoline is competing in the annual Plowing Match at Big Rock, Ill. It is shown pulling seven plows in high gear at speed of $4\frac{1}{2}$ M.P.H. This same tractor operating on distillate or other ordinary tractor fuel pulls but four plows under favorable conditions.

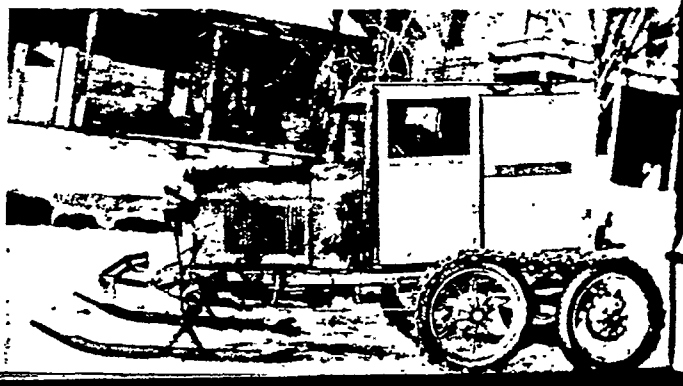


• Do You KNOW his name? He's a champion and fastest of them all. We believe this to be a hitherto unpublished picture of Sir Malcolm Campbell. Maybe he's getting a thrill at 8 M.P.H., but it's not with ETHYL this time.



ETC 21779

• THIS UNUSUAL VEHICLE for winter travel is common in Northern Minnesota and known as "A Snow Bird." It is useful for calling on a jobber who lives ten miles from a main road and is "snowed in" for the greater part of the winter. When the temperature gets down to 20° below, a small can of burning charcoal is held between the legs to keep from freezing. Anyone wishing to place an order for one of these modern vehicles may get in touch with our Minnesota representative, Fred Naylor.



"Slushing Compound—E.G.—174"

By
DR. GEORGE CALINGAERT

• THE steady improvement in the performance of the automotive engine has been regularly marked by the discovery of methods of increasing the life of parts of the engine which are being severely taxed by the demands made on them. Eventually the chemist and metallurgist will supply new materials, but in the meantime they, in collaboration with the engineer, can often do much to protect the danger areas and keep them in condition to fulfill their purpose. An interesting example of such protection has been worked out in our own Chemical Laboratory.

Masterpieces of modern automotive engineering, such as high output aircraft engines, are now regularly in service in climates where hitherto only cruder types existed. The excessive humidity combined with high temperature in the tropics introduced a new factor into the use of aircraft in such regions. At high atmospheric temperatures the air may hold a much greater *actual* amount of water than at lower temperatures, even though the relative humidities are the same; in other words, the absolute humidity may be very high. It has been found that this may cause the development of rusting in the cylinder bores of laid-up engines, due to the interaction of water with the metals composing the combustion chamber, which have undergone changes due to chemical reactions during running. It is presumably due principally to the factors accompanying high power output, greater precision of fitting and special materials of construction that aircraft engines are more

susceptible to such attack than others. As far as we know, no case of harmful rusting, not artificially produced, has been heard of among automobile engines.

Because this form of corrosion occurs while the engine is idle, it is called "cold corrosion." The Chemical Research Laboratory in Detroit had its attention drawn to this problem by Mr. S. D. Heron and in collaborating with him has recently completed an investigation which has resulted in the development of an effective anti-corrosion oil or "slushing compound" known as E.G.-174. It is a clear brown liquid of viscosity about 550 sec. at 150°F., readily sprayed, but then tending to resist flow by

forming a jelly-like film. Its formula is

Triethanolamine	5-6%
Aluminum Stearate	10%
Butanol	10-12%
Lard Oil (medium acidity)	Balance

E.G.-174 is on the market and is now specified by the Wright Aeronautical Corporation for the treatment of

engines which are to be stored or shipped. It is a preservative of considerable utility for ferrous metals and has been employed, for instance, by our Dynamometer Laboratory to preserve their air metering orifices in bright condition.

The story of the development of E.G.-174 is one of great interest. Before any tests on engines were started, no less than 500 steel plate samples, both polished and unpolished, were separately treated by three methods to cause them to rust in damp air, then protection tests made with more than 80 distinct chemical compounds, in numerous proportions and mixtures. The scope of testing was then enlarged to include protection of actual automobile engines and later of aircraft engine cylinders. To give a severe practical full scale test to the more promising compounds, these engines and cylinders were stored in a "tropical room" which was set up for the purpose, and in which a humidity of 90% and a temperature of 100°F. were maintained for many months. Each automobile engine was run on the dynamometer stand for 24 hours before treatment and storage. Twenty-one such runs were made while 34 separate formulae were tested. Each aero engine was run for 10 hours (with the cooperation of the Warner Aircraft Company) and a total of seven runs was made, using two sets of cylinders and testing 25 separate formulas. The aircraft cylinders have been kept as permanent exhibits.

Figures 1 and 2 show the beneficial effects of using E.G.-174. The cylinders had the same history except that protective agent was applied in the case of Fig. 1 while none was applied in the case of Fig. 2. The cylinders were sectioned after two weeks exposure. Of course, the severity of the exposure was greater than would be met with in practice, since the cylinders were left open to obtain the full effect. In Fig. 1 the protective oil has been removed for the photograph. It is, however, one of the advantages of this compound that it need not be removed from the engine before it is started up after storage. It will be quickly removed by burning or by solution in the motor oil. The advantage of this feature in saving of labor does not need emphasis.

Experience has shown that under moderate temperature and humidity conditions excellent protection of all parts is given by E.G.-174 for many months without further attention. Under severe tropical conditions the same is true if access of air to the interior of the cylinders is hindered by blocking up the intake and exhaust ports. When the atmosphere can reach the cylinder under severe tropical conditions it may be desirable to turn the engine over about once a month and to re-preserve every six months to obtain the best results.

Methods of applying slushing compounds may vary with circumstances. In some cases the liquid may be

(Continued on page 13)



E.G. 174 1 R



1

Here and There

• Mr. L. H. Blatchford of our Boston Division, reports that general business conditions in his territory seem to be improving. The City of Lawrence, which has been very dull, has shown a marked increase and it is claimed that business is as good as in 1930. The paper stores are showing a substantial improvement in sales which are more than seasonal. The General Electric, the main industry in Pittsfield, has shown such an increase that they have added a number of men to their payroll. Men with whom Mr. Blatchford has talked in various lines are feeling very cheerful and gasoline sales with most of the major companies show increases over 1934. From reports of other of our field men in the Division, a similar condition seems to prevail throughout New England generally.

• "Watch The Fords Go By" is a familiar slogan. In Maryland, D. C. and Virginia, they used to watch loads of them go by on transport trucks fueled with non-leaded gasoline but Those Days are Gone... (Forever we hope). The Nu-Car Forwarding Company has just changed to Essolene... 1500 gallons per day... 6 days a week. Chevrolet transport trucks from the Baltimore assembly plant use the same fuel... Essolene... approximately 4000 gallons per day.

• Some time ago Mr. L. R. Burroughs (Chicago Division) made a canvass of fuels used by counties and cities in Northern Wisconsin. He found that five counties and two cities were receiving unleaded gasoline in tank car quantities consuming about 800,000 gallons annually. Eau Claire and Outagamie Counties changed to leaded regular gasoline and have been using it the greater part of this year. Lincoln County has received the first car of leaded regular and Langlade County has agreed to try a car on their next order and have changed their specifications to read 68-70 octane lead treated in order to be sure they get it. Appleton County has ordered their first car of leaded regular gasoline and Eau Claire has changed their specifications to read 68-70 lead treated as they specified 70-72 octane on their last bids and received an untreated fuel which was tested and found to be only 65 octane.

• During the latter part of September the Army post at Fort Moultrie, S. C. changed from non-leaded to regular leaded gasoline. The gallonage will run about 250,000 during the year. Mr. Jeppe, who has been following this closely, has just received word that they are very well satisfied with the change.

• "United Motor Service, believing that there are thousands of passenger car owners and fleet operators who would like to take advantage of today's high anti-knock fuels by increasing the compression ratio," comments the New Orleans Item, "have entered into a program of high compression service. Through the cooperation of the Ethyl Gasoline Corporation, accurate data has been made available and the chief functions of Mr. Gay's (representative of Ethyl's Detroit Laboratory) visit to New Orleans was to train men along these lines." The New Orleans Item also reports that our Louisiana representative, Mr. W. C. Mundinger, spoke before a meeting of some 200 fleet operators, oil company officials and mechanical men on the cooperation of the major oil companies in making available high anti-knock gasoline to meet the needs of the modern engine.

• An interesting side light on the demonstration given before the Chemistry Departments of the Portland (Me.) High School, recently was that the instructor required each student

to write a paper on the value of Ethyl Gasoline to the present day car. The instructor has promised to show the better papers to our Mr. Perry of the Boston Division, who delivered the lecture.

• Some time ago our Kansas City Division prepared some Chevrolet booklets which were very well received. Through the efforts of our Mr. Cline, the zone office of Chevrolet in Oakland, Cal. ordered 550 copies and upon these being supplied, the following letter was mailed out by the Chevrolet Company with each booklet:

*"To All Direct Dealers
Oakland Zone Six—*

We are attaching hereto a booklet compiled by the Ethyl Gasoline Corporation entitled 'Peak Performance from Chevrolet by using Good Gasoline & Perfect Tuning.'

During 1936 I know you will agree that we should demonstrate our car at every opportunity and in order to insure getting the most performance from the 1936 Chevrolet, we should naturally use the best gasoline available, and it is with this thought in mind that I am mailing you this booklet and ask that you please use it at your morning sales meeting to acquaint everyone in your retail organization with the splendid performance that can be obtained through the use of Ethyl Gasoline. The Ethyl Gasoline Corporation, whose offices are located at 580 Market Street, San Francisco, has an educational department and if you will only drop them a card, they will be glad to attend one of your morning meetings and explain fully to your organization the value and importance of using a high grade of gasoline when demonstrating."

• Mr. Roy Wright, salesman for the Mid-Continent Petroleum Corporation at Des Moines, Iowa, arranged for Louis Wilson to address the Junior Chamber of Commerce in that City. An advance bulletin was prepared and mailed out to the membership of 178, that Mr. L. L. Wilson would be their guest speaker. Mr. Wilson was announced in this bulletin as Representing the Ethyl Gasoline Corporation of America, sponsored by the Mid-Continent Petroleum Corporation. It was explained that his subject would be: "What Makes the Wheels Go 'Round and Why." Further details informed the membership that he would "give them the low-down on the past, present and future of the Automobile Era—from Henry's first horse to your grandfather's streamlined automobile." This bulletin further explained that if anyone attended the luncheon did not like Mr. Wilson's talk that Mr. Wright would give them all a full tank of D-X Ethyl Lubricating Motor Fuel.

• We hear that the Albany (N. Y.) County Petroleum Industries Committee in a recent meeting formally demanded the abolition of the emergency tax of 2¢ a gallon on gasoline. The local manager of the Empire State Automobile Merchants Association discussed the legislation on the subject at the last session of the committee. A legislative brochure "Don't Kill the Goose that Lays the Golden Egg" was presented by the employees of one of our licensees.

• The continued cooperation that the Virginia Division of the Standard Oil Company of New Jersey has given our Baltimore Division is evidenced again. The Virginia Division is anxious that their men have all the possible information concerning motor fuels and have arranged a series of seventeen meetings for the wholesale department. At these meetings the Baltimore Division has shown the gum exhibit which

has lately been prepared by Detroit. The talk given in conjunction with this exhibit is based on three points: What is gum? How does gum damage engines? Has the Standard Oil Company gum free motor fuels?

✓ • Mr. S. T. Pruitt, our Tennessee representative, has just completed two weeks of meetings for the Standard Oil Company of Louisiana. These were held in Eastern Tennessee and were for service station employees, garage owners and fleet owners. He reports a great deal of interest in Ethyl being shown throughout this territory.

✓ • A recent letter from Mr. J. H. Boden of the Petroleum Products Department of Firestone Tire & Rubber Co. to Mr. Harry Mack, Dayton Division Manager, speaks for itself and is very gratifying inasmuch as considerable attention has been given to this activity by our field staff. Mr. Boden says: "Mr. A. P. Matheson, Central Zone Manager of our Company has approved the holding of meetings in the stores in his various districts. He has advised his District Managers to this effect, informing them a representative of the Ethyl Corporation will call upon them to make the necessary arrangements. We have had a very favorable reaction from our employees as to the meetings held in our Midwest Zone as they have been educational and have given the employees a much better knowledge of gasoline and the advantages derived from the use of Ethyl and Q compound."

✓ • The Martz Coach Company and the White Transit Co. of Wilkes Barre, Pennsylvania, have recently changed from unleaded third grade to leaded gasoline, according to Mr. Krick of the New York Division. The Martz Company operates inter-state coaches from New York to Chicago and The White Transit, a subsidiary, local buses in the vicinity of Wilkes Barre. They use approximately a million and a quarter gallons of gasoline per year.

✓ • This summer Mr. C. E. Smith of the Chicago Division was successful in having a program on high compression instituted by the Borden Farm Products Company in Detroit, Michigan. In a recent contact with Mr. Dougherty, their maintenance superintendent, it was stated that due directly to this high compression program their gasoline consumption per unit has dropped 20%. This has been accomplished by high compressioning their Chevrolet and other light delivery equipment as well as some of their heavy duty trucks.

✓ • It looks as if we might expect some increased business from the Oriental population in and about Fresno, California, if there is any significance in a report received from Mr. A. H. Chenault of the Los Angeles Division. Quite recently he had an interview with a Mr. Lee who operates a produce market in the above town, in reference to high compressioning some of his equipment. The result was he has ordered high compression installation. The fact that Mr. Lee is a leader among the Chinese in his vicinity may "open the door" to further developments along this line.

✓ • Arrangements have just been completed by the Atlanta Division to join in the educational work that Chevrolet Motor Co. is doing and plans for a number of joint meetings have been arranged. Mr. Douglas Miller, who handles the educational entertainment of Chevrolet, is showing moving pictures to various schools, clubs and civic enterprises. One of the films is named "Fire Control" and shows how gasoline burns inside the cylinder. We are tying in with this thought by sharing the time in the meetings, giving a demonstration, a talk on Ethyl and answering questions. The first of these will be held in Georgia where Mr. M. M. Smith will work with Mr. Miller. Fifteen meetings have already been arranged.

✓ • Mr. Henry Ball (Boston Div.) recently held a meeting for the automobile and farm mechanics students at the Morrisville Agriculture College in Morrisville, N. Y. As a result

the Ethyl story is to be made a regular feature of the course every two years. The course is of two years duration and is still in somewhat of an experimental stage. In the past it has been almost entirely devoted to shop work, but the theory of motor fuels, oils, etc. is gradually being worked in.

✓ • During the past summer, the instructor in charge of the automotive classes at the Mansfield (Ohio) High School, attended sessions of the General Motors Institute. He was so much impressed with the lectures and demonstrations given by our representative before the Institute that he has requested our Mr. Faller to arrange a meeting for his own classes. We also learn that the professor in charge of automotive engineering at the Case School of Applied Science in Cleveland has scheduled Mr. Faller to lecture to the classes there on engines and fuels. This is the third time in the past two years that our representative has appeared before the school. We look upon this type of work as one of our most important activities.

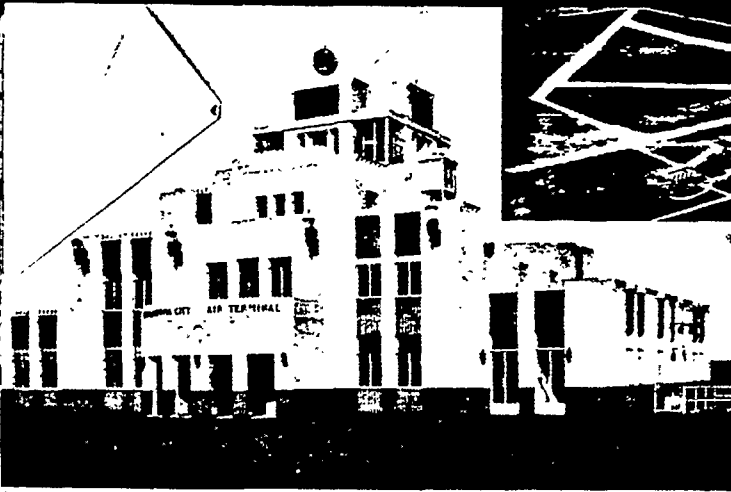
✓ • The Logansport territory of the Mid-Continent Petroleum Corporation was in second place during the July and August contest with a little better than 9% Ethyl sold through all stations. It is to be noted that the total Ethyl sales for 1934, through eleven stations operating in this territory, was only 10,750 gallons. At the end of September for the year 1935 sales had reached 26,500 gallons.

✓ • The Capital Transit Company in Washington, D. C. was formed about a year ago by combining several of the bus companies in that city. Their present gallonage runs slightly over 2,000,000 per year. During this period, using an unleaded gasoline, they have been having consistent gum trouble and at one time it was so bad that they had 64 buses tied up. Mr. Cole of the Baltimore Division, called on them with the engineers of two of our customer companies and discussed the advantages of a leaded fuel. Finally word was received in the Baltimore Office that the account had switched to a leaded gasoline.

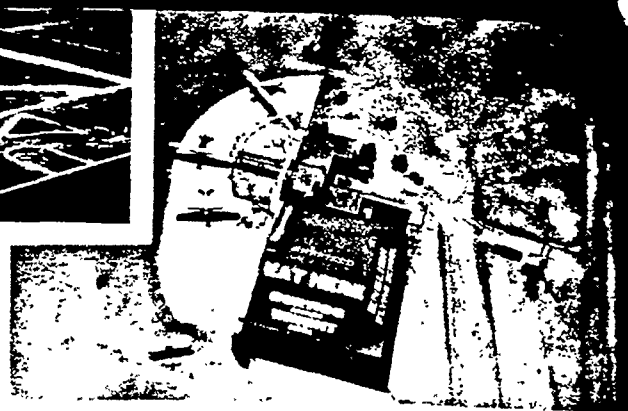
✓ • At a recent demonstration conducted by our Mr. Meurer at a Skelly Oil Company Service Station in Tulsa in connection with an Aromax Ethyl sales program, one of the audience who appeared to be keenly interested, proved to be a deaf mute. On discovering this, Mr. Meurer gave him an individual demonstration by means of the panel board and paper and pencil.

✓ • Since September, when most of the Boston Division were kept busy conducting meetings for Tidewater, quite a varied assortment of meetings have been held. These included talks before Rotary Clubs of Norwood, Randolph, Attleboro and Dedham in Massachusetts; Camden and Brunswick, Me., Durham, N. H. and Woonsocket, R. I. Talks and demonstrations were given at the following schools and colleges: Binghamton, (N. Y.) High School and Norwood High School, the University of Maine and University of New Hampshire, Colby College, Rhode Island State University and Franklin Union Institute of Boston, Norwick University and St. Johnsbury Academy in Vermont, Portland (Me.) High School and the Morrisville Agricultural College, Morrisville, N. Y. A talk was also given for the foreign students at the Pratt & Whitney Aircraft Corp. and one at the army post at Fort Adams, R. I.

✓ • Upon receipt of the bulletin regarding the set of dishes showing gum content of gasolines, Mr. F. S. Cronin showed it to the officials of the Virginia Division of the Standard Oil Company of New Jersey. He was immediately invited to present this exhibit and a talk before a series of meetings for this division. They frankly stated that we had brought them so much interesting and valuable information in the past that they knew that this new material would be worth having.



• OKLAHOMA CITY MUNICIPAL AIRPORT situated 8 miles from the City is considered one of the best in the southwest. American Airlines schedules four ships each day and two are provided by Braniff. The hangar can accommodate forty-two planes. ✓



• ENGLISH AIRPORT operated by the Amarillo Airport Corporation of Amarillo, Texas, caters to the needs of passengers from 5 TWA and Braniff ships which land there daily. A new policy soon to be put into effect will call for 3 additional planes landing. ✓

Planned to Henry [unclear]



• EL PASO MUNICIPAL AIRPORT six miles out of the city is one of the oldest fields in this section of the country. There are 318 acres in the field proper with east and west runways two miles long. However, as it adjoins an army port, Briggs field, whose runways give an additional length of two miles, the airport can probably boast the longest takeoff in the United States. The elevation of the port is 3865 feet with Mt. Franklin towering above it to the west. Not far away is the American Airlines Port with 190 acres developed. An administration building houses the officers of both American and Varney Air Transport, and the Department of Commerce and U. S. Weather Bureau Radio Station are located on the field. ✓

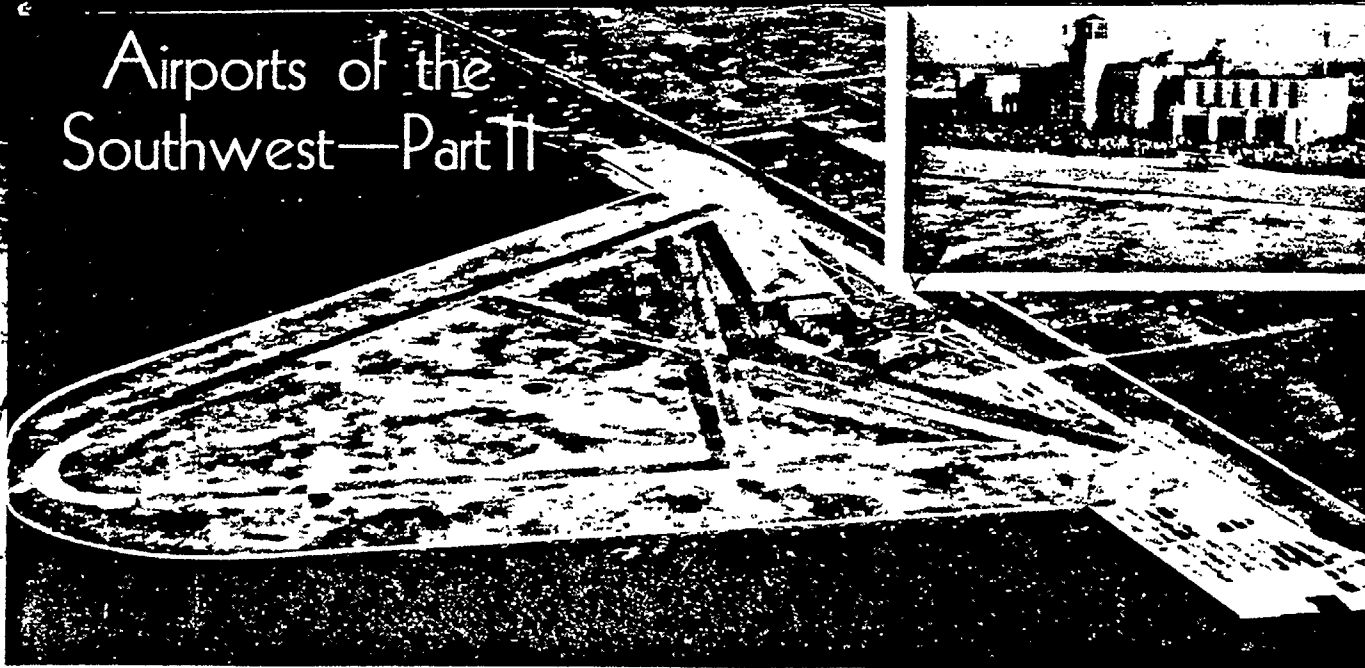
• BIG SPRING AIRPORT is municipally owned but is under lease to American Airlines and practically all planes of this line stop. Two hangars allow space for ten large ships and transient ships are also accommodated. The accompanying photo shows the first transport plane to land at the field. ✓

ETC 21783



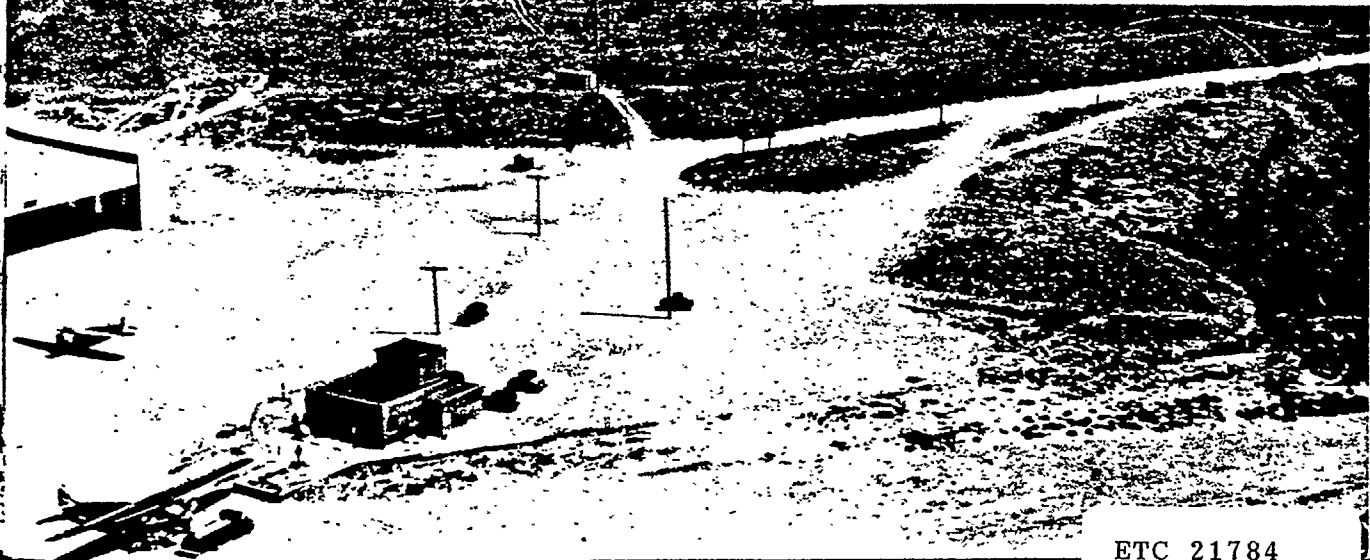
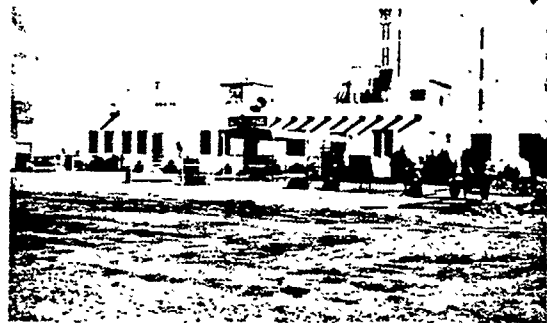
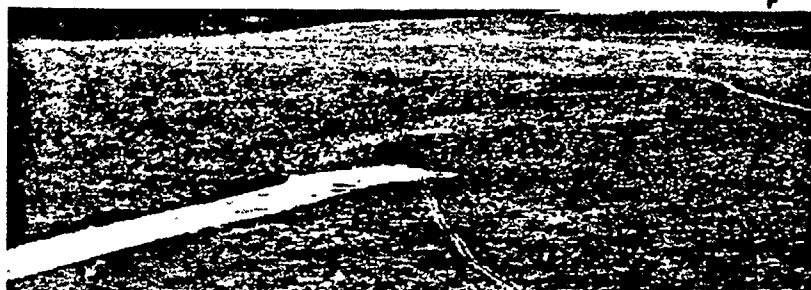
Airports of the Southwest—Part II

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✓ SHUSHAN AIRPORT at New Orleans, opened February, 1934, is the latest outstanding contribution to aerial terminals. An artificial peninsula of 301 acres extends into Lake Ponchartrain providing landing for land and seaplanes. The four runways impregnated with oyster shells to give the surface a light color, are from 3200 to 3900 feet in length. The administration building is of imposing architecture, being 300 feet long, surmounted by an 80 foot tower of non-glare glass from which an operator supervises traffic. The two large hangars at either end of this building have a housing capacity of 75 planes. Besides numerous army and navy and private planes, the port is used by transport and mail planes of Eastern Air, Inc., Chicago, and Southern and Wedell-Williams.

✓ T.W.A. AIRPORT, ALBUQUERQUE, N. M., is probably one of the most picturesque ports in the territory. It is situated on a mesa with an elevation of 5100 feet and about 4 miles from the city. The view is impressive looking down on the Rio Grande with the Sandia Mountains in the distance. Buildings of "Dobe" brick in true Pueblo style, typical of this section of the country, lend an added charm. The port is one of four stops for TWA trans-continental flights and the line has 8 planes, east and west, through here daily, while Varney have 2 north and south.





ETHYL NEWS PHOTO FILE 12/25 No. 3

THE ETHYL NEWS

El Lagarto

Sets New Record

SO THIS IS AMERICA!

(continued from page 1)

✓
12/6
On October 16th, George Reis, the leading citizen of Bolton Landing, N. Y., on Lake George, sent his ageing Gold Cupper, the El Lagarto, over a mile run for a new world's record* in the "625" class. His average time for two runs was 72.62 miles per hour which was ten miles faster than the previous record for boats of this displacement. "Scotty" Dunsford, his companion in shooting and competitor in racing was on hand to assist in checking the time. It was a fitting climax to the career of an engine that had pushed a well seasoned hull to winning a classical fixture—the Gold Cup—for three years in succession. That the hull is only well broken in, is evidenced by the fact that Reis intends to outfit it next year with his Reis-Menasco 12 cylinder motor developed this past winter on the west coast. Although specifications for the class have changed, there will still be this one familiar boat out next season, giving a good account of itself.

In making this new mark a leaded gasoline was used, plus an alcohol blend developed by the racer in conjunction with one of our customer companies. The rapid evaporation of the alcohol in the intake manifold chills the fuel charge sufficiently to pack in about 10% more fuel on the intake stroke. This gave the added increment of power. The actual consumption of the gasoline and alcohol blend was 25% greater by volume in a given time than with the treated gasoline alone. High compression also played a part in increasing the power output of the engine. During the past three years the compression ratio has been stepped up from 7.5 to 1 to 9.5 to 1. Numerous other refinements on the engine, hull and accompanying parts have helped give the El Lagarto the combination of speed and reliability she has shown on so many occasions. The 1936 defense of the cup on Lake George will be watched with increasing interest as this boat is primed to take on the best in the country.

* This record was made with an engine and hull that conformed to the Gold Cup regulations before restrictions were lifted on weight, piston displacement, and the use of superchargers.

(The accompanying snapshot of George Reis was taken by Henry Ball of our Boston Division.)

✓
at this level during the depression. This country has attained world leadership in efficient production because of the willingness to produce on the part of the workers, and the willingness to pay on the part of the employers. Most workers in America are property owners and as such may be called capitalist. In 1930, 14 million families owned their own homes. More than half of all the farmers owned their own farms. There was an automobile for four out of five families. Two out of every three families had telephones and electricity and 40% of all families had radios. In 1934, including postal savings, there were more than 38 million savings accounts in banks throughout the country with aggregate deposits exceeding two billion dollars.

At the beginning of 1934 there were over thirty-one and one-half million life insurance policies in force for a face value of over 70 billion dollars. In addition there were over eighty-eight and one-quarter million industrial policies calling for payment of almost eighteen and one-half billion dollars.

Is this a social order worth every protection and safeguard?

ARE PROPERTY RIGHTS AND HUMAN RIGHTS ONE?

✓
There is much talk these days about human and property rights. What is the difference? The question may be compared to the one: what comes first, the chicken or the egg?

There is no difference between a human right and a property right. The one is dependent on the other. If you work hard all your life, save money, buy a home, that home is a property right. Any investment, however small, is the same. If it should be taken away from you by reckless taxation, unjust laws, this would be depriving you of your human right to enjoy the fruits of your labor.

If you pay up regularly on a life insurance policy and bad laws destroy the business enterprises in which the insurance company funds are invested, you and your family would be deprived of the security which you had earned for them. This would be a violation of human rights. A property right cannot be destroyed without violating some human right. A man's life is, of course, in itself his first and most valuable property. In America, it is his inborn right, under the Constitution of the United States, to work and earn and save and acquire property that he may make his life as comfortable, independent and happy as possible.

If a man is deprived of what he had honestly obtained and earned, it is not only his property which is attacked but also his guaranteed human rights. The American system of government protects property in the same way that it guarantees the individual of life, liberty and pursuit of happiness. The two go hand in hand.



See AD-G-3

FARM JOURNAL
presents
W.O.C-4
(SPELL IT BACKWARDS)



And Her Name Was Ethyl

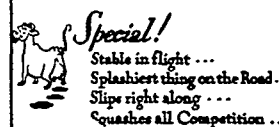
• DURING the Automobile Show the editors of the "News" received a mysterious invitation to visit a certain suite of rooms in the Commodore Hotel. Imagine the consternation of these gentlemen upon opening the door to find a full grown cow in a corral, surrounded by cornstalks, mooing her fool head off. To the rear of the cow, knelt a charming maid, milking. But the milk, instead of being its customary white, was tea colored and closer examination proved it to be a mixture of applejack and cider.

The tossing of the bovine's head caused a cow bell—which bore the name **ETHYL**—to tinkle. Our hearts immediately went out to this cow and no matter how barrel-chested or how bony, caresses were showered upon her. Purring contentedly under affectionate stroking, your correspondents literally hit the ceiling when the cow bellowed: "C'm up 'n' milk me sometime." This outburst required immediate sleuthing which revealed a microphone concealed in an adjoining room and connected with the vocal apparatus of the animal.

The exhibit was sponsored by Farm Journal, a publication in which we advertise. Of course the cow was stuffed and its hollowed interior contained a complicated mechanism responsible for the mooing, the lashing of the tail, swinging of the head and the intermittent lazy opening of the mouth and eyes. To attract automotive men to visit the exhibit the cow was labeled a WOC-4, reading backwards, 4 COW, or a four-cylinder cow.

Seeming to come from the mouth of the cow, the following dialogue took place: "The WOC-4 has taken the New York Automobile Show by storm and it isn't a dust storm either. There is nothing dry about this model—she's the splashiest thing on the highway. With basic patents on floating power, stream lines, she slips right along and squashes all competition. Here are some of the exclusive and salient features: Notice the valves in the rear—cylindrical four—before you buy, lubricating universal joints. Examine the front and note the new combination bumper and horns. Look at the cow-L and instrument job. See the extra wide rear seat—and is that important sometimes—turret bottom, underslung bag carrier for plenty of liquid refreshment—this will come in handy. She's equipped with automatic heater and one shot lubrication. Then there is the rumble seat silent exhaust—very fine leather upholstery—tip-toe hydraulic breaks. The WOC-4 challenges all competition. **ETHYL** takes every hill without shifting."

Some of the signs placed around the barnyard are reproduced on this page.



Her name is Ethyl

Chicago Division Takes Part in Farmers Union Tractor Demonstrations

• THE Farmers Union Central Exchange of St. Paul, Minnesota, has recently accepted distributorship of what will be known as Farmers Union Cooperative tractors. These tractors are built especially for the Exchange and carry motors of the automotive type, having a compression ratio of 6.9 to 1. They have an abundance of surplus power, and their 6 cylinder Chrysler engines are designed for the use of 70 Octane leaded gasoline. The tractors are furnished in two models. The small one is known as the Two-Three Plow and the large one as the Three-Four Plow and both are equipped with self-starters, generators and battery ignitions. They also have five speeds forward and one speed reverse, adding to their flexibility and economy of operation. For many farms they will take the place of the present tractors as well as the present trucks. This equipment is capable of maintaining average road speeds in excess of 25 miles per hour, and fuel consumption on highway operation is no greater than that of an average truck. They also have the additional feature of being convertible for row crop work. This is accomplished by widening the tread of the rear wheels and by narrowing the tread of the front wheels through a very unique system. The initial introduction of this new tractor, designed by Dent Parrett, one of the foremost engineers in the automotive industry, was in cooperation with field representatives of our Chicago Division. A series of tractor and "Q" gasoline demonstrations was held throughout Minnesota, North and South Dakota and Montana. The demonstrations were in fields at logical points throughout this territory in conjunction with our Series 600 demonstrating motor, showing the advantages of using a gasoline treated with lead in the modern tractor.

The tractors originally started on the road from Battle Creek, Michigan and were driven under their own power, pulling trailers which contained various equipment as well as the plows. Approximately 40 tractor and motor gasoline demonstrations were given on the entire tour. The attendance at these demonstrations was exceptionally good and the interest shown is indicative of the efforts that the Farmers Union are making to get these tractors on the market. The tractors plow an acre of ground on approximately $1\frac{1}{2}$ gallons per acre, which competes extremely favorably with those operating on distillates and other similar fuels. The pictures on this page show interest displayed by the farmers of Montana, Minnesota and Illinois during the campaign.



VS

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THE ETHYL NEWS

PAGE THIRTEEN



Atlanta Will Take All Comers

• GEORGE WARREN, Atlanta Division Manager, and one of his field representatives, hereby challenge any division manager and field man combination to a long-distance golf match, to be played on any regulation 18-hole golf course (improved lies in the fairway only) and counting two points per hole—best ball and aggregate. Having read of the New York office B.B.D.&O. outing he makes this challenge open to any *two* persons, executives or otherwise. "Just accept our challenge," writes George, "play your game together, and mail us your certified cards. We'll do the same. How about it?"



SLUSHING COMPOUND

(continued from page 5)

poured into the cylinder and worked in by turning the crankshaft, allowing the excess to overflow, also working it into the valve guides. A newer and better method is to use a special spray gun designed to be inserted through the spark plug opening and to reach all parts of the cylinder with a powerful spray of atomised liquid, followed by working in. Such a gun, designed by our Laboratory, and made by the DeVilbiss Company exclusively for this purpose, is illustrated in Fig. 3. It is made to deal with highly viscous oils, works at 50 pounds per square inch pressure and throws an inverted cone or "umbrella" type of spray. In combination with E.G.-174, which can be obtained from the Park Chemical Company, 8074 Military Avenue, Detroit, at a price of \$2.50 per gallon, this equipment provides a handy and efficient method of dealing with cold corrosion.

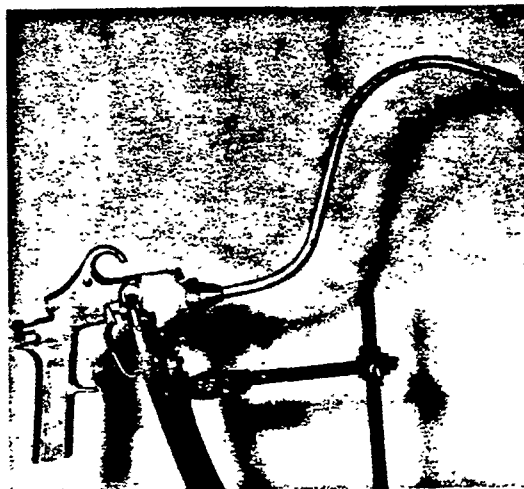


GOSH!
HE'S CHANGED
TO ETHYL

• *First, Second and Third prize winners—from top—in the sixth annual outdoor art exhibit held in Chicago November 5th. Ethyl received Third award among some 500 entries. It was tied for second on three ballots and might have made second but for the fact it was shown only in miniature black and white as against full-color originals for the others.*

• **SOME interesting figures on deaths by accidents during last year have just been brought to our attention by our North Carolina representative, Mr. Lowell Mason. These were compiled by the National Safety Council of Chicago:**

Deaths by automobiles	29,451
Falls	21,225
Burning	7,762
Drowning	7,712
Railroad	3,637
Firearms	3,040
Gas	2,430
Other causes	14,210



ETC 21788



Wadhams Oil Company Announces New Winter Gasoline

• THE WADHAMS OIL COMPANY, subsidiary of the Socony-Vacuum of New York, opened a big campaign on their new "Giant Ethyl" November 1st. Seventy newspapers carried advertisements introducing the new fuel to the territory covered by Wadhams, which takes in the State of Wisconsin and Upper Michigan. This newspaper coverage will reach over 800,000. In addition to the extensive newspaper advertising the Wadhams Oil Company employs four radio stations to broadcast "Giant Ethyl" timely sports news. This advertising was in conjunction with football sportcasts and was flashed over stations WTMJ, WKBH, WLBL and WISN. It told every sport fan listening that the new "Giant Ethyl" is for sale at thousands of outlets throughout Wadhams marketing area.

The Wadhams Oil Company instructed their service station men, dealers and jobbers that they were to place their sales efforts behind the new product. The company gave "Giant Ethyl" practically their entire advertising support on their new product. They also prepared circular signs featuring "Giant Ethyl" which were placed on their pumps, and worked out a clever sign made of light sheet tin, shaped in the form of an arrow which also carries the wording "Giant Ethyl," and which was attached to the hose.

The Chicago Division of the Ethyl Gasoline Corporation has planned a large series of meetings with the Wadhams Oil Company's personnel as well as with their jobbers and dealers. Mr. M. G. Peeters, Vice President of Wadhams, in a personal release to all men at their pumps, said that the new "Giant Ethyl" fulfills a definite need which motorists have long sought especially in the colder areas where a winter gasoline with qualities of quick starting are needed. With the cooperation of the men at Wadhams pumps, the campaign should result in a market increase in sales for the company.

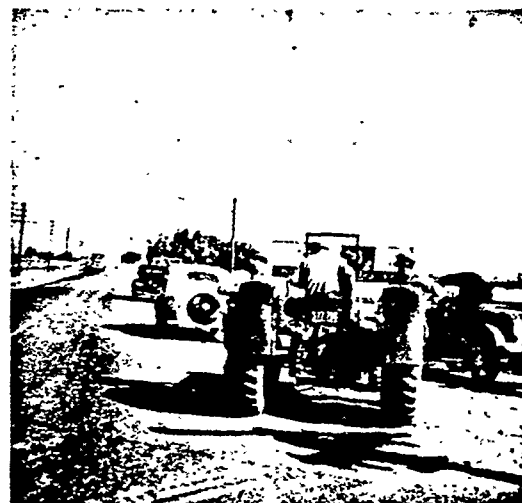
Here's The Proof

• In the November "News" we published a news flash on the arrest of some tractor drivers for speeding on a State highway near Billings, Mont. Maybe this sounded like a "tall story" but now we have the proof recorded by our camera man. It appears that during a series of



THE PINCH

tractor demonstrations conducted by the Farmers Union during October, it was the practice at the conclusion of the plowing tests to drive along the highway at high speed. The purpose was to show the farmers that rubber tired equipment with headlights, radio and horns could be used to drive to town for pleasure or for hauling trucks of marketable produce. The two views shown here is first, the officers overhauling the tractor and finally giving the unfortunate driver a ticket. We believe these to be the first pictures of such an incident ever to be taken.



THE TICKET

Ride With Ethyl ✓

You can say what you please
About Thelma's bare knees;
And ankles, wee Jeanie, she's got 'em,
But want a real thrill?
I'm right here to "spill"
It's taking a ride with Ethyl.

Fair Niobe's sad eyes
And Juliet's sighs
The poets have never forgot 'em;
Or Godiva's long hair
Mere pikers, you'll swear—
After taking a ride with Ethyl.

Oh I've heard of the charms
Of Phoebe's bare arms
As soft as the blossoms of cotton,
And Peggy's pink cheek—
They're not worth a peek
After taking a ride with Ethyl.

You may thrill to the tips
At Claudette's red lips
As warm as the sunset in autumn,
You may rave to the skies
Of Bessie's blue eyes
But—give me a ride with Ethyl.

Oh the view from the hill
When the blue lights are still
Or clear skies, or stars that dot 'em;
But when the moon beams
So familiar it seems
I'm reminded of riding with Ethyl.

You may gasp, you may stare
At Aimee's red hair
Such glories, 'tis easy to spot 'em,
But I say here and now
For one regular WOW
There's nothing like—riding with Ethyl.

C. I. Reinhart
Los Angeles

Messrs Guy and Munding Demonstrate For 15,000 ✓

• Two of our Tulsa field men, Messrs. Guy and Munding, have completed a fine series of demonstrations at the Franklinton and the Shreveport, La. Fairs which were held during October, the former from the 16th to the 18th and the latter from the 19th to the 26th. Both exhibits were under the auspices of the Standard Oil Company of Louisiana.

The Franklinton Fair is free and is sponsored by the Great Southern Lumber Co. of Bogalusa, La. It was estimated that over 50,000 people visited the grounds



• AT ITS San Francisco Motor Check Station, Associated Oil Company boasts the most modern chassis dynamometer in the west. Serving as an artificial highway, the chassis dynamometer permits adjustments to be made while the car is "traveling" under normal road and load conditions. Technicians tune a new car for maximum performance with the use of Associated Aviation Ethyl Gasoline, while Sam Wagner (center) Division Manager of the Ethyl Gasoline Corporation and W. A. Reanier, gasoline sales manager for Associated, look on.

and of these, 5,000 stopped to see our demonstration. At Shreveport approximately 10,000 saw the demonstrations which were run every 15 minutes.

Several very definite results of the value of our talks came to our attention during the fair as for example people returning to the booth to say that after seeing the demonstration they had filled up with Esso and had noticed a marked difference. Also there were a number of instances where station operators told us that customers had come in to have their tank filled with Ethyl saying that it was as the result of the motor demonstration they had seen. The photo of the Standard booth shows the prominent position our exhibit occupied.



Newsbriefs

• THE great Kaley-Frey Marathon which has been in progress since early in the year, and in recent months has aroused keen interest, reached an exciting climax the first week of November. Although handicapped by additional weight Harry Kaley won from his Detroit rival, but by a matter of hours only. It was one of the closest finishes our organization has witnessed. The prizes were presented as each competitor crossed the finish line amid tremendous enthusiasm. Harry's prize was an 8½ pound boy, to be known as Robert Wesley Kaley and was presented to him November 2nd, 1935. The second prize, going to Julian Frey, was also a boy but slightly smaller, being 7 pounds 13 ounces. Julian's trophy is inscribed John Douglas Frey, November 4th, 1935. It appears now that unbeknown to the Kaley rooters, Julian had a pace-maker in the person of C. M. Gambrill of the Detroit Chemical Laboratory. As a matter of fact Charlie flashed past the judges stand on November 1st, ahead of Harry by some hours, without attracting their attention. Although he had not signed an official entry blank, he received recognition in the form of a boy who will be called John Charles, but as he had failed to enter the contest the weight is not recorded. Anyway, it was a grand event and all who participated receive our heartiest congratulations.

• RECENTLY Russ Weston, of the New York office, was riding from New York to Richmond, Va., with Frank Cronin and Louis Shank. Somehow the conversation got around to Ping-Pong and Russell was by no means modest about his ability at this popular indoor game. A stop was made at Louis' house in Baltimore and Russell was invited down to see the club-basement where, much to his, shall we say, chagrin, he was confronted with a Ping-Pong table. First he tried Frank and then took on Louis. Russ hasn't mentioned what the outcome was but he will tell you that Frank and Louis are probably the finest players in captivity. We draw our own conclusions.

• MR. AND MRS. EDWARD J. NIESER (Eddie's in the N. Y. Div.) announce the arrival of their first child, Irene Joan, on November 18th, 1935 at 1:44 a.m. She weighed 6 lbs. 14 oz. Our heartiest congratulations, Mr. and Mrs. Nieser and it looks as if you were going to have a grand Thanksgiving this year. Also thanks for the candy and cigars.

• IN spite of the fact that Vince Keenan has been laid up in the hospital for quite some time, recovering from a serious automobile accident, he has been very much on the job. He's managed to convert the doctor to the use of Ethyl and feels sure that his nurse won't dare use anything else in her new Chevy which she's about to buy. That's what we call "keeping your mind on your work," but we bet the nurse is a smoothie.

• CONDITIONAL application for transfer: The boat races around Maryland are over for the year. If there are to be any at Palm Beach and Miami this winter, Jack Cole would like to interest George Warren in adding another man in Florida, said man to be "Ole" Jack Cole himself.

• THE Manufacturing Department boasts of having in its personnel, three employees who helped nurse the Ethyl Gasoline Corporation through its infancy. They are L. W. (Army) Armstrong, who came with the Company in July 1924, C. H. (Bud) Johnson, employed July 1926 and F. R. (Fred) Brown, employed November 1926.

• AT a party following the Navy-Notre Dame game in Baltimore, Joe Costello delivered a very interesting lecture on "How to Keep Your Hair." Fortunately notes were taken and mimeographed copies will be furnished on request. Joe

DOES NOT offer himself as an example of the efficacy of his system.

• JOE ST. GERMAIN, or "The-Mighty-Mite-From-Maine" has just returned from a moose hunting expedition in his native state. Joe reports that "he thinks he saw a moose one day" but admits the possibility of its being a cow.



• ON October 14th, last, the wedding of Miss Edna Loft-house and Mr. Lawrence A. Hunt, was solemnized at the Ossining (N. Y.) Methodist Episcopal Church. Both Mr. and Mrs. Hunt are members of the Yonkers Laboratory staff. Immediately after the reception, following the ceremony, the young couple left for a wedding trip to Bermuda and upon their return will reside in Irvington, N. Y. We all wish them happiness in their new home. Above they are shown Bermuda bound.

• MANY of our organization will be interested to learn that Vice President Midgley has acquired further distinction by becoming a grandfather. Yes, and in true Midgley fashion he did a swell job. They're twins—Thomas Midgley IV and sister Patricia, born to Mr. and Mrs. Thomas Midgley III on October 7th, last. It will be recalled that Tom Midgley III who was attached to the Dayton Division until June of this year, moved his family to Ithaca in September so that he might complete his studies at Cornell University. We send our good wishes to the happy parents.

• OVERHEARD at a Rotary Club luncheon following an engine demonstration of Ethyl Gasoline: "Say, that engine demonstration is worth more than a back cover ad on the Saturday Evening Post!" (BBD&O House Organ please copy.)

• It seems that while Col. H. A. Mack, of the Dayton Division, was visiting on the Pacific Coast, his wife inveigled him into stopping the car to get a picture of some giant species of cactus. Col. Mack, in obliging her, walked over to the cactus and looked it over. Evidently the cactus did not like the inspection for as the Colonel turned about to pace off the distance from which he wanted to take the picture, the cactus reached out and punctured him in that part of his anatomy which, at the particular moment, presented the best target. We understand the drive into Los Angeles was made by the Colonel with great discomfort.

• JACK COLE is the same "Ole" Cole. He just held another meeting at Goucher (female) College in Baltimore. How many does that make in the last two years, Jack, eight or nine? He refuses to let anyone in on the secret of his power so save your stamps and don't write to him.

• "MAC" McCOOLEY must certainly know how to talk the language of the business men. Stepping out on his own in his new territory (Virginia) he lined up five Rotary and Kiwanis clubs for meetings in one week. Good work, Mac.



ETC 21793

To All Members of The Sales Department

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- THIS is a young company; young men making, perfecting and selling new products. It is well to remember this when estimating what you, as an individual, or the Sales Department as a unit, will be doing ten years from now.
- ANYONE who thinks we are done with pioneering—that our task now is just to keep fences repaired—is already too old for the Ethyl Gasoline Corporation. Our big job, our big opportunities, are ahead of us. And to those who see them—seize them—develop them—will go the rewards this business has to offer.
- THE officers of our Company are alert to find ways that we may serve better. Certainly, the three groups of people we serve—oil companies, automobile companies and car owners—are ever ready to recognize and reward true progress.
- NEITHER I, nor anyone else, can foretell what our corporation will be doing ten, twenty or thirty years from now; but I am sure that the oil and automotive business will change greatly during these years—and I am quite sure that in the course of these changes (which occur almost daily these days) many opportunities will present themselves to members of the Sales Department who are smart enough to recognize them.
- It is an old truism in business that the way to make money is to forget about money and look for better ways to serve your customers. It applies to individuals as well as to corporations.

J. C. Taylor



ETHYL NEWS

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ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

Ethyl on the Air in National Hook-Up

• DURING the American Chemical Society's Tercenary celebration which was held in New York City last month the Society secured the entire Columbia Broadcasting System network for one half hour Wednesday night, April 24th. The three speakers were Thomas Midgley, Chairman of the Society's Board, the new President and the retiring President. The subjects were Transportation, by Mr. Midgley who spoke first, Sanitation and Medicine. As many of our organization may not have heard Mr. Midgley's broadcast we are printing it as it came over the air.

"Good evening ladies and gentlemen. I'm not going to tell you much about chemistry . . . or even about how we found that chemistry could prevent knock in automobile engines . . . because that job took seven years. When you have malaria you don't have to understand why quinine cures it, to be glad that someone found that it does. Likewise, you need not know chemistry to enjoy driving your car these spring afternoons. But you should know that you wouldn't have that pleasure if it were not for chemists. Without chemists there would be no automobile such as we know today. There would be no pneumatic tires and motor fuel would be prohibitively expensive.

"Gasoline was quite expensive in 1912, when the car makers found that it wasn't good enough, and we started our seven year search to find how to make it better. While we were doing our job, other chemists had been improving gasoline refining so that by the time we had our anti-knock ingredient ready they had lowered the cost per gallon of gasoline considerably. In fact, except for the constantly increasing taxes, the price of gasoline has gone down steadily for the last fifteen years.

"You probably do not realize how much better this cheaper motor fuel is today than it was in the early days of the automobile—how much better it is even than the best gasoline you could buy fifteen years ago.

(Continued on page 10)

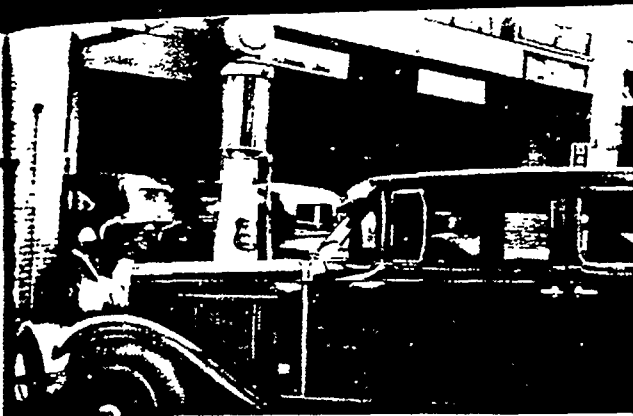
ETC 21795

MEET MR. WALTER



• **EDFORD M. WALTER**, one of the oldest members of the organization in length of service, was born on October 15th, 1893 in the Kentucky Mountains near Blaine. After attending the local schools he entered the University of Kentucky, being graduated from there with degree of Bachelor of Mechanical Engineering in 1915. Directly after graduation he was employed in Boston and New York for the B. F. Sturtevant Company on heating and ventilating equipment. Entering the army in 1917 he spent eighteen months in France, seeing action with both the Engineers and Field Artillery. Upon his return from overseas in 1918 he once more became associated with the Sturtevant Company, remaining with them until 1920 when he joined the General Motors Research Corporation. While in their laboratory he worked on the development of an air-cooled motor for passenger cars. In 1923 he was transferred to the General Motors Chemical Company, predecessor to the Ethyl Gasoline Corporation. There he was engaged in the development of Ethyl fluid and also in the first sales promotion work. He came to New York for the Company in 1926.

Mr. Walter was married in 1923 and now lives in Larchmont, N. Y. When he is not busily engaged in directing the activities of the field staff and other duties, he plays golf or cruises on Long Island Sound. Vacations are spent in Northern Canada and he has never failed to return with a deer.



BEFORE



AFTER

Winton

L. A. Division Crew Work Results

• SAM WAGNER, Los Angeles Division Manager, has shown our Pacific Coast licensees that Ethyl Gasoline sales can be made to show a substantial and profitable increase, and what is more, that this increase can be held over a period of months.

Beginning in Bakersfield, Cal., he has operated a four man crew, moving successively to Fresno, Sacramento, Stockton, Salt Lake City, Oakland, and Seattle. Jack Martin has been acting as captain of the crew, which has at various times included Dude Martin, Bill Sievert, Hume Chenault, Carl Abell, Ted Zadra, Charlie White, Ed Cline, and H. A. Reinhart.

The general plan of operation has been to make complete coverage of the licensee's sales forces, automobile agencies, independent garages and parts houses, fleet operators, and as many of the public as could be contacted at various meetings, such as luncheon clubs, lodges, associations, schools, etc. The plan has actually been an intensified application of our regular sales promotion activities, endeavoring to focus attention from every possible angle for a brief period toward the benefits of modern engine trends and modern fuels.

The summary of the crew work in the first four towns worked shows 142 meetings, with an attendance of 13,810 people, and 2,394 individual interviews, giving a grand total of 16,204 people exposed to our sales story. This was an average of over 1,000 persons per man per month.

Sales figures for each community have shown a substantial—and continuing—increase, and while the complete figures have not been available from all points,

fairly complete returns compiled March first for the six months following the campaign, compared with the previous six months show a gain of 34% in Salt Lake City, and over 60% in Stockton. The latter is apparently comparable to the results in the other California cities, while the results in Salt Lake City are also gratifying in view of the fact that this city is at an elevation of 4,200 feet which reduces the tendency of engines to ping, and hence makes the need for Ethyl less apparent.

Several licensees report that instead of tapering off in the ensuing months, gains have been steadily increasing. This can no doubt be attributed principally to two factors—the sustained interest of car agencies, whose recommendations affect the fuel purchases of their new car customers, and to the word of mouth advertising from one consumer to another.

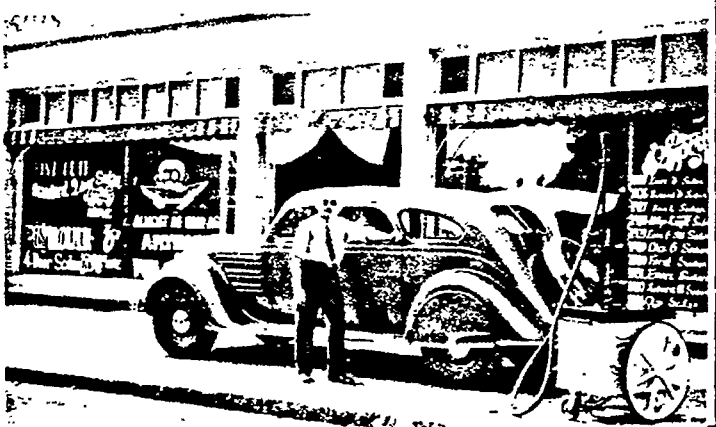
The work of the crew was one of the principal factors in leading the Associated Oil Co. to go into Ethyl promotion on a big scale, which in conjunction with the enthusiasm aroused by the introduction of their new Aviation Ethyl is giving them a tremendous spurt. Union Oil Co. is also coming out of the lethargy which has encompassed their Ethyl Gasoline for the past three years. Strong letters have gone out from headquarters instructing their various sales offices to build up their Ethyl gallonage. The retail subsidiary, Union Service Stations, Inc., is emphasizing the desirability of selling Ethyl instead of leaded regular to owners of cars in which it is likely to be more satisfactory and in their Southern Division, a program of educational meetings for the sales personnel is being worked out.

BEFORE



AFTER

ETC 21797





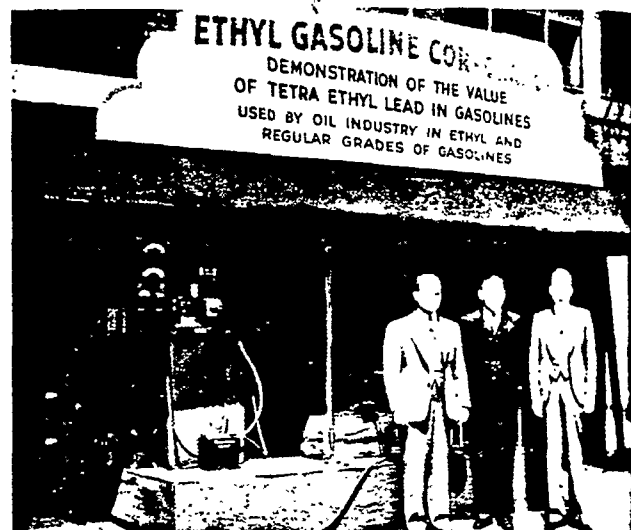
• ABOVE: No-Nox Ethyl display arranged by Mr. R. C. Braden, Montgomery (Alabama) Manager for the Gulf Refining Company. It shows what can be accomplished when our customer companies are interested in the marketing of Ethyl Gasoline.

Mr. Braden conceived the idea of displaying a Gulf Aviation No-Nox Ethyl and Gulf Pride Motor Oil tie-up with the picture "Wings of the Dark". He arranged with the local theatre manager to have the theatre print 12,000 handbills, advertising "Wings of the Dark" on one side and Gulf No-Nox Ethyl and Gulf Pride Motor Oil on the other. These handbills were distributed from all Gulf service stations and at the theatre, throughout the entire week of the showing of "David Copperfield" which immediately preceded the showing of "Wings of the Dark."

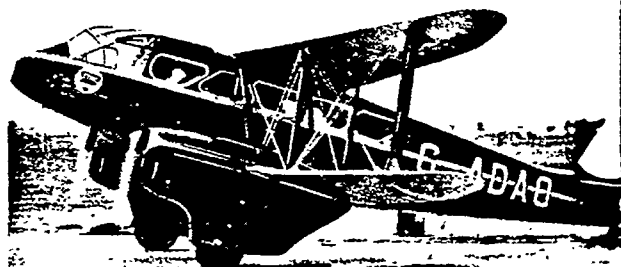
In the lobby of the theatre were stationed two station operators during the day and evening performances. These men answered questions on Gulf No-Nox Ethyl and Gulf Pride and distributed about 6,000 of the folders.

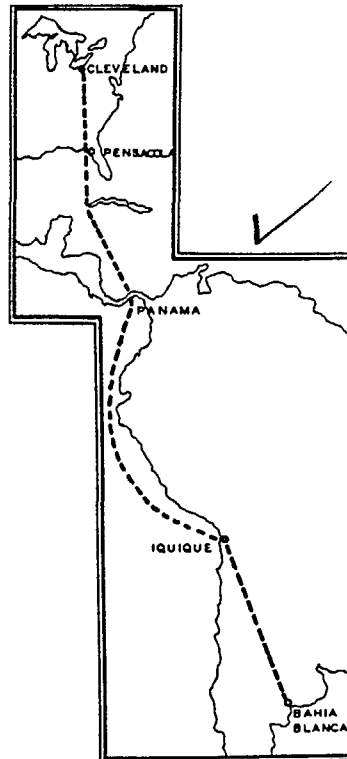
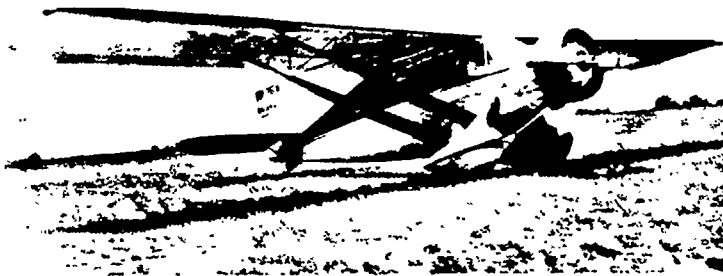


• THAT the Grand Opening of Associated Oil Company's new DeLuxe Station "The Olympian" in San Francisco (see April News page 7) was a huge success is indicated by a letter which Sam Wagner received from Mr. Graves, Vice President in Charge of Sales. He writes: "On behalf of the Associated Oil Company I wish to thank you personally, as well as the Ethyl Gasoline Corporation, for the splendid co-operation you gave us. We are also very grateful to Mr. Jack Martin, who came down from Seattle to conduct the Ethyl demonstrations. This was certainly one of the outstanding exhibits at our opening." BELOW: A picture of our display, reading from left are: Jack Martin, Sam Wagner and Ed. Cline, all of the Los Angeles Division.



• ON April 5th the de Havilland Aircraft Co. turned over to our London representative, Ray Bevan, a new Ethyl plane. It is a Dragon Rapide powered by two Gipsy Six motors which develop 202 H.P. each and are equipped to take full advantage of Ethyl fuel. The new ship is to be used in connection with our activities in Europe and the Near and Far East. The equipment includes a Sperry artificial horizon and directional gyro, an air log, a Marconi 41/42 medium wave transmitter and receiver with a constant speed generator. Illustration shows Ray Bevan receiving clearance papers from the de Havilland representative. At the left is Roy Banks of the London office and D. W. Lucke, pilot, on the right.





Ethyl for Cleveland Flyers

Seeking Distance Record

• Two Cleveland pilots are about to undertake a flight that is aimed to return to the United States the long distance sustained flight record, now held by Paul Codos and Maurice Rossi of France. At one time the world record was held by this country—when the late Russell Boardman and John Polando flew from New York to Turkey in 1932—but later it was captured by Great Britain and subsequently by Codos and Rossi, flying 5,627 miles from New York to Syria. The two Cleveland men, James G.

Prosser and Gilbert E. Stoll, plan to take off from Bahia Blanca, a military field 400 miles south of Buenos Aires, and fly to Cleveland, a distance of 6,400 miles. Prosser and Stoll are well known to Ohioans and have sold themselves to various companies who are financially backing them. Plans for the flight have been going on for three years and they have overcome many heart-breaking obstacles in order to get their ship ready for the great undertaking. Harry Mack and Al Bingham are well acquainted with both men and along with the many other well wishers, are pulling for the success of their venture.

The trip from Cleveland to the Argentine is to be made in easy stages and will take about eight days; after which there will be several days of intensive training, tuning up and waiting for the proper weather conditions. They will not be able to take the well chartered Pan-American Airways Course along the western coast of South America for two reasons; first, in order to make a long distance flight record the plane must fly in an approximately straight line from starting point to landing and this they could not do were they to cut directly west from Bahia Blanca to the Pacific Coast. Secondly, although the big Pan-American ships can climb to 21,000 feet in crossing the Andes west of Buenos Aires, these flyers cannot do so because of the weight of the 800 gallons of gasoline which they must carry. They plan to head straight north from Bahia Blanca, flying east over Rosario, Salt and Tucuman to a

point where they can swing through a narrow pass in the Andes mountains and strike the Pacific at Iquique, Chile. On the flight the plane will be above the Atlantic Ocean on the take off at Bahia Blanca, over the Pacific when they hit the Chilean Coast, over the Panama Canal, when they cross the isthmus and then over the Caribbean Sea and the Gulf of Mexico before they sight the United States. The flight through the narrow pass in the Andes is a difficult accomplishment for the mountains are high on either side and there is always the danger of cross currents. It requires cautious flying and the weather must be just right.

They will then have more than 1,000 miles over water but although they are flying a land plane they are not worrying about the water jumps. The ship is a Bellanca Cabin job, powered with a Wright Whirlwind Motor of 420 Horsepower. Needless to say it is "Suped up" to take full advantage of the 87 Octane Number Stanavo Ethyl Aviation Gasoline they will use and which will be obtained from the Standard Oil Company of New Jersey, subsidiary operating in the Argentine. The two pilots have raised the necessary financial backing themselves. Their plane is the one built for the late Russell Boardman, at a cost of \$28,000, who had originally planned the flight. Among the companies who are sponsoring the undertaking are the Standard Oil Company (Ohio), Cleveland Graphite Bronze Company, Good-year Rubber Company and the Thompson Products Company.

Here and There

• ART WILT of the Chicago Division, who headquarters at Rockford, Ill., accompanied by George Krieger, recently held a number of demonstration meetings for the farmers in Kane County. Since then the McCormack-Deering implement dealer in the section sold high compression equipment for four tractors which are operated by farmers in the vicinity. These tractors were formerly equipped to burn kerosene. Purchasers are very much pleased with their operation on leaded gasoline and each new high compression tractor seems to be a splendid salesman for the high compression of others in use by farmers in the neighborhood. At the end of one of the meetings the audience was so enthused about the possibility of high compression and the use of leaded gasoline in place of distillate that no less than twenty of them called on the local tractor dealer to obtain further high compression information. Both Art and George feel that the strong movement in this direction may readily spread throughout a large section of Illinois. Should this transpire there will be such a demand for equipment that manufacturers will realize the necessity of a high compression package at a reasonable price.

• THE Baltimore branch of the Standard Oil Company put on a show at Fort George Meade, Maryland, a few weeks ago at which the picture "Wings Over the Highway" featured. Arrangements were made with Mr. Walter Cromwell of Standard to co-feature our demonstration at the same time. It certainly is gratifying to have a refiner realize that we wish to co-operate and help them make public the fact that our product is an integral part of the quality of their gasoline.

• GEORGE WARREN was requested by the Standard Oil Company of Louisiana to co-operate in a special sales promotion campaign which they were putting on throughout the State of Tennessee. He immediately arranged for three of our field men, borrowing one from the Tulsa Division, to concentrate on the territory. Leonard Huxtable, who had come over from Little Rock, Ark., was assigned to the western portion of the state and Bill Petty to the eastern section, while Sidney Pruitt, our regular Tennessee representative, took the major part comprising the entire central section. As a tie-up to the work, the Louisiana Company caused the following bulletin to be sent out to their entire organization: "We have been fortunate enough to secure from the Ethyl Gasoline Corporation, three of their men with knock rating machines to cover the entire State of Tennessee, making demonstrations in the interest of Aerotype Esso. One of these men will work from April 15th to April 26th in East Tennessee and another from April 15th to April 27th in West Tennessee. They will make demonstrations to the public at service station locations, both Wholesale and Retail, and their services may also be utilized where advisable at the stations of live prospective new accounts. Those who should witness these demonstrations are the general public, automobile dealers, fleet owners, commercial consumers, or other classifications in which you are particularly interested. All General Salesmen, Agent Salesmen and Sales 'A' Agents will please immediately get in touch with the Retail Department Supervising Salesmen or Salesman operating in their territories and between you, select the Wholesale and Retail and prospective new account stations at which you want demonstrations made."

• THE men in the Dayton Division turned Inquiring Reporters during the past week asking questions concerning our advertising campaign which has combined the magazine, outdoor and newspaper media for the first time in Ethyl's history. The following are some of the comments which were received: Mr. Leslie Smith and Mr. John Chandler of the Standard Oil Company of Ohio both are of the opinion that the present campaign is the best that we have ever had and will appeal to the most people. A Coca Cola operator with

plenty of advertising experience feels that we are now on the right track in that we have combined the three media. The Automotive Supply Co., National Refining Co. jobbers in Portsmouth, Ohio, say the magazine and newspaper copy is very good because of its explanatory nature and its relation to summer driving conditions. A dairy operator owning a large fleet of trucks and cars likes the new poster for its pictorial and advertising values. The Gulf Refining Company representatives in both Kentucky and West Virginia praised it highly. The one felt the stressing of Ethyl as a summer fuel was an excellent move and the other said "It will help sell for us." These are only a few, but are representative of the whole response.

• GOOD use is being made by the Baltimore Division of the new Kits. For a starter, follow-up meetings are being held for the Virginia Division of SONJ on Aerotype Esso and arrangements have been completed for our men to use the kits at eighteen monthly tank wagon salesmen meetings followed by a series for service station salesmen. Much interest has been exhibited by the audience in these "Kit Meetings."

• No, it's not another one of these chain letter fads that are sweeping the country now, but it is a chain nevertheless, this time Ray Faller forms all the links. A short time back, Ray held an educational meeting for the Rotary Club of Middletown, Ohio, using his pictorial charts and the demonstrator. The members must have liked it because the principal of the high school who was in the audience immediately booked Ray to speak before the 1,200 students of the school. In the meantime the town's Kiwanis Club heard the favorable Ethyl story being circulated so there was nothing to do but have him address them. By chance the lieutenant governor of the district was present at this meeting and at its close made definite arrangements to have a fourth presentation made at his own club in Cincinnati. This is just another example to prove that our story, when presented with charts and pictures, is interesting and educational to the public as well as of real sales value to ourselves.

• THE Smith Oil Company, one of the largest jobbers in the Chicago Division located at Rockford, Illinois, held a sales campaign on their Ethyl gasoline during the month of March with highly satisfactory results. In comparing the March 1935 figures with those for 1934, it was disclosed that this year they sold approximately three and one-half times as much Ethyl as they did last year. When it is remembered that this company sells another premium gasoline at the same price as Ethyl the results are even more favorable. During the campaign several stations doubled or tripled their Ethyl sales and one fleet account was changed from a premium non-leaded fuel to Ethyl. The results of the campaign show a 58% increase in Ethyl sales for March over February of this year.

• VINCE KEENAN reports that as a further result of his recently conducted tests with the Cincinnati Fire Department, the outcome of which was sent to each man in the field, the city of Cincinnati has ordered four new units from the Mack Company. These will come equipped with a six to one compression ratio which is considerably higher than the ratio which Vince used to show such an advantage (5.6:1). The original compression ratio was 4.4:1. Our representative claims that it is hard to find a more co-operative spirit anywhere than that evidenced by the Mack people in Cincinnati at the present time.

• THE Associated Oil Company Motor Clinic at Seattle recently made an interesting performance test with a 1935 Oldsmobile 6 demonstrator belonging to Tyson Oldsmobile Company. The car was first tested for acceleration with leaded regular gasoline and the spark set to give slight audible detonation. The gasoline was then drained and the

tank filled with Aviation Ethyl. It was again tested without any adjustments being made and an increase of 5% was registered on the tapley meter. The spark was then set for maximum acceleration without detonation which showed an improvement of 28% over the best performance with leaded regular. Mr. Tyson personally witnessed these tests and was extremely enthusiastic over the results. He stated it would certainly be foolish to sacrifice 28% in performance in an effort to save 10% in fuel costs. He had all of his demonstrators tuned up at the Associated Motor Clinic and is now using Ethyl gasoline exclusively.

• MR. JOHN A. C. WARNER, Secretary and General Manager of the Society of Automotive Engineers, visited the Baltimore Division on Thursday, May 2nd. He had but recently returned from an extensive trip with Mr. William Stout in the new Scarab Car and gave a very interesting description of his trip and of the car. Mr. Warner also spoke very highly of the Ethyl Gasoline Corporation men who are members of the society and their accomplishments.

• THE following is a list of meetings which were given by Russell Burroughs at the various colleges and schools in northern Wisconsin during the past month: Stout Institute, Menomoneie (2); Dunn County Agricultural School, Menomoneie; Eau Claire Senior H. S. (2); Vocational School, Eau Claire (4); East Senior H. S., Green Bay (3); West Senior H. S., Green Bay (4); Vocational School, Green Bay (2); Vocational School, Appleton (2); State Teachers College, Superior (3); Central Senior H. S., Superior (6); East Senior H. S., Superior; East Junior H. S., Superior; Vocational School, Superior (2); Vocational School, Wausau. The total attendance at these meetings was about 5,000. Most of them were given before classes in auto mechanics or a combination of chemistry, physics and general science classes. However, at some of the schools this was impossible and the meetings were given at the general assembly periods before the entire student body. Russ reports that out of 20 institutions contacted there was only one definite refusal. Meetings at the other schools contacted are yet to be given. A great amount of interest was shown by instructors in the various booklets on gasoline, motors and spark plugs. Many of the instructors are sending for such booklets as "Chemistry and Wheels," "Research and Eye to the Future," etc. These booklets contain the story of Ethyl and will be added to their library for the use of the students.

• ONE of the problems of the "Crew" working in Sam Wagner's division is to get the Independent Garage men out to a meeting. Hume Chenault, with the assistance of Bill Siwert, was successful in the Portland section, by getting the Parts Houses Association to sponsor the meeting. They were not only successful in this but were able to get each Parts House, as well as some of the Machine shops, to give door prizes, having a cash value of approximately \$100. One hundred and fifty attended. More interest was stimulated in high compression stations in this meeting than in any other that has been held.

• ANSWERING George Warren's query (April "News" page 6) in reference to Blue Ridge gallonage; on checking the matter up we believe the figures stated in the November issue were correct. The estimate was for a full 12 month period ending October 1934 and included the gallonage not only for Blue Ridge proper but five affiliate companies whose gasoline was purchased through the parent company. Failure to mention this point accounts for the seeming inaccuracy.

• DURING April, Doug Jeppe, John Keyes, Joe St. Germain and Lowell Mason held a series of meetings for Standard's Company Owned and Dealer Stations in North Carolina. This month a similar program is in progress for Gulf Refining. The following excerpt from a letter received from Standard's Division Manager in the territory is gratifying: "We have contacted the salesmen with whom you gentlemen have been working and they state that the demonstrations which you have been giving at the various company owned and dealer stations have been attended by approximately forty to fifty people at each station. We believe that

you have been able to stimulate much enthusiasm regarding the merits of Aerotype Esso and we feel that your efforts will mean increased sales on this product at the stations where you have worked. We also appreciate the information which you have given our dealers and operators regarding the benefits to be derived from the use of a leaded gasoline and we believe that this information will be of much use to them in the future."

• DURING the first four months of this year the Baltimore Division has held meetings for the following colleges and universities: University of Delaware (one scheduled for May); Georgetown University, Loyola College, Md., Goucher College (two meetings); Johns Hopkins University (two meetings); Washington College, University of Maryland, William & Mary College, Hampton Institute, University of Virginia, Virginia Polytechnic Institute, Coast Guard School, Elon College, N. C., Davidson College, N. C., North Carolina State College (three meetings), Lenoir-Rhyne College, N. C., University of North Carolina, Duke University, Wake Forest, Engineers Fair at North Carolina State University, Presbyterian College, S. C., The Citadel, S. C., College of Charleston, University of South Carolina, State Agriculture and Mechanical College. Time permitting, they plan to hold a meeting at every major college in the Division before the end of the present school year. In each instance they have been invited to return next year.

• RAY FALLER writes that during a recent sales and educational tour of the Ohio Farm Bureau with George Krieger of our Detroit Lab, it was brought to light that a farmer, in having his tractor overhauled, had high compression pistons installed as a direct result of our educational work. A short time later Ray located this man on his farm and inspected his tractor. It was an F-20 Farmall, Engine No. OC-25052 about seven years old, as nearly as the farmer could remember. With the 5,000 foot altitude pistons installed and using Farm Bureau regular leaded gasoline (this fuel had been used prior to the tractor conversion) the tractor is showing a very noticeable increase in power with the same fuel consumption. At present, Mr. J. G. Gowan, the farmer, is plowing with a 14 inch bottom to a depth of 8 inches which in these parts is considered a difficult job but the unit is more than equal to the task. As might be expected, this tractor is the talk of the countryside for miles around and many farmers are visiting Mr. Gowan to hear of his experience.

• JOHN KEYES had a lucky break recently whereby he secured an unexpectedly large audience. It seems he stopped at Reidsville, N. C. and was about to give a demonstration at a station across the street from an American Tobacco Company plant. Just at the psychological moment the plant closed for the day and about 600 employees were able to witness the demonstration.

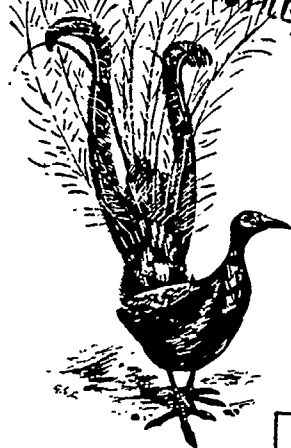
• VIRGINIA continues to set an enviable record in Code observance. At the April meeting no new complaints were recorded and only one old one remains unsettled. Close cooperation between the marketers and co-operative policy in discussion of differences is credited with being the reason for this condition.

• MEMBERS of the Baltimore Division recently visited a unique truck show at Camp Holabird, Md., which is the Army's largest motor transport station. In addition to many modern commercial trucks there were on exhibit the car (a Locomobile) used by General Pershing in France in 1917-18, a captured German tractor with drive wheels 7 feet in diameter, a German automobile that was used in place of motorcycles (a tandem affair) and the first six drive wheel truck built in America. An exhibition was given of how this new type of drive wheel truck, with regular pneumatic tires and no chains or other devices to aid traction, could plow through a boggy field with the mud coming up above the bottom of the radiator. There was also a demonstration of the Christie Tank that does 60 miles per hour. Jack Cole talked the Army men into giving him a ride and immediately made them an offer for it—he has a few road hogs he wants to settle accounts with.



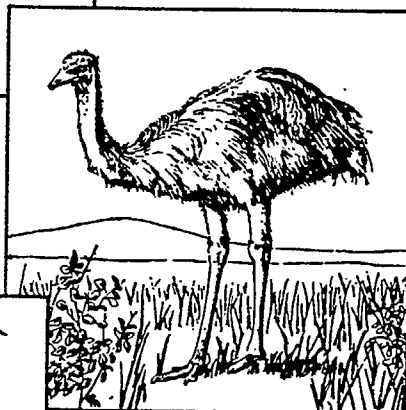
MELBOURNE, capital of Victoria and seventh city in the British Empire. Ethyl headquarters.

ETHYL NEWS PHOTO FILE 35 No. 2



LEFT: The Lyre-bird very shy and rarely seen. Australia's best songster and unequalled as an imitator of sounds.

ETHYL NEWS PHOTO FILE 35 No. 3



ABOVE: Emu, which is the national bird, is about 5 feet high. It has no wings but is a fast runner. They are found throughout the interior but rarely approach the settled area on the coast.



LEFT: Koala, or native bear, is beloved by all children. It is about 2 feet high, covered with thick, wooly, greyish hair and makes the gentlest of pets. The young are carried in a pouch or on the mother's back.

ETHYL NEWS PHOTO FILE 35 No. 4

ETHYL NEWS PHOTO FILE 35 No. 1

"DOWN UNDER" KANGAROO

"WE TAKE PLEASURE IN THE FACT THAT THE COMBINED SALES OF ETHYL GASOLINES INCREASED"

ETHYL NEWS PHOTO FILE 35 No. 5



The combined area of Australia and New Zealand, which is called Australasia, is approximately the size of the United States. At present four major companies are marketing lead treated fuels in the area; the Vacuum Oil Company who market Super Plume Ethyl, Atlantic Union Oil with their Atlantic Ethyl, Commonwealth Oil Refineries selling C.O.R. Ethyl and C.O.R. Plus and the Texas Co. Power Chief and Super Power Chief Ethyl.

Our Australasian personnel consists of four—R.A. Taper from the London office, Alan Tully and Dick Seabrook, formerly of the Chicago Division and "Beery" Noble who came from the British Royal Air Force at Cairo. Incidentally Beery's nickname requires no explanation other than that he acquired it during eight years service under the punishing Egyptian sun.

Australasia is a land of contrasts—magnificent gardens and desert wastes, thickly populated cities and generally uninhabited "bush". In New Zealand, situated 90 hours by boat to the southeast, there are snow capped mountains where one may enjoy winter sports, while in the interior of Australia is a desert which never sees rain and where the temperature in summer is intense.

To the newcomer from above the equator it almost seems strange having the seasons reversed with June, July and August the coldest months. Likewise one hears the cold wind spoken of as the "cold wind" whereas a breeze from the north brings warm balmy weather.

Australasia's great need is population, there being only six and one half million inhabitants, less than that of New York City. Over half of the population is concentrated in the capital cities of the various states; Sydney, Melbourne, Adelaide, Brisbane and Perth. The climate is more varied than that of our own country. Queensland, in the north,

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The following is a list of the names of the persons who have been appointed to the various positions in the various departments of the Government of the State of New York, for the year 1900.

ETC 21804

THE ETHYL NEWS

Brainerd Lake Region

PAUL BUNYON'S PLAYGROUND

• ETHYL GASOLINE gains a wide distribution in one of the finest lake districts of the United States. This nature lovers' paradise, situated in Crow Wing county and parts of adjoining counties in Central Minnesota, is a region glistening with shimmering lakes and limpid rivers, beautiful shore lines and verdant hills. Here are spread out 500 lakes within easy motoring distance of Brainerd, capital of Paul Bunyon's Playground. The territory is one of the largest resort sections of Minnesota, having some 360 resorts and innumerable summer houses, thus attracting thousands of tourists. Accommodations range from the finest hotels to the simplest lake houses and over-night tourist camps. The climate is superb, with balmy days and nights always cool, guaranteeing restful sleep.

In such a Utopian setting our northern Minnesota representative, Fred Naylor, maintains his headquarters. Fred says his "steady grind of field work becomes a real pleasure" for when his day's work is done he may take Mrs. Naylor and hunt, fish, golf, swim or even go to a dance at a modern night club.

The tourist season begins in May and increases to large proportions in June, July and August, while the months of September and October appeal particularly to the hunter and fisherman. Even the winter has its charm here and the Brainerd Chamber of Commerce lists resorts which keep open the year round.

Practically every Minnesota game fish is found in this vicinity from the thrashing muskies and smashing bass down through the ranks of wall-eyed and northern pike, brook trout, whitefish, crappies, rock bass, blue gills, bull heads, perch and so on. Hundreds of lakes in the area fall naturally into systems connected by streams and thoroughfares and canoe trips, which appeal to any outdoor enthusiast, are remarkably free from any back-breaking portages. Big Mille Lac, 21 miles long and 18 miles wide, has the best wall-eyed pike fishing in Minnesota. Then there are the Gull Lake and Whitefish Lake systems, the Pelican and Ten Mile groups, Woman Lake district, Big Rice and Bay Lake and the Fifty Lakes area. For the hunter, in season there is duck shooting, partridge, prairie chicken, rabbit and squirrel hunting. Deer are numerous in the woods and occasionally bear are shot.

Roads of bituminous and concrete construction, gravel and even dirt go everywhere and all are kept in wonderfully good condition. There is no difficulty in going places. Clear water and sandy beaches make the region a swimmer's paradise and practically all forms of recreation are here to tempt the sportsman, not to mention just plain resting. Boys and girls camps in the district enjoy a national reputation and a vacation for the whole family will pay big dividends in health and pleasure.

(Continued on page 14)



TOP: AERIAL VIEW OF BRAINERD LAKE REGION.



ABOVE: CANOEING ON GULL LAKE.



RIGHT: ONE OF THE BIG ONES THAT DIDN'T GET AWAY.

BELOW: TYPICAL WOODLAND CABIN ON THE LAKE SHORE.



ETC 21805

Boston Division Holds Spring Meeting

✓ On Thursday and Friday, April 11th and 12th, a Division meeting was held in the Conference Room of the Statler Building. Two full days were devoted to business matters and a great amount of good was accomplished. The departure of Bill Marsden from the Division and the assignment of Dick Coveney to the duties of automotive representative necessitated a rearrangement of territories, headquarters, etc. Dick prepared a very interesting paper, discussing in detail the activities of our Detroit Laboratory as well as some of the points of interest he had seen at the various automobile and spark plug factories. This paper proved most enlightening, not only to our newer men, who had never been to the Laboratory, but also to some of the older ones who had not visited Detroit in several years. A general discussion on the various points covered, as well as on recent bulletins and reports connected with the automotive industry, consumed the better part of the day. This gathering enabled all the men to witness simultaneously the demonstration of the new quartz window and to experiment with it in different motors and with different jets in an effort to accentuate the change in flame color with and without detonation. Discussions of routine activities, preparation of work, expenses, etc. concluded the second day's program.

The first day was devoted primarily to sales promotion and our 1935 advertising campaign was outlined in detail by Boynton Hayward. Armed with large maps, a wealth of statistics and the new advertising portfolios, he gave a complete picture of our proposed campaign, as well as the stories behind some of the different copies. The description of the color photography process and some of the problems entailed therein proved most interesting and gave the men some additional topics of conversation to use when discussing advertising with customer companies. All this information made a much greater impression when personally related than if it had been relayed to them in printed form.

Paul McElroy talked on "Facts & Flashes," the new slides and portfolios in preparation and the sales promotion bulletins recently sent out. From him the men received a more complete picture as to how this material is used in other Divisions and some of the possible uses to which it might be put. Paul was able to instill some of his own enthusiasm into the men which should help them to use these various sales weapons to best advantage. From a business angle, the meeting was most productive but some of the sidelights will likewise long be remembered. A telegram was received from Baltimore, to the effect that "Grandpappy" Hayward would arrive late and in order that New England's traditions be upheld it seemed proper that the guest should receive a fitting welcome. A covered wagon drawn by an ancient steed, reputedly in the service of the



✓ "Editors of Canadian automotive publications annually receive pictures of motor vehicles converted for use on snow to which are generally applied the generic title 'snowmobile'", writes J. N. Fitz Gerald, Division Manager in Toronto. Many of those who forward such pictures indicate that they are under the impression that this is a modern development. An interesting commentary on the illusion appears in a series of old time photographs that were run by Canadian Motorists about a decade ago. One of these we reproduce showing Canada's first gasoline motor vehicle, a Leon Bollee voiturette purchased by Dr. Casgrain of Quebec, P. Q., and imported into Canada February 6, 1897. A wood cut made from the original photograph appeared in the Scientific American of June 19th, 1898. The illustration above shows that for winter use Dr. Casgrain converted the Bollee tricycle into a "snowmobile" by supplanting its two front wheels with runners and replacing the tire of the drive wheel with one studded with spikes.

Cabots and Lodges of Civil War days, was obtained for the occasion and the guest was greeted at the depot by a delegation in silk topers and white gloves. Staid Bostonians lined the streets as the procession wended its way through their metropolis and shouts of "Hurrah for Farley" were heard on all sides. Mere words could not do justice to this reception but the wonders of science in the guise of motion pictures have preserved the stirring scene for posterity. Highlight number two was a very quiet dinner at the University Club, attended by all the men and their wives. After a story-telling contest, won by Paul McElroy, the dinner broke up early so that a full day's work could be accomplished on the subsequent day. Tours of Boston's historic spots, bridge, the theatre and dining kept the wives busy until the supper dance on Friday evening which terminated the festivities. At this affair the gathering was joined by Lex Chiquoine and "Judge" Lindsay. The final celebration ended up with an eight o'clock breakfast of lobster salad which put a finishing touch to a wonderful party. All hands were glad that the following day was Saturday and that Boston was a really conservative town.

Baltimore Kit

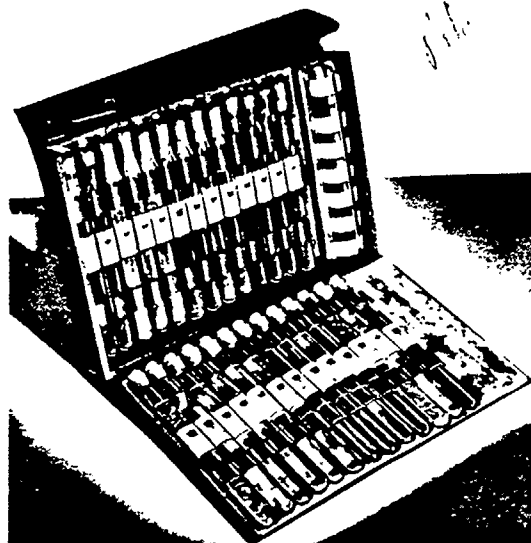
NEW FEATURE FOR FOLLOW-UP MEETINGS

• FREQUENTLY our men are invited to give follow-up talks before organizations where the demonstration motor has been run and the regular Ethyl story told. Because of the large number of such requests there seemed to be need for some additional material. To this end the Baltimore Division, with the assistance of John Schaefer of the Manufacturing Department, developed a kit to be used in connection with the talk. This kit is divided into two sections of thirteen bottles each. One side is devoted to the main products of the refinery and consists of the following items:

Domestic Crude	Heavy Distillate
Foreign Crude	Light Lube Oil
Natural Gasoline	Heavy Lube Oil
Gasoline	Transmission Oil
Kerosene	Residue
Gas Oil	Cracking Coil Tar
	Coke

The first part of the talk, with these samples as illustrations, is devoted to the course of the crude through the refinery and the finished products, special emphasis being placed on the various types of gasoline produced. Used in this connection are the Flow Charts prepared by the A. P. I. This discussion of motor fuels naturally leads into the detonation problem and its solution but as this has already been covered fully in the previous meeting, where the demonstration was given, it is merely mentioned to refresh the memory of the audience.

The other side of the kit is used to explain the manufacture of tetraethyl lead and its various uses in the different



kinds of fluid, i.e., Ethyl, Aviation and leaded regular. This section holds bottles containing the following products:

Lead	Ethyl Fluid
Sodium	Red Dye Solution
Ethyl Chloride	Yellow Dye Solution
Tetraethyl lead	Blue Dye Solution
Ethylene Dibromide	Iodine
Ethylene Dichloride	Benzol
	Aniline

It will be noted here that three dyes, red, yellow and blue, are used to show that fluid can be made any color that is desired. In order to give a broader discussion of knock suppression, there has been included three other knock suppressors, i.e., iodine, benzol and aniline.

• WHEN a great air transport starts its journey east an aerial fence marks a mid-continent route for pilots flying over the New York-Chicago-Pacific coast airway of United Air Lines. They are guided along the airway by the directive radio beam broadcasting code signals which mark their true course of flight. As the pilots on passenger-cargo planes fly directly over the airway they hear a constant hum in their earphones. If they veer to one side the signal changes to a dot-dash, while if they deviate to the other side the signal becomes a dash-dot. Thus they are enabled to keep on their true course of flight at all times. United Air Lines uses Stanavo Ethyl Aviation gasoline exclusively.

Courtesy of "Stanolind Record"



Cover

RAZOR BACK ROCKS AT PORT CAMPBELL WHICH LIES SOUTH-WEST OF MELBOURNE ON ONE OF THE WILDEST AND MOST PICTURESQUE PORTIONS OF THE VICTORIAN COAST IN AUSTRALIA. FOR A DISTANCE OF MORE THAN THIRTY MILES THERE IS A WALL OF LOFTY CLIFFS WITH A SHEER RISE OF ALMOST 300 FEET FROM THE SEA. ONLY AT INTERVALS ARE SECLUDED STRIPS OF NARROW BEACH. THERE IS SPLENDID FISHING IN THE SEA AND RIVERS. PHOTOGRAPHS BY COURTESY OF VICTORIA GOVERNMENT RAILWAYS.



• FRANK STABLEIN and George Rick of the New York Division recently held meetings for the Brooklyn Technical High School, Brooklyn, N. Y. Each class averaged approximately one hundred students and ten periods of forty minutes each were run for two days. Students attending these meetings are taking up Petroleum Industry, so that the Ethyl Gasoline talk and demonstration fitted in with their studies. The Brooklyn Technical High School is one of the largest and best equipped technical high schools in the United States and has a student registration of between 5,000 and 6,000. Its courses give a thorough preliminary training to those who expect to find a future place in the industrial world, such as the various branches of engineering and architecture, applied chemistry and applied electricity. Practically all branches of mechanics, science and chemistry are covered in the courses, taught in this school. The equipment consists of machine shops and laboratories for the student to get practical as well as theoretical training in any line he decides to pursue. All large lecture rooms in the new building are equipped with sound equipped moving picture cameras, also radio loud speakers. Much interest in Ethyl Gasoline was shown on the part of the students as evidenced by the above picture which was reproduced in the "Handbook" put out annually by the school. George Rick may be seen in the doorway.

BRAINERD LAKE REGION (continued from page 11)

• ON JULY 18th to 20th next, Brainerd will put on a colorful festival for the glorification of Paul Bunyon, patron saint of the woodsman, who is the only real legendary character of the North woods country. The program will include a pageant built around the legend, with street and water parades featuring Bunyon and his crew of livestock. The business section will be planted thickly with pine trees and made gay with bunting. One block will depict an old time lumbering village with the fronts of the buildings decorated to represent the various types of stores found in the old days and everything will be carried out to make it as realistic as possible. Included in the program will be ball games, band concerts, drum corps contests and all manner of sporting events including log rollings and log chopping. Tourist groups by states will take part in the festivities and it is expected that the governors of five states will be present.

THE ETHYL NEWS

Ethyl's "Believe-it-or-not" Reporters Say:

BELIEVE IT OR NOT in 1932 the U. S. Army owned and operated more boats than were in possession of the U. S. Navy. In that year there were 142 commissioned vessels in the Navy while the Army had approximately 670. This represents transports, supply boats and various harbor craft operated by the Logistics Corps.

BELIEVE IT OR NOT Gordon Connor of the Toronto Division, is in the habit of holding two meetings at one time. He is frequently required to address the audience in both French and English.

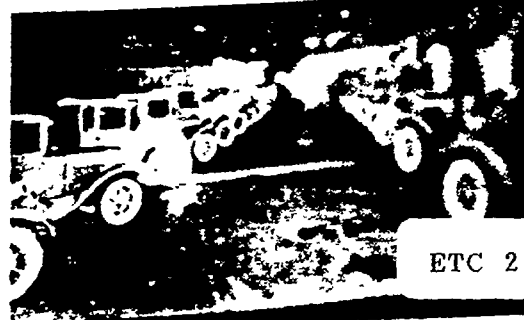
BELIEVE IT OR NOT there is a tree in Sapp which produces enough roses to put one on every old woman and child in the United States and one left over for every Frenchman. At Tyler, Texas, there are grown each year 6,000,000 plants which have a potential yield of 25 blossoms each. If all these were woven into a single garland it would reach from New York to San Francisco and back again to Chicago.

Jay Tutt, of Laurens, Iowa, fell on the ice and broke his leg. BELIEVE IT OR NOT within an hour he was up and about, spry as ever. The reason: a top a double leg and he had a spare at home.

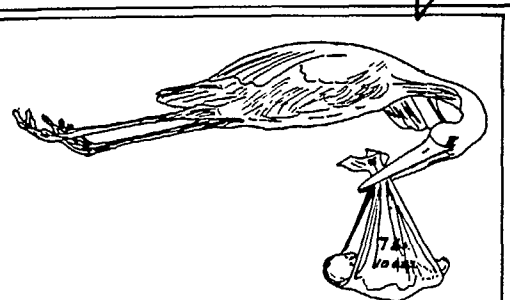
An old bachelor near Burns, Wyoming, during the recent sand storms, turned what was a headache to others to good account. BELIEVE IT OR NOT he utilized the sand blast which ripped through the hole of the kitchen door, to clean his gun and gun.

A saddle horse left tied to a tree near Casper, Wyoming, was found strangled to death. BELIEVE IT OR NOT the wind had blown over the tree and which the horse was standing.

Last month Lowell Dullahan, Michigan representative, converted the Reliable Carriage Company's Grand Rapids from third grade to brand new. The 1934 fleet uses about 30,000 gallons a month and during their peak as high as 50,000. The owner has made mileage of over 2 million per year in the use of this version Lowell, assisted by Carl Dullahan, head of each piece of equipment. The company reports they are highly pleased with results; they are getting there is an assembly of their trucks in the garage.



ETHYL NEWS PHOTO FILE 435 No. 70
Newsbriefs



HEAR YE, HEAR YE!!

ON MAY FIRST 1935 A SON WAS BORN TO THE HOUSE OF JORDON IN YE TOWNE OF CHICAGO—this makes two. WE ALL OFFER OUR HEARTIEST CONGRATULATIONS. THE EDITORS ARE PARTICULARLY GRATIFIED AT THE EVENT DUE TO THE EXCELLENT CIGARS WHICH ACCOMPANIED THE ANNOUNCEMENT. BOB ESTABLISHES A COMMENDABLE PRECEDENT.

• IN an article which we ran in the December "News" at the time of Dick Scales departure for Australia, we stated that he joined the Ethyl family on June 1, 1931. We have just received a letter from Dick acknowledging receipt of this issue and he calls our attention to the fact that he became associated with our company in February 1929. Our apologies, Dick, and for the picture too—it was the best we could get. If you can send us a good one of yourself riding a kangaroo we promise to publish it!

• RUSS BURROUGHS, Chicago Division, has turned philanthropist. He relates the following incident which occurred recently: "A student, who had attended my first meeting at the Vocational School in Appleton, came to the second meeting the next day. He said that his father, the night before, had sent him to get five gallons of gasoline and that he had added a dime and bought Ethyl, thinking he might get the use of the car later that night. His family did not return, however, until nearly two o'clock in the morning and had used all of the gasoline. I could see the kid was disappointed so I gave him a dime and told him he might have better luck the next time he filled it up."

• CARL MEURER, who has been with us for six years, five of which were spent in the office next to John Mehrling's on the 35th Floor of the Chrysler Building, has just learned that a friend of his, whom he had not seen for two or three years, paid a visit to our New York office and upon inquiring for Carl, was advised that his whereabouts were unknown. For a little over a year now, Carl has been living in Tulsa and working in the Tulsa Division as a field Representative. Can it be that Carl's sunny disposition and personality are so soon forgotten?

• PAT HARDING of our Detroit Laboratory, has been awarded an honorary degree as Doctor of "Drafting" (beer). The degree was conferred by the Ethyl Institute of Technology of which Joe Mescher is President.

• GEORGE STIEHL, Portland, Oregon, received word at the Associated Clinic there that a certain party was interested in having his car high compressioned (make or model not mentioned), so George, who did not know the individual, rushed out to the fellow's house. His man was not home but he talked with his wife who apparently had not heard of her husband's decision. George naturally explained his errand whereupon Mrs. Blank said that she would not stand for her husband spending all his time and money, having very little of the latter, on the car and she would certainly put the "kybosh" on that idea. Our bet is that next time George won't take the wife into his confidence.

• LATEST reports have it that Lowell Mason of Charlotte is seriously considering raising a pack of thirty or forty hound dawgs. We also understand that a certain young lady is pointing out to him the impossibility of raising this many dawgs in an apartment. Lowell says that he will build double deck kennels and thus get twice as many dawgs into the same space. We feel sorry for the under dawg!

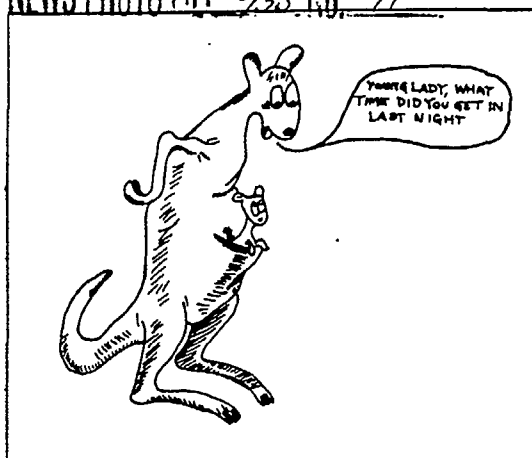
• SHADES of Daniel Webster, Frank Vizetelly, et al! Following is an excerpt from an official communication received from the New York Office: "While such suggestions were never given serious thought, it will indicate to you the seriousness of our considerations." The first person to figure this out will please advise what it means.

• LOUIS W. SHANK, of the Baltimore Division, was recently elected Secretary of the Baltimore Section, Society of Automotive Engineers for the coming year.

• THE secret is out! John Keyes is a gadget buyer. When he moved recently it took two big crates to hold all the apple corers, potato peelers, trick bottle openers, patent stoppers, etc. that he has gathered in two years of married life. Neither he nor Mrs. Keyes know how to use any of them but Johnny keeps adding to the collection.

• It is reported by our Brainerd, Minnesota representative, Fred Naylor, that Brainerd has gone back to the "gay nineties" of "bewhiskered" gentlemen and bustles in preparation for a Paul Bunyon celebration in July. A man without a full beard is now a curiosity there. So far, Fred hasn't succumbed to the new fad but is fast yielding to the pleading of the rest of the natives—and who knows, but that he'll be sporting a mustache and goatee at the next division meeting.

• DAN GUY and Bill Munding, both of the Tulsa Division, have been elected members of the Louisiana Academy of Science. Their appearance before the Academy was on the invitation of the President, Mr. John B. Entriiken, who arranged for them to address the annual meeting held the end of March. The talk which Bill gave was on the development of Ethyl followed by a demonstration and a technical discussion. A report of this talk is to be published in the proceedings of the Louisiana Academy.



• HOMER DEBO of our Detroit Laboratory has joined that innumerable caravan of people who are constantly bothering you with the question—"Would you like to see my operation?" Anyhow we are all glad to know that Homer has fully recovered from the effects of the operation and is once again hitting on all straight eight.

• THERE is a certain handsome gent on the Pacific Coast who holds the world's record for versatility. When it comes to three mile marathons, future Olympic contenders had best look to their laurels, but his dexterity in knitting dainty blue sweaters has all of the "crew" widows beaten. Being a shy soul and not given to blowing his own horn, we feel we should "give him a hand"; Dude Martin should at least receive honorable mention.

• WHEN Chuck Hawley recently returned from several weeks' stay at our California Proving Grounds at San Bernardino we noted with some degree of alarm that he was wearing dark glasses. However, we soon discovered that the cause of this temporary inconvenience was due to no more serious trouble than having been exposed to the glare of the dazzling pulchritude in the vicinity of Hollywood. Chuck was also sporting a beautiful coat of tan which we thought at first was sun burn but found out later was due to the axiom that "Where there's light there's heat."

• CHARLIE MEMMERT, Vice President in Charge of Window Closing at the Detroit Laboratory, says that Sinclair is a bunch of pikers with their 99 foot pounds per gallon—"Heck," says Charlie, "every drop of Ethyl Gasoline contains ten billion ergs."

• THE following is an excerpt from a letter to Oscar Lewis from Joe St. Germain: "The first of next week I plan to inspect plants at High Point and Lexington, at the suggestion of Mr. Keyes; and to contact five girls' colleges in North Carolina in an effort to get dates for meetings with them." Oh, for the life of an Ethyl Representative in North Carolina!!!

• JOHN KEYES is glad he took a lot of Math at College. He recently bought a new Frigidaire. The first step was to ask Mrs. Keyes how many cubic feet of space she required; then by higher mathematics he figured out the cubic space for a beer bottle, multiplied it by 24, added this to the figure given him by Mrs. Keyes and ordered the ice box.

• TOM MIDGLEY III was recently demonstrating with one of our engines to a group in a rural community. As usual the village "wise guy" was present and felt he must show off before the local boys by asking the following question: "Does that work the same way in an internal combustion engine?" Luckily a doctor was passing at the time and took care of Tom, he is doing well now and is back demonstrating again.

• SINCE Jack Taylor has moved to Detroit from Baltimore he has been encountering a considerable amount of difficulty in being able to fulfill a large number of requests for his presence at debutante parties in Detroit and vicinity. After careful thought, due consideration and unlimited research we have arrived at the conclusion that the main reason for Jack's overwhelming popularity is his "southern drawl." All the debs are saying: "Isn't he the cutest thing!!!"

• How does Jack Cole do it? He gave a talk at Goucher (female) College and shortly afterward they asked him back to hold another one. Then to show their generosity, one member of the faculty arranged a meeting for the GIRLS school at the University of Delaware. Louie Shank and Eddie Paige are howling to high heaven—all they drew was the men's college at Delaware. Rank discrimination is the charge. Watch out Boston, if Cole ever finds out you have Vassar, Wellesley and Smith in your Division you're going to have a new member whether you want him or not. But look at the Baltimore diagram and note how he spends Saturday afternoons.

• OUR Casey Jones, who covers the state of Indiana, recently held a meeting for the Indiana Boys School, Plainfield, which is a reformatory. The majority of the boys in the school have been sent there because they have stolen automobiles. After hearing Casey's talk maybe the next time they steal a car they will only take one which has been filled with Ethyl Gasoline.

• FRANKLIN FRICKER has organized in the Detroit Laboratory a co-operative cigar purchasing association. Due to the increasingly large demand for cigars amongst members of the Detroit Laboratory staff Mr. Fricker is now able to purchase these cigars at wholesale price which, during the course of a year's time, amounts to quite an appreciable saving to the members of the association. Frank's commission for handling this business is two cigars out of each box which he places in cold storage for future reference.

• CHUCK SMITH of the Chicago Division, who is assigned to the Detroit territory is attempting to arrange an Ethyl meeting and demonstration for some of the employees of the Detroit Laboratory.

• SPRING is really here! How do we know—by the birds, the bees, the budding flowers and the trees? No! Fred Speed showed up in the Baltimore office so we know the long hard winter is over at last. Welcome, Fred, come and see us more often.

• THIS will be welcome news to the Advertising Department. SOMEONE REALLY READS OUR ADS. The other day a young lady came into the Baltimore office and explained that she taught a second grade class and could we give her some of our old advertising copy because, "You people have such pretty animals in your ads." The request was forwarded to Mr. Walter who obligingly sent the desired "pretty animals."

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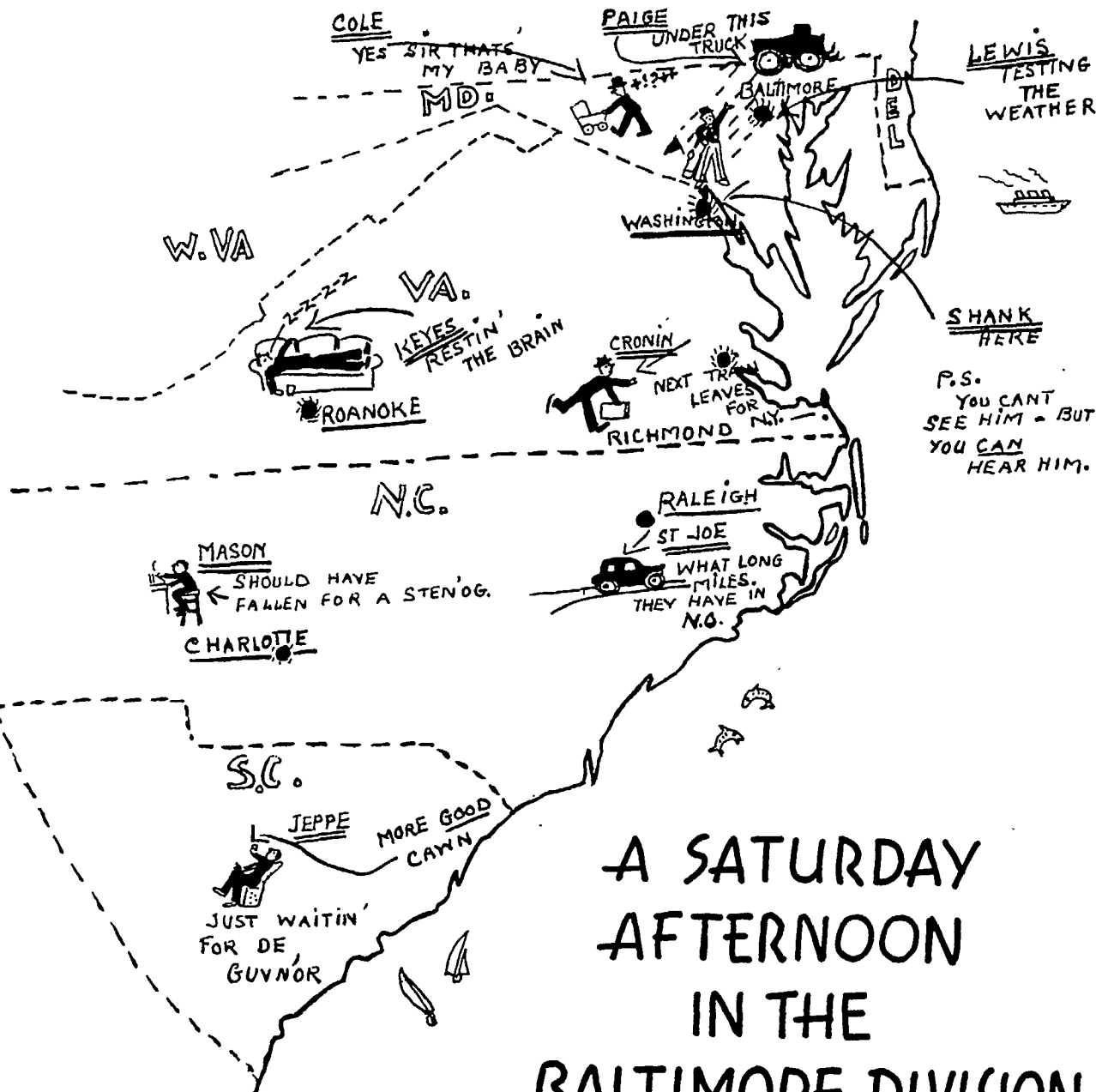
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A SATURDAY AFTERNOON IN THE BALTIMORE DIVISION

Change to Ethyl

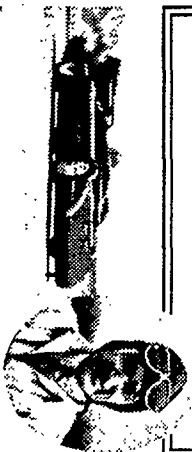


... when you change to
a straw hat... your car will run
cooler and better this summer

"I SEE you've changed to summer clothes," says the service man, "but what about your car? It needs summer clothes, too, to protect its engine against knock and overheating—the evils of hot weather driving. Particularly when you're driving one of the new smaller cars with their higher compression engines. You'll keep cooler if you keep your car cooler with Ethyl!"

3 FACTS you should know about gasoline

1. Pumps marked Ethyl contain the *coolest* fuel for summer use. That's because, by the action of Ethyl fluid, more of the potential energy of each gallon is transformed into engine power and less sent as waste heat into the cooling system, already battling high outside temperatures.
2. Ethyl fluid is needed to develop full performance by modern high compression cars every season of the year. It makes older cars, too, run better as carbon and oil-layers accumulate. That is why approximately 99% of all premium gasoline sold in the United States and Canada now contains Ethyl fluid.
3. Sufficient Ethyl fluid (containing tetraethyl lead) is used to produce the highest anti-knock rating by the official test methods of the oil and automotive industries. The all-round quality of premium fuel so treated is protected by *double* inspection at the refinery and at the pump.



SIR MALCOLM CAMPBELL SAYS:

"My engine ran perfectly when a new world's record of 276.816 miles per hour was set up at Dayton Beach on March 7 last. I consider that the Ethyl fluid employed in the fuel was largely responsible for the smooth running of the motor."



Sure, smooth—and COOL! To
get all the power and pleasure
from your car investment—
NEXT TIME GET ETHYL!



ETHYL
NEWS

FILE COPY - W. CARY HARRIS

JUNE, 1935

ETC 21813

To All Members of The Sales Department

Unless otherwise in-
dicated, all artwork and
photographs destroyed
May 1957.

- THERE is a vacation atmosphere about this issue of the magazine. We have completed half of our year's activities and each man is doing the best of his ability, the problems confronting him in his work.
- DURING the coming months many members of our organization will be on vacation. They are granted as a reward for length of service and duties. In a broader sense they allow each individual an opportunity to rest his body and mind and "recharge his battery", so to speak.
- IN planning your vacation I suggest that you keep this thought in mind. Seek diversion, forget business; and play.
- So I say, "a pleasant vacation" and hope that each one of you will return to the duties ahead with renewed vigor, ready to continue your activities with increased energy and greater efficiency.

J. C. Taylor

ETC 21814



ETHYL NEWS

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
NEW YORK CITY

Vol. 2, No. 6

JUNE, 1935

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Activity That Counts ✓

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ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

• A RECENT issue of the Humble Sales Lubricator carried a message to their employees over the signature of Mr. Stuart A. Giraud, Manager of Sales. Some of Mr. Giraud's comments tie in so closely with one of the basic policies of our own Company that we use them as a theme for this column.

Under the heading "Activity Counts", he says: "Action in its best sense means motion that gets results. In short, it is thought translated into physical movement." In other words, mere energy is not necessarily evidence of accomplishment. Describing action as "decision in motion" indicates that study and thought has preceded the action. In this day and age, conditions are changing so rapidly that constant study and research is necessary to keep pace with the times. The doctor, the lawyer, the engineer, or even the plain business man, must give thought and study to the developments in his particular field as never before, if he is to gain the full measure of accomplishment. Mr. Giraud points out that the more facts one acquires about his job the more he will think, and produce correspondingly better results.

At its very inception, the Ethyl Gasoline Corporation recognized this situation and established research laboratories to enable our personnel to benefit by the work of the research engineers, as well as for the general improvement of our product. In effect, we maintain a technical school which is at the disposal of all our field men, and others in the organization to whom it may be of service. But our activities do not stop with the education of our own staff. Essentially a large part of the field man's effort is devoted to conveying the knowledge acquired in the research department, to our licensees, automobile mechanics, and the public at large, through the various meetings arranged with societies, luncheon clubs and technical classes in schools and colleges. This is, in a sense, missionary work, but nevertheless of tremendous sales value.

However, the greatest benefit is to our own men of

(Continued on page 5)

MEET MR. KALEY



Filed

• HARRY W. KALEY, a native of up-state Pennsylvania was born at Johnsonburg, Elk County, on August 18th, 1903. He received his early education in the local schools of Pittsburgh and Williamsport in the hard coal state. In 1925 he was graduated from The Pennsylvania State College with a degree of Bachelor of Science in Petroleum Engineering. Following his graduation he was engaged in engineering work for the state of Pennsylvania until February 1927 when he became associated with The Ethyl Gasoline Corporation as field representative.

Although his assigned field territory covered only the states of Pennsylvania and Delaware, his early duties in promotion work took him from New England to California. In the forepart of 1929 Mr. Kaley was called into the New York office and for the past five years has been engaged in various phases of the sales activities of the company. On June 17th he was appointed Advertising Manager.

Mr. Kaley's home is in Garden City, Long Island, where he lives with Mrs. Kaley and their two sons.



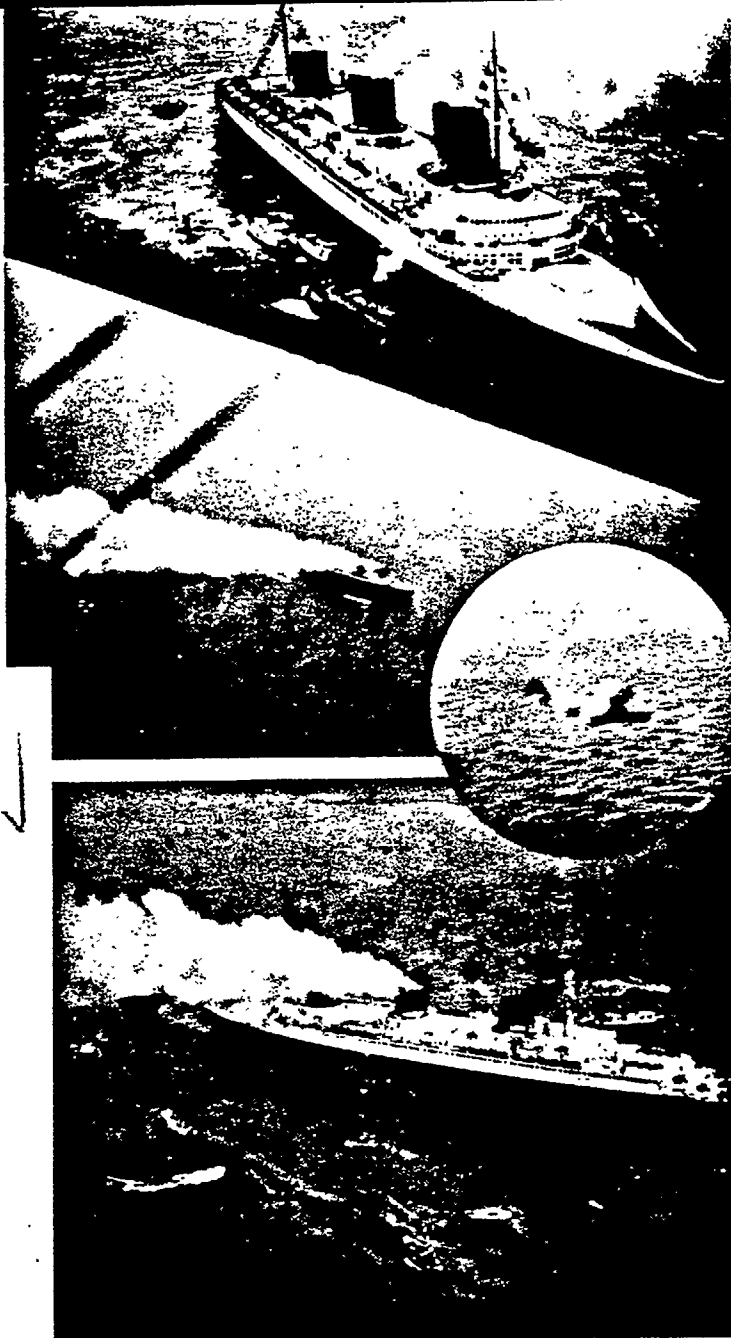
New York Greets New Titan of Seas

PRESIDENT EARLE WEBB PASSENGER
ON MAIDEN VOYAGE

• For weeks we had been seeing pictures on the screen, in the papers and in the magazines, of the world's largest moving creation of man . . . the Normandie, the new Queen of the sea. For only a few days we had heard that our President, Mr. Webb, was returning from a business trip abroad on this huge new French liner.

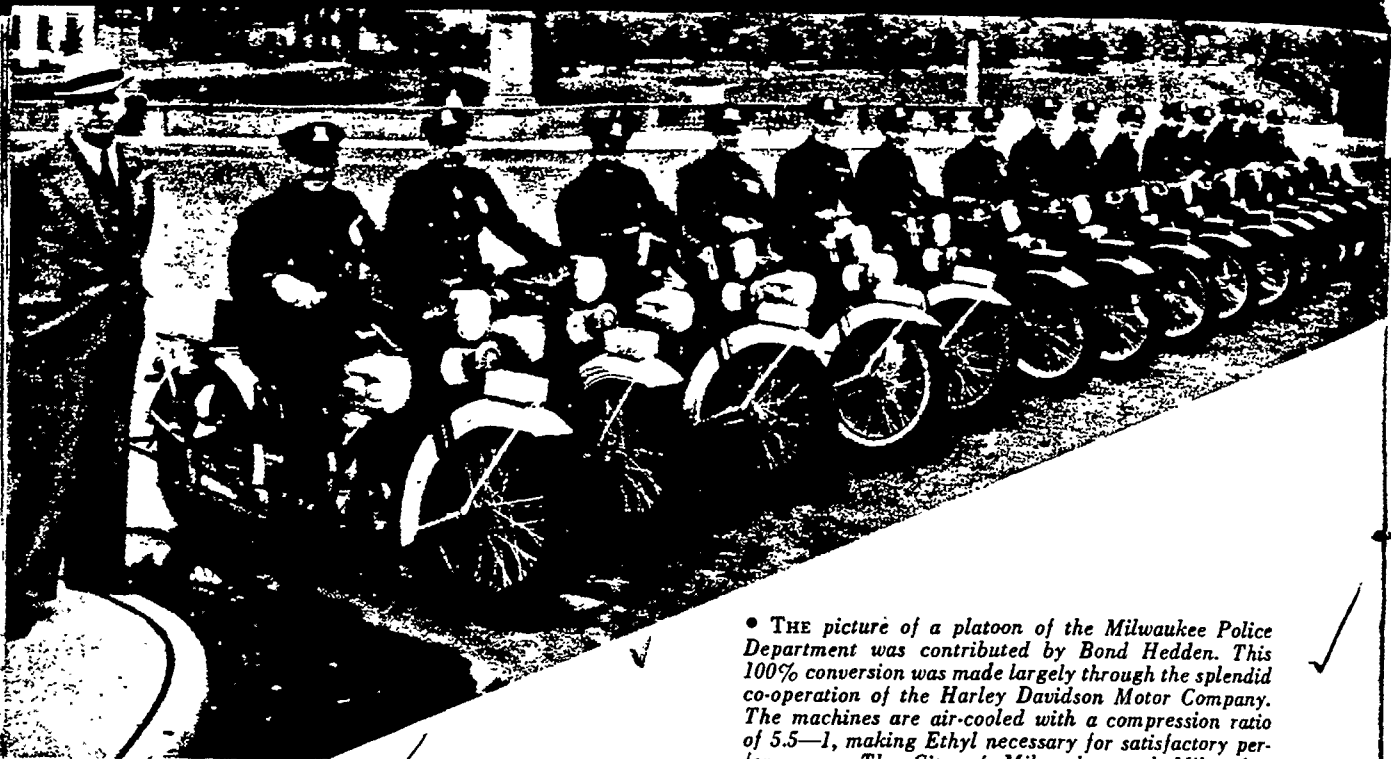
Monday, June 3rd was the day of arrival and New York was preparing the usual distinctive welcome festivities. The day dawned clear—good ceiling and long range visibility. Flags flew from all the buildings. Everyone was planning to visit some advantageous place to see this majestic new comer enter the Port of New York for her maiden visit. At just about eleven o'clock the wheels of our good ship Beechcraft left the runway and Dewey headed towards the Atlantic carrying our own welcome committee—Coard Taylor, Miss Badaeu, his secretary on her initial flight, and Paul McElroy, loaded down with a borrowed camera and binoculars. After a salute to the Chrysler building we sailed over lower New York and out into the great open spaces. Life preservers were quickly adjusted as we spied a dot on the distant horizon. Dewey decided it was too far off yet so we circled Long Beach and Coney Island, killing time until the liner was about ten miles out.

From three thousand feet she was a beautiful sight. Accompanied by a few small boats and six or seven airplanes, the largest ocean liner in the world steamed towards us. Down we went, scanning the deck to see someone we knew. Up again, across the bow, now rounding the stern and circling, then off to land at Floyd Bennett Field to await her arrival at Quarantine. Once more in the air and soaring over to watch the official welcomers. The Harbor was filled with tug boats, excursion boats, ferry boats, fire boats and other craft. The shores were lined with crowds of people. The air was somewhat crowded with airplanes. Again we glided down and saw at close range the activities, realizing that while officially we were endeavoring to welcome Mr. Webb, we did our part in the general reception.



• ABOVE AT LEFT: The stately ship reaches the "twelve mile limit" and slowly proceeds up the lower bay to Quarantine where she is greeted by a throng of tugs and the reception committee boat, UPPER RIGHT: The Normandie then sails majestically to her pier with an ever increasing swarm of small craft joining the parade. Insert shows the S. O. N. J. Amphibian endeavoring to keep pace with the Ethyl Beechcraft.

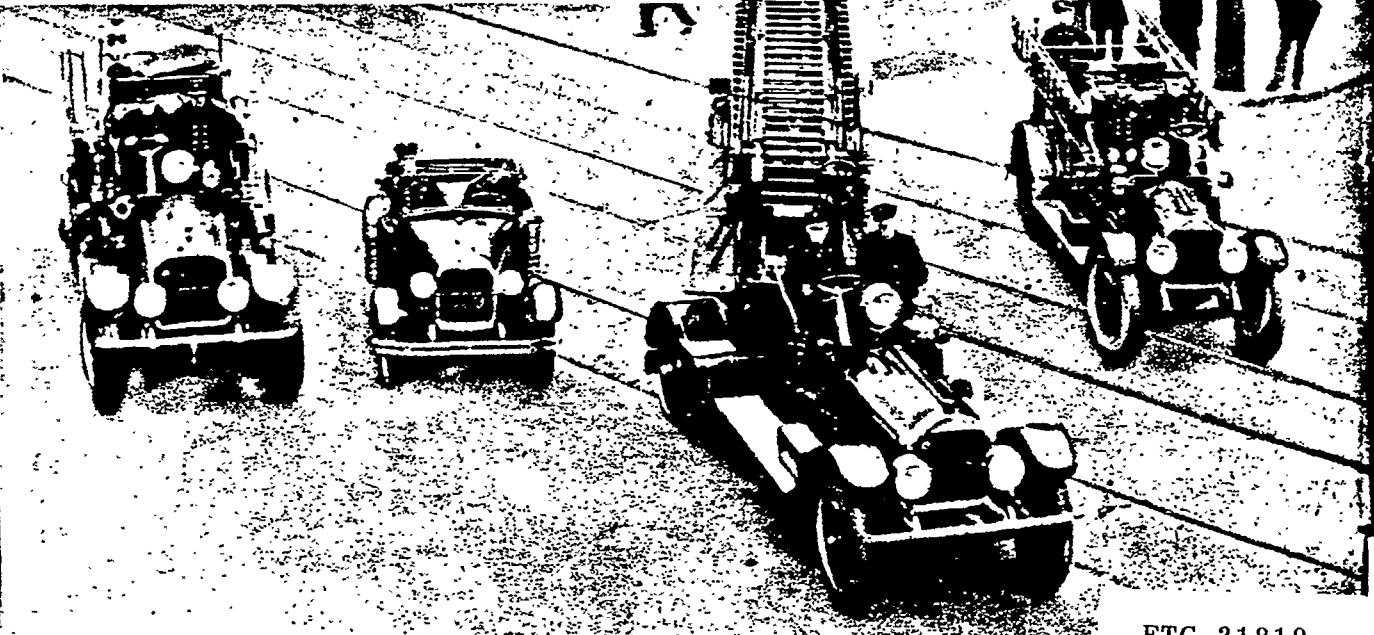
ETHYL NEWS PHOTO FILE 6/25 No. 1

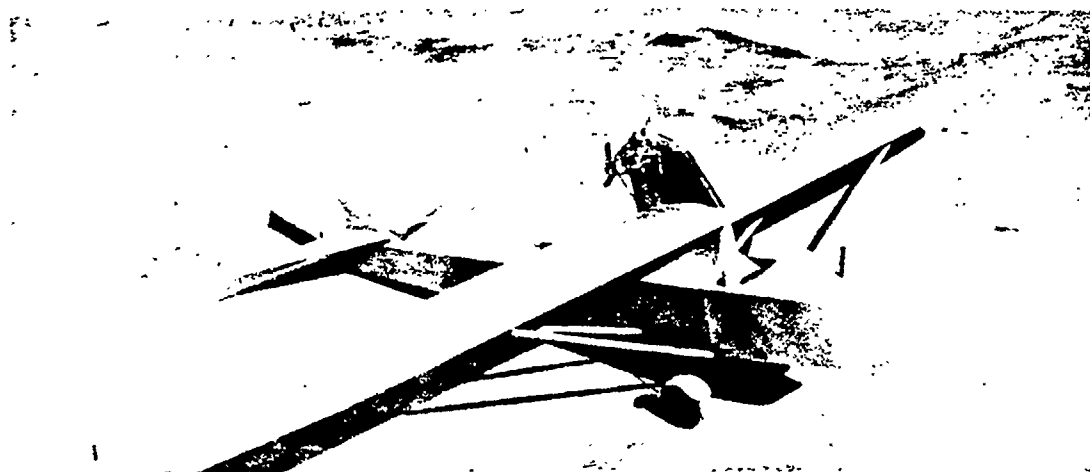


• THE picture of a platoon of the Milwaukee Police Department was contributed by Bond Hedden. This 100% conversion was made largely through the splendid co-operation of the Harley Davidson Motor Company. The machines are air-cooled with a compression ratio of 5.5—1, making Ethyl necessary for satisfactory performance. The City of Milwaukee and Milwaukee County operate 103 of these motorcycles, a large number being radio equipped. The whole Police Department, including squad cars and ambulances—70 units in all — as well as the entire Fire Department, have changed to Ethyl Gasoline.

Returned to Gary
7/10/35

• THE Fire Department of Benton Harbor, Mich. have just placed their first order for Ethyl with the Standard Oil Company of Indiana. Heretofore they have been using water white gasoline but are well pleased with the change. The conversion followed a demonstration put on by Lowell Dollahan. Their equipment is shown below answering a call.





England Develops Ultra-light Aircraft

• THE sport of Gliding has become well established in England and even more so in Germany. A number of clubs have been formed and initial training is given on a machine of relatively limited ability. There are, however, available very advanced gliders—called "Sail-planes"—on which high altitudes and long cross country flights have been made.

The "Drone", manufactured by the B. A. C. Co. at Hanworth Airport, England, is essentially an evolution, based on much experience in designing and flying, of this latter type of machine. It has extremely low wing loading, the stalling speed being about 18 m.p.h., and thus is in effect a sailplane, although fitted with a small motor and undercarriage so that it can legitimately be termed an aeroplane.

The motor, carried above the plane, is a twin cylinder horizontally opposed motorcycle unit of 10 cu. inch capacity driving a wooden pusher propeller at about 3000 r.p.m. and capable of developing 26 h.p. although only 15 is used for normal operation. The machine has a top speed of 65 m.p.h., cruises at 50 and lands at 20 and should it stall, it sinks on a comparatively level keel. It may be taken off or landed within the confines of a 200 yard square, while the unimpeded view from the cockpit makes flying the machine exceptionally easy.

The fuselage is a plywood box of strong construction, and provides comfortable seating even for a 200 lb. passenger. The mainplane and tail unit are of orthodox wooden construction fabric covered and the undercarriage is of steel tubing carrying two Goodyear 16" x 6" air wheels. Fuel consumption is about 1 Imperial gallon per hour and gas tank and oil, sufficient for five hours flying is carried forward of the engine mounting. The "Drone" comes equipped with airspeed indicator, altimeter, compass and oil pressure gauge and is de-

livered in England for approximately \$1300. The claim is made that it is possible to learn to fly the machine without dual instruction.

A recent flight from Croydon field, London to LeBourget, Paris, was accomplished in four hours and ten minutes, a distance of 235 miles at a fuel cost of \$1.50, including British tax of approximately 70c, whereas the Imperial Airways make the run in two and a quarter hours with a fare of \$23. The manufacturers of the "Drone" claim that on a basis of 500 hours per year and a complete depreciation in three years, the overall operating cost, including insurance, is about \$2 per hour.

Cover

SILVER TOP MOUNTAIN ALONG THE GORDON PASS TRAIL LEADING INTO GLACIER NATIONAL PARK. THIS MATERIAL AND OTHER VIEWS OF MONTANA WERE CONTRIBUTED BY JACK STEELMAN. THE PHOTOS ARE BY LYNN MARSH AND COPY THROUGH COURTESY OF THE MONTANANS, Inc.

ACTIVITY THAT COUNTS

(continued from page 1)

the sales organization who, being informed of the latest developments in the two industries most closely allied to our own, are the better equipped to produce *activity that counts*.

Here and There

✓ USING only 19.9 gallons of Associated Aviation Ethyl on a 563-mile Los Angeles to Yuma and return economy run, a Graham standard six sedan averaged 28.29 miles to the gallon of gasoline. From Los Angeles to Yuma the car made the 281.5 miles on exactly nine gallons for an average of 31.27 miles per gallon. On the return, however, terrific head winds were faced for 100 miles and the average dropped to 25.82 miles per gallon, giving a round trip of better than 28 miles to the gallon. The car carried three persons which, with 65 pounds of baggage, gave a total load weight of 630 pounds.

✓ ON May 20th and 21st, Harry Kaley of the New York office and Oscar Lewis, Lou Shank, Frank Cronin and John Keyes of the Baltimore Division, attended the joint meeting of the Virginia Code Committee and the Virginia Oil Men's Association. Dr. Frey of the Petroleum Administrative Board and Mr. Paul Hadlick of the P & C Committee, were the principal speakers at the meeting while Harry was the speaker at the Jobbers Luncheon. The business sessions were followed by a banquet and dance on Thursday night.

✓ FROM work done with the State Highway Patrol in South Carolina by Doug Jeppe, they are getting all their new cars with high compression heads and are using nothing but Ethyl. The present cars are being high compressioned as fast as possible and they have also decided to use Ethyl in most of their motorcycles. By the end of the summer there should be about 50 or 60 cars with high compression heads and about 30 motorcycles all using Ethyl.

✓ A REGULAR program of station demonstrations is now being carried on throughout the Charlotte district for the Texas Company. As the weather is plenty hot the temperature reading, when Ethyl is used, is very impressive. Many who did not realize that Ethyl gives a cooler running motor are amazed at the results.

✓ RECENTLY some thirty Army officers and student engineers of the Quartermaster Corps Motor Transport School, U.S.A., visited the Detroit Laboratory to make a further study of motor fuels, especially as they apply to the functioning of Army vehicles of one type or another. Since the government has made it possible for the Army to purchase either 70 or 76 octane gasoline for their equipment, many Army units that have heretofore been using third grade gasoline are working on programs to high compression their equipment so as to take full advantage of the better motor fuel now available for their use. Much of the original work along this line was started by the Baltimore, Atlanta, Dayton and Kansas City divisions through the medium of working with local Army units in their respective territories. The Army plans to maintain a close contact with our Detroit Laboratory and with our various divisions in carrying on their development work, pertaining to the correlation of engine design and fuel design.

✓ Announcement has been made that on June 1st the Florida Motor Lines took over operation of the Blue Bus Lines, giving them exclusive rights for bus transportation in the State. This purchase will add about 250,000 miles per year to Florida Motor Lines' bus mile operation which will mean an approximate increase of one third in gasoline consumption by this entire fleet. Through the acquisition of new units it is expected that by the end of the year there will be a total of 60 pieces in operation.

✓ RUS BURROUGHS, of the Chicago office, reports that the Wisconsin Division of the Northern States Power Company, Eau Claire, has received their second car of leaded gasoline. He has been working with this division for some time and it was largely through the help of their garage superintendent that the project was put over at that point. Through the co-operation of Claire Dees and the representatives of

the Deep Rock Oil Corporation in Minneapolis, we understand that the Northern States Power Company will change over to a leaded fuel at all of their bulk plants. This company is a Byllesby unit operating in Wisconsin, Minnesota and North and South Dakota. They have approximately 900 motor units, consuming about 1,000,000 gallons of gasoline a year. About half of this fuel which they purchase in tank car quantities has been an untreated gasoline in the past. The Byllesby organization is connected with public utilities operating in more than 18 states.

✓ JACK COLE, of the Baltimore office, held a Safety Meeting recently for the employees of the Canton Refinery of Standard Oil of New Jersey. There were 22 men present, including the Superintendent of the refinery, and it was concluded with a demonstration of the base stock vs. the completed Esso so that the men engaged in mixing could see just what part the lead played in the manufacture of the new Aero-type Esso. At the time of the demonstration, Lady Luck assisted Jack in getting a good audience. The demonstration was held in the yard of the refinery and was timed so that it not only was seen by those that attended the meeting but also all of the employees going off shift and those coming on making an audience of about 300.

✓ PAUL JOHNSON of the Kansas City office, located in Denver, is taking a very important part in the Ford Motor Company's Service Manager Schools which are being conducted this spring. Each week about 20 service men are called to Denver for a week and they are given an up-to-date picture on Ford Service. Through the Branch Service Manager, Paul was included in these meetings. During the last eight weeks, he has held a demonstration lecture and meeting each Wednesday evening as a part of the program. Excellent results were obtained on follow-ups and during the next two months he will have demonstrated to all Ford Agency Service Managers who are under the Denver Branch of the Company.

✓ ABOUT the middle of May, Herschel Dedo placed a couple of tractors, which he had been working on with George Krieger on a farm near Dublin, Ohio. One of the tractors was equipped with a high compression head, for the purpose of running some practical tests. Herschel reports that the high compression tractor did a wonderful job plowing 7½ inches deep in timothy sod which is about as tough sod as could be required and this with a three plow gang. In fact it was done with such ease that he believes it could handle four plows at the customary depth of 5 inches. On the other hand the standard tractor stalled with the three plows. All the tests were run in intermediate gear—4½ miles per hour—and each tractor was limited to 2 gallons of the same regular leaded fuel. The high compression job operated 35½ minutes on the fuel allowance with a gang of three 16 inch plows and made 4½ rounds 7½ inches deep, whereas the low compression job ran only 26½ minutes with 3 plows and made 3 1/16th rounds of the same depth.

✓ WALT MAYES convinced the Brown Parking Garage in Louisville, Ky., that they could increase their sales of Aetna Ethyl by direct pump solicitation. During the month of May the boys approached each gasoline customer and asked "May I fill it up with Aetna Ethyl?" The results show that with this sales effort the single Ethyl pump dispensed 600 gallons for a high Ethyl percentage of 47.7%.

✓ LOUIE WILSON, of our Kansas City Division, conducted a demonstration for the Deep Rock Oil Corporation in St. Louis recently which was well attended by all personnel from that office. The excellent manner in which Louie put his talk across was evidenced by the report from Deep Rock three days after the meeting. They had a 1500 gallon increase in Ethyl in stations the day after the meeting and the increase continued for five days following the demonstration. Deep

Rock people were so impressed with the results that they have asked Louie to hold another Ethyl meeting in about two months.

• SELLING customers Ethyl Gasoline is the best way to keep them coming into your stations. This was demonstrated recently at a service station meeting of one of our major oil company customers. Louis Slack was explaining to the men present that if they were content to sell their customers regular gasoline those customers would be "easy pickings" for competitors who persuaded them to try their Ethyl. Thereupon one of the attendants piped up, "Yeah, I've lost a couple of customers to . . . Ethyl. I'd been selling them our regular until they tried this other gasoline but they've promised to come in and try our Ethyl."

• CHUCK COLVIN and Louie Wilson of our Kansas City division and Mr. H. P. Senior, Regional Service Manager of the Chevrolet Motor Company at St. Louis, have compiled an 11 page booklet on Ethyl Gasoline for the Chevrolet Company entitled "Get Peak Performance from Chevrolet by Using Good Gasoline and Perfect Tune-up". The booklet outlines the importance of good gasoline and explains the growth of high compression. The octane selector is correctly explained and the advantage of using Ethyl with an advanced octane selector is stressed. These pamphlets have been sent out from all Zone Service Manager's Offices of the Chevrolet Company in the Kansas City Division, and the information is now in the hands of these service managers. Mr. Senior commented upon this distribution as being mutually beneficial.

• C. E. BOYLE of the Toronto Division, recently had an interview with the chief engineer at the Sea Island Airport. For some time past they have been using Aviation Ethyl exclusively and the reports show that during the period there have been no engine failures due to detonation. It is stated, however, that some of the private planes which persist in using aviation gasoline of 73 octane, require a great deal of servicing. At the airport there is an aviation school with an enrollment of 30 students and the instructor in charge of the course arranged with Charley to meet the classes and give them a demonstration and talk.

• BILL NEWMAN of our Dayton Division, knows every creek and hollow in West Virginia but better than that he knows his customers as well. Recently Bill wrote in that after a rather long and hard battle on two fronts he had conquered his enemies but that his terms of peace were unconditional—the use of leaded gasolines. The Charleston Interstate Railroad put into their service six new Yellow coaches which immediately gave trouble through excessive vibration coming from violent detonation. Bill showed them that by using Ethyl Gasoline they eliminated the source of the trouble. His other victory came with the Monroe Brothers Construction Company who were using a non-leaded fuel in their heavy duty fleet of 23 units. He analyzed their trouble correctly and with the use of regular leaded gasoline has them as satisfied and enthusiastic customers.

• "In the short period in which Aviation Ethyl Clinics have been in operation", says "Progress Parade", published by Associated Oil Company, "scores of leading automobile dealers and distributors in all parts of the west have been so enthusiastic over the value of the educational service that they have voluntarily written letters of congratulation. Motor car dealers have come to realize that owner satisfaction depends directly on motoring enjoyment, and that this enjoyment in turn depends largely on whether or not the car is using Ethyl Gasoline and is tuned up to take full advantage of it." The clinic in Seattle, which was put into operation some weeks ago, is one more link in the chain of units which are being established in all of the large coast cities. The procedure is for the motorist to first have his tank filled with Associated Ethyl Gasoline after which the car is driven to the clinic for testing and tuning, thus assuring the driver of maximum power, speed and mileage.



Nothing is sold at the clinic. The illustration shows a car being serviced.

• AFTER a series of meetings given by Louie Wilson in which he went into detail on the exact function of the octane selector and the use of Ethyl in Chevrolets, the following letter was received at the Kansas City Office:

"Mr. Wilson was at his best in these meetings. The recheck of dealerships which was repeated in the meetings, shows that his story registered. Some of the dealers came to their places of business the next morning and installed Ethyl Gasoline in all demonstrators, after having set up the octane selectors. They installed Ethyl Gasoline in all new cars. This is the best proof I know of to register the effectiveness of Mr. Wilson's demonstration.

H. P. SENIOR

*Regional Service Manager
Chevrolet Motor Company"*

• For some time past, H. N. Peters (Tulsa Division) has been in contact with the officer in command of the Quartermaster Corp at Fort Bliss and has furnished him considerable information and literature on gasoline. Heretofore a low octane non-leaded fuel has been used at the Post but in his last visit he discovered that they were now 100% on leaded. They are buying two grades for their equipment, one being not less than 75 octane number and the other not less than 65. In addition, all their planes are burning 92 octane Aviation Ethyl.

highways with Ethyl



A Native of Yellowstone



• GUESTS may take part in the ranch activities and try their hand at calf roping. BELOW AT LEFT: Calves are branded at Dot S Dot Ranch. A party about to start for a day in the saddle is shown directly below.

-  Allan Ranch—Mrs. Ralph Allan, Augusta
-  Bones Bros.—A. R. Alderson, Birney
-  Diamond J—Julia Bennette, Bozeman
-  Donald Cattle Ranch—Bill Donald, Melville
-  Double Arrow—Jan Boissevain, Missoula
-  Dot S Dot—Harry Hart, Melville
-  E Bar L—O. W. Potter, Greenough
-  Elkhorn—Ernest Miller, Bozeman
-  Flaming Arrow—A. L. McKinney, Bozeman
-  Haggin Ranch—W. L. Beals, Anaconda
-  Laird's Lodge—Eli Laird, Seeley Lake
-  Lazy K Bar—P. Van Cleve, Jr., Big Timber
-  O T O—Libby & Randall, Dude Ranch.
-  Ox Yoke—Charles Murphy, Emigrant
-  Quarter Circle U—G. B. Arnold, Birney



ETC 21822

Ethyl for vacation days



Returned to Jack Stee
7/10



• VACATION days are being planned by thousands of people everywhere this year. Motor trips usually increase the Ethyl percentage as much as 500% in the region of our National Parks. Unquestionably, each of us in our daily contacts may point out the advantages the new highways offer and add the by-word that for maximum motoring comfort and full enjoyment of every mile of the trail "change to Ethyl".

It is out of those trails that conquer mountains that the Old West still lingers—breathless, fascinating, carefree, vivid. What a challenge to adventure these old trails, reminiscent of Frontier Days, suggestive of a thousand gay experiences just around the corner. Add to all this that indefinable yet ever present, ever pleasant camaraderie of the trail and you have an inkling of the lure the mountains have for those who seek active vacations in the open.

It is an old country, the northwest mountain country, but a young one in spirit—tempting youth, pleasing youth. You can be yourself twenty-four hours a day, extravagant with your energy. The every day routine of the work-a-day world drops behind the mountainous horizon and you return to your work refreshed in body, mind and spirit.

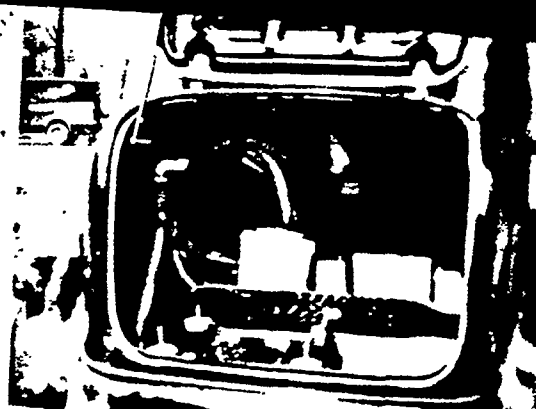
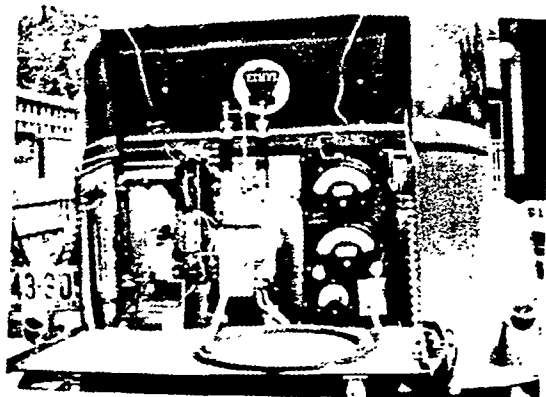
Nature a million years ago upturned the whole Rocky Mountain area to give fascinating trails some place of interest to wander to. The trails you ride are the trails the old prospectors and early fur traders made. The highways have been modernized but the spirit of the Old West remains, unchanged, a guarantee that you will enjoy this primitive vacation land and for those who wish to tarry a while and really get into the spirit of the west there is the Dude Ranch. As typically American as apple pie and johnny-cake. Nowhere in the world is there such a choice of ranches as in this beautiful territory. It is a fascinating and unique experience unlike anything else—an experience packed full of health and sunshine and a garden spot of happy memories.

• UPPER LEFT: Along the high trail near Gibson Lake and on the right Logan Pass, Glacier Park in the Rockies. ABOVE AT LEFT: The pack trail winds along Chinese wall and directly above Arsenic Peak in Sun River Country. Insert, The Lonesome Cowboy and below, lower Gorge in Sun River Canyon.





• SOME little time ago Al Bingham of the Dayton Division suggested to the Columbia Refining Co. of Cleveland, the possibility of placing our Ethyl advertisement on the tire covers they purchased. We have just received the accompanying picture of a car bearing one of these new covers, 750 of which have been ordered. They are to be distributed among their Pennzip Ethyl customers throughout northern Ohio. In addition, Columbia have purchased 15 wall locations on which Pennzip Ethyl ads will be painted. This fine piece of co-operation is further being supplemented by an Ethyl ad which they are placing in the Sunday Rotogravure section of the Cleveland Plain Dealer to tie in with our own advertisement in "This Week".



✓ GUY DONOHUE, who is driving an Oldsmobile 8 with built-in trunk, has given considerable attention to the installment of his demonstrating motor and as the new cars are gradually replacing the ones with the separate trunks, the arrangement of his installation may be of interest to others. In order to distribute the weight of the engine and the stress of the bolts holding the engine, two 5" x 3/8" structural steel flats, extending from the front to the rear of the compartment, have been bolted to the bottom. The bolts holding the engine extend through the bottom and through the flats, and are permanently held in place by nuts tightened down against the flats. Rubber blocks are placed over the ends to cushion the engine. The engine is held down by winged nuts, making it easily removable. The motor mount is held in place by two bolts extending through the bottom of the trunk which are permanently fastened to nuts tightened down against the bottom. A large piece of sponge rubber is installed under the panel to cushion it. Winged nuts are used to hold the panel down. Directly behind the engine, a partition about 6" high has been installed, extending across the compartment. This provides a space for supplies. A tool box, tool can, sample cans, a long flexible hose for inside demonstration, etc., are carried in this space. The flexible hose is fastened by means of cloth straps. A piece of rubber floor mat has been placed on the bottom to prevent rattling of the supplies. For demonstrating with the engine in the car a muffler is permanently located under the compartment connecting with the engine by means of a short piece of flexible hose. Guy's equipment shown above.

At the left is a view of Joe St. Germain's ad on a Buick 33-57 model. We call particular attention to the Ethyl decal which Joe has had removed to the inside of the trunk lid. This is useful in cases where there is a good sized crowd and people on the street passing by are thereby able to see what company is putting on the demonstration.

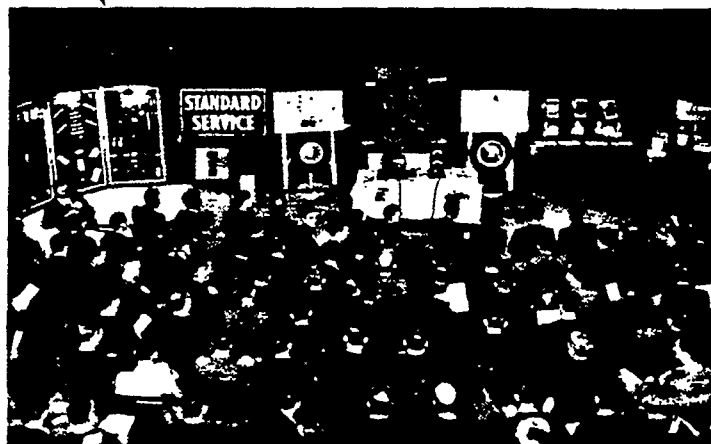
San Bernardino Notes

• THE field tests underway at San Bernardino, California are progressing satisfactorily from an engineering standpoint. We hope to have available sometime in the near future a brief resumé of the progress up to date since undoubtedly many members of our organization are interested in this project. We might say that the results are very encouraging. The completion of these tests will undoubtedly make available for the industry a fund of valuable data pertaining to the field operation characteristics of internal combustion engines. Every known method of control and instrumentation is being employed to study the fundamental factors involved in the operation of heavy duty equipment. Most of the tests are of an original nature because of the fact that such an extensive field testing program has never been attempted before.

A rather amusing development has occurred in connection with the running of these tests in California. In addition to the various and sundry types of scientific apparatus required to conduct such an experiment unforeseen contingencies have arisen that necessitate the purchase of certain equipment not planned for originally. It seems that one of the big problems connected with the operation of the Ethyl fleet is the control of the rattlesnake situation. Snakes are unusually plentiful this year due to the hot dry season so it was found necessary to equip each unit of the test fleet with a quart of Flit. No discredit to Flit of course, but it was soon found that the potency of this famous product was inadequate to cope with the problem. As a result of these preliminary experiments with Flit the program has been changed so that each man is now equipped with a shot gun and revolver and also with a quart of some well known brand of "snake bite remedy". To date the fleet has standardized on a Kentucky compound, a remedy which was strongly recommended by Hume Chenault.

I've seen a lot of magazines
In my several years and ten,
Some are meant for women
And some, for "only men".
Some specialize in pictures
Or stories, sports or shows,
Some are good, some are bad
And some just so 'n' so's.
But the subject of this ballad
Is as modest as it's young
And because it rates a "great big hand"
Its fame may soon be sung.
This little gem is very good
A monthly book so bright,
It pictures you so awfully well,
Portrays each one just right.
We learn our company's business,
Hear the other fellow's views
It "sales promotes" to beat the band,
All Hail! THE ETHYL NEWS.

—O. B. L. BALTO



• "CASEY" JONES, our Indianapolis representative, recently scheduled a series of twelve sales promotion meetings for the Evansville division of the Standard Oil Company. These meetings covered the entire division which embraces approximately half the state of Indiana as well as a third of the state of Illinois. The attendance at these meetings totaled over 1200 and included in the audiences were Standard Oil Company dealers, sales representatives, agents and service station employees. The meetings were called primarily by the Standard Oil Company for the purpose of outlining to their dealers their advertising campaign for 1935.

The accompanying illustration is of the meeting held at the St. Mary's Auditorium in Washington, Indiana. On display will be noticed copies of the Ethyl advertising which were used in connection with the demonstration set-up.

• In sending in this photograph of our display at the Chico (California) Spring Exposition, Mr. Ogden of Associated Oil Company says: "The opinion seems to be unanimous that your display and demonstration had the greatest interest of any exhibit shown."



*Returned to
A.B. Wiggins
7/8/35*



Grand Rapids— "Furniture Capital of America"

• ONE of the most important headquarter towns in the Chicago Division is Grand Rapids, Michigan, from which our representative, Lowell Dollahan, covers a major portion of the State. For a century this thriving mid-west city has shown consistent development, outgrowing the narrow prejudices of the small town, yet avoiding the evils of the large city. It is almost unique in that there are no slums.

Grand Rapids began as an Indian Trading Post in 1826, and was incorporated as a village eleven years later. By 1850 the population had increased to over 2600 and in 1890 there were more than 60,000. Today it is the second largest city in Michigan and boasts a population of 206,000.

Due to the city's varied industries, its location and accessibility, together with well equipped hotels, it has become recognized as a convention center. Famed throughout the world as the furniture city, it has well earned its reputation. Of its 800 manufacturing plants, 70 are given over to the making of furniture and as many more to the producing of accessories. Originally a lumber town when Michigan forests offered their treasures in hardwood the industry began about 80 years ago. Wood craftsmen from Holland were among the earlier pioneer settlers and it is largely due to their skill that Grand Rapids gained its enviable reputation. Today it produces annually, 60 million dollars worth of medicine and high grade furniture fashioned out of rare and precious woods from all corners of the globe. However, a long list of other products share in making the city an industrial center. Among these are leather belting, cigars, mattresses and bedding, flour, varnish, extracts, perfumes, metal filing devices, underwear, hosiery, clothing, toilet preparations, factory trucks and wrought iron products, elevators, emblem jewelry, candy, canned goods and band instruments. These are



• ABOVE: Aerial view of the downtown section, one of the great furniture plants, State Fish Hatchery—largest bass hatchery in the world. Grand Rapids' million and a half Civic Auditorium.

only a few of the 2500 different products produced in the community.

Although justly famous for its contribution to the needs of many people, it is likewise a city of beautiful homes and the gateway to a great outdoor playground, a paradise for the tourist and sportsman. Of Michigan's 4,000 inland lakes, 400 are within 50 miles of Grand Rapids. All of these lakes are well stocked with bass, pickerel and other game fish and the State spends thousands annually in replenishing the supply. There are numerous paved highways from the city presenting charming scenic trips and nearly all leading to lakes, cottages and favorite outing spots.

To summarize this headquarter town: it is a land of hills, valleys and plains, thirty thousand sparkling lawns—a million trees and flowering shrubs—quiet and beautiful liveable homes—where a friendly people make many things and aspire to the best in all things—this is Grand Rapids.

*Returned to
N.C. 7/10
7/10*

Choose Aerotype Esso for Newark's Fire and Police Emergency Motors

• AEROTYPE ESSO has been chosen to power Newark's 90 pieces of fire-fighting apparatus, 30 radio-equipped Ford V-8 police cars, more than 15 pieces of miscellaneous motor equipment including riot and detective cars, and the pumps on the city's fire-boat.

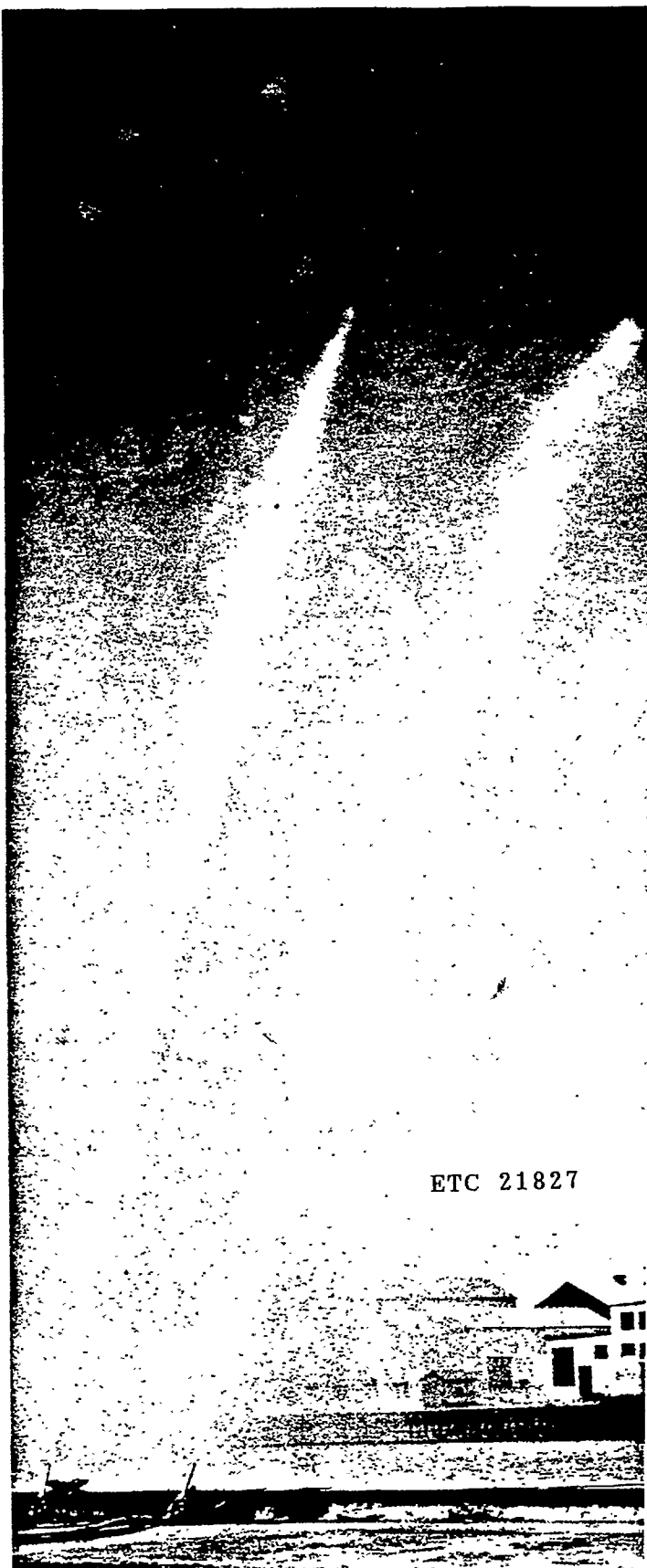
Before the adoption of Aerotype Esso, the city fire apparatus used naphtha for nine years as a motor fuel. Specifications adopted recently opened the door for Aerotype Esso if it could prove its power in pumping water. Under the supervision of Superintendent Joseph Hackett and Capt. Harry Somers, two powerful fire-fighters were driven to the fireboat slip and stripped for action. Three hose lines were run from each engine to a deluge set, a nozzle which combines streams from two or more hoses into one for heavy work. Naphtha in the tanks was drained, and the motors were run until all fuel was used. Ten gallons of naphtha were placed in each machine, the motors started and the pumps immediately engaged. Pressure of 72 lbs. per square inch was built up at each nozzle, which discharged 1,008 gallons of water per minute. The pumps continued to run at this load until the supply of naphtha was exhausted.

A second test followed using Aerotype Esso. It was conducted in the same way. In Engine No. 5, which has a rotary pump, naphtha ran the motor at the set load for 38 minutes, and Aerotype Esso kept it going at the same load for 41 minutes, a net increase of three minutes. Engine No. 7, with a piston pump, delivered its 1,008 gallons per minute for 50 minutes on naphtha, but in the test with Aerotype Esso discharged 1,028 gallons per minute for the first half hour, with a higher pump pressure, and a higher engine speed. It was then adjusted to match the other tests, and continued until exhausted. The increase in pressure and discharge was probably the reason that the Aerotype Esso was used up in 48 minutes, two less than the naphtha. In both tests, however, Aerotype Esso proved its power and efficiency to the satisfaction of fire department officials. A view of this dramatic test is shown, with streams shooting 150 feet in the air.

The municipality expects to use approximately 180,000 gallons of Aerotype Esso in six months. In addition to this, the fire departments of Orange, N. J. and Harrison, N. J., as well as the Underwriters' Protective Association operating as the Newark Salvage corps have adopted Aerotype Esso for their motor vehicles.

Aerotype Esso pleased the fire and police officials of Newark particularly because of its quick warm-up and get-away. These qualities enable them more quickly to reach fires and scenes of crimes. The 40% reduction in cost resulting from the switch will cause a sizable dent in the city's expenses, and is calculated to gladden tax-payers.

Courtesy of "Salesmotor."



ETC 21827

Mid-Continent Executives Visit Detroit Laboratory

✓ • IN preparation for an Ethyl campaign which the Mid Continent Petroleum Corporation are contemplating, they made arrangements to have several of their executives visit our Detroit Laboratory. Harry Kuhe of the Tulsa Division, was delegated as a guide for those representing Mid Continent's southern division, they being Messrs. Pasley, Marsaw and Gorman. In Detroit they were joined by other Mid Continent men, 25 in all, who were guests of our Kansas City and Chicago Divisions. Harry sends in the following account of the trip which evidently was a great success. He says:

"The two days, May 13th and 14th, spent at our Engineering Laboratory, were consumed in absorbing all of the latest information on automobiles, their compression pressures and ratios, and the fundamental reasons why a car should use Ethyl. Homer Dedo delivered a brief talk, illustrated by graphs, on the trend of the motor industry towards higher compressioned, more efficient motors. The extent of developments along these lines was a revelation to nearly all of the men attending the lecture. During the afternoon we drove out to Dearborn, Michigan, where we made an inspection of the River Rouge Plant of the Ford Motor Company, visiting the foundry, motor assembly, steel mill, rolling mill and assembly chain. Not the least of the wonders of the plant was the intensity of work of every individual. We all thought that at least, the last man on the assembly chain could take it easy, that is only work with two feet and one hand; but such is not the case, as he is provided with a speed rachet wrench to tighten a bolt on the steering column, while at the same time he steers the car to storage with the other hand.

"During the second day Julian Frey gave a talk on general motor design, supplemented with information on plugs and valves. This lecture was in non-technical language, such that the men could easily understand the import of his remarks, and all of the boys were highly pleased with the "dope" which Julian imparted. An inspection of our dynamometer laboratory enabled them to get an accurate comparison of the difference between Ethyl and regular as shown by a Chevrolet on the chassis dynamometer. A quartz window in the demonstrating motor gave visual proof of the incomplete combustion of gasoline when a knock occurs. The quartz window in the Buick dynamometer engine allows them to observe an exhaust valve in operation and calibrate its temperature.

"The afternoon was spent viewing the sound film produced by the Standard Oil Company of Ohio on Sohio Ethyl. This was followed by a safety reel on Chrysler cars and then Bob Jordan gave a talk on Ethyl using our advertising portfolio for a guide. The

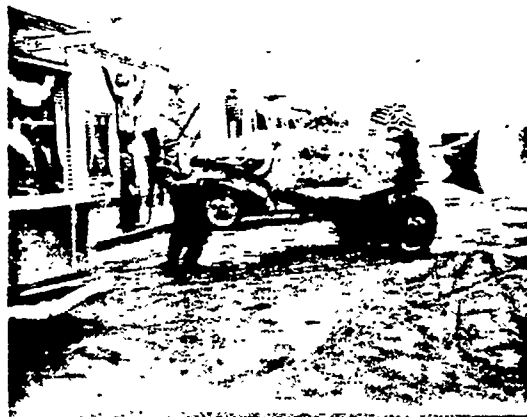
expedition was concluded Tuesday night with a big banquet, at which Bob Jordan was master of ceremonies, where all divisions of Mid-Continent including the sales manager, D. C. Wixson, were represented. The entire trip lasted one week and we absorbed a lot of information, had a good time and I can personally say that I have never traveled with a finer bunch of fellows than Messrs. Pasley, Marsaw and Gorman, and with men of their ability handling the retail sales of D-X Ethyl in the Southern Division we are confident of a most successful campaign."

Personnel Gives the "Low- ✓ Down" on the "News"

• THE reply to queries last month as to the most acceptable articles in the April "News" produced some very interesting comments, although there was a wide difference of opinion as to the outstanding story. "Sales Promotion Meetings" and "The World's Greatest Storehouse" received the largest number of favorable comments but the choice was by no means unanimous. Some favored the "Here and There" items and there was also preference shown for the "Army Tests" at Fort Riley, the "San Bernardino Tests", sketches on the headquarters town as for example "Historic Richmond", and "Newsbriefs". However, the interesting point was the reasons given for the various choices which is the best indication of what type of material has the most appeal. Those showing a preference for "Sales Promotion Meetings" and "Here & There" based their choice on the value they derived from the experience of others and the ideas obtainable from promotional work in various territories. This, of course, should be one of the chief purposes of our publication. Those who favored "Newsbriefs" made their selection on the ground that it brought them in closer touch with other members of our organization and this too is one of the principal objects of the "News". If we can continue to cover these two requirements and in addition keep our personnel informed on new developments originating in our laboratories, the "News" should prove of real value as well as giving entertainment to our personnel. A general expression of opinion from time to time on the material appearing, will of course help tremendously in the preparation of coming issues. To this end we again repeat what we have said on several previous occasions, that we invite both suggestions and comments.

• THE only report we have had on Bob Jordan's Division meeting held June 10th and 11th in Chicago is the following: The Great White Father held a meeting for his Field Mice . . . details will appear in our next issue.

Newsbriefs



• THE above picture was sent us by Lowell Dollahan. He tells us that it was taken at Kalkaska, Michigan and the brook trout shown was hooked in the Little Muskegon River. He suggests that if anyone goes there for the purpose of catching a pike or bass, he better bring along a flat car. We are inclined to believe there's something "fishy" about this inasmuch as Lowell signed his letter "Dollie-the-liar."

• DR. GEORGE CALINGAERT, Director of the Chemical Research Laboratory, has been elected Secretary and Treasurer of the Detroit chapter of the American Chemical Society. Dr. Calingaert has been especially active in the local chapter of the A.C.S. and has been largely responsible for many of their recent programs which have been of an outstanding nature.

• MR. AND MRS. FRED DYKSTRA are the proud parents of a bouncing baby girl. The baby was born almost two months ago but Fred was so bashful that he didn't tell anybody about it, hence the seeming lateness of this announcement.

• ON June third Coleman L. Davidson of the Baton Rouge Laboratory received his Master's Degree in Mechanical Engineering from the Louisiana State University. Congratulations, Dave.

• SINCE repeal finally reached South Carolina, there has been a depression amongst the farmers in many counties, especially Lexington County. As the representative from this county said on the floor of the House, he would rather see likker go up a dollar a gallon than cotton go up five dollars a bale, as his constituency would benefit by the former far more.

• VINCE KEENAN of our Dayton office has been named as Trustee of the Cuvier Press Club. Our heartiest congratulations, Vince!

• RAY FALLER of the Dayton office says that one of the best places to have a fire and one of the worst places to commit a crime, is Middletown, Ohio, where the fire department and the police department use Ethyl Gasoline exclusively for its better and dependable service.

• THE Dayton division bids goodbye to Lloyd R. Evans and welcomes to its staff Irene Owens and Charles D. Boehme. For the past two years Lloyd has busied himself with the intricacies of the marketing and promoting of Ethyl Gasoline, both in the office and in the field. Now the time has arrived when he can no longer stay away from the stethoscope and the pills, so instead of doctoring engines, Lloyd has decided to study medicine. We are sorry to see him go but he has our sincerest wishes for a successful career in high compressioning patients back to good health. With a smile and a warm hand we greet our newcomers and welcome them to the Ethyl family. Miss Owens will handle her share of the office detail in conjunction with our invaluable Miss Barkmeyer while Charlie will soon be showing the public in general what Ethyl will really do for them.

• DURWARD ROSSMAN, who is in charge of the Dynamometer Room, has had bestowed upon him by his colleagues a new nickname. Durward is now affectionately referred to as "E. C." The new name of "E. C." is derived from the fact that Durward is apparently running a race with Eddie Cantor—to date he is the proud father of three charming daughters.

• HOWARD PEARSALL of the Detroit Laboratory was married on June 1st, 1935, to Miss Ruth Wesley of Detroit. Mr. and Mrs. Pearsall decided to do something different for a honeymoon so instead of going to any of the customary places they shuffled off to Buffalo.

• MRS. ELIZABETH CHAVE, one of the oldest employees in the stenographic force of the Sales Department in the New York office, has resigned as of June 1st. We are sorry to see her leave and wish her good luck and happiness.

• SUPPLEMENTARY report on the John Keyes Frigidaire: Last month's report stated that it was purchased to hold 24 beer bottles. Beer in cans has now come to Roanoke and the space required by one beer bottle will hold TWO cans. Appropriate festivities were held on May 30th—called Decoration Day—by John and his pal Louie Shank.

• DOUG JEPPE of the Baltimore Division has joined the Society of Automotive Engineers. Louie Shank of the same Division has been raised from the grade of Associate Member to Full Member.



✓ • VINCE KEENAN is still actively engaged in high compressioning the fleet of the Akron Transportation Company as the above picture shows. At the time this was snapped, Vince was inspecting the company's bulk storage with a capacity of 80,000 gallons receiving a tank car of gasoline every two days. It is rumored that Vince is not at all satisfied with the performance of this Toonerville electric trolley, a relic of the days before the gasoline coach came into popularity, now used for switching the tank cars, and as soon as he completes his fine work of converting the hundred odd busses to leaded gasoline he is going to direct his attention and efforts to this ancient ghost. If success crowns his trolley venture, Vince will probably next get to work on radio.

✓ • OSCAR LEWIS, Louie Shank and Jack Cole recently went on an S. A. E. fishing trip. While Louie was snatching a little nap, one of the boys caught two eels which were promptly stuffed into the sleeper's shirt. When he finally awoke Louie calmly pulled them out and remarked, "These are mere worms compared to the ones that were chasing me while I was asleep."

✓ • DICK SCALES, or somebody, sent the Duke of Marlborough an Emu. It was sent to his estate and created a great deal of interest. Eventually it laid an egg but it so happened that at the time the Duke and Duchess were away from home. The following telegram was sent to the Duchess by her agent: "Emu has laid egg. In the absence of your Grace have put goose to sit on it." Sir Samuel Hoare, Secretary of the State for India is

reported, by the New York Herald-Tribune, to have told the incident on the floor of the House of Commons, recently.

• LUCIEN LOCKE, for five years, Advertising Manager of the company, resigned early this month. His many friends will miss him and we wish him the best of luck in his new endeavors.

• MISS GERTRUDE LOEFFLER has been employed as stenographer in the Sales Department in the New York Office. Welcome to our ranks, Miss Loeffler.

• WEDNESDAY, JUNE 12th, Miss Janet Wood of the Statistical Department, received her Master's Degree from New York University. This is the second step towards her P.H.D. Congratulations from all the Ethyl family.

• ONE member of the Baltimore Division was recently heard bemoaning the Supreme Court decision on the code. When asked why, he remarked: "I'll admit that the code didn't do much good but they had the swellest conventions at the beaches every month last summer, and now..."

• EDDIE PAICE is opening a new business. He recently sent a \$5 Stetson hat to a certain cleaner and got back a \$10 Dobbs. Now for the small fee of 50c Eddie will furnish those interested with the name and address of the cleaner.

• JOE ST. GERMAIN, from Greenville, Maine, but now working in Raleigh, N. C., is acquiring a Southern accent. No mere words can express the cold chills one gets when listening to that combination of Yankee twang and Southern drawl. 'sawful.

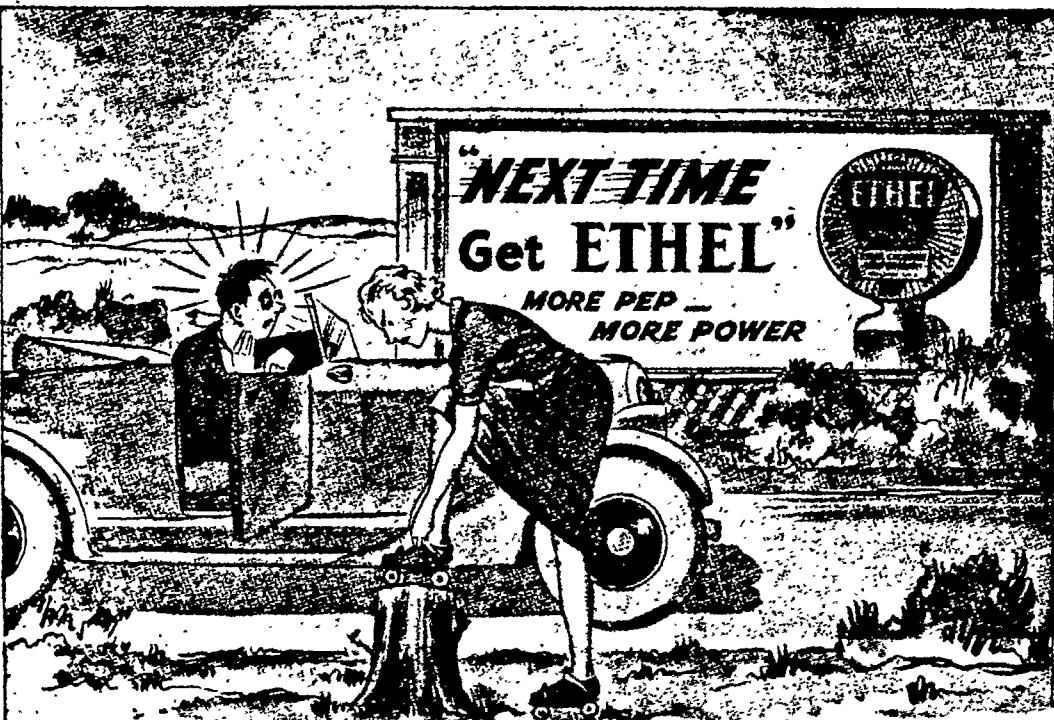
• J. CLIFFORD POPE and Mrs. Pope are sailing on the Normandie July 10th for a vacation in England. While overseas Mr. and Mrs. Pope will call on Donal Flood who now resides in the Emerald Isle. Many people will remember that Don Flood used to be connected with our Yonkers Laboratory.

• "SPEAKING OF DETONATION", says Charlie Mummert, Vice President in charge of Window Closing at the Detroit Laboratory, "Four out of five have it and every knock is the death cry of a million molecules."

• CHUCK SMITH of the Chicago Division, who is assigned to the Detroit territory, is still trying to arrange for an Ethyl meeting and demonstration for some employees of the Detroit Laboratory. To date he has not been successful in completing these arrangements but we feel confident that his perseverance will soon bear fruit.

ETC 21830

PROPOSED NEW ANGLE FOR ETHYL GASOLINE



Quit, Fueling Around — Fill Up With Ethel
And Make A Moll A Minute
20 MILES TO THE GAL. 20 GALS TO THE MILE

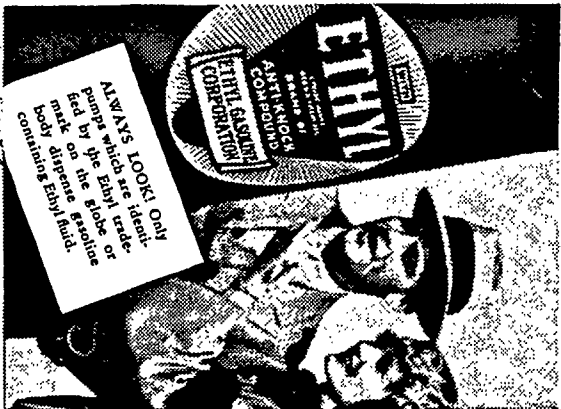
This advertisement was one of the features of the annual "Bawl Street Journal," published recently by the Bond Club of New York, and caricaturing the staid "Wall Street Journal."

ETC 21831

"I made my husband do the driving... UNTIL I CHANGED TO ETHYL!"



I SAID TO MY HUSBAND: "You know I like to drive. But I lose my confidence in traffic; I can't be sure what the engine will do."
"Well, Madge," he said, "since you can't avoid idling these days to get anywhere, let's try a new idea... let's stop at the next pump marked Ethyl!"

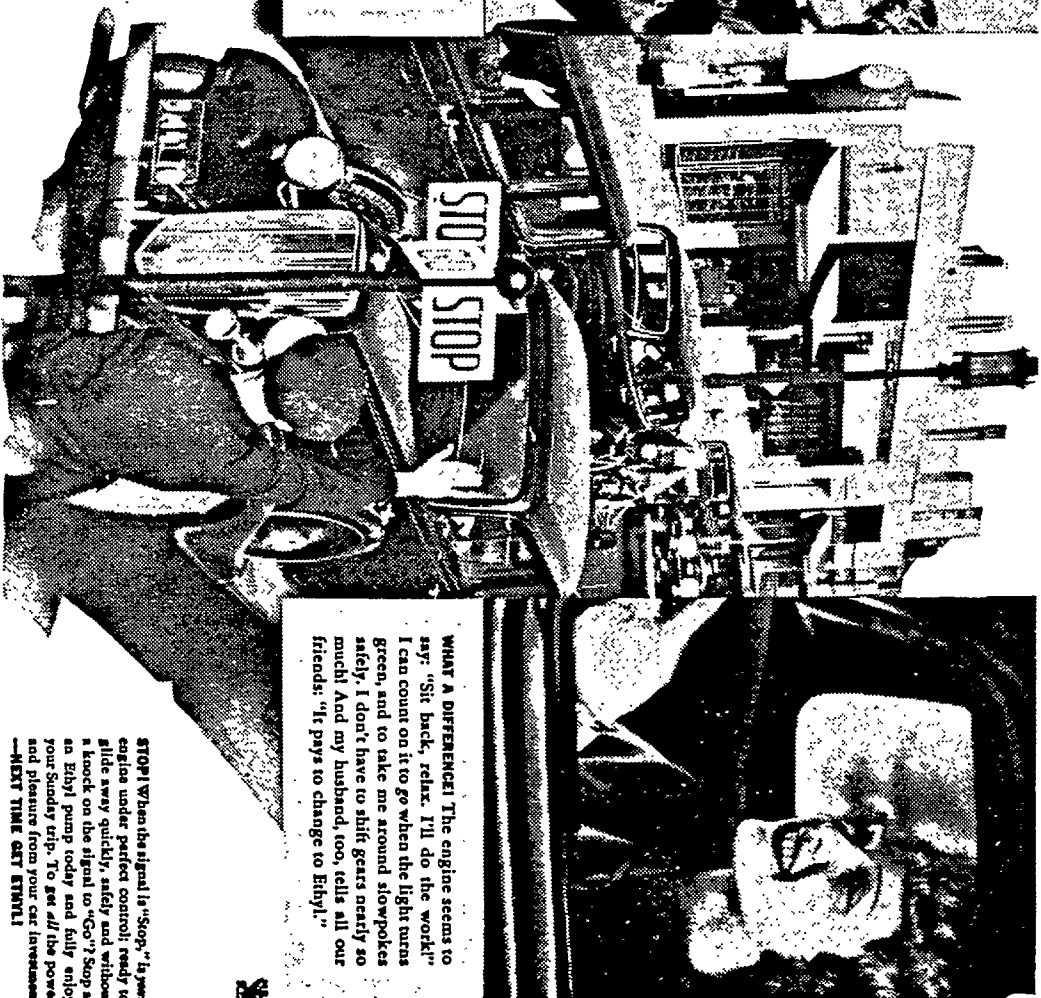


AND HE SAID TO ME: "Automobile engineers say that Ethyl fluid makes driving easier. It's used only in the premium gasoline that filling stations are selling to bring out all the performance and power of the modern high compression engines... Let's try a tankful and you drive..."

- 3 FACTS you should know about gasoline**
1. Pumps marked Ethyl contain the *coolest* fuel for summer use. That's because, by the action of Ethyl fluid, more of the potential energy of each gallon is transformed into engine power and less sent as waste heat into the cooling system, already battling high outside temperatures.
 2. Ethyl fluid is needed to develop full performance by modern high compression cars every season of the year. It makes older cars, too, run

better as carbon and mileage accumulate. That is why approximately 93% of all premium gasoline sold in the United States and Canada now contains Ethyl fluid.

3. Sufficient Ethyl fluid (containing tetraethyl lead) is used to produce the highest anti-knock rating by the official test methods of the oil and automotive industries. The all-round quality of premium fuel so treated is protected by *double* inspection at the refinery and at the pump.



STOP! When the signal is "Stop," in your engine under perfect control, ready to slide away quickly, safely and without a knock on the signal to "Go"? Stop at an Ethyl pump today and fully enjoy your Sunday trip. To get all the power and pleasure from your car investment—**NEXT TIME GET ETHYL!**

FILE COPY - W. CART HARRIS

ETHYL
NEWS

JULY-AUGUST, 1935

ETC 21833

To All Members of The Sales Department

- ADVERTISING constitutes one of our company's largest items of expense. Its effectiveness and the demand for our product created by it has direct influence on each Sales Department employee.
- LAST March, in my sales letter, I asked our field organization to merchandise our advertising and to take the opportunity to talk over with our customers each advertisement as it appeared. I suggested close study of wording and the basic idea behind each advertisement.
- EVERYONE has had ample opportunity to do this. Outside reactions have been obtained, suggestions and constructive criticisms received, personal opinions formed, which should provide interesting advertising attacks for the future and a wealth of material for review of those in charge of our advertising.
- WE employ an outstanding agency associated with us almost since the inception of our business. Our executives give much time and thought to our advertising but there is always the possibility that we, in New York, may be "unable to see the woods for the trees". Some substantial advertisers call in outsiders or have surveys made to secure an independent and broad viewpoint on advertising. Our corporation, however, is particularly fortunate in having a widespread organization which comes into intimate contact with all parts of the country and all conditions and territories where our advertising will appear. If this organization functions properly it can be of material assistance to us in preparing advertisements which will be most effective in selling our product.
- TRUE, we have received comments and suggestions from members of the Sales Department but I feel we are not receiving the full benefit which should be the aim of each individual when his future with the company is so vitally affected by our advertising.
- I URGE, therefore, that you keep the subject of our advertising always before you, that you send in comments on what has been released and suggestions for the future. With your full cooperation I feel certain that our releases will be more effective and our campaigns more outstanding than they have been in the past.

J. C. Taylor



ETHYL NEWS

Vol. 2, Nos. 7 and 8

ETHYL GASOLINE CORPORATION
CHRYSLER BUILDING
NEW YORK CITY

JULY-AUGUST, 1935

Published monthly by the Ethyl Gasoline Corporation for the entertainment and benefit of the members of its organization. Address all news items, correspondence or other material to the Editor, W. Cary Harris, 35th floor, Chrysler Building, New York City.

Automotive Engineers Clear Another Hurdle ✓

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ALL MATERIAL FOR PUBLICATION
SHOULD REACH THE EDITOR'S DESK
BY THE TWELFTH OF THE MONTH

• A RECENT study of the subject by Julian Frey of the Detroit Engineering Laboratory, shows that automobile engineers have only recently succeeded in making bearings able to stand up under the stress imposed by modern high speed motors. In recent years, he points out, other parts of the engine had been greatly improved but development of bearings had not kept pace so that by 1934 bearing friction had become a serious problem.

The latest advance has been the removal of bearing weakness by a complete re-design of the bearings in the newest automotive engines. The traditional type of poured babbit bearing has proved itself inadequate to the stringent service of the advanced models of today.

Automotive engineers have consequently sought new bearing designs and new materials from which to make them. Now they are to be had capable of handling the stresses imposed upon them by engines even in advance of those being built. These new bearings are of steel with a thin layer of babbit or some of the newer anti-friction alloys. Their development is another instance of the manner in which the power output of automotive engines has increased step by step by conquering one weakness after another.

The steady advance began with the introduction of anti-knock fuels which opened the path for other new improvements. Since that time engine power has been increased until one part after another reached its limit of strength, and had to be changed and improved before progress could continue. First the steel of the engine valves developed weakness. The valves which had performed satisfactorily in low output engines

(Continued on page 3)

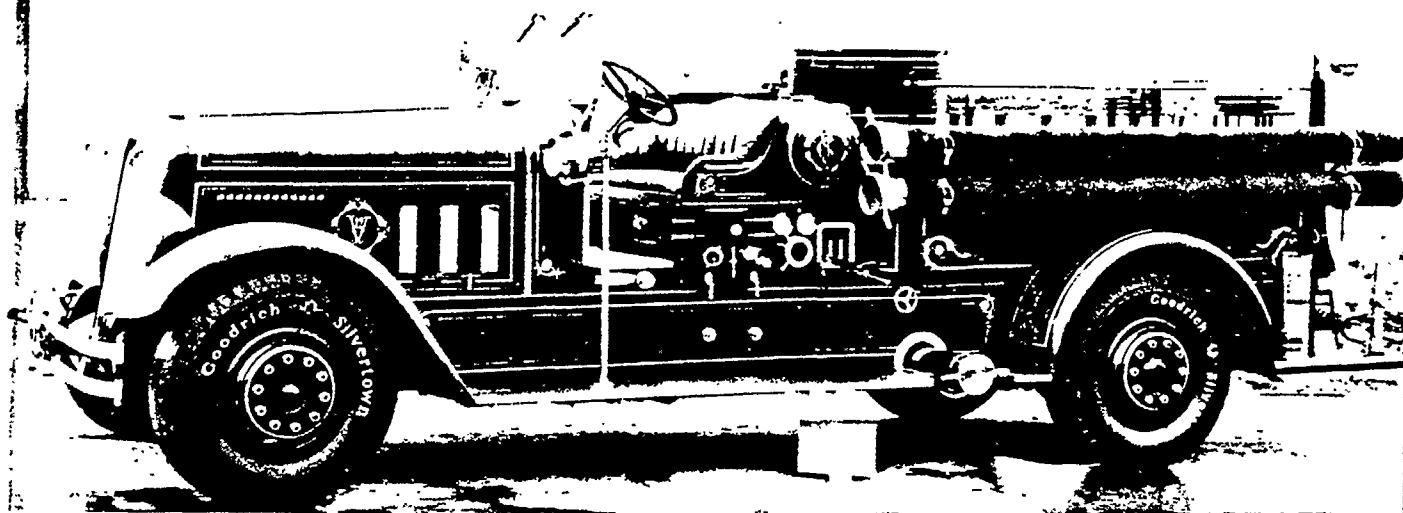
MEET MR. MEHRING



✓ • JOHN MEHRING, who has been associated with the Ethyl Gasoline Corporation since its inception, was born in New York City on March 24th, 1896. He received his education in the city of his birth and after graduating from high school was employed as a stenographer with E. D. Arnold, Agent and affiliate of Standard Oil Company of New Jersey. Resigning his position at the outbreak of the war, he enlisted in the U. S. Navy and served with the Transport Force until December 1918. Upon his return to civilian life he took a position with the Midwest Refining Company in their Grass Creek field, Wyoming. After spending some time in the west he returned to New York and entered the shipping business where he remained until September 1924 when he came to Ethyl Gasoline as an accountant. Early in 1926 he became Chief Accountant of the Corporation and in July 1927 was made Assistant Treasurer. He is mainly responsible for the establishment of the accounting system employed by the company and the general policy of the department is under his direction. He has made a special study of taxes and is considered an authority on such matters.

Mr. Mehring was married in 1920 and makes his home with his wife and son at Wantagh, L. I. During his leisure hours, his chief recreation is deep-sea fishing.

*Returned to Seagrave
8/13/35*



Most Powerful Fire Apparatus in Canada Uses Ethyl

• ON MARCH 22nd, 1935, the City of St. Catharines, Ontario, put into service a Seagrave, Model J-12, fire engine, one of the most powerful fire fighting units in Canada. The engine is a 45° Vee Type, 12 cylinder, of heavy duty construction, specially developed for use in fire apparatus. It is modern in design and incorporates the latest developments in engine building with special features of accessibility and rugged construction. This Seagrave motor is a product of the Seagrave Fire Engines, Ltd., St. Catharines, Ont.

Bore 4½"—Stroke 4¾"
N.A.C.C. Rating—97.2 H.P.
Brake Horse Power—240 at 2400 R.P.M.
Piston Displacement—906.5 cu. in.
Compression Ratio—5.6:1

Each bank of cylinders on this Seagrave motor is provided with its own intake and exhaust system. The intake manifolds are joined at the centre by a header through which each is fed by one side of a dual down draft carbureter. The portion of the header immediately below the carbureter is jacketed and exhaust gas is diverted through the jacket at partial throttle openings for proper vaporizing of fuel. The fuel is fed to the carbureter by a mechanical fuel pump operated by an eccentric on the oil pump drive shaft.

Stamina and dependability under the exacting demands of fire department service are not only essential in the apparatus itself but also in the products used, to produce power and to reduce friction to the smallest possible degree. Imperial Ethyl Gasoline was used on account of its high anti-knock value, to produce the maximum power possible with this high compression head.

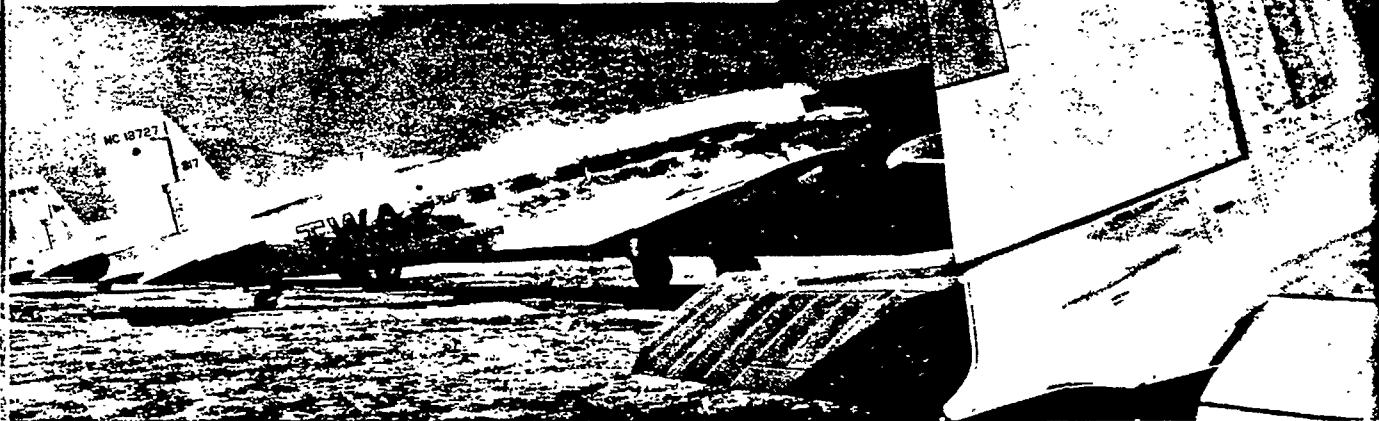
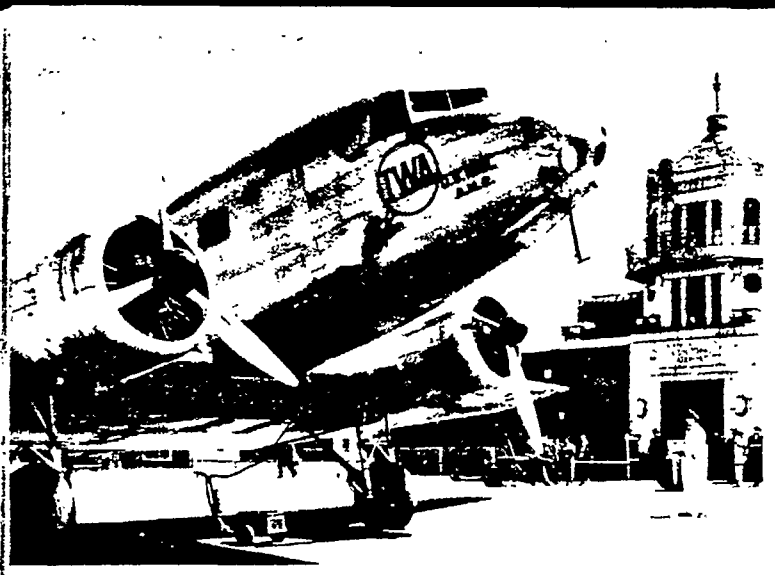
AUTO ENG. CLEAR ANOTHER HURDLE

(Continued from page 1)

would not stand up under increased horsepower. It soon became evident that changes were necessary in both valves and valve seats. This trouble was overcome by changes in design and by the use of alloy steels in manufacture.

After the valve trouble was cured, further increases in compression revealed a weakness in spark plugs which had not previously been suspected. This spark plug problem proved difficult but new types of spark plugs were developed which cooled under the most severe conditions of continuous heavy duty operation. But another problem arose. Under less severe service such spark plugs ran too cool and tended to carbonize. Engineers needed a spark plug which would remain hot enough to burn off carbon deposits in intermittent operation and would still stand up under heavy service.

This difficulty was finally solved in 1928. Different types of spark plugs were made, to permit a choice to fit the service to which the engine was put. Special plugs were provided for continuous heavy duty operation. For intermediate conditions appropriate modifications were made. From that time until last year the bearings of the engine seemed its weakest point. Now that designers and engineers have eliminated that obstacle, the next problem seems improvement of car bodies rather than the power plant. It does seem that the development of motor fuels for aviation has carried gasoline well beyond the point where it can be a limiting factor for automobiles during the next few years. Both automobile power plants and their fuels are now well ahead of automobile body design and they probably will remain so for the immediate future.



A DAY'S TRIP FROM

✓
*Returned to
 C. M. Perry
 8/10/36*

• THE Transcontinental & Western Airways, which represents a merger of Western Air Express, Transcontinental Air Transport, Maddux Air Lines and Pittsburgh Aviation Industries Corporation, have their general offices located in Kansas City, Missouri. This city is the most convenient point for their coast to coast service. TWA operate one of the fastest and shortest coast to coast schedules from New York to Los Angeles. A passenger service has been established of 14 hours and 45 minutes.

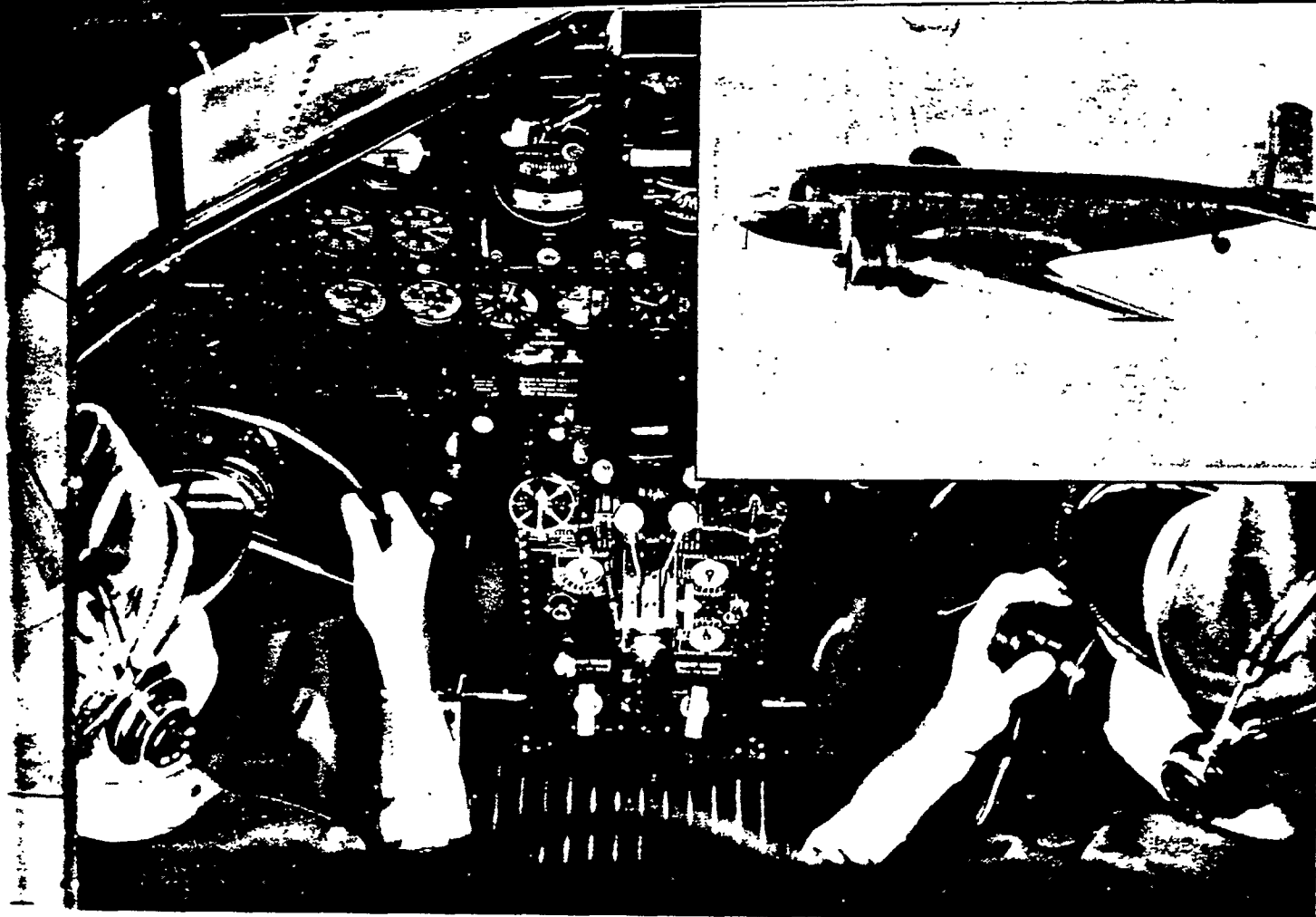
The conquest of centuries and the geographical marks left by each succeeding wave of American pioneers pass in majestic array beneath the streamlined fuselage of the "Sun Racer," the crack TWA Douglas sky liner. These liners speed so swiftly across the American continent that if you leave your breakfast table on the Atlantic seaboard you may sit down for a late supper that same day on the Pacific shores. This is their daytime transcontinental flight.

The "Sky-Chief" is at present operating in three sections between Kansas City and New York. From the Kansas City Terminal two sections of the "Sky Chief" proceed through to Los Angeles. This same service is available eastward from Los Angeles to New York.

Traffic on the "Sky Chief" which is flying by night, is most popular. One may leave the West Coast at 4 in the afternoon and arrive at the Newark Airport at 10:28 the next morning. The popularity of this service at present requires an advance reservation of 24 hours.

TWA operate twenty-eight Douglas air liners. These ships each have a 14-passenger capacity and are guided by two experienced pilots. The all-metal, low-winged monoplanes are powered by two Wright Cyclone motors of 700 horsepower each, with a cruising speed of approximately 203 miles an hour. The rugged construction of the planes, the recently installed safety devices, including airbrakes on the wings and an automatic pilot; the extra long cruising range and climbing ability, have resulted in the acceptance of the TWA Douglas Luxury Liner. TWA operate the only fleet of planes in the world completely equipped with a gyro pilot and automatic stabilizer. This smoothes out the effect of air current changes, even before the skilled hand of the human pilot can feel them and these Douglas Luxury sky liners are two decibels quieter than the standard pullman car.

Practically all major mechanical work is done at their Kansas City shops where they maintain one of the most complete mechanical laboratories in the aviation in-



COAST TO COAST

dustry. Close contact has always been maintained by our Kansas City Office and the technicians of TWA. One of the most exhaustive tests of lifting power of 87 octane Ethyl gasoline is evidenced in the recent record breaking flights made by TWA's laboratory plane, the Douglas DC-1, when it took off from Floyd Bennett Airport on May 16 with a 12 ton overload in exactly 31 seconds. On May 18 with twice the pay load but less fuel, it took off in 16 seconds. These flights were made over the official NAA closed course and returned to America eight International and eleven National speed records.

The weight of this Douglas Transport was approximately 18,000 pounds. TWA use 7,000,000 gallons of gasoline yearly and in the month of March, 1935, utilized approximately 375,000 of 80 octane and 75,000 gallons of 87 octane Ethyl Gasoline. When the Douglas Transport leaves the Kansas City Airport, it carries 510 gallons of Ethyl. One tank of 87 octane Ethyl has a capacity of 150 gallons. The other tank contains 80 octane Ethyl with a capacity of 360 gallons. The 87 octane is used to take off and in the climb to about 5,000 feet, when the propellers are advanced to high pitch. When this altitude is reached, the motors are switched

to 80 octane Ethyl which is utilized throughout the flight until about ten minutes before landing. The pilot then switches again to 87 octane gasoline to be assured of maximum power for circling the field on his approach for landing. The TWA fly 30,000 miles daily. Each Douglas Transport consumes approximately 90 gallons of gasoline each hour during flight.

Kansas City is unique in that its airport is only eight minutes by taxicab or bus from the business section of the city. It is only ten minutes from the Union Railroad Station and in the case of two railroads at least, an airport stop is maintained at the airport location.

Practical tests are constantly being conducted at this Airport to insure positive protection while transports are in flight. TWA were one of the first companies to equip their ships with a device to fly on the radio beacon. They were also one of the first companies to equip their pilots with a two-way radio. When each plane lands at Kansas City the radio receiver and transmitter is tested before it is again allowed to take off. Other rigid mechanical inspection is performed at their Kansas City hangers during the flight stop which insures continuity of service.

ORGANIZATI



✓ • OSCAR B. LEWIS, who comes to New York as Assistant Sales Manager, joined the Ethyl Gasoline Corporation in 1927, prior to which he was with the Standard Development Company engaged in motor fuel research. His first assignment with the company was in promotional work in New York and New England. When the Anglo-American Oil Company of England introduced Pratts Ethyl Petrol, Mr. Lewis went to London for our company and while there supervised the establishment of eight blending plants which are still operating. Upon his return to the states his activities took him to Ohio, Kentucky and the Indiana territory and in the latter he was engaged in making the first jobber investigation for the company. Late in 1929 he was transferred to the Baltimore Division and shortly thereafter appointed Division Manager.



✓ • RUSSELL B. WESTON joined the field staff of the Ethyl Gasoline Corporation in April, 1927. His early duties necessitated his traveling throughout New York state as field representative for the Company. When the Standard Oil Company of New York began the marketing of Ethyl Gasoline he was transferred to the metropolitan district and Connecticut although he still continued to make occasional trips into other states. In December, 1930, Mr. Weston was brought into the New York office to assist in the handling of jobber work and on July 1, 1935, he was put in complete charge of this important branch of our activities.



✓ • J. A. COSTELLO entered the employ of the Ethyl Gasoline Corporation in September, 1928. His first work was in the field, traveling in the State of Pennsylvania. At the time of the opening of the Ethyl Gasoline Exhibit on the Steel Pier at Atlantic City Mr. Costello was put in charge and while there developed the automatic operation of the engine which proved so successful that it was later used in our Exhibit at the Century of Progress in Chicago. After leaving Atlantic City he returned to field work in New York and became automotive man for the division. About July 1 he was transferred to Baltimore where he will act as Assistant Division Manager.



✓ • LOUIS SHANK was appointed manager of the Baltimore Division on July 1, 1935, to succeed Mr. Lewis, transferred to the New York office. Mr. Shank became associated with the Ethyl Gasoline Corporation May 1, 1930. He was made field representative in Virginia at the time the Texas Company signed their manufacturers' License Agreement and immediately made a success of his Sales Promotion meetings. Since that time his ability as an orator has given him entree to many prominent colleges and scientific societies.

He was made Automotive Representative in 1934 and Assistant Division Manager January 1, 1935. One of his outstanding pieces of work was his Division Paper in 1934 which won for him the first prize in the entire company in the contest conducted at that time.

ON CHANGES

Reprints made & filed



• L. J. VOLZ entered the employ of the Ethyl Gasoline Corporation in September, 1928. Formerly he had been associated with the American Bond and Mortgage Company in the capacity of an expert accountant. For the first few years after joining our organization he occupied various positions of responsibility connected with the activities of the Accounting Department and in 1931 Mr. Volz was appointed its chief. He continued in that position until early last June when he was named Comptroller.



• J. A. HYLAND, who has recently been appointed Disbursing Officer, entered our employ in May, 1932. Previously he had been Traveling Auditor for the General Motors Corporation and for a time during this period acted as General Treasurer for General Motors Preparatory, Ltd., with headquarters in Melbourne, Australia. In 1933 he spent considerable time in Wilmington, N. C., organizing and installing the accounting system for the Ethyl-Dow Chemical Company and in May, 1934, was appointed Comptroller of Ethyl-Dow.

• A. H. FRANCIS came to the Ethyl Gasoline Corporation from General Motors where he had been Supervising Auditor and General Auditor for Buick Motor Co. for five years. He joined our organization in 1934. Mr. Francis is a certified public accountant in New York and since his association with the company, has been engaged in various activities in the Accounting Department. Recently he was appointed Chief Accountant for the Corporation.

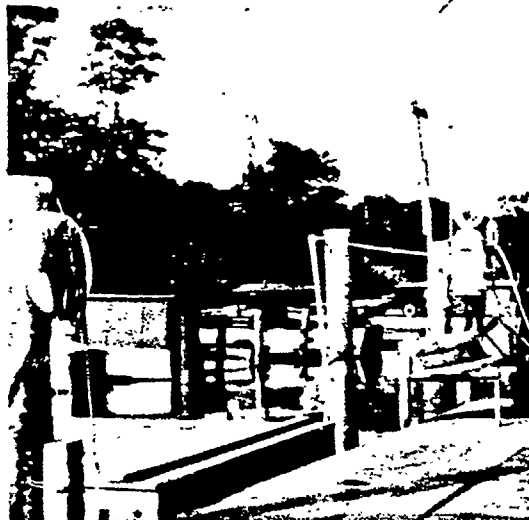
Here and There

• THESE Ethyl boys just can't forget business even when they are vacationing. Herbert Peters recently returned to his home town, Waxahachie, Texas, to visit his parents and the first thing we know we see in the press that he is giving a demonstration at meetings of the local Lions and Rotary Clubs. That Herbert make good use of an opportunity is evidenced by the fact that attending one of these meetings was a high ranking officer attached to the Pacific Fleet whose duty it is to purchase their gasoline requirements. It appears that at the close of the meeting this officer told Herbert he was greatly impressed with what he had learned as to the relative merits of leaded regular and Ethyl Gasoline and proposed to investigate the matter further.

• DURING the fourteen months from the middle of April 1934, when the crew work was inaugurated in the Los Angeles Division, up to June this year, 529 meetings were held by the division with a total attendance of 58,722. Inasmuch as this activity was at times carried on somewhat intermittently due to operations of the crew work, the covering is very satisfactory. Particularly noteworthy is the number of meetings for mechanical groups at which a large percentage of influential garage men were present. The tabulation of various groups is as follows:

Oil company meetings..	65	Attendance	4639
Laymen	315	Attendance	45334
Mechanical	149	Attendance	8749
Individual interviews			7689

• THROUGH the cooperation of the various Chevrolet Zone Service managers in New England, Dick Coveney has arranged to have a representative at each of the Chevrolet service schools now being conducted throughout New England. The engine demonstration is conducted in connection with a talk stressing the relationship between proper motor tune-up and the use of high anti-knock fuels. To date, seventeen meetings have already been conducted and ten more are definitely scheduled. Over 425 Chevrolet mechanics have attended the meetings thus far and they have all been greatly impressed with our talk and demonstration.



• ONE picture is worth ten thousand words. Walt Mayes of the Dayton Division, sends the accompanying photograph showing the landing stage of the Louisville Boat Club on the Ohio River. The one pump dispenses about 5,000 gallons of Stoll Ethyl gasoline each season to help the watermen get more pleasure from their craft. That they are well sold on the merits of Stoll Ethyl is indicated by their unanimous choice.

• WITH over 4,000 entries, one of the largest motorcycle meets ever conducted in the eastern part of the United States was held at Keene, N. H., on July 19th and 20th. One of the regulations was that all contestants must use the same grade of gasoline. Our northern New England representative Phil Perry, has been informed by the Keene Oil Company, Richfield distributors, that the official fuel for this meet was Richfield Ethyl Gasoline supplied by them. Ethyl was chosen because of the excellent results it gave in the National Meet conducted last year.

• ON JUNE 19th, 20th and 21st, the annual Maryland Firemen's Convention was held at Oakland, Md. The Viking Distributing Co., who operate at this point, believed it would be very advantageous both for themselves and our company to have a demonstrator set up at their station during the convention to extoll the virtues of Viko Ethyl. Jack Cole of Baltimore arrived on the scene with his trusty demonstrator and spent quite a bit of time explaining to visiting Firemen the advantages of high compression and Ethyl. While talking to various members of Volunteer Fire Departments it was brought out that most of them held monthly meetings and he received quite a few requests to give a talk for these men when in their respective territories. Practically every Volunteer Fire Department throughout the country hold these regular gatherings which offer our field men another opportunity to increase their number of scheduled meetings.

• THREE independent jobbers, the Hall-Rattermann Company, the Merchants Oil Company and the Eureka Oil Company, all marketing in the Cincinnati area combined their sales and dealer personnels for an enthusiastic Ethyl meeting where Ray Faller spoke on the place for Ethyl in the automotive world while Vince Keenan touched on some of the selling points. The advertising agency representing this group then displayed copy about to be released solely

PENNZIP ETHYL

THE ONLY ETHYL WITH THE ADVANCED "MOTOR-MATCHED" FEATURES

Adopted Exclusively

by **STUDEBAKER**

The cars of champions must have the finest oil and gas. Motor-Matched Pennzip Ethyl makes ALL cars run better. And tough-film Pennzoil is so good that with it, Studebaker made the world-speed record of 127 miles per hour for 24 solid hours; Ab Jenkins broke every speed record from 300 to 2,000 miles; and more commercial transport flying miles are flown with PENNZOIL than all other oils together.

THE COLUMBIA REFINING CO., CLEVELAND

TOUGH-FILM

New PENNZOIL

GOES FARTHER-FASTER-SAFER

ADVERTISEMENT APPEARING IN
CLEVELAND PAPERS DURING JUNE

on Ethyl Gasoline. This fine meeting of three powerful marketers was brought to a close by each wishing the others Good Luck.

• LARRY BLATCHFORD of the Boston Division completed an Ethyl sales promotion campaign with the Gulf Refining Company. Ethyl demonstrations were conducted at every Gulf dealer location of any size in the State of Massachusetts with the exception of Cape Cod. Arrangements are now being made for demonstrations in this section of Massachusetts. Larry was accompanied on this demonstration by members of the sales department of the Gulf Refining Company.

• LAST winter Frank Cronin of the Baltimore Division held a meeting at Hampton Institute, prominent Negro college at Hampton, Va. It may be recalled that the "News" printed a write-up of the institution. Hampton Institute is now holding a Summer School for the teachers of many of the prominent Negro colleges of the nation. Dr. Hand, head of the engineering department asked Frank to present our program for his class, using the engine, kit and portfolio. At the conclusion of the meeting every teacher there requested the address of our company and stated that they would certainly ask us to hold meetings for their classes during the coming term. Thus one meeting oftentimes leads to many more.

• ART WILT recently contacted the President of the Smith Oil & Refining Company in Rockford, Ill., and he advises that their Ethyl sales are increasing slowly. This company held an Ethyl campaign through the month of April during which they showed a nice increase in Ethyl sales. They report that they have not only held this increase but have increased sales still further. Some of this increase can be attributed to the fact that many of the better customers of the Smith Oil & Refining Co. have returned to Rockford from winter excursions and also that there has been an increase in tourist travel in this area during the past month.

• ANOTHER example of how an Ethyl meeting may result in the scheduling of several more meetings was shown recently in Connecticut. In running a meeting for the Texaco service station training school in Hartford, Conn., Don Flynn of our Boston Division was asked by a jobber attending the school to appear before his own concern. The Torrington Coal & Oil Company of Torrington, Conn. Bob Richardson took over the Connecticut territory at that time and was informed by the Torrington Coal & Oil Company that meetings had also been arranged for the Torrington Rotary and the Torrington Exchange Clubs. Bob conducted the meetings for these clubs, one of which was attended by an instructor from the Torrington State Trade School. This instructor arranged a meeting for his own school and also gave Bob a list of all the other trade schools in the state of Connecticut. Meetings are now being scheduled for these other schools.

• HERE is some good news for those who journey to Grand Rapids. They will no longer have their sleep disturbed by the "anvil chorus" of the city buses. Why? Simply this, Lowell Dollahan's nerves became so frayed and his protests so loud that the operating company was at last induced to change their equipment to 100% regular leaded gasoline with a monthly consumption of upwards of 50,000 gallons. Sparks have been advanced and they have put on a car buretor man and seem well satisfied with the change. Lowell writes that they have so far followed his recommendations even to the point of pumping the tanks dry before putting in the leaded fuel.

• AL BINGHAM of the Dayton Division reports that the activity of the Columbia Refining Company in Cleveland is spreading to their out-of-town operations where their Pennzip Ethyl sales show an increase of 20% for the month of June over the figures for the same month a year ago. Al started this ball rolling and it is quickly gathering momentum.



• LOWELL DOLLAHAN, after giving a talk before the Kiwanis Club of Jackson, Mich., was approached by one of the members who appeared interested in the demonstrating motor. He took the gentleman's name and address and arranged to call and go into detail on the advantages of using Ethyl Gasoline. It developed that Lowell's questioner was one of the owners of the Way Bakery Company operating some 20 units. Several of these were not strictly high compression motors, being built as far back as 1926, but the fleet was sold purely on the more satisfactory operation with Ethyl. Lowell assisted further by personally inspecting the individual units to see that they were properly tuned to take full advantage of the 76 octane fuel. The illustration shows a portion of the fleet and the owners. Reading from left: J. H., H. E., and R. H. Way.

• THE Fleet-Wing Oil Corporation is sending out a new Ethyl Bulletin each week during the month of July. These are sent from Cleveland and go to all Fleet-Wing jobbers in Ohio, West Virginia, New York, Maryland and other states in which they operate. Also July 1st, Standard of Ohio sent out a new series of Sohio Ethyl Sales Bulletins and will continue to mail a new one every fifteen days. This type of sales promotional work is very gratifying to note.

• BILL SIEVERT of the Los Angeles Division and located in Seattle, writes us that he is informed by the service manager of the American Automobile Company that they changed over a good many of their customers to Ethyl during the recent strike and most of these have continued using it. The explanation is that during these labor disturbances there was considerable "pooling" of gasolines and only by confining himself to Ethyl did the customer make sure he was getting a good quality of fuel.

• BILL PETTY writes from Jackson, Miss., that in traveling over his territory he learns that Ethyl sales are on the rise with the advent of warm weather and the increase in the number of tourists. There are quite a few new Ethyl outlets and service station men say sales have increased considerably.

• THE TEXAS COMPANY is conducting a series of nine day training school sessions which will eventually include every service station employee in the New England territory. A very comprehensive training on all Texaco products is being

given at these schools which at present are located in Boston, Providence, R. I., and Springfield, Mass. When the course is completed in these cities, the schools will be moved to other locations. Larry Blatchford and Don Flynn are regular speakers in this training program. Each group is given an illustrated talk and engine demonstration in addition to the strip film on Texaco Ethyl which is being shown by the Texaco instructors in charge of the school. It will take more than a year to complete this very extensive training program.

• THE Dayton Division is being well represented in the rural areas. Herschel Dedo gave thirty-four demonstrations in three days before 3300 people at the Delaware (Ohio) Street Carnival while Ray Faller made a one day stand at Hillsboro showing the advantages of Mobilgas Ethyl gasoline at a Socony-Vacuum performance.

• CLAIRE DEES of Minneapolis and Ray Wyrick of the Chicago office have been successful in converting nine out of ten of the commercial accounts supplied by the Blau Oil Company of Minneapolis, Minnesota, from third grade to leaded regular gasoline. This feat was accomplished by holding demonstrations in the shop of each one of the fleet operators. Upon seeing the demonstration motor show a decided difference between third grade and leaded regular and by hearing the various sales arguments in its favor, all but one of the ten accounts have been switched to leaded gasoline. This conversion required several weeks of intensive work. As yet the Yellow Cab Co. have not changed but they are still studying the situation and conducting extensive tests. It is expected that this change will take place in the very near future.

• IF THE proof of the pudding is in the eating, Walt Mayes of the Dayton Division has certainly brought to a successful conclusion the work he initiated with the Army Post at Fort Knox, Kentucky in connection with their automotive equipment. After stating his suggestions for improvements, Walt proceeded to put them into action much to the advantage of the units under test. The Results? Displacing a non-leaded fuel with 90,000 gallons of Ethyl and 77,000 gallons of regular leaded gasolines. This is the whole story in a nut shell.

• WE ARE advised by the Sales Manager of the entire Packard line, who headquarters in Detroit, that since June 1st, they handle at their service station, only Ethyl Gasoline for both 120's and the larger Packards. He says that they tried 70 octane fuel for the 120's but found it was not satisfactory. They are also furnishing Ethyl for new cars and using it in demonstrators and recommending that Ethyl Gasoline alone be used in all Packards, if smooth maximum performance is desired.

• ONE of the engineers at the Pratt & Whitney Aircraft Corporation in East Hartford, Conn. recently told one of our Boston Division field representatives that they receive more complaints from foreign countries due to the use of poor anti-knock aircraft engine fuels than for all other reasons combined.

• ONE of the largest meetings held recently by the Chicago Division was for the United Motors Company at Milwaukee, Wis., to celebrate the opening of a new super-service station in that city. Over one thousand service men in the Milwaukee area, including representatives from the entire state of Wisconsin attended and a special train brought 200 from Chicago. Mr. Nagle of the United Motors Company gave a very forceful educational talk which lasted for two hours, on United Motors service, accompanied by slides and sound amplifiers. Bond Hedden of the Chicago Division followed Mr. Nagle and covered the Ethyl Gasoline story thoroughly. The demonstrating motor was operated for a period of one hour and a half, which allowed the individuals present to make a close inspection of the instrument panel and the operations of the motor. This meeting should prove very

beneficial as all of those present are directly engaged in motor service work and necessarily come in contact with a large number of car owners.

• JOE ST. GERMAIN of the Baltimore Division is working in the Kansas City Division for a month helping out on the Mid-Continent DX Ethyl Drive. Baltimore welcomes this opportunity to make up for the assistance given them by the Atlanta Division last year during the Esso campaign.

• LOWELL MASON is having considerable success lining up service station demonstration programs for the Gulf Refining Company in North Carolina and the various zone managers that he has worked for report gratifying increases in their No Nox Ethyl sales.

• LOWELL DOLLAHAN has apparently done some effective work in connection with the Mid-Continent campaign. At Eaton Rapids a DX jobber who had not handled Ethyl in two years has reinstated his Ethyl pump. He not only assured Lowell that he would push the sale of Ethyl but arranged to have him spend half a day at his main station demonstrating to the public.

• THE Associated Oil Company is revamping their entire clinic set-up. They will have three men on the road as Clinic Supervisors; one for the northern division, one for the central division and one for the southern division. In addition, they have appropriated \$5,000 to advertise the clinic idea which advertising will be placed in the smaller cities and towns. The cost of newspaper advertising in the metropolitan areas seems to be in excess of what is practical and they believe they can adequately cover these clinics by contacts with their dealers.

• IN A recent contact with a farmer, near Hinckley, Ill., who has a new high compression tractor, Art Wilt discovered that the man had not made any check of his fuel consumption since his installation was put in. At Art's suggestion it was decided to check up the last few days' consumption while plowing. The results showed that the tractor which had formally consumed two gallons per acre had plowed eight acres on eleven and a quarter gallons.

• THE Mid-Continent's new sales promotion campaign is evidently bearing fruit to judge by an incident called to our attention by Carl Meurer the other day. He writes that as he approached one of their stations in his territory he observed the attendants painting "DX Ethyl" on the drive in letters about three feet high. They were so placed that the approaching motorist could not possibly miss seeing them and would undoubtedly question the attendant, thereby giving him the opportunity to make a sales talk.

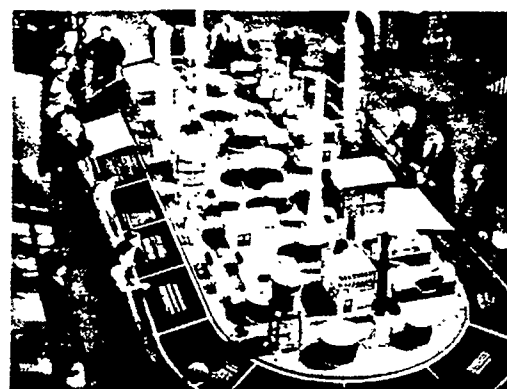
• BILL PETTY reports that Ethyl sales in Mississippi seem to be on the rise. He learns that the Goyer Company, the leading jobber in the State, has stocked Ethyl at its largest outlet in Greenville and plans to stock also in Cleveland and Leland. This Company expects to handle some two million gallons by the end of the year.

• ERNEST SMITH has been co-operating with the Williams Taxi Company of Pensacola on a high compression program and performance tests which they have been running. The results were so convincing that Mr. Williams has decided to high-compression the whole fleet and use Ethyl exclusively.

• THE City of Jackson, Michigan, is taking no chances with inefficiency in the operation of their Fire or Police Department equipment. Lowell Dollahan reports that the entire fleet, some forty city department units, are now 100% Ethyl users. They had formally been using third grade fuel.

• THE Factory Branch Service Manager in holding a meeting at the Kansas City Chrysler Company recently, commented particularly on the extra performance that could be secured with Ethyl in the Chrysler, DeSoto, Plymouth cars. All cars in the Retail Department of this branch are now using Ethyl.

• THE illustrations on this page show a view of the museum and various exhibits in the petroleum section.



Museum of Science and Industry

• AT THE close of the Century of Progress in Chicago in 1934, the Ethyl Gasoline Corporation donated their exhibit to the Museum of Science and Industry. In this museum the demonstrating engine will be installed. It will be operated daily for the many thousands of visitors who swarm to this industrial institution.

There are only a limited number of such museums in the world and, although a few date back to the beginning of the industrial revolution, only one or two retain definite educational aims.

The first section of the Museum of Science and Industry, Chicago's newest industrial museum, was opened to the public in July of last year. The first three month's period recorded an attendance of nearly a quarter of a million visitors, who received information on scientific and engineering subjects. Natural history and art museums are well known, but institutions with the underlying purpose of informing large visitor groups about industry and science by means of operating machines—originals, replicas and models—charts, and motion pictures are quite unusual.

The Museum is housed in the reconstructed Fine Arts Building of the Chicago World's Fair of 1893. After the 1893 Exposition, this building was occupied by the Field Museum, but when that institution moved into its permanent home in 1920 the building deteriorated rapidly, due to its temporary construction of stucco, wood, and plaster exterior. The building, designed by Charles Atwood, had long since established itself as an architectural masterpiece, however, and public opinion, guided by prominent citizens and civic organizations, including architectural groups, was aroused. In 1924 definite action was taken to restore the building in permanent construction and \$5,000,000 was voted for the purpose.

The building is made up of three pavilions, joined by connecting galleries. The east and west pavilions each

have two stories while the main or central pavilion, the largest, has, in addition, balconies on the third and fourth floors in the east, west, north and south courts. The central dome area of the main pavilion is open over the first floor to the dome trusses, a height of more than 125 feet.

A popular library of science and engineering, an auditorium seating 1,200, a fully equipped lecture hall for 350, several smaller halls and temporary exhibition areas are some of the many facilities which will be in constant use in carrying out the Museum's educational program.

The arrangement of subjects in the building has been given much thought and study, and it is believed that a sound and logical conclusion has been reached in the arrangement adopted. The main entrance to the Museum will be from the north side of the central pavilion. The whole first floor of the north court and the central dome area, including the stair towers, will be open for public circulation to the main divisions.

Because of the large exhibition area, with its 9 miles of main aisles, the whole Museum has been divided into ten main sequences, each starting and terminating at this central area, making it possible to see the Museum by a series of visits without having to double back.

The visitor will take an active part in the demonstrations wherever possible, turning cranks or pushing electric switches, while the more complicated machines and processes will be demonstrated by trained attendants, who have had practical experience in their particular industry. All exhibits will be so labeled that the visitor may obtain a general knowledge by reading a brief outline explaining the principles, or, if more detailed information is desired, a complete description following the outline may be referred to. To the student interested in research or more minute detail, the files or catalogued library reference works on the subject are available.



• ABOVE are speakers at Tulsa banquet. FROM LEFT: W. E. Getschman of Mid-Continent, T. E. Ronan and Harry Kuhe of Ethyl, F. B. Koontz, R. H. Thomas, R. B. McDowell, Mid-Continent officials; J. B. Woodbury of R. J. Potts Advertising Agency, D. C. Wixson, Manager of Sales. INSET: Cowboy entertainers. DIRECTLY ABOVE: The 2,000,000th Ford V8 bound for San Diego Exposition fueling up as it leaves Tulsa.

MID-CONTINENT

• IF THE sales promotional campaign of the Mid-Continent Petroleum Corporation, now under way for the purpose of introducing their new product DX Ethyl Lubricating Motor Fuel, is carried through as planned, it promises to be one of the greatest Ethyl campaigns put over in recent years. The drive opened in the middle of June in Oklahoma and eighteen key meetings are to be held throughout Mid-Continent's territory which, in addition to the state of Oklahoma, includes Arkansas, Illinois, Indiana, Iowa, Kentucky, Missouri and Nebraska. This will involve the close co-operation of three of our own divisions, namely Tulsa, Kansas City and Chicago.

The meetings are being conducted by the various division officers of Mid-Continent and the speakers are F. B. Koontz, Vice President of Refining, on the manufacturing of DX and DX Ethyl, assisted by W. E. Getschman of the technical staff. Mr. R. W. MacDowell, Vice President of Sales, discusses "Our sales objective and how we will reach it," and J. B. Woodbury of their advertising agency describes the new advertising program. At each of these division meetings one of our own representatives gives a talk and demonstration. The Ethyl speakers are Bob Jordan, Harry Kuhe and Lou Wilson and they address the various meetings in their respective territories.

The theme of these key meetings is two-fold. First that the market for gasoline is changing due to the increased purchasing power of the public and the necessity for a higher anti-knock fuel in the 1934 and 1935 cars. And secondly, the latest information on the "X" lubricating content by giving results of tests conducted since the product was originally announced and showing the benefits derived from its use. Those attending the meetings receive a small hammer typifying the brand which may be heard in the motor and instructions have been given all service station operators that this hammer is to be worn in the buttonhole during the campaign.



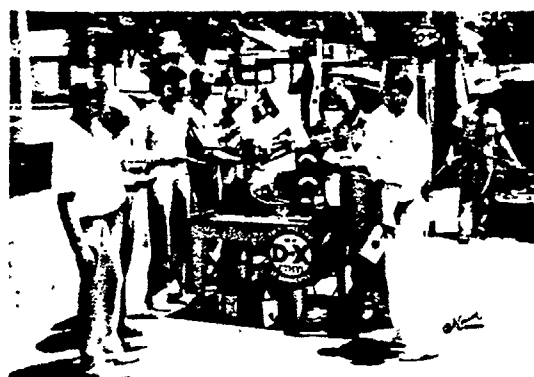
IENT CAMPAIGN

paign. The idea being it will cause questioning from customers and open the way to a presentation of the DX Ethyl story.

Following the key meetings, secondary meetings are held throughout their marketing area for the local Diamond Clubs. At these also an Ethyl representative gives a detailed talk on how to sell Ethyl, accompanied by a demonstration. The third phase of the campaign consists of service station demonstrations which will be continued until one has been given in every station carrying DX Ethyl. Finally, arrangements are made for our division offices to be notified of each distributor who either re-instates Ethyl or takes it on for the first time so that we may render sales promotion assistance.

As a tie-up to the rest of the program, considerable literature, banners and displays are being employed, together with a number of sales stunts. A series of weekly mimeographed bulletins are sent out, directed not only to the jobber and distributor, but to the entire personnel of the retail marketing department. One of the stunts was to place a paper bag over the globe of the Ethyl pump with a large red question mark on it for three days prior to the opening of the campaign. This had the effect of arousing considerable interest among customers.

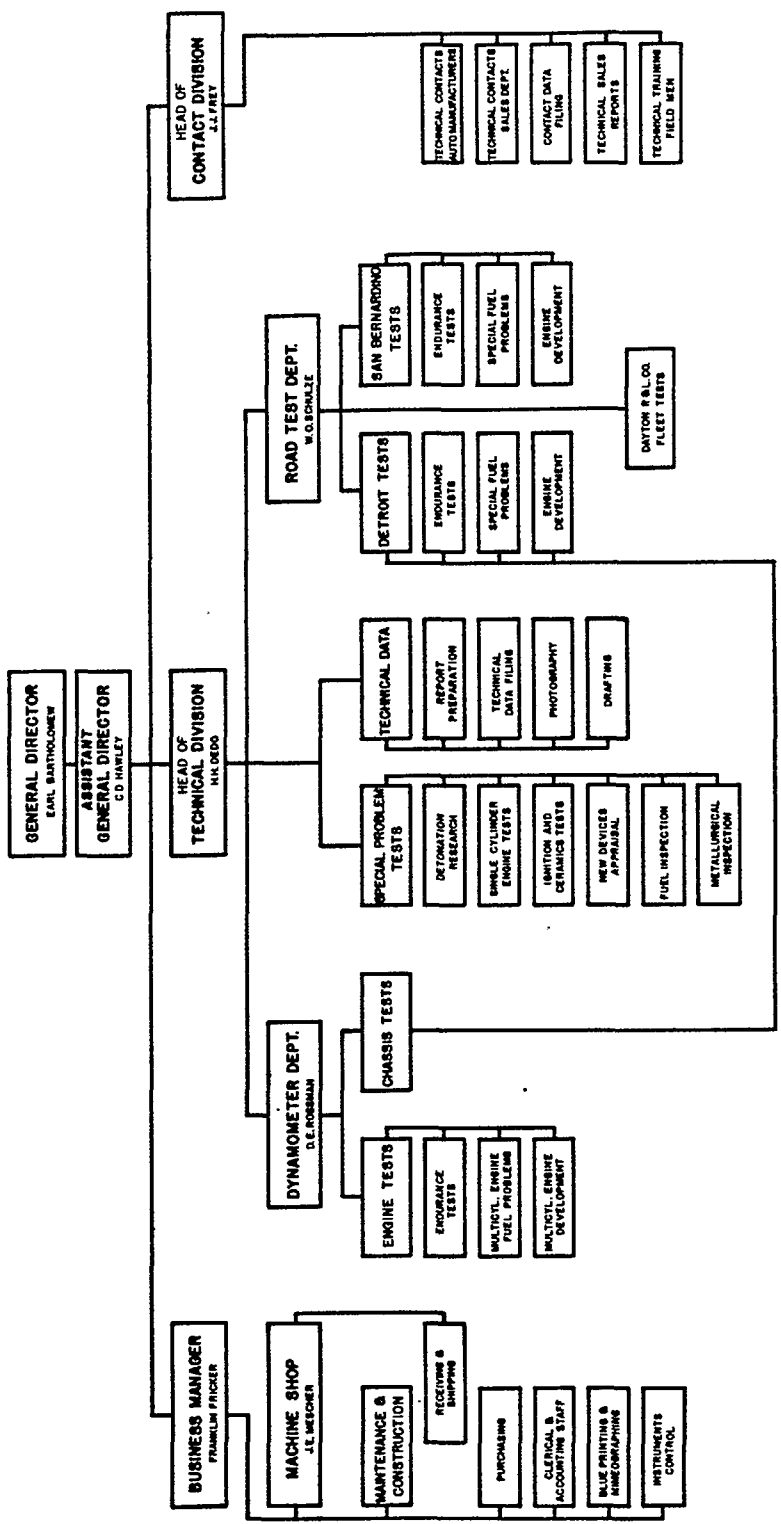
Those meetings already held have brought out a large attendance and a great amount of enthusiasm has been in evidence. One of the special attractions Mid-Continent offered was a "cowboy" band which they secured at considerable expense and which afforded those attending unusual entertainment. Bob Jordan has figured prominently in all major meetings held in our Chicago division territory as have our other representatives, Harry Kuhe and Lou Wilson, in their respective areas. In the Chicago Division so much interest has been aroused that arrangements have been made to hold 175 additional meetings.



• Top: C. E. Colvin demonstrates at a MidContinent S. S. and below a typical demonstration. Harry Kuhe and H. N. Peters of Tulsa Division are first and third from left, directly above view of S. S. with three foot letters painted on drive.

*6 part technical
and engineering
info*

ETHYL GASOLINE CORPORATION ENGINEERING LABORATORIES ORGANIZATION CHART



A Plant Owner Cooperates

✓ THE following letter, exactly as it appears here, was received from one of the South Carolina advertising plant owners:

Gentlemen: Contracts are in for Ethyl, and locations noted. I have accepted and reply I furnish you carbon of attached hereto. I feel like saying, "Po'it in and on 'm." because of what we feel in the continuous soaking, saturating drizzle, drozzle soup rains we have had for the past 10 days. You doubtless know. These have been followed with Sudden Puff Winds of sufficient velocity to Blow 4 stout Panels down in Sumter plus soaking of considerable paper which we have day after day patched up, with a man on that job, while the Crew has Built a dozen more Panels in Sumter, and elsewhere. And today, SUNDAY, I have a Man driving every one of my 26 towns to see what condition, and Hike out tomorrow to correct it, while the other flock continues to Build, which must carry on to complete what is in line.

The Individual which preposting was on will be covered today with a Poster which Advertiser has specially asked for that location. The Individual. Those Panels in Mayesville show up exually good seems to Me. I saw them this afternoon, and No Better Could Possibly be provided.

Anyhow.

1 has Chevrolet, # 2 Ethyl. This because recently we were requested to Build the # 1 over out of range of the NEW HIGHWAY, and, Had Posted Chevrolet one # 2. Holding # 1 for Ethyl. Then it was necessary to Remove # 1 over beyond # 2 thereby making # 2 out of formally # 1. 15th and 1st Posting. Dates. This explains That, and you can understand how. How Do You Like the Others of My Providing For You? Come On Now. Say It? I know its as good as could be asked. Aint it? Hope business is Fine with you.

Successfully

"Goodfriend Company"

• As some of us have returned from vacations the editors believe it would be of interest to publish amusing snapshots of various members of our organization taken while "off duty." We realize that you make be reluctant to publicize yourself by sending us a picture posed with your largest catch of fish or one of yourself in the ole swimmin' hole, but get the spirit of the thing and send one along. It will be returned.

Of course you'll like to see how others vacation and here's your opportunity. It will be possible if you will do you part. Some sort of caption should accompany such contributions.



✓ THE above photograph of the new Cincinnati high compression Mack fire pumpers shows the units in action during their acceptance tests. With a compression ratio of 6:1 and operating on Ethyl Gasoline these new 6AP models more than met the requirements of the National Board of Fire Underwriters. In the matter of acceleration and performance they show remarkable improvement over the older equipment. The City of Cincinnati is well pleased and through the efforts of Vince Keenan of the Dayton Division is using Ethyl Gasoline exclusively in all fire fighting apparatus.

Recent Visitors, Detroit Laboratory

• INCLUDED in the recent visitors to the Detroit Laboratory were Engineer Commander Yoshihiko Kanoh, Imperial Japanese Navy and Mr. K. Kimura, Manager of the Asano Bussen Company, New York City; Mr. O. E. Hunt, Chief Engineer of the General Motors Corporation and Mr. A. J. Schamehorn, Director of the General Motors Proving Grounds; Mr. David Anderson, Chief Engineer of the Bohn Aluminum Company; Doctors A. E. Becker, Standard Inspection Laboratory, G. M. Maverick, Director of Standard Oil Development Laboratory and K. Frolich, Director of Research, Standard Oil Company of New Jersey; E. M. Klemgard and Mr. Garton of the Shell Oil Company of California; Dr. R. T. Goodwin, Head of the Fuel Oil Division and Mr. H. R. Berry of the Shell Petroleum Corporation and Dr. Moser of the Royal Dutch Shell Company of Holland.

Mr. W. T. Smith, Chief Chemist and Mr. Ferris of the Akron Transportation Company were here to discuss fuel tests on their equipment which our Dayton Division is supervising.

Chicago Division Holds Spring Meeting

• IF EVER a body of men gathered together for the best interests of their company, its product, and to further that product's sale, it was at the annual Chicago Division meeting at the Knickerbocker Hotel, June 10 and 11.

The meeting was opened by Bob Jordan who welcomed the division personnel and their guests, in his usual enthusiastic manner. Those attending by invitation were Ed Walter and Paul McElroy from the New York office, Julian Frey of the Detroit Laboratory and Boynton Hayward of the advertising agency.

The first speaker to be introduced was Ed Walter and as he is the bond between division and corporation, his remarks were of particular interest. He outlined what the company is doing and the latest developments; the growing possibilities of the export business and our position in the aviation field with relation to 100 octane fuels. His talk left the audience with the impression that general conditions presented the best opportunity to obtain more Ethyl business since 1931.

Following this address a brief talk was given by each representative of the Chicago Division, outlining individual views on how to increase Ethyl sales in their various territories, after which the session was adjourned for luncheon. The afternoon was devoted to a most interesting talk on valves, spark plugs and the motor of the future, by Julian Frey. This was, in some respects, perhaps the most worthwhile feature of the meeting and prompted the comment from Ed Walter that it was the best discussion of its kind he had ever heard.

The Tuesday morning session opened with Bob Jordan introducing a unique innovation whereby each man should act out the story of his own daily business contacts and the problems he encounters. This novel feature appeared to be the one that carried the most interest and probably offered the best media for exchange of ideas ever devised for the purpose. In the first of this series of sketches Claire Dees, as an Ethyl representative, contacted Ray Wyrick, impersonating a superintendent of a transcontinental bus line. Casey Jones, playing the part of a jobber, was investigated by Ethylman Chuck Smith. Lowell Dollahan, in the role of an obstinate service superintendent for a bus line, put to the test all of Guy Donohue's tact before the interview was closed. Art Wilt astounded the audience with an agricultural vocabulary when he bore down on "Farmer" Hedden. Ben Crane, as a refinery manager, heard Ethyls advertising story from Jack Steelman. Fred Naylor, automobile zone manager, learned something about octane selectors from Ethyl's Colvin and finally Bill Heck, taking the part of a car dealer, parried with Rus Burroughs on high compression heads.

This program was followed by a talk by Ray Wyrick in which he outlined the type of material made available by the New York office for the use of the field men in carrying on their activities. To gain an idea as to how



much material had been absorbed by each man a series of hypothetical complaint questions covering all phases of field work were asked. Eighty-five per cent of the questions were answered promptly and correctly.

Ray's talk introduced a more dramatic presentation of the same subject staged by Bob Jordan. Bob's theme was "Choose Your Weapons" and stepping to a large covered board, he pulled aside a curtain disclosing an array of weapons including rolling pins, pop guns, baseball bats, fishing tackle, knives, bricks, etc., etc. "These, gentlemen," he said, "are all weapons with which you are familiar—materials for destruction and for the aid of sport." Skillfully he associated each man with some particular article. "You are familiar with their use," he continued, "but they are not the weapons which will bring increased Ethyl sales. Let us look at these." Drawing aside another curtain he exposed a display of real sales weapons designed to help the Ethyl representative combat any form of sales resistance; the sales portfolio, the projector, Facts & Flashes, "Ethyl News," folder after folder laden with a wealth of information. "These weapons are to be used to successfully increase Ethyl sales," said Bob, "these weapons and their proper application." Taking each article in turn he elaborated upon its use and finally climaxed his remarks with the admonition, "Our sales must and will increase if we all do our best to promote them."

The business session was at length brought to a close with short talks by Paul McElroy and Boynton Hayward. Paul told those present, "If you will act as the artillery and the infantry, using your weapons on the firing line for Ethyl, I will assume the work of the air force and drop sales promotion bombs throughout the country." Boynton Hayward brought the message, "Your advertising can be made more effective if you will, at every oppor-

(Continued on page 17)

Is Vincennes Ethyl-Conscious?

• EVIDENCE of Casey Jones success in making the Vincennes, Indiana, Rotary Club Ethyl conscious may be judged by the following item and verses which appeared in the "Rotary Bulletin" recently:

TAYLOR-MADE PROGRAM

Charlie certainly knew his Ethyl when he brought B. R. Jones and his demonstration to Rotary last week. Judged by the attention given and the way the Rotarians clustered about the machine, even going in for considerable overtime, that program went over the top. The demonstrator was a small motor carrying the load of a good-sized generator. Engine-knock, developed under the load on straight gasoline was soon eliminated by switching to Ethyl and the effect was almost magical when a drop or two of the fluid was introduced directly into the carbureter while working on straight gas.

MODERN VERSION

On the Mountains of the Prairie
Hiawatha stalled, contrary,
In his Motor; big much heptane;
Soon the signal smoke arises,
"Bring me Ethyl" thus apprizes,
Now he has it: heap big octane!

I'LL SAY

Ethyl is a lively lass.
Puts the pep in motor gas,
Stops the knock and noise;
Engine runs as smooth as glass,
On the road, you now can pass;
Adds to motor joys.

Special Buick 40 Police Model

• ANNOUNCEMENT of a special Buick Series 40 "Police Department" model designed to meet the speed, performance and economy requirements of enforcement agencies, is to be made by Buick Motor Co. Officials state that the car will have unusual pick-up and speed due to the special high compression head and axle ratio. It is understood that any Police Department purchasing these cars will be advised that Ethyl is necessary to get full benefit of the advanced design. Cars for such service require high speed, stamina and economy. Tests by the Police Departments of a number of large cities found the Buick 40 chassis met these qualifications admirably. By re-designing the cylinder head, altering the valve mechanism slightly and changing the gear ratio, the top speed has been increased from 85 to 90 m.p.h. or better. New specifications, including a compression ratio of 6.25 to 1, an increase of 9% over standard, rear axle gear having a 3.9 to 1 ratio as against the 4.33 to 1 and special spark plug covers and push rods to compensate for the lower cylinder head are among the new features.

Filed



Fill Your "Bike" With Ethyl Mister—The Smoothest Ride in the World

• THERE is a modern city where there is one bicycle to every one and one half man, women and child. Christchurch, New Zealand has a population of approximately 124,000 and the bicycle registration is 84,000. We learn that people over 80 years of age and under one year are not permitted to ride on public highways. Notwithstanding this difficult situation as affecting gasoline consumption Ethyl is on sale as evidenced by the Super Plume Ethyl pump shown here. Even the cyclists recognize the quality of our product, though what effect Ethyl has on the old two-wheeler we can't say. Judging from his expression, however, this cyclist is a thoroughly satisfied customer.

CHICAGO DIV. MEET

(Continued from page 16)

tunity, bring it to the attention of the people with whom you do business." Just before adjournment, Ed Walter made a few remarks in which he acclaimed the meeting as one of the best ever held.

The business having been finished, some relaxation was in order so accordingly at 8 p.m. everyone gathered in the Silver Room in the tower of the Knickerbocker with many of the wives as guests, to partake of the banquet. Suddenly there burst forth a staccato of wide open motors and whirling airplane propellers as camera men threw onto a screen the Sohio Ethyl talking picture, "Where Performance Counts." Jack Steelman entertained those assembled by handling the lariat in a manner which would have brought envy to the hearts of Will Rogers and Tom Mix. At last the whole company took to the dance floor where the orchestra kept things going until the wee hours.



San Gabriel Mission

• MANY years ago when the Spaniards undertook the colonization of California, it became necessary to provide lodgings for the traveler. It was this that led to the establishment of a chain of missions about a day's journey (by horseback) apart. Many are still standing in a fair state of preservation and one of the older of these, San Gabriel, is the subject of this sketch. We have selected this particular mission on account of its close proximity to both our division headquarters in Los Angeles and the new laboratory at San Bernardino.

About the year 1770 Friar Junipero Serra presented the plan to Viceroy Carlos Francisco de Croix, the then Governor of California, for the establishment of this chain extending from San Diego to San Francisco. They were to be built under the patronage of St. Gabriel the Archangel.

The mission San Gabriel is located in a small town of the same name about ten miles east of Los Angeles and its construction was begun in September, 1771. About this time the Friars arrived in the vicinity and were met by a band of hostile Indians. As there were only ten soldiers with them and fearing annihilation, they brought out a large picture of the Holy Virgin. Tradition says, no sooner had they done this than the savages were apparently so impressed with the beauty of the painting that they threw down their weapons and sought peace.

Following this incident the Indians made frequent calls upon the Friars and when the construction of the mission was started, they showed their further friendliness by aiding in the work and carrying logs for the stockade and buildings. Unfortunately one day a soldier attacked an Indian woman at a neighboring rancho and for some years following the Indians were unapproachable.

In the year 1811 two adobe graneries were added to the other buildings but the following year, on the morning of December 8, a great earthquake did such damage as to practically render the mission useless, leaving only the graneries intact. Shortly afterwards the Friars

had another granery constructed with a loft and by joining it to the two older ones, it served as a temporary church. During the following year, 1814, they erected a hospital which was built of sandstone and brick made on the grounds of the mission. Later a mill for grinding their grain was put up and finally they built a stockade around the entire mission grounds. There is evidence of the existence of a tunnel which probably ran from the mission to the mill, but it is not possible to follow it the entire way, due to the cave in of certain portions and roads being built at other points.

Returning to the mission proper we find the church was 140 feet long by 26 feet wide and a height of 30 feet inside measurement. The foundation and walls up to the windows are built of rubble stone and cement and above of brick. The walls are five feet thick and are in a remarkable state of preservation. Almost the only change in the original structure is the roof which was put on to replace one destroyed by an earthquake.

In the mission one may still see some of the old hand carved wooden statues brought over from Spain. The old convex mirrors are there in which the Fathers used to watch the Indians outside the church while services were being held. The organ is one of the oldest in the country and is of the single keyboard type, this keyboard moving from one end to the other instead of the usual bank. In the baptistry is the old font of hammered copper, still in use. The belfry, where hang the original bells, is well known, having been immortalized by song and pictures. On the bells may still be seen the inscription "Ave Maria Santisma S. Francisco—De Paula Roelas me fecit." As one wanders through the grounds, the remains of many of the early structures are discernible; the place where soap was made and tallow rendered as well as the old burial-ground. Here also are replicas of each of the chain of twenty-one missions which were about 35 miles apart and served as the only hostelry for the wayfarers in the pioneer days when the horse was the only means of travel.

A trip through the mission country is time well spent if one is interested in the early history of California and cares to learn something of the noble spirit which prompted these men of God to carry their creed into the wilderness.

Los Angeles Hold Div. Meeting

• A MEETING of the personnel of the Los Angeles Division was held in Los Angeles on June 6 and 7. First, a discussion was held on accidents and serious thought was given to papers prepared by the men on this subject sometime prior to the meeting.

Secondly, there was a discussion of the benefits of the "crew work" which has been carried on from April, 1934 until the time of the meeting on June 6. It was interesting to note that the men who were engaged in the crew work talked with 58,722 people during that period although they only covered about nine of the important centers in the division. It did not include Southern California where the largest proportion of the population is located. In addition to the above they contacted 7,689 individuals in personal interviews. Out of the 58,722 people contacted, 8,749 were automobile salesmen or mechanics.

The subject of the Associated Oil Company Clinics came in for discussion. A discussion was also held on commercial work and it was the unanimous opinion that this activity is responsible for a great deal of our permanent Ethyl gallonage in this division. In the future we believe this work may be carried on with our men acting in a supervisory capacity. We believe the pioneering period is over as many purchasers are now specifying equipment with high compression motors.

A sales presentation was made up and edited at the meeting as it was felt that if we are to secure any rapid increase in the sale of Ethyl Gasoline, other than from natural causes, we must obtain the cooperation of our customer salesmen as well as the home offices. In order to have this work effective it was decided to make up a sales presentation and supply each man with a copy so as to insure a uniform story being told by everyone and to make sure that no salient points be overlooked. It was also decided that now is the opportune time to introduce this new campaign. It is expected that recommendations coming from the field to the home office on the most productive methods of promoting Ethyl sales will bring results not otherwise obtainable.

On Thursday night after the dinner all attended a theatre party and viewed a performance of "The Drunkard" now running in its third year. Needless to say, at the close all were thoroughly chastened and anxious to get back to their own territory and start the new program.

The Scot is frequently the goat when jokes are on tap, but not always. Listen to this:

In an English political oration: "I was born an Englishman, I have lived an Englishman, I hope I shall die an Englishman." From the back of the hall, in an unmistakable accent, came the question, "Mon, hae ye no ambection?"



Chicago Division Holds Ethyl Meeting for Theisen-Clemens Company

Ray Wyrick and Lowell Dollahan recently held a sales promotion meeting for the entire organization of the Theisen-Clemens Company, distributors for the state of Michigan for Mid-Continent Petroleum Corporation products. Attending the meeting were approximately two hundred dealers, service station men, tank wagon drivers and office personnel.

The Firestone Company was also on the program and strenuously urged the group to sell their premium tires and products, inasmuch as they feel very much as we do with regard to the sentiment of the buying public.

The motor demonstration was given and all those present were very much pleased to have the opportunity of seeing what actually takes place in the combustion chamber when knocking occurs, by looking through the quartz glass window. The sound motion picture "Where Performance Counts" was also given, as well as a detailed explanation of our advertising campaign. The above shows some of those attending as they sat down to dine.

Spokane, Wash. Busses Acclaim Ethyl

As a result of Frank Elliott's activity, the Auto Interurban Company of Spokane, Wash., last year placed several of their busses on Ethyl. The results were so satisfactory that the President, Mr. Spencer Hawley, recently wrote Frank as follows: "Ethyl Gasoline has worked out so well that we now have only about four jobs that are not high compression. We intend changing these when they are overhauled." This company operates north, south and east of Spokane and has connections west with the Washington Motor Coach. They have two types of equipment consisting of 11 Twin Coaches with Hercules engines and 21 Fageol Busses with Hall-Scott motors. Mr. Hawley states they are getting from 11 to 11½ miles and that they have adopted a compression ratio of 6.7 as standard.



Chicago Division Converts The City of Jackson, Michigan to Ethyl Gasoline

• THE City of Jackson, Michigan, has been converted to Ethyl Gasoline and only Ethyl will be used in all city equipment which includes the Fire Department, the Police Department, the Board of Public Works, Water Department, Sanitarium cars, County and City Nurses cars, Building Inspectors offices and the Engineers offices. In all, there will be some 40 units consuming more than 10,000 gallons of Ethyl Gasoline per month. Lowell Dollahan, in whose territory Jackson, Michigan, lies, informs us that this conversion was brought about through contact with the Chief of the Fire Department, Mr. Daunter. We are further informed that up to the time of switching to Ethyl Gasoline, these units used third grade motor fuel. The city was converted to the use of Ethyl Gasoline because more power could be developed in their pumping equipment and with the possibility that the underwriters would give them a lower rating, thus affecting a greater saving to the people of Jackson through a reduced rate. Above is shown the City's Fire Department personnel.

Yale Oil Posts Montana and Wyoming

• THE Yale Oil Corporation of Billings, Montana, one of the newest companies to sign refiner's license agreements, have seen fit to tie in with our national advertising campaign by using the Ethyl trademark on their new billboards. These painted boards are located in Montana and Wyoming on the principal highways over which thousands of tourists drive to the National Parks.

The wording "Change to" and the prominence given the trademark give very complete coverage in two states in which there is now no poster advertising by the Ethyl Corporation. The striking color scheme of the boards and the fact that a newspaper and radio campaign are being used in connection with Yale Oil Corporation's introduction of Litening leaded regular gasoline and Litening Ethyl may account for some of the increased percentages in his territory, advises A. J. Steelman, located at Billings. Typical board shown on this page.

Ohio's New Publication

THE new "Progressive Sohio Dealer", worthy successor to the "Sohioan", has reached us and we compliment the editors on this fine publication which should go a long way in promoting sales of Standard of Ohio's product. A full sixteen page sheet, prettily illustrated and printed in red and blue ink, is a real striking appearance. The back cover of the June issue is devoted to the Ethyl story and shows a scene of the annual Memorial Day speed classic at Indianapolis which was won by Kelly Petillo. The page carries the heading, "Increased Need for Ethyl (Ethyl) in a Fuel Market" and prints the following lead article:

"All indications point to a big increase in the sale of Ethyl Gasoline this summer. New car sales are up. Compression ratios are up. Ethyl sales will be up. Let's be 'up and after' this business. The word is Ethyl is clearly defined. Most of the 1915 cars have high compression engines. High compression engines require most satisfactorily on fuel that has high anti-knock qualities. Sohio Ethyl is the answer. The Ethyl Corporation is in the midst of a big advertising campaign. Many motorists will be swung over the Ethyl flag by anticipating the need and the demand for Ethyl Gasoline. Standard Oil of Ohio is now preparing new mailing pieces that will go to each Ohio owner of a new 1915 car. Most of the new cars have high compression engines, and these mailing pieces will direct the attention of owners of the new cars to the advantages of using Sohio Ethyl Gasoline in their cars."



When the First "Air-Train" Made Havana

• MR. RALPH MCGILL of the Atlanta Constitution wrote this account of the arrival of the first "air train" in Havana, of which he was an eye witness and which we reprint by special permission:

"Havana, Cuba, May 16 (By Air Mail)—There were 40,000 people packed about the capitol. Up the tremendous flight of marble stairs, stretching to the first portico of this gold-domed building which cost \$24,000,000, stretched a wide expanse of regal red carpet, looking like a regular crimson river cascading down the steps. People were jammed. And everywhere there were the rich uniforms of the navy, the brown of the army, the white of the sailors, the blue of the police. Cuba was waiting for the first international "air-train," a plane towing two gliders across the ocean from Miami, Florida.

And Cuba was a bit apprehensive. The public peace which has been restored was at stake. The great crowd, jamming the streets about the capitol and stretching away in each direction for three blocks down the approaching streets, filling the roofs about the capitol, presented an opportunity. Within the capitol, beneath the dome and before the towering bulk of the 100-foot tall statue of a Cuban girl standing with her sword and wearing a helmet, sat the president—grey-haired, kind-looking Carlos Mendieta. With him were his staff and immediately behind him stood Guillermo Belt, the 29-year-old mayor of Havana. Next to the president was his wife. On one chair in the row of receiving chairs sat Jefferson Caffray, the American ambassador.

The jam within the capitol was terrific. And it was hot and little air could enter. Somehow there was no real tenseness about any trouble which could arise. There was some, but the confidence in Cuba was great. Somehow the thing for which they were waiting began to catch hold of the imagination. A man in a plane had lifted two gliders into the air and they were that very minute nearing Havana. They were flying in a land plane and two frail gliders, and the gliders were going to cut loose over the capitol and glide to a landing, one on either side of the great stretch of steps.

As I said, the thing began to grip the imagination. And that of the crowd. There was a roar, finally, and three dots could be seen. It looked as if they were three planes but it could be seen the last two rode higher. They had done it then. But the real task was ahead. They circled, the plane and its two "box cars," and then suddenly they bobbed in the air and the plane shot away. The two planes began to glide. About them buzzed the plane like a mother bird watching two fledglings try their wings.

And then suddenly the 40,000 people were quiet. When 40,000 people suddenly become quiet there is a void. It feels as if something has been yanked out of the air. They were watching the gliders. They came in, into a wide street, historic Paseo de Marti, but one

which had tall buildings on one side. The ancient forts which had seen DeSoto arrive and which had seen the English conquerors of 1700 and the old Spanish armies and the slave trade, which had seen pirates and finally the war of 1898; the sinking of the Maine—well, they were seeing the first international air train. The gliders came in, trembling a bit, but true. The first one swept in beside the big steps, dipped suddenly as if it were to nose down, and then flattened out and slid on its wooden sled to a landing. And then came the other, repeating. They were in; the mother plane roared down low and the roar of her motor filled the air as the swelling cheer of 40,000 people broke and echoed off the ancient walls across the way. The wind caught the flags of nations strung across the second balcony of the capitol and they seemed to flounce a greeting to the international train. Soldiers cleared the way and out of the tiny gliders that had crossed the ocean, stepped two tired young men. The strain showed on their faces. They were Jack O'Meara and Paul DuPont, American boys. Soldiers greeted them and they began the ascent of the steps. The richness of the scene, the two Americans in old flying coats with the brilliant uniforms got one, and I found myself waving madly and cheering with the rest as they went walking up the regal red rug that splashed down the steps.

They were seated inside. A Cuban officer takes me through the push and I manage to shake hands. They are a bit deaf from the roar of the motor which had been ahead of them for hours. They grinned, looking somewhat startled, when I said, 'From Atlanta—The Constitution,' and they wanted to ask how it was a paper that far from home was there to greet them. They gave credit to the plane's pilot, Elwood Kein, who had landed at Rancho Boyeros, some miles away. DuPont is the brother of the American gliding champion, Richard DuPont, and O'Meara fathered the idea of the flight.

So we waited. The crowd inside the capitol gazed at the president, and the diplomats and high officials who sat waiting. The two Americans, drooping a bit from weariness, waiting, listening with a smile to the roars outside and the babble about them. Finally there was a cheer outside and through the path came the pilot, Kein, of New York, escorted by soldiers. He was sandy of hair and he wore an old sweater and he was bare-headed, and he, too, went marching in to be greeted with the applause of the crowd and to be formally greeted by the high officials of the government.

Outside police and soldiers began to clear the streets so that traffic, which had not moved along the Paseo de Marti for hours, might get started. They began to rap their clubs against their own heels and against the curbing. The sound was a signal to move on. Not once was a man struck. The crowd moved on and within a half hour traffic was moving. It was a masterly job of work. I stood with a Cuban newspaperman at the top of the steps. 'Look at our people', he said 'They have been imposed upon by tyrants. They have known hunger and poverty, but do you know there was no plundering of stores or bakeries. Only a few terrorists

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Tulsa Southwest Air Races

• THE following account of the Tulsa Southwest Air Races was sent us by Harry Kuhe. These races were held on June 29th and July 4th at the Municipal Airport in Tulsa, Okla. One of the outstanding thrills of the meet was the stunt flying of Milo Burchman in a Boeing pursuit and Bird biplane which brought the crowd to their feet time and again. Burchman displayed everything in his repertoire, loops, spins, dives, zooming on wing edge, etc., and climaxed the whole exhibition by losing a wheel from his landing gear and then making a perfect two point landing with the use of one wheel and the tail skid. Further thrills were added by low flying, skimming the wings of his ship through the grass and picking up a handkerchief from the ground with the aid of a hook attached to the wing tip.

A truly hair raising feature was furnished by Harold Newman in his low winged monoplane powered by a Menasco line motor specially adapted for racing purposes. One stunt was to climb to 5,000 foot altitude, put the machine into a power dive directly above the grandstand and then level off at about 100 feet over the heads of the spectators while traveling at an estimated speed of 300 miles per hour. The procedure would be varied at times so that the plane leveled off in an inverted position, which would in turn be followed by stunts called out to Newman on short wave radio by the announcer in the grandstand.

Most novel of all exhibitions was the delayed Bat Wing parachute jump by Clem Sohn from an altitude of 10,000 feet. Sohn attained the Bat Wing affect by webbing stretched between his arms and legs so that as he fell, he was able to pilot his body into spirals and loops at will. Chemical apparatus attached to his foot left a trail of smoke behind, which enabled the spectators to follow his circuitous decent from 10,000 to 1,000 foot altitude, where he opened his parachute to continue his drop in the orthodox manner. Roy Hunt and Art Davis put on a mimic "dog fight" which was enlivened by smoke trails from each machine.

The feature event of the day was the race between the professional pilots, Art Chester, Lee Miles, Harold Newman and Milo Burchman, in their specially built

tiny low winged super-charged Menasco powered racing planes. The accompanying photograph will give some idea of the diminutive size of these ships. The smallest of the lot was a green plane piloted by Art Chester, having a fuselage just wide enough for Art to wedge his body into, with a length of 15 feet 6 inches and a wing spread of 16 feet 6 inches. As mentioned before this job is powered by a Menasco C-4-S supercharged motor, having a displacement of 363 cubic inches and developing in excess of 240 horsepower. The wing area of the ship is 50 square feet, which naturally gives it very high landing speed but enables it to attain top speeds of above 240 miles per hour. The weight of the ship is 750 pounds and 1100 pounds including gasoline and pilot. The fuel used in these ships consisted of 100 octane number aviation leaded gasoline procured by "Doc" Kinkade of the Gulf Refining Company through the Carter Oil Company. With this arrangement, doping of the gasoline on the field was obviated.

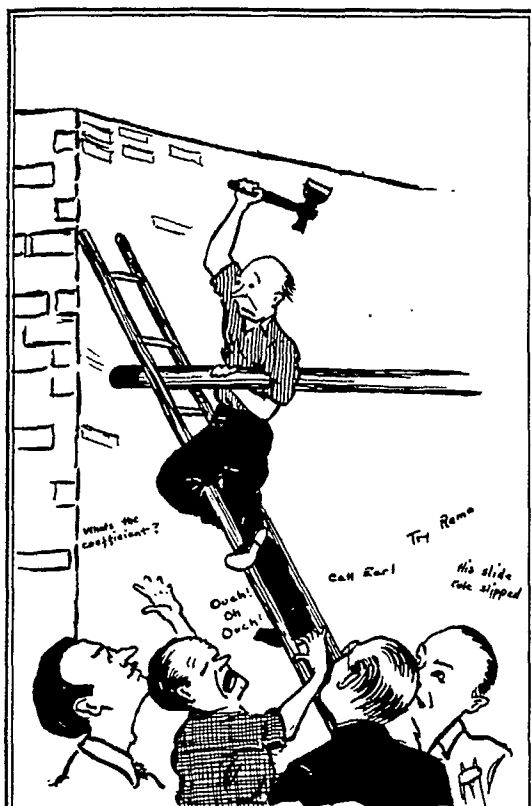
The meet was concluded with a unique feature; a flight in an old time "pusher" plane piloted by Billy Parker of the Phillips Petroleum Corporation. The total attendance at all sessions was about 22,000 spectators, who, despite the blistering sun, appeared to enjoy the spectacle immensely.

AIR-TRAIN MADE HAVANA

(Continued from page 21)

managed to give us a bad name.' The crowd flowed on. Outside a band began to play. There was the Cuban anthem and thousands not yet gone stood at attention. And then I started down the steps when the first crashing notes came—'Oh, say, can you see by the dawn's early light'—and I came to attention, and stood there getting a great thrill from hearing the anthem played in another land by a foreign band. And I thought of what the two nations meant to each other and of the tie that binds them. And I looked at the two flags flying together. They looked good, there.

The speeches were beginning and so I walked down the red carpet and out into the streets."



• OUR Detroit Gasoline Testing Laboratory reports that one of their engineers recently installed a new suction line in the knock test laboratory and when the job was complete, the only problem left was to try and get the ladder used on the job down as one section of pipe passed between two of the ladder's rungs! Match that if you can.

ETHYL NEWS PHOTO FILE 7-8/35 No. 1

• It is understood that Jack Martin of the Los Angeles Division could find nothing new in the way of entertainment on the Pacific Coast and became rather bored evenings when he did not have an audience to address. In order to alleviate the situation, he sold the idea to the Associated Oil Company that they should do some sales promotion work in the Hawaiian Islands and thus got himself a trip to Honolulu where the attractions are perhaps more varied than here in the United States. We may reasonably expect to see the surf-boards at Waikiki next season equipped with out-board motors.

• THE manufacturing Department take pleasure in welcoming Mrs. Vida Ebell back into their ranks to help out during the summer rush. Mrs. Ebell, it will be remembered, was associated with the Manufacturing Department while she was Miss Vida Jones. She resigned her position with the company last fall at the time she announced her marriage.

• HUDSON W. KELLOGG, manager of our Detroit Testing Laboratory, became the proud father of an eight pound daughter, Anne, on June 24. Mother and daughter are doing well, thank you.

• TOM MIDCLEY III of the Dayton Division, gave up his work demonstrating Ethyl Gasoline with our various customer companies, to resume his studies at Cornell in September. We do not like to see Tom and his charming wife leave the Dayton family but we all join in wishing them happiness as well as complete collegiate success. Without doubt in a short time Tom will have all the inhabitants of Ithaca Ethyl minded.



• EVIDENTLY this man knows quality. Well, why shouldn't he? Gentlemen, we present Mr. Alan Tully of our "Kangaroo Division" plus facial adornment and some additional poundage acquired since he left Chicago.

• HUDSON KELLOGG, of our Detroit Gasoline Testing Laboratory, recently had occasion to purchase cigars and found that Franklin Fricker's advertisement for cigars at cut rates, published in the May issue of the "News," was phoney. The need for cigars was the arrival of an eight pound girl on June 24.