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1956

ETC 10747

ETHYL bulletin board

JANUARY 1956



ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation

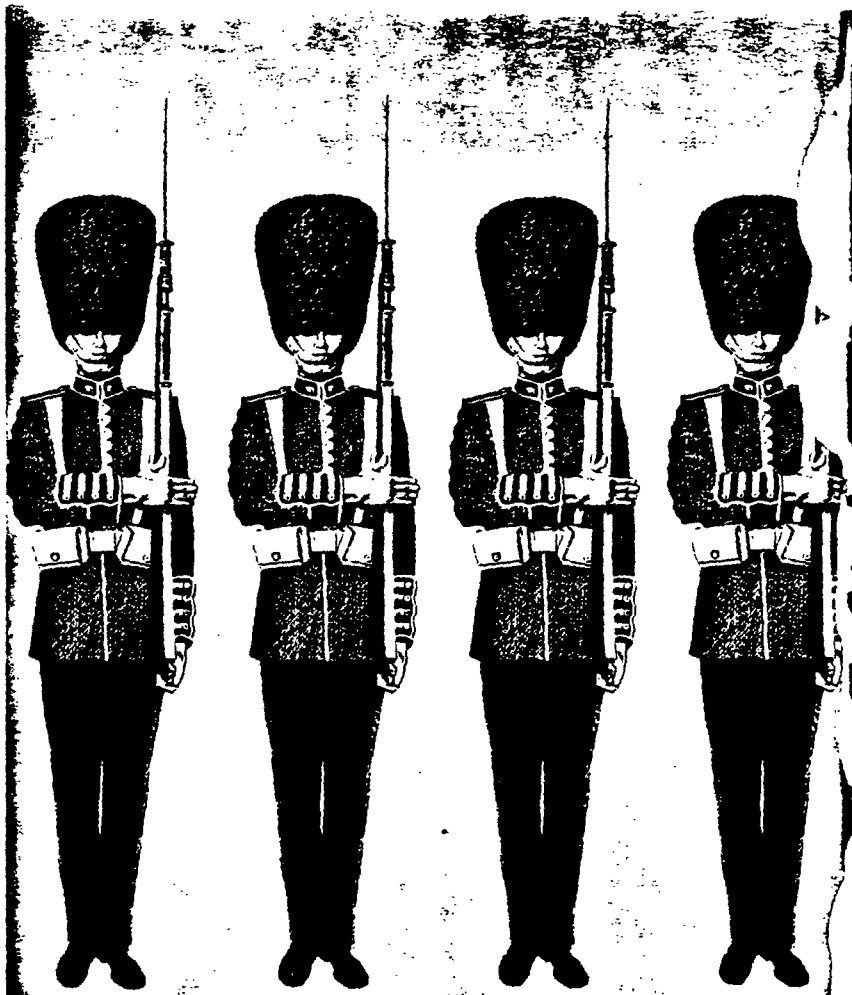
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ON OUR COVER: Oscar Lewis, vice president of Ethyl Corporation of Canada, sweeps a stone during a recent curling match held in Sarnia. The story of the three-day bonspiel, in which three other Ethyl men participated, can be found on page 8.

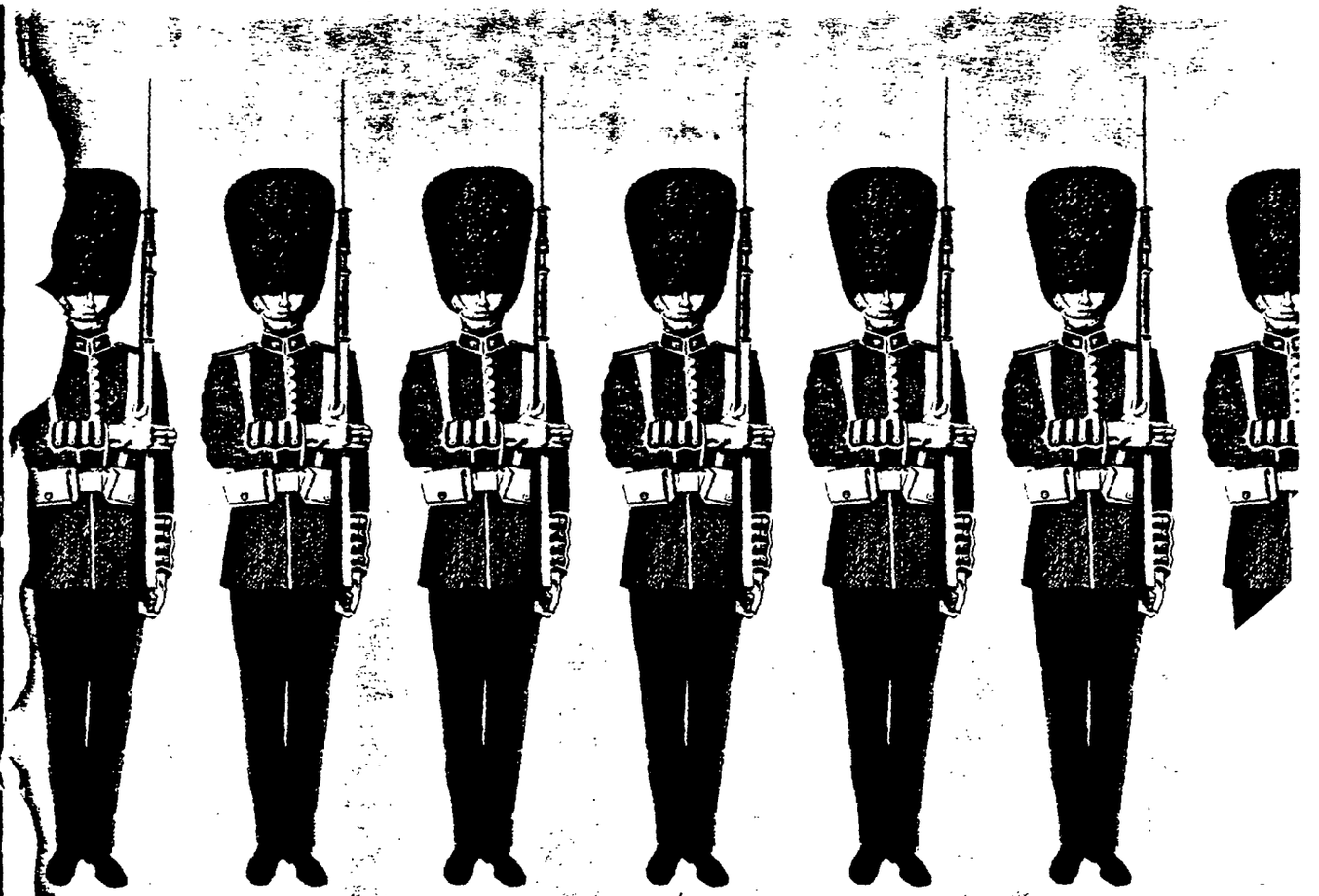
Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.



CLOSING UP

When a military organization holds a dress parade, one of the most visually satisfying maneuvers is that in which the marching men execute close order drill. Upon the green parade ground, they present a seemingly solid block of rhythmic movement. Arms and legs swing back and forth in unison as they march shoulder to shoulder with brass gleaming and leather shining. The result is a spectacular lesson in showmanship, a lesson that took a great deal of time, patience and hard work to perfect. As in all satisfying endeavors, it was well worth it in the ultimate accomplishment and the pleasure of pleasing.

We on BULLETIN BOARD feel a little like the parade ers, especially now that we're closing our ranks too, and becoming a monthly publication. We als want to present a solid front and, in a slightly le



OUR RANKS

eral sense, to parade in unison. Beginning with this ue, the magazine will appear twice as often both ause our readers have requested it and because we nt to tell you as much as possible about your com- ny's activities and policies as well as to entertain nd sometimes instruct and advise you with feature rticles. Then, too, more frequent issues will enable to use more pictures and information about you, mirror better and more fully your interests and complishments. We are only the paraders; you e the generals before whom we pass in review. ULLETIN BOARD—we'll say it again—is your magazine. t has never been, nor was it ever meant to be, any- hing else. But you, collectively, are complex mech- nisms with a wide variety of tastes, and we can only know what those tastes are if you tell us. You can let us know through your local BULLETIN BOARD correspondents or directly. If you have specific ideas for stories or features, they may prove fun for you and enlightening to other of our readers less familiar with your subject.

Perhaps you have ideas for informative quizzes, for stories about interesting personalities within the Company, for articles about some specific job you do that not many people know about—ideas about almost anything. Some of the stories and articles that you read in the popular magazines and newspapers may serve as a spring board to start you thinking about appropriate stories for BULLETIN BOARD.

Closing up our ranks is going to mean a lot more work for our staff, but if all goes well, we hope it wil mean a lot more pleasure for you.

WHAT THEY DO IN SAN BERDU



Stan Kukawka, an engineer who came from Detroit to San Bernardino finds relaxation in making furniture for himself and friends. Here he measures a folding table he's making out of California redwood

At San Bernardino, as at other Company installations, Ethyl employees spend a lot of their free time at hobbies — pastimes that are distinctly related to the social and cultural climate of California

Like most Californians, the men and women who work at Ethyl's laboratory in San Bernardino are quicker than the flash of a six-shooter to tell you that The Golden State is just about the most perfect place in the whole wide world, including Texas. And the West Coasters mean it as positively as the San Bernardino mountains rise to snow-capped peaks.



Determining what rocks contain is half the fun of collecting them. Above, Fred Green, an engineer, observes Carol Simcock's collection, which includes petrified wood, fool's gold and lava bearing rock.



A chemist at the laboratory, Walter Rantanen enjoys c ing with people all over the world. He writes them about t the climate of California and in turn learns what life is like



Carol Simcock, a technician at the lab, makes interesting decorations by spraying dried desert primrose bushes with gold paint. Carol, who "could be a desert rat without much coaxing," spent hours finding them.



California itself is Dean Painter's hobby. The deputy manager of the testing lab collects books and papers on early West Coast history. The ledger he's reading above dates back to the year 1879.

"Where else," they'll ask you, "can you spend the morning exploring under the warm desert sun and the afternoon building a snowman on a mountain top a few hours away by car?"

California isn't, as far as many of them are concerned, merely a place to live—it's a way of life, versatile country to be utilized and enjoyed in itself.

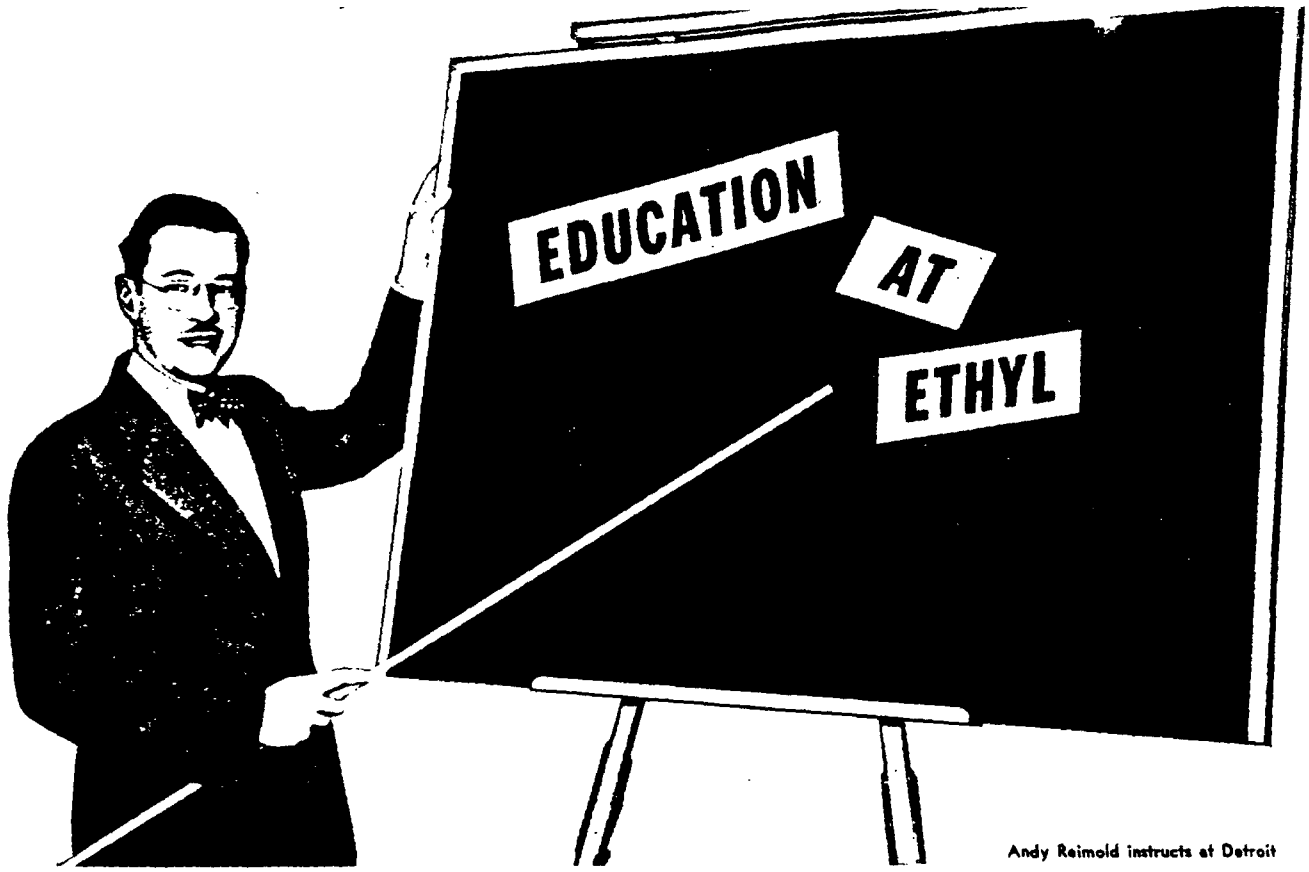
Relatively few of the people at the lab are native Californians. Lured there by the climate, an active Chamber of Commerce and others whose plaudits glowed like their own, they found living in the second largest state pleasantly relaxed. Whatever their pastimes had been, they readily converted their hobbies to make the utmost of all California had to offer.



Pottery, though no longer unique to the West Coast, got a big revival out by the Pacific a few years ago. Adeline Furst, left, and Judy Schaub, right, use up free time making and painting useful pottery.



Charlie Hilton, a test driver, also enjoys the desert. He used spend his time tramping around the sand, now he's turned to hun uranium. The burro shown with him, incidentally, is Tetrae



Andy Reimold instructs at Detroit

Although it's not so old and time-honored as Harvard or Yale, and though it lacks an ivy-walled campus, "Ethyl University" is an accredited institution of higher learning within the Company. Its undergraduates are the employees taking one of the 17 courses given in employee development. Its graduates are the hundreds of Company men and women who have a better understanding of and aptitude for their jobs as a result of the instruction.

These courses are given by the Training section of Industrial Relations department. "Professors" are Ray Faller, manager of Training, and Charlie Clark. Ray and Charlie seldom teach classes themselves. They go to Company installations where courses are scheduled and instruct personnel there in the methods of putting the course across to employees.

Each course was developed to meet a specific need and to teach a skill in human relations or supervision. The basic courses don't change, but they are modified to fit local circumstances. One of the primary functions of the Training section is to determine, with the aid of the line management, where training will correct and improve a situation and, also with line management's help, work out a training course.

The first course, "Fundamentals of Supervision", was originated in 1948. Since then courses have been added to the curriculum as the need for them arose. At present two other courses are being prepared, in the field of office supervision and another in the field of communication.

Usually classes are conducted for groups of not more than 20 persons, in order to permit individual discussion and analysis of individual problems and conditions. Courses are repeated as required. Enrollment is voluntary, and to show how highly the courses are valued, attendance at current courses is averaging 95 percent of enrollment.

The 17 courses now on the training curriculum include: "An Analysis of the Supervisor's Job", which defines the varied tasks and main functions of a supervisor; "Fundamentals of Supervision", in which emphasis is placed upon the human relations problems a supervisor meets in his day-to-day work; "Organization and Management", giving supervisors an understanding of fundamentals of organization; "Training Workers", outlining methods of instructing others i performing a job; "Effective Communication", outlining channels of communication in a large organizatic and emphasizing face-to-face discussion skills; "Preventive Discipline", reviewing the necessity for disc pline as a fundamental of sound management and t organizing of operations so that occasions for discipli

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are held to a minimum; "Employee Development", in which analysis of employee performance and formulation of individual plans for employee improvement are taught.

Other courses include: "Salary and Wage Administration", reviewing Ethyl's policies and procedures in determining and administering salaries and wages; "Benefit Plans", a supervisory training course that explains the advantages of Ethyl's Retirement Income plan, and the Group Insurance and Accident and Sickness benefit plans; "Economics", a discussion program that develops an understanding of some of the important principles underlying our American Free Enterprise economic system; "Conference Leadership", teaching the individual to lead a successful meeting or conference; "Public Speaking", class practice in learning to speak more effectively before groups of people; "Tension Control", lessons in the reduction of tensions that interfere with job achievement and personal efficiency; "Applied Creative Thinking", designed to increase the ability of participants to think up a greater number of original ideas to solve their problems; "Effective Secretarial Practices", teaching secretarial techniques and development of a professional attitude; "Telephone Courtesy", a film and discussion emphasizing proper ways to use a telephone; "Salesmanship", covering the basics of selling as applied to our particular business.

In addition, the Training section arranges bimonthly luncheons for New York City employees at the Sales and Service Auditorium on 39th Street. At these lunches, where attendance is voluntary, varied pertinent and informative topics are discussed, subjects that pertain directly to Ethyl or to the oil and automotive industries in general. For example, the luncheon held in October dealt with "Oil Progress Week," which was then being celebrated.

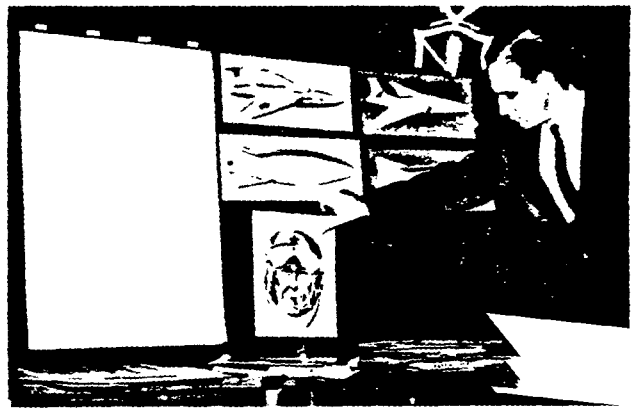
Both Ray and Charlie are also actively engaged in training operations outside the Company. Frequently they are called upon to assist other organizations in training matters. This fall Ray appeared before the Department of Public Works of New York City, which is initiating a supervisor training course, and spoke on "The Supervisor as a Leader." Charlie and Ray both belong to the Society of Training Directors, of which Charlie is secretary for the New York Chapter and Ray a past president. Ray is Company representative for the Committee on Training of the Division of Refining, American Petroleum Institute. They also address meetings sponsored by the American Management Association.



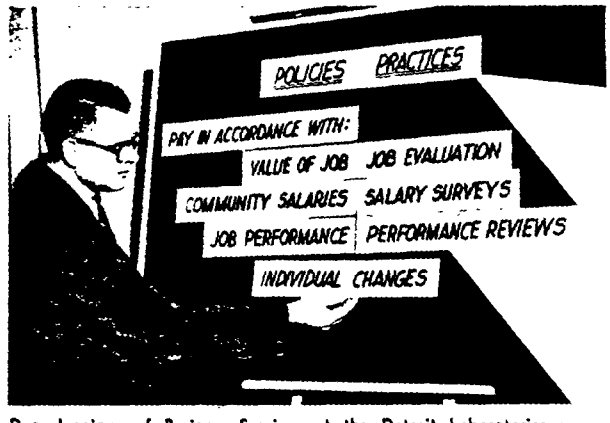
In Baton Rouge, where the training department offers a diversity of courses, a group sits in session for a class on management procedure.



Training is one reason for our outstanding safety record. Such classes as the one above, a course for the fire crew, pay off in less accidents.



Charlie Clark of the Industrial Relations department in New York holds class in creative thinking, which stimulates the flow of better ideas.



Don Jennings of Business Services at the Detroit Laboratories u flannel board to present his subject on our policies and pra



The Imperial Bonspiel was formally opened by Piper Norman McLeod, who led curlers in a march to churches.

BRITHERS OF THE BROOM

Good fellowship prevails and everybody's brothers when the players take to the ice with their brooms in the ancient game of curling

Curling is an "auld" game – colorful, skillful and dramatic as its players slide across the refrigerated rink with bright scarves flying. Played in teams of four, curling is believed to have been brought to Britain by the Flemings in the fourteenth century, and later the Scots brought it with them to Canada, where it is now among the most popular winter sports.

A few weeks ago, on an appropriately icy day, some of the game's most ardent enthusiasts on the continent met in Sarnia, Canada – the future home of our new plant – for the 27th annual Imperial bonspiel. Among them, composing a team, were four Ethyl men: Oscar Lewis, vice president of Ethyl Corporation of Canada; Russ Weston, manager of the Advertising department; and Ben Penrose and Hap Philp, of the Toronto office. Hap was "skip" or captain of the group, which won one game by the overwhelming score of 21-1 and lost others by only a point or two.

Curling, as the pictures on these pages illustrate, is played with somewhat unusual equipment – brooms and heavy stones – and it's anything but easy. Considerable skill is required to "curl" a 40-pound stone down a long sheet of ice toward a scoring area of concentric circles, and in the process either purposely hit or avoid the opponents' stones already there. The curl is achieved by turning the handle of the st toward or away from the body during the th which is similar to that in bowling. Then two pla with brooms may go into action, sweeping ene cally before the slowly moving stone in an effc get added distance or to change its course.

It is the skip who is the decisive factor in cu He is usually the best player on the team a directs all aspects of the game. The skip sta the scoring area, called the "house", and w position of his broom informs the curler wher to place the stone. The skip also directs the s and plays the last, the most crucial, stone team in each "end" or inning.

The stone nearest the center of the house end is completed is scored as one point an any of the opponents' stones in the house. any other stones of the winning team that the house are scored as one point each. match in a bonspiel – competition betwe clubs – consists of 10 ends and takes about half hours to play.

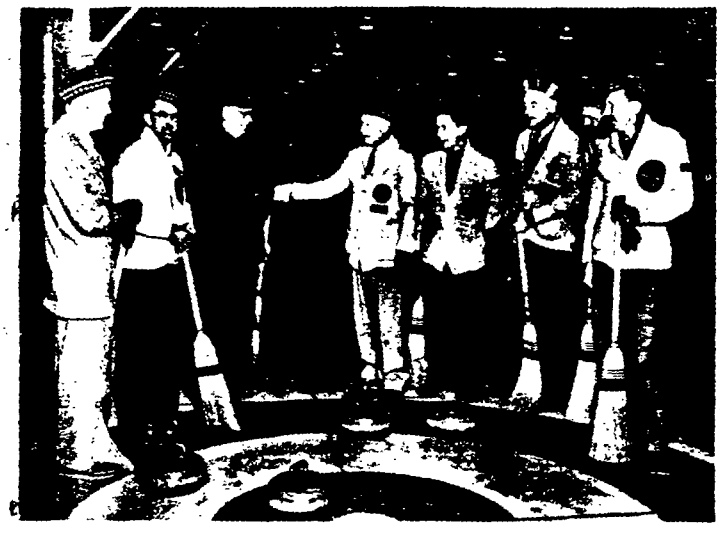
Drama mounts as the match progresses becomes slower, more deliberate, for eac well mean the difference between winni



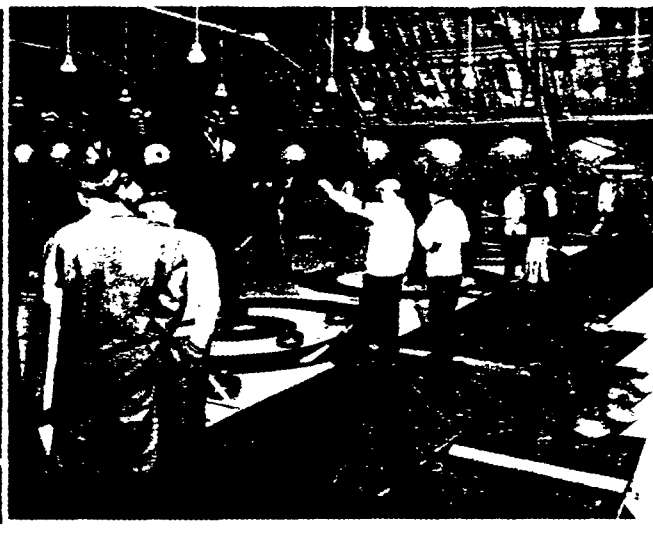
Displaying good curling form, Ben Penrose slides a 40-pound granite stone from the center of one scoring area toward another one 120 feet away. Ben holds his broom to help maintain his balance during throw.



Raising brooms aloft is the traditional signal for the curling of a good stone. Here, left to right, "skip" Hap Philp, Russ Weston, Ben Penrose and Oscar Lewis look with considerable pleasure at their winning stones.



Another rite occurs at the finish of a match when the opposing skips shake hands in the same friendly spirit that pervades the entire game. Players wear club and bonspiel buttons on tam-o'-shanters, Glengarry caps.



The Sarnia Curling Club boasts six sheets of refrigerated ice, which wa especially prepared for the bonspiel. The ice is "pebbled" in order t provide friction for the sliding stones and is dyed with bonspiel color

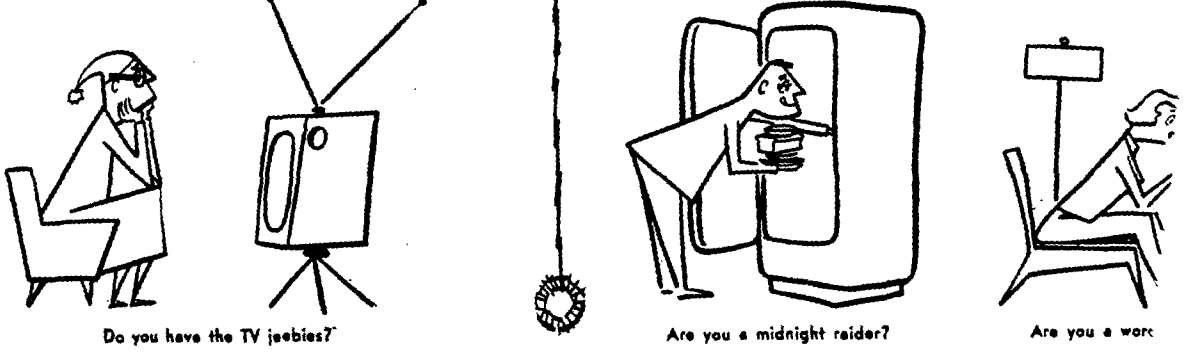


Behind Russ Weston, as he tallies his team's score in the tenth "end", is the crest of the Sarnia Curling Club. The club, which was founded in 1847, reflects the persistent interest in the game through the years.



These trophies, including the big Imperial Bonspiel trophy in t main award in the three-day competition, were the spur of fa 144 curlers who represented 18 clubs from the United States an

A Bedtime Story



Do you have the TV jeebies?

Are you a midnight reader?

Are you a worc

You don't even have to pay taxes on sleep — why not invest eight hours in it every night?

Though the best laid plans of mice and the bravest New Year's resolutions of men oft go astray, the resolutions at least have a distinct medical interest. As the bells rang in 1956, we may have resolved to stop smoking, eat and drink less, or worry less. Or—aware suddenly it was 1 A.M. of January 1—we may have resolved to stop burning the candle at both ends and get more sleep.

The intent to "get my rest" is commonly voiced throughout the year as well as on New Year's Eve. We all seem to know that we ought to get sufficient rest, and yet many of us do not regularly observe this simplest of health rules. We can always think of good excuses to offer ourselves if we stay up too late. Perhaps we feel we can "get by" as we have done before.

Let this fundamental health rule, therefore, be reemphasized. True, we can get by with inadequate sleep not only for a night but for weeks and months and even years. We cannot, however, perform our work in the most efficient manner nor enjoy the fullest measure of good health and good spirits if we consistently deny ourselves the benefits of regular, ample rest and sleep. Our body is a chemical laboratory and substances accumulate during our active hours that must be eliminated during a period of sleep. Most adults should devote at least eight hours out of every twenty-four to this restorative process.

It has been demonstrated time and again that we may go to bed having all the symptoms of an oncoming cold only to awake in the morning without a cold. In such an instance, the period of rest has allowed the body to gain the upper hand and tip the scales against the cold bug. It is more difficult to visualize a cause and effect relationship over a period of years between consistent lack of rest and grave permanent abnormalities in the body structure, but evidence points to a direct connection between the two.

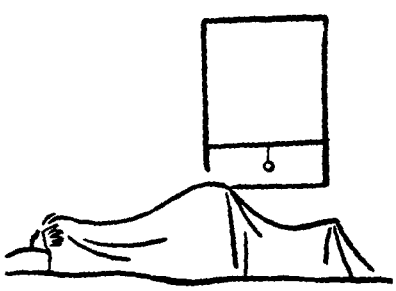
We should form good sleeping habits in order to achieve best sleeping results. Four prime rules for sleeping include: (1) minimize outside stimuli like sound and light, (2) sleep eight hours or whatever amount is individually required, (3) go to sleep at approximately the same hour every night, (4) do not eat just before sleeping.

What position we sleep in, what type of bed we sleep in and whether we have fresh air or not are mainly matters of personal requirements. There is no apparent advantage of being a deep or light sleeper. Probably a combination of the two is best. The first three hours of sleep are usually the deepest, but most physiologists agree that it is the length of sleep, not the heaviness or lightness of it, that is the decisive factor in restoring the body's energy.

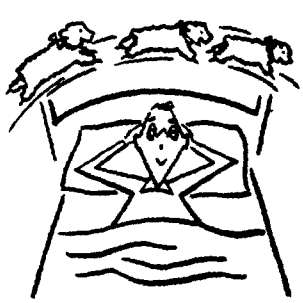
Nor should we grow worried over our tossing and turning during sleep. The truth is most people toss and turn about while sleeping whether it is realized or not. The body requires this frequent change of position in order to relax more completely. However, muscular tension caused by nightmares can be as enervating as walking up a long flight of stairs.

Another old wives' tale that physiologists ridicule is the theory that we should be full of pep when we first wake up in the morning. Research has indicated that the average person reaches his peak of efficiency somewhere in the late afternoon and four to six hours later begins to get sleepy. At this peak, his body temperature is highest, reaction time is shortest and steadiness is greatest.

It is well to remember that even if sleep eludes us, just resting comfortably in bed is also refreshing. Poor sleepers and insomniacs should feel reassured to know that some authorities believe that resting, with the eyes closed and the muscles relaxed, has up to 80 per cent of the value of sleep itself.



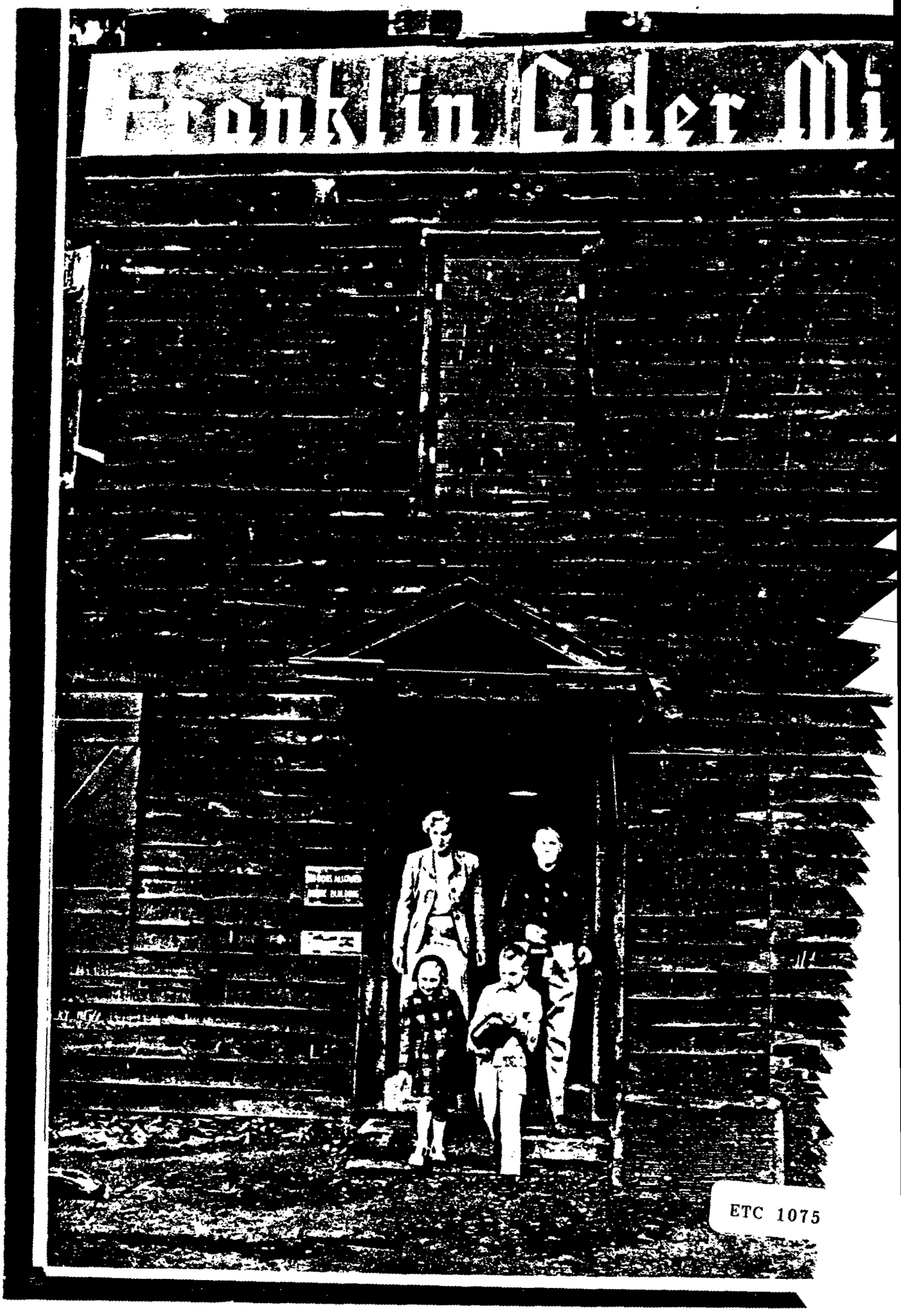
Are you an undercover man?



Are you wool gathered?



Are you a late rounder?


Franklin Cider Mi
ETC 1075

This old mill makes the best apple cider in the area, as Dave Bartleson of Automotive Products and his family can testify. The rustic grounds and mellow charm of the mill belie its surroundings. The Bartlesons, who live near, drop by occasionally to watch the water wheel in the back of the mill and to buy jugs of cider.

SATURDAY IN DETROIT

Like most of us in this bustling, busy country of ours, employees at the Detroit Laboratories squeeze in a lot of living on a Saturday and waste little of the precious 720 minutes or so that tick off between breakfast and dinner. For Saturday is a day of anticipation, a chunk of time to be utilized as the user chooses – constructively, idly, recklessly, lazily or busily. It's a day of reward for a five-day span of work. It belongs as solely to the individual as the sun belongs in the sky.

It's an exciting experience to wake up to a bright morning and suddenly realize that you've got the whole day to do with as you please. It holds the same kind of promise to people of all ages, the promise of a holiday from the usual. It's a pleasant change of pace, an opportunity to develop new interests in life and to pursue old, comfortable ones that are as familiar and welcome as friends.

Maybe it's the day you'll finish reading that book you started at the fireside a week ago and never found time to get back to. Maybe you are even looking forward to shoveling the snow on the walk, accomplishing a duty in the cold, crisp air of winter. Or perhaps your Saturday



Cute Sandy Carson, 11-year-old daughter of Ed Carson of th Fuel Blending section, is as accomplished a skater as she appea to be above. Although Sandy has been roller-skating for only year-and-a-half, she placed fifth in a state free-style competitio

is for chopping wood to cheer a dark, windy evening; for taking the children to the excitement of the zoo; for shopping the stores for the millions of things that contribute toward good living; for cleaning your rifle or waxing your skis or working in your tool room. Saturday is for anything and everything.

What woman's heart doesn't beat a little faster as she finds a "steal" in a dress shop or on the grocer's shelf? What man doesn't feel a glow of pride in teaching a boy how to throw a baseball or a girl how to skate? Whose heart doesn't quicken with the smallest personal accomplishment?

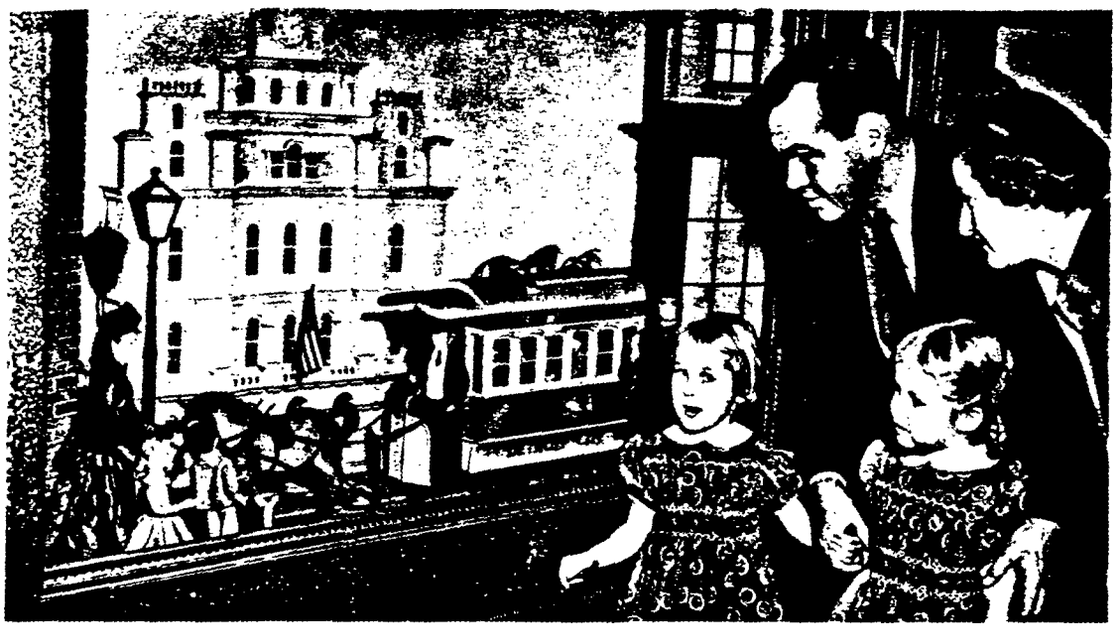
As for the young, Saturday is as bright as that first-earned dollar, a day bought and paid for by effort and to be enjoyed as a result. It's leisure is ours because we live in a land that produces not only machines and paychecks, but good will and consideration in equal abundance.



The only job Dale Chrysler of Maintenance contracted out on the house he is building for himself was the laying of outside brick. At the time of this picture he was in process of insulating and putting in the dry wall.



Since the Boy Scout motto is "Be Prepared," these scouts came prepared to face bad weather on their Saturday hike. Soon, however, the rain stop; and the scouts, under the leadership of Dick Sneed of Automotive Products, had a lot of fun exploring the Michigan woods and hills. The many l in the Detroit area also provide scouting pleasures, including camping, swimming, fishing, boating and the assorted adventures a boy is heir



A tour of the Detroit Historical Museum was on the Saturday agenda for the Glenn Irish family. Glenn, who is with Automotive Products, said his two young daughters found plenty to interest and entertain them at the museum. However, he doubted if they appreciated the historical significance of such displays as this diorama of an early Detroit horsedrawn streetcar. The girls were especially taken with an Indian statue whose hand was raised in peace.



A model of the proposed Detroit Civic Center is explained by Mich. J. Macalla, manager of the Veterans Memorial Building, to Mari Gogates of Automotive Products and Elizabeth Robinson of Cen Files. Several of the buildings, including the Veterans Memorial, l already been constructed. The Center is located in downtown De on the banks of the Saint Clair River, overlooking Canada.

This Farmers' Market located in the Detroit outskirts is a favorite shopping place of people at the Labs. Produce like corn, potatoes, cabbages, apples and pumpkins, as well as eggs and fowl, work clothes and household articles, are displayed in the long, barnlike building. Shown above are John Kozikowski of Automotive Products and his wife, Adele, as they decide which bouquet to buy from a hothouse man.



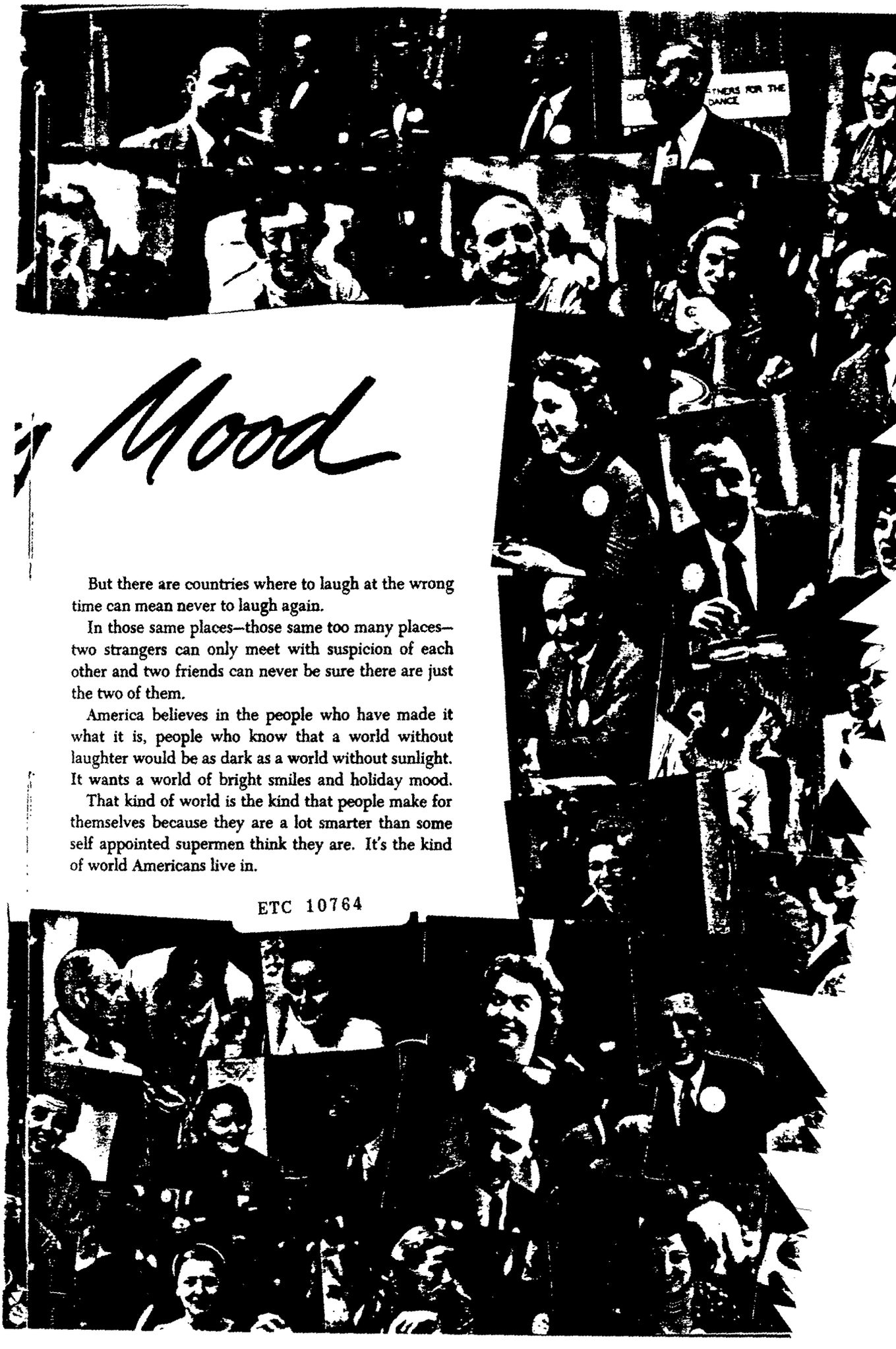


Holida

Not many weeks ago the people whose pictures a
pear on these pages and some 200 other Et
employees in New York got together to celebr
Christmas. Some were strangers to one another a
some were just familiar faces. All of them, though, h
one thing in common—they were in a holiday mo

It isn't everywhere that people can gather to h
fun. In a great many places—far too many plac
fun is as rare as a blue orange and a smile is r
wanted than a chest of gold.

In America laughter is no further away than a
genial companion, no more expensive than the
of a television dial, no more suppressed than t
around us.



Mood

But there are countries where to laugh at the wrong time can mean never to laugh again.

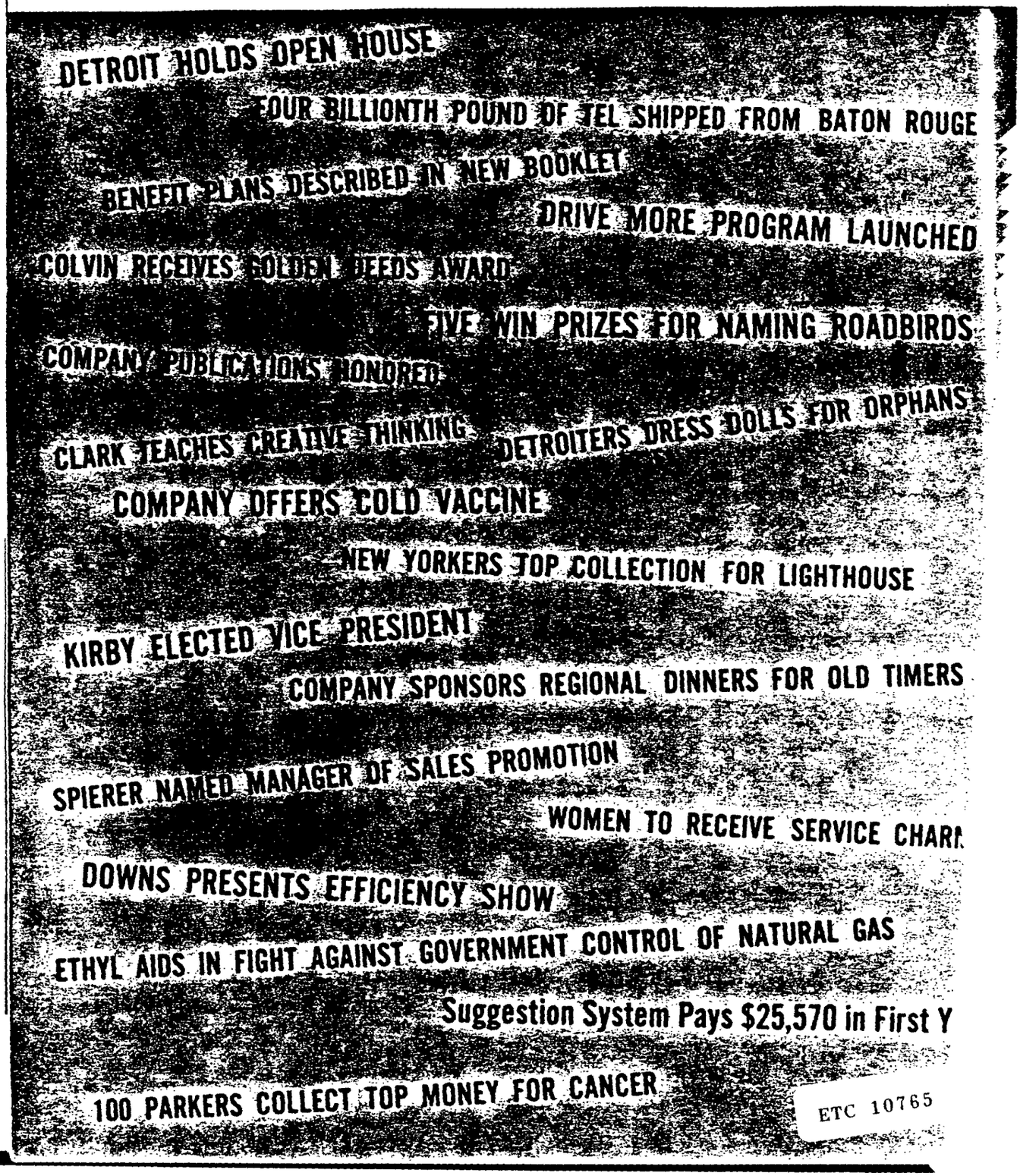
In those same places—those same too many places—two strangers can only meet with suspicion of each other and two friends can never be sure there are just the two of them.

America believes in the people who have made it what it is, people who know that a world without laughter would be as dark as a world without sunlight. It wants a world of bright smiles and holiday mood.

That kind of world is the kind that people make for themselves because they are a lot smarter than some self appointed supermen think they are. It's the kind of world Americans live in.

ETC 10764

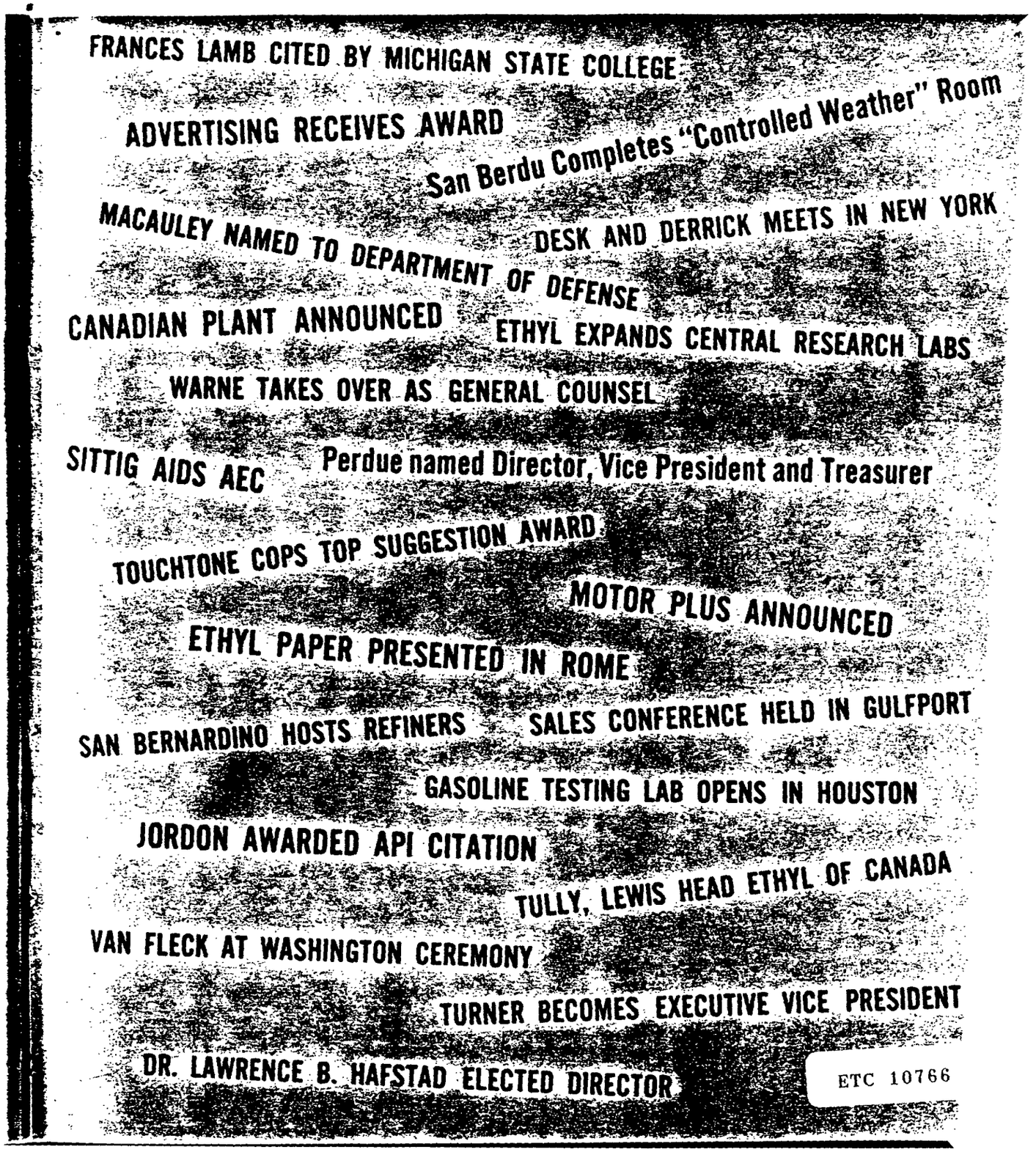
HEADLINES OF '55



ETC 10765

When 1955 came to a close, it ended another chapter in the history of the Company, a chapter that, like the others before it, was significant of progress. In many ways the year was one of advanced ideas, improved methods, new services, and general betterment. In all respects it was a proud year.

As always, people played an important part in the year's headlines, heavily contributing to the advancement of the Company, devoting time and energy to civic causes and working together in general harmony and concord. Again and over and over, Ethyl proved itself a good industrial citizen.



MILESTONES

30 years



RANDOLPH S. CHARLTON
General Services, New York



FRED J. DYKSTRA
Research, Detroit



THOMAS E. RONAN
Sales, New York

25 years



HENRY K. BALL
Sales, Tulsa



HAROLD A. BEATTY
Research, Detroit



EVERETT N. GARNSE
Gasoline Testing, Yonl



HERBERT F. GREEN
Research, Detroit



C. FRED NAYLOR
Sales, New York



WALTER H.
Sales, Nev

15 years

MERLYN J. BEANE
Research, Detroit

MARSHALL C. McDORMAN
Sales, Eastern Region

WILLIAM H. WANDERER
Research, Detroit

10 years

CATHERINE E. HENDERSON
Gasoline Testing, Yonkers

NELSON L. HOUGH
Sales, Los Angeles

GENEVIEVE C. LEROY
Sales, New York

GEORGE A. SEXTON
Finance, New York

5 years

WILLIAM E. ANDREAE
Sales, Southern Region

MARILYN C. BARTH
Sales, New York

WILLIAM H. CHAMBERS
Research, Detroit

JAMES B. HODGES
Sales, Western Region

ADA MAE NADEAU
Research, Detroit

JAMES B. RETZLOFF
Research, Detroit

ETHYL WELCOMES

These new employees will contribute their share to the steady growth and continued prosperity of our Company



Mary Ann Pope, a typist at the Detroit Laboratories, was born in the Michigan city. Like many of her co-workers, she enjoys both skiing and modern jazz.



William Sabin, who is Bill to friends, is a refinery technologist in Detroit. From Colorado, where he attended the School of Mines, he likes photography.



Charles M. Barlow of Finance department, New York, comes from Standard-Vacuum Oil Co., and took his Master's degree from University of Michigan.



Mario Bellizzi, a new safety engineer in Eastern Region, is single and lives in New York. He's a graduate of Rensselaer Polytechnic Institute in Troy, N. Y.



Rema Fowler, New York Finance, was born in Oklahoma and is one of eleven children. She now lives in Manhattan and spends leisure at knitting, reading and tennis.



Betty B. Wade is with General Service, New York. She was born in Santa Monica, Calif., and now lives with her husband, John, in Mount Vernon, N. Y.



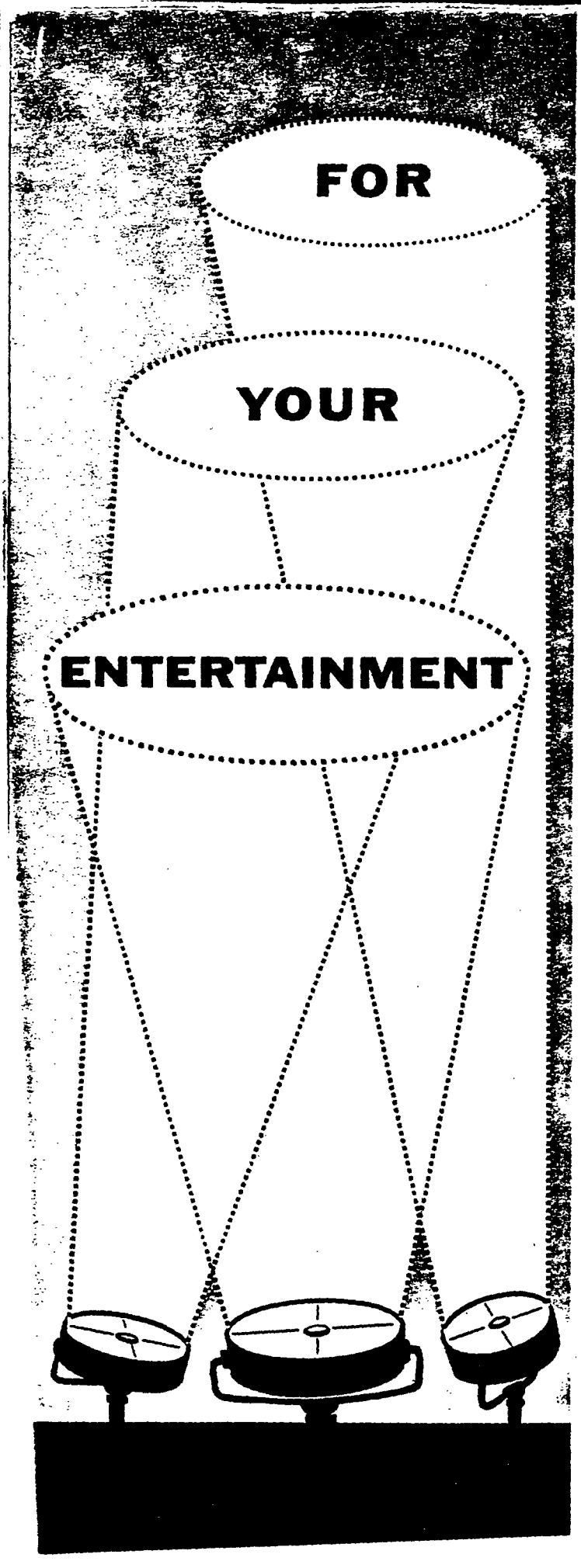
Doris Foster, typist in the Sales-Gasoline Testing lab in North Kansas City, was born in Missouri. She collects classical records and dances ballet.



Roland Hargis, Jr. joined Sales in Tulsa. He lives in nearby Arizona with his wife, Edwina, and son, Roland III. His favorite hobbies are golf and hunting.



Norma J. Sutter is a se tary in the Tulsa office. I in Guthrie, Okla., she member of the Bus Women's Guild and C tian Women's Fellowshi





BOOKS

If you're either a woman or a mother you'll probably be inspired by Dutton's KATHY by Katherine Homer Fryer. A true story of courage and despair, it's the chronicle of a mother's fight to help her daughter overcome a mysterious illness.

THE VETERAN MOTOR CAR, which David Scott-Monscrieff has produced from England for Scribner's, is a pictorial and verbal roundup of early automobile history prior to 1905, and whether or not you are greatly interested in engine and chassis, you'll have a pleasant trip reading about and looking at the antique models that ancestored the big, efficient cars we ride in today.

George Simenon, who has written more books than anybody, has turned out, with his usual effectiveness, a suspenseful and dramatic new novel in Doubleday's THE FUGITIVE. In a rather simple narrative he tells the clinical story of a neurotic personality driven to a brutal murder by his own nature and still manages to do it all with a velvet glove.

There's no denying that business has always been a major factor in our particular way of life in America, and as such it is the subject of two new and valuable books. Harper's PIONEERING IN BIG BUSINESS, written by Ralph W. Hidy and Muriel E. Hidy, is a history of Standard Oil Company (New Jersey) during the years 1882-1911 and it reveals the essence of our strong industrial structure, as does Herrymoon Maurer's GREAT ENTERPRISE from Macmillan. The latter, which largely came from the research files of *Fortune*, is a look at 50 major corporations.

Last year Evan Hunter bolted a great many readers with *The Blackboard Jungle*, a shocking picture of juvenile delinquency. This year, in SECOND ENDING (Simon and Schuster), he tells an equally astonishing story of dope addiction against a background of jazz. By no means a pretty picture, it's a strong and vigorous indictment of a serious social menace.

Oil, frequently the subject of books, again spouts black gold in OIL FOR THE WORLD (Harper). It's a revised edition, amply illustrated, and it tells the whole story of the overwhelming odds, the people involved and the fuel and power produced.

Absent from the literary scene for quite some years, Kenneth Roberts is back as the author of BOON ISLAND for Doubleday. Mr. Roberts is an old hand at historical fiction and his touch is still as sure as it ever was. Never tawdry, never dull, never sentimentally romantic, his new novel is a swift adventure in Atlantic waters and in an authentic atmosphere of the 18th century.

Henriette Kish has assembled QUESTIONS OLDER PEOPLE ASK for Dutton and answers the 90 queries with intelligence and horse sense. Her subjects range from hobbies to retirement, from income to health, and all of them should be stimulating and interesting to men and women beyond the half-century mark.

Dutton's STOP DIETING! START LOSING! by Ruth West presents a method of losing weight the easy way and it all sounds highly possible as she advocates that by adhering to a number of really tempting menus you can lose two or three pounds a week. It's all done with pork chops, sweet potatoes, apple pie and even milk.

Morey Bernstein's THE SEARCH FOR BRIDIE MURPHY (Doubleday) is a fascinating study of an experiment in hypnosis, both strange and true. It will sometimes give you goose pimples and it will certainly make you wonder and marvel as a woman recreates a whole new life under the spell.

Doubleday's PRIZE STORIES 1956 (The O. Henry Awards) is an anthology of the year's best short stories by both new and familiar writers. Of the sixteen exceptional pieces, all of them of high literary merit, you'll be most impressed by John Cheever's *The Country Husband* (first prize winner) and John Steinbeck's *The Affair at 7 Rue de M——*.

Two big new children's books are fun not only for the young but for all the young in heart. Sell and Weybright's BUFFALO BILL AND THE WILD WEST (Oxford) is full of pictures of familiar heroes of the frontier and historically accurate and THE RAINBOW BOOK OF AMERICAN HISTORY (World) is a compilation of colorfully illustrated vignettes on just about everybody and everything in America.

Edmund Wilson's THE SCROLLS FROM THE DEAD SEA, which ran serially in *The New Yorker* some months back, is far more scholarly in book form but still a fascinating account and interpretation of the religious documents recently found in a remote cave. The summation and its bearing on the roots of Christianity may not quite satisfy you but it certainly will intrigue you no end.

A Book-of-the-Month Club selecton for January, David Howarth's WE DIE ALONE (Macmillan) is a true account of the courageous and harrowing escape of a lone man from 50 Nazi hunters. Jan Baalsrud's story is a terrifying experience in cold, fear and survival.

Crown's A WIFE IS MANY WOMEN by Doris Fleischman Bernays is distinctly a woman's book that will be thoroughly enjoyed and talked about by any of the feminine sex who take pride in that particular role of wife and parent. It is a thoughtful and rewarding group of observations and interpretations of the woman's role in her private domain.

Drinking, its scope, cause and treatment, is intelligently and frankly discussed in ALCOHOLISM, a new Random House book by Ruth Fox, M.D., and Peter Lyon. It's a clinical study of a once taboo subject now recognized as a serious ill in contemporary society. If for no other reason than curiosity and understanding, it should prove enlightening.

Murder once again—this time in Harry Carmichael's THE SCREAMING RABBIT, an Inner Sanctum Mystery from Simon and Schuster. The characters are a novelist, a film star, a publicity agent and that sort of crowd, and they're all up to their ears in the whole bloody business. It's an insurance man, though, who finds out who did it and why.

Helen Riley's new thriller, COMPARTMENT K, which Random House has just issued, is a good old-fashioned mystery that takes place, largely, aboard a train streaking its way across Canada. The plot thickens nicely with murder, suspects, clues and Detective Todhunter.



MOVIES

PICNIC, which Columbia Pictures releases this month, is sure to be one of the year's outstanding pictures. A CinemaScope and Technicolor version of the successful Broadway drama, it stars William Holden, Rosalind Russell, Kim Novak, Betty Field and Susan Strasberg in a romantic story in which all is not moonlight and roses. The substance is stout stuff, the place is Kansas, and the people are as real and human as your next door neighbors.

Originally presented as a television drama entitled *Fearful Decision*, M-G-M's RANSOM! is loaded with suspense. The film, which stars Glenn Ford and Donna Reed, is about a man whose only son is kidnaped and the decision that rests on his shoulders. It's the kind of thing that you might well read and shudder at in tomorrow's newspapers.

Tom Ewell, who last convulsed audiences as Marilyn Monroe's downstairs neighbor in *The Seven Year Itch*, stars with newcomer Sheree North in THE LIEUTENANT WORE SKIRTS, which 20th Century-Fox is currently putting on the boards. It's an improbable farce that picks up a lot of its fun from Mr. Ewell's elastic face. Though it goes a bit far (to Hawaii, for example), there are enough laughs to keep you amused.



TELEVISION

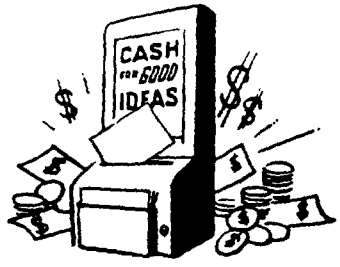
The farce *Blithe Spirit*, starring Noel Coward and Claudett Colbert, will hilariously haunt viewers over FORD STAR JUBILE on Januay 14. Also that day, Ralph Kramden gets sentimen over a canine in *A Dog's Life* on THE JACKIE GLEASON SHO On the following day, the charming opera *Magic Flute*, Mozart, is scheduled for showing.

Fight fans can look forward to a fast-paced bout when feat weight champ Sandy Saddler takes on challenger Flashy El in a fifteen-rounder from San Francisco on January 18. M comedy is the order of the evening on January 21, when Sherwood and Dan Dailey star in *The Cat and the Fiddl*

WIDE, WIDE WORLD takes a long, shivering look at on both January 22 and 29, with that inimitable emce Garroway declaiming upon the frosty subject. Stardu rub off on viewers when Art Linkletter takes his TV a through the homes of the Hollywood great in *Beve Story* on January 29. The next day, well-known classica and musicians will display their talents to make FES MUSIC a memorable event.

ETC 10770

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees in Detroit, New York, San Bernardino, the Sales department and Regional offices:

DETROIT: HUBERT M. ATTO, $75.00 (Revision of fuel selector valves to avoid leakage and resultant dynamometer shutdown, thus increasing total test hours); JAMES C. BOAG, $10.00 (Improve laboratory notebooks to facilitate removal of duplicate pages); WILLIAM D. BROWN, $20.00 (Motivated method for protecting fuel racks from damage by traffic in court between C and D buildings); D. JEAN DAVIS, $10.00 (Narrow shelf attachment to bulletin boards to help in posting by providing place to set down cards and other material); HENRY W. DE VRIES, $10.00 (Mount paint shaker on insulated pedestal to reduce noise); RUSSEL A. FARGO and MANUEL BRANDT, $20.00 (Open east gate instead of south gate to parking lot at noon for greater convenience. Duplicate suggestions received same day, award split); JOHN M. FUNDERBURG, $20.00 (Improvement in engine log book); WILLIAM E. GILPIN, $15.00 (Motivated method for prompt detection of trouble in flywheel stroboscope); CHARLES HILTON, $10.00 (Provide hooded lights for timing thirty-second idling periods); GERALDINE G. MAISEL, $10.00 (Revise method of distribution to make hours worked reports and monthly time sheet forms more readily available); CLARA MARA, $20.00 (Use Detroit purchase order forms in San Bernardino to permit uniform handling in Detroit accounts payable and reduce paper work in preparation of receivers); GILBERT MATTHEWS, $10.00 (Anti-slip mats in shower stalls to reduce accident hazard); ROBERT J. O'MEARA, $15.00 (New type of fastener for visitors' badges to eliminate objections to wearing pin type and cut down loss); ANNE D. PEARSON, $15.00 (Reduce requisitioners paper work by having purchasing handle job orders, shippers, etc. in connection with orders for repairs and processing); CHARLES E. POULSON, $15.00 (Tank for cleaning and rinsing pump screens in H building to provide safer and easier changing of solvents); LEONARD G. SMITH, $20.00 (Drop curtains to protect material on receiving dock); WILSON B. SOUTER, $25.00 (Curb and roadway at west end of receiving dock to improve pedestrian access to receiving room, facilitate unloadings beyond dock canopy and keep water from running onto dock from lawn area); WALLACE W. SPRING, $20.00 (Solid glass brick wall to eliminate windows opposite a transformer station).

NEW YORK: WILLIAM G. BALL, JR., Certificate, (Make available for general use "Sav-A-Letter" pads); RICHARD F. COOK, $10.00 (Form letter to notify companies of changes in Ethyl personnel, address, etc.); MARY A. GARTLAND, $15.00 (Add telephone extension and number in Room 1927); WILMA E. HANSA, $20.00 (Leave more space for message on teletype forms); ALICE M. HECK, $10.00 (Signs for doors of conference rooms showing meeting in progress); BRUCE PEMBERTON, $20.00 (Postage meter machine at warehouse).

SALES DEPARTMENT AND REGIONAL OFFICES: WILLIAM E. ANDREAS, $15.00 (Promotion material list for the "Drive More" program be kept in such a way as to make changes and additions more apparent to field personnel); A. J. BALDWIN, Certificate (Brochure of TEL engineering safety services for engineering contracting firms and engineering departments of our customer companies); H. K. BALL, Certificate (Use radiographic method for checking fluid weigh tanks for thickness at weld, sludge level and fluid level); J. T. BECKWITH, $25.00 (Each company owned vehicle be equipped with vari-flare); GERALDINE BORDIERI, $10.00 (Colors black on yellow be used on mixing installation number tags when present supply is exhausted); JAMES R. CRAIGMILE, $55.00 (Use of corrugated shipping containers for gasoline samples); RAY W. DAUGHERTY, $10.00 (Small supply of printed trademarks in varying sizes be made available in sheet form to field organization); A. J. DE LAUNE, $15.00 (Black carbon be used on all snapout forms so all copies will be legible); J. WALLACE EMERY, $20.00 (Gasoline mixing chart for drum installations be revised so that gasoline volumes are measured in barrels) and $25.00 (Travel-limit guide for ball check valves in mixing plants); E. R. ERSKINE, $10.00 (Send out limited quantities of statistical issue of "Implement & Tractor"); GELSTON HOWELL, $55.00 (Brochure describing our safety films and the scope of the education program prepared by our safety department); ALICE LAHN, $10.00 (Change stationery requisition form) and $10.00 (Change inter-office photostat order form); WILLIAM LONGING, $15.00 (Orangeburg, Wilmington and, if possible, Houston issue miscellaneous shipment summary every working day, marking "No shipments" on those days that shipment do not go forward); GEORGE F. O'CONNELL, $15.00 (Correct amount of glass wool needed to repack scrubber in lead-in-air kit be packaged and held in the home office for shipment to field men upon request), $10.00 (Motivated the printing of mailing directions on suggestion system (Sales) blanks) and $10.00 (In addition to present information requested on tank cleaning reports, space also be provided to include the name of the contractor); G. FRANCES OPPENHEIMER, $10.00 (Mailing labels be printed in a smaller size); WALTER H. RESLER, $30.00 ("History of Ethyl Corporation" be included in API's history of the American oil industry); ANN SELFRIDGE, $10.00 (Future copies of mixing installations book be printed so as to leave space between company names for corrections and additions); JOAN S. SIMONSEN $20.00 (Proofread mixing tables by re calculating); MARSHALL SITTIG, $10.0((Motivated issuing a general office mem orandum listing individuals who d scheduling for all conference rooms); NANCY T. VISK, $10.00 (Copies of e. pense account form be arranged so th. the regional office copy will be the thi. of the snapout for easier distribution).

SAN BERNARDINO: ALBERT L. B. LEY, $15.00 (Bug screens on test vehic at San Bernardino to reduce necessity cleaning radiators); S. J. KUKAW (Ineligible for cash award) and E. HIGGS (Eligible), Certificate and $4: (Revise spark plug misfire pickup: San Bernardino. Provides improver to reduce maintenance and repair these units. Delays in test observa. are practically eliminated); ELLI RINGWALD, $10.00 (Pouch for trans ing outgoing mail at San Bernardi

insure against loss of small articles) and $10.00 (Corresponding numbers on garage doors and switches at San Bernardino to prevent actuating wrong door).

BIRTHS

Detroit

SHIRLEY and JOHN CRAYK—a daughter, Carolynn Sue, born on November 30. John is a lab technician in the Fuel Inspection group, Analytical Section.

MARY and AL GASSMANN—a daughter, Rita Therese, born on October 27. Al is a Research Supervisor, in Analytical Services.

Eastern Region

BETTY and FRANK STABLEIN—a grandson, Michael Francis, born on November 26, to Mary and their son, Bill Stablein. Frank is a Tractor Engineer in Eastern Region.

New York

MABEL and JOE SCHWANZER—a grandson, Daniel Joseph, born on November 16, to their daughter Carol and Robert Reilly. Joe is in the Marketing Analysis and Planning Section of the Sales department.

ON THE ROSTRUM

DICK HUSTA, field representative, Central Region, recently presented a talk on "Petroleum Tank Ventilation and Cleaning" before the Petroleum Division of the Greater Detroit Safety Council. A question and answer period and a Demo Engine demonstration followed the talk. Tank ventilation equipment was used and the new Lead-in-Soil kit was displayed.

CHARLES PENNINGER, Detroit Laboratories, authored and presented a paper entitled, "Characteristics of Modern Motor Gasolines" early in December before the Society of Automotive Engineers in Kansas City.

At a recent meeting of the Southern California Section of the SAE, ED ELLERBE, Los Angeles, led the discussion concerning fuel additives and combustion deposits relative to their effects on valve performance.

Some of the ways in which Ethyl of Canada intends to be a "good industrial neighbor" were outlined by ROBERT T. EDGAR, the company's plant manager, in a talk to the Men's Club of St. Paul's United Church in Sarnia on December 12.

"Physical and Thermodynamic Properties of Sodium," a paper written by GEORGE THOMSON and ED GARELIS of the Detroit Laboratories, was presented on November 29 before the American Institute of Chemical Engineers in Detroit. This paper was based on a chapter from Marshall Sittig's ACS Monograph on Sodium.

Early in January JOEL WARREN, Detroit Labs, presented "New Instrumentation for Engine Combustion Studies" before a meeting of the Society of Automotive Engineers in Detroit. The paper was jointly authored by JOEL and JIM HINKAMP.

AL GASSMANN and ROSS STEVENSON, Detroit Laboratories, recently served as counselors at the twenty-first annual Engineering and Science Vocational Guidance Meeting held in Detroit. Al supplied information and advice relating to the chemist, while Ross covered chemical engineering.

PEOPLE IN THE NEWS

Promotions in Gasoline Testing Division

MALCOLM P. MURDOCK, vice president in charge of Sales, recently announced two promotions in the gasoline testing division.

WILLIAM C. LUDT, who has been manager of the gasoline testing laboratory at North Kansas City, Mo., for the past seven years, has been appointed assistant manager of the gasoline testing division with headquarters in Yonkers, N. Y.

EDWARD J. OTTO has been promoted from deputy manager of the North Kansas laboratory to manager.

Mr. Shea Re-elected to NICB

EDWARD L. SHEA was recently re-elected to the Board of Directors of the National Industrial Conference Board.

The Conference Board, founded in 1916, is an independent and nonprofit institution for business and industrial fact-finding through scientific research.

Jones' Son Appointed

E. O. JONES, III, son of Ollie Jones, associate director of Purchasing and Traffic, Baton Rouge plant, has recently been made vice consul in the American Consulate in Istanbul, Turkey.

Bob Downey to Baton Rouge

ROBERT DOWNEY recently assumed duties at the Baton Rouge plant as assistant supervisor, Cost and Budget Section, Finance after transfer from the Audit division in New York.

EXTRACURRICULAR

JAMES WILLIAMS, Central Shops, Baton Rouge plant, was guest instructor at five Istrouma High School biology classes recently. His subject was "Orchid Raising in Relation to Other Plant Life." "Boomer," who has studied orchids as a hobby for six years, now has four hundred plants.

C. W. BOND, general manager, and CARROLL HEBERT, Safety, Baton Rouge, were recently elected to offices in the Louisiana Safety Association. Clint was elected vice president and Carroll will serve as a member of the Board of Directors.

Recently the election of officers for the Detroit Section of the American Chemical Society was held. Representatives from Ethyl voted in for the year 1956 are AL GASSMANN, Chairman; TOM COFFIELD, Secretary, and FRANCES LAMB, Counselor. All are from the Detroit Labs.

NEWS BRIEFS

Copies of *Ethyl News* and the *Bulletin Board* are available to all employees of the Company and orders for bound volumes of the 1955 issues are now being taken.

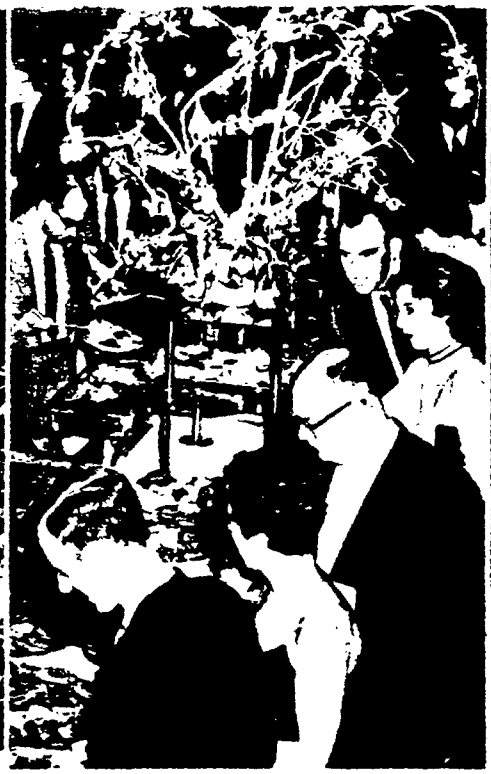
Bulletin Board is $3.20 for a blue cloth binding and name imprint in gold.

Ethyl News with a red binding and the name printed on the cover in gold is $2.85.

Send your check or money order to the Public Relations Department in New York—100 Park Avenue. Deadline for the orders is February 7.

ETC 10772







A delicious buffet was a principal attraction at the annual dinner dance held recently by employees at the Detroit Labs. Just beginning to fill their plates (left, above) are Phyllis and Laurel Wilkinson and Janet Burt. The food line proceeds to more solid fare, where







Len Niebylski (right, at top) receives a juicy slab of beef. Janie Palmer (left, above) accompanied the band for dancers like Fay and Fritz Schroeter. In the next two pictures above, Norman Mosey, Phoebe Guthrie, Evelyn Lilley and Edith Livingston all pick and choose

ETC 10773

PEOPLE and PLACES



MOTHER'S LITTLE HELPER

A patent for a "laundry trolley" has been issued to Mrs. Lillian James, wife of Ray James of Maintenance at the Houston plant. The device, which slides along a clothesline while clothes are being hung up or taken down, holds about two normal wash loads. Mrs. James came up with the idea and Ray devised means of manufacturing it. The large number of diapers Mrs. James had to wash for their son, Charlie Ray, helped give her the idea six years ago. She made a crude laundry trolley of coat hangers and plastic. Now the improved item is sold locally.

LEADING LADY

Ever since the beginning of operetta, beautiful young heroines have sung out their hearts to win handsome princes fresh from sword play on table-tops in Vienna taverns. When pretty Sally Hopps, personnel clerk at the Detroit Laboratories, recently appeared in the feminine lead of *The Champagne Prince* – an original musical comedy presented at the Art Institute in Detroit – she won the audience as well. Sally, who has wanted to sing since she "was knee high to a duck," has studied dramatics also and participates in local theatres whenever she gets the time.







BABY CLOTHES DRIVE

Women employees and wives of employees at the Detroit Labs turned out in force to assist the Salvation Army last December. At least 50 Ethyl women participated in a baby clothes drive, buying or making the pink and blue apparel for the offspring of needy mothers in the Salvation Army Hospital. The good deed wasn't accomplished overnight, but took six weeks of industrious knitting and sewing before the sweaters, shirts, shoes and other infant wear were piled up ready for shipment to the hospital. It is this kind of charitable activity that women have performed through the ages, often combining social pleasures with the duty they have imposed upon themselves. Chatting together about womanly interests is, of course, the usual companion to stitching and hemming, as evidenced by Barbara Madden (left) and Mary Pilon in the picture to the right above. Arranging and recording the variety of infant wear was the gratifying job of Mary Lou Corner (left, above), chairman of the drive. It was gratifying for Mary Lou because so many women had worked so long and hard to make the drive a big success.

more people, more places

DESK & DERRICK PLAYS SANTA

Many a heart, young and old, sick and lonely, was gladdened on Christmas day by gifts from the New York Chapter of Desk & Derrick Club. Fourteen women in our New York office, members of the chapter, contributed their share to the joy and happiness of less fortunate people in hospitals and settlements throughout the city. Shown below are five of Ethyl's contributors wrapping presents for children in the orthopedic ward of Bellevue Hospital. These good Samaritans—Santa Clauses without beards—are, left to right, Peggy Smith (back turned to camera), Dot Watson, Jessie Halton, Erna Harris and Mary Dumville. The women, who spend an evening a month with the children in the ward, gave each child three presents plus a Christmas stocking. Other yule presents from the chapter included: two television sets for Goldwater Memorial Hospital; a loom and attachments for occupational therapy at The Lighthouse; and a three-speed portable phonograph and records, guitar, flute and clarinet for Union Settlement. In following the adage that it is more blessed to give than to receive, the Desk & Derrickers gladdened hearts.





WEIGH TANK CONFERENCE

A group of Sales department representatives gathered at the Baton Rouge plant this fall for a conference on weigh tanks. The tanks are used by refineries for storage of "Ethyl" fluid. In this picture, N. L. Navarre is explaining corrosion problems to Sales department men (left to right) "Mac" McCooley of Eastern Region, Ken Jost of Southern Region, Ben Penrose of Canada, Kerney Hurst of Southern Region, H. K. Ball of Southern Region, G. A. Loftquist of Western Region, Ed Smith of Central Region and Hume Chenault of Western Region.



OFFICIAL DEFINES OIL PROGRESS

"What Has Caused the Progress in the Oil Industry" was the subject of a speech delivered by Felix E. Wormser, U. S. Assistant Secretary of the Interior, before a large group of oilmen and their guests in San Francisco last fall. Seated to Mr. Wormser's right at the speakers' table is John F. Koehnle, an Ethyl field representative in the Western Region and chairman of the San Francisco Oil Industry Information Committee, and to his left, Thomas J. Mellon, president of the San Francisco Chamber of Commerce.

CHUCK WAGON DINNER

Some 55 employees at the San Bernardino Labs and their families attended a "chuck wagon" dinner sponsored by the Ethyl Society at a restaurant in Beaumont, Calif., recently. The happy faces in the picture below testify to the deliciousness of the prime ribs of beef and turkey and dressing which were the choices on the menu. In December, over 100 employees and their families enjoyed the annual Christmas party held at a local club. Children were given Christmas stockings and adults worked off the drowsy effects of turkey by square dancing.

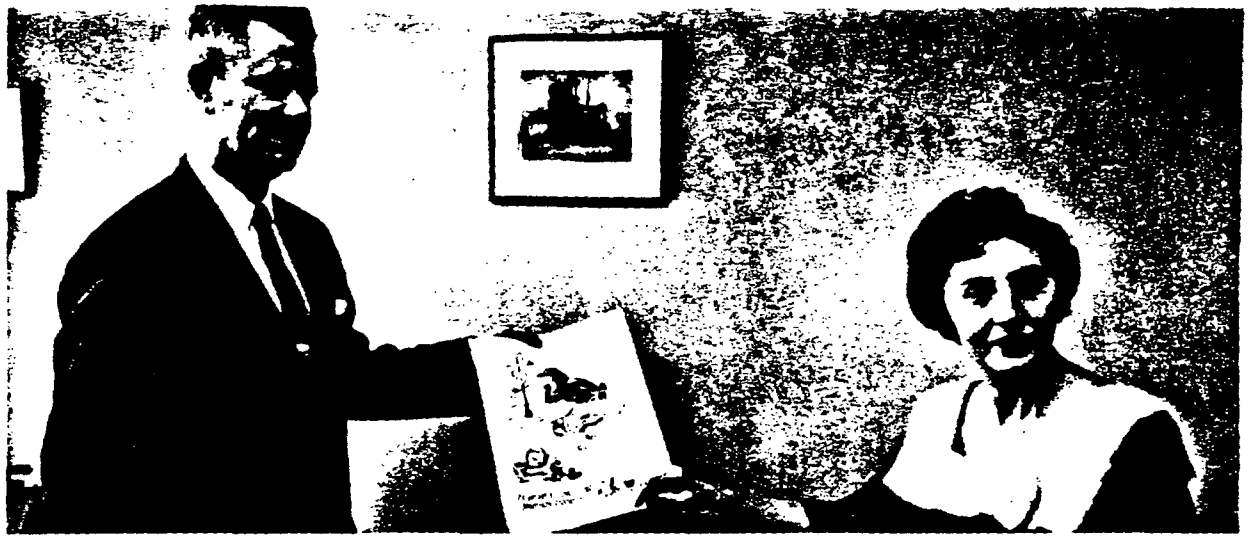


CHILD'S PLAY

A gala Christmas pageant was staged by children of employees at the Baton Rouge plant at the Ethyl Recreation Association's annual Christmas party in mid-December. A cast of over 30 youngsters performed as clowns, baton twirlers, Oriental dancers, singers and acrobats—all the while keeping an eye peeled for the arrival of Santa Claus, for whom the play was given. The play, "Merry Christmas Circus", was written, designed and directed by Mrs. Morgan Many. Below, Mrs. Many briefs some of the small-sized actors before the first of two performances.



ETC 10776



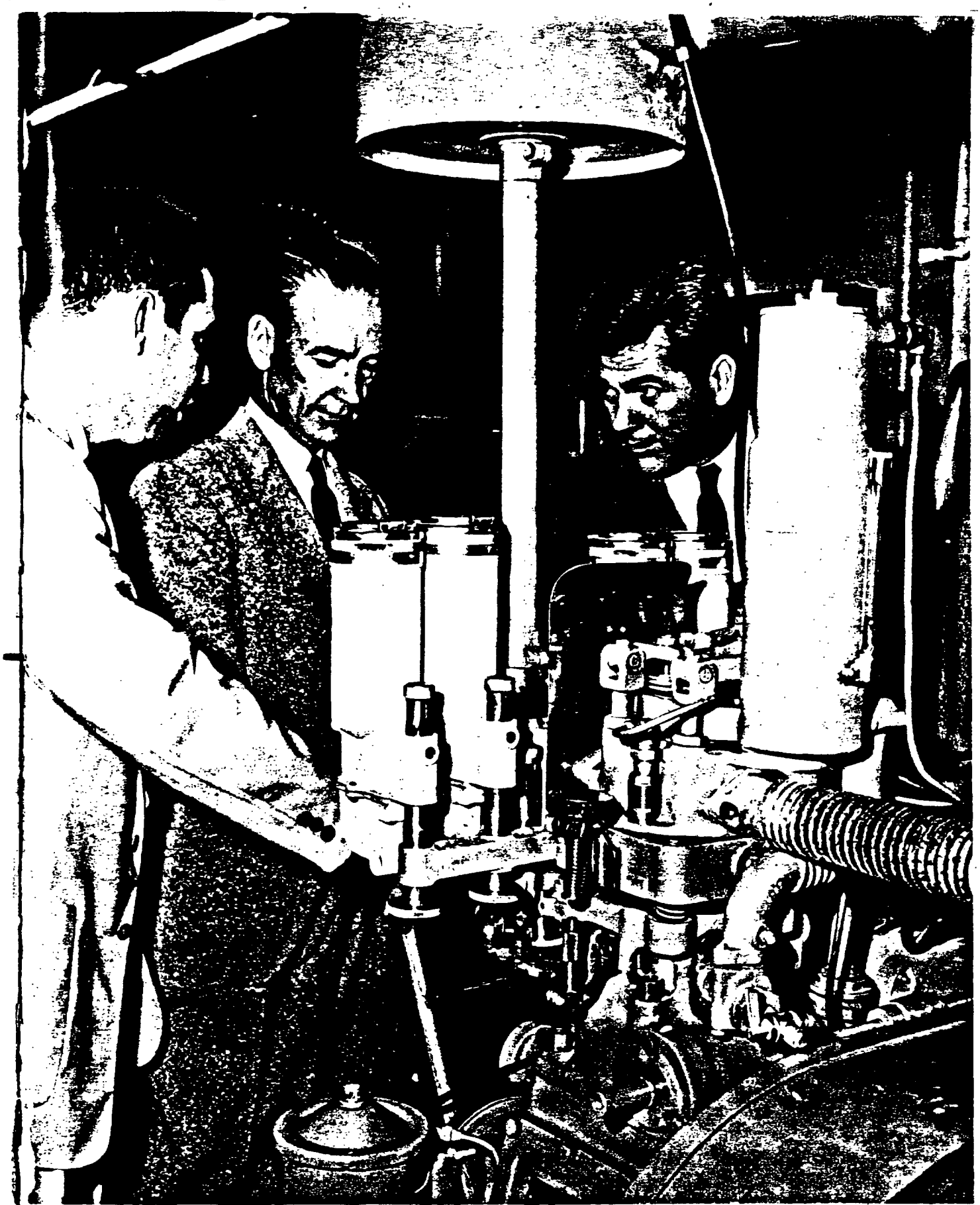
FOREVER RAVEN

Frank McCahill, Jr. of the Finance department, New York, and his secretary, Grace Gregna, display a copy of an advertisement featuring his Forever Raven, which won one of the five $50 prizes in the Road-Bird-Watchers Society contest for employees last June. Frank's winning entry is the first to appear in national advertisements in such magazines as *Life*, *Collier's* and *The Saturday Evening Post*. Flapping its wings and squawking, it made its debut in a November issue of *Life* and will appear in full raven colors in a February issue of the *Post*. A definition of the Forever Raven is: "This Road Bird hates all other motorists and will crow jarringly at them at the least provocation. He is quickly identified by a palpitating beak, a reverberating tonsil and a flapping tongue." Frank says the name "raven" came to him because it sounds so much like "raving", but of the "forever" part of it he's not so sure. Maybe it's the opposite of Poe's raven's "nevermore." Other entires Frank submitted to the contest included: Full Throttle Thrush and Headlight Flicker. The Advertising department will have the ad framed for Frank.

JUNIOR EXECUTIVES

Young "businessmen" produced and marketed the pot holders and candles these four Ethyl men are examining at a display set up in the lobby of the Detroit Research Laboratories last December. Teenagers who belong to what are known as Junior Achievement companies actually make money from their activities, which are patterned after full-scale business procedures and supervised by the Chamber of Commerce. The men in the picture are the advisors for the Ethyl JAC, one of 1,100 companies in Detroit, the biggest JAC city in the country. They are, left to right, Chuck Wolf, Red Welsch, Lou Olsen and Bill Moon, chairman. Although the youths in the group are showing a profit on their ventures, the advisors say that success has not always come easily. Procuring materials at costs that will permit profits on the finished article has frequently been a problem and distribution and marketing has been quite a headache sometimes, too. Nevertheless, the advisors are certain their young charges are learning the ways and means of free enterprise and will grow up to be able and successful businessmen.





This work-horse ASTM knock engine for testing the anti-knock quality of fuels typifies Ethyl's continuous service to the oil industry and thus to consumers in general. Here Ethyl man Sydney Mallet points out a feature of the engine to Hugh Wood and F. D. Roberts of Texas City Refining, Inc., during an inspection tour of our new gasoline testing laboratory located in Houston.

ETC 10778



A TALE OF WOE

OF LAMENT FROM THE GASLIGHT ERA

Barnabas Riley was born too soon—
Born without a silver spoon,
Born, in fact, without a dime
In days before overtime.
He worked, alas, around the clock.
To keep himself out of hock,
He toiled and slaved for fifty years
In fifty dingy atmospheres.
And when he reached sixty five—
Still more work to keep alive.
Pension plans? No such luck!
Barney worked for every buck.
At eighty two and on his heels,
He wished he'd had your Ethyl deals.

ETHYL bulletin board

FEBRUARY 1956



ETC 10780

ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation

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ON OUR COVER: George Maher, Jr. of the Baton Rouge plant uses his unusual ground radio on a treasure hunt, a pastime that has yielded rare finds from hiding places in the earth. The story of George's expeditions is on page 6.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.



ETC 10781

BUILT BY BUSINESS

Did you ever stop to think where New York came from? Aside from the historical purchase of the island from the Indians, did you ever stop to ponder how the famous skyline got there? Or, for that matter, the skyline of San Francisco, Detroit or Chicago? Of Houston, Baton Rouge or Seattle? Of anywhere in America, whether it's a block long or a mile high?

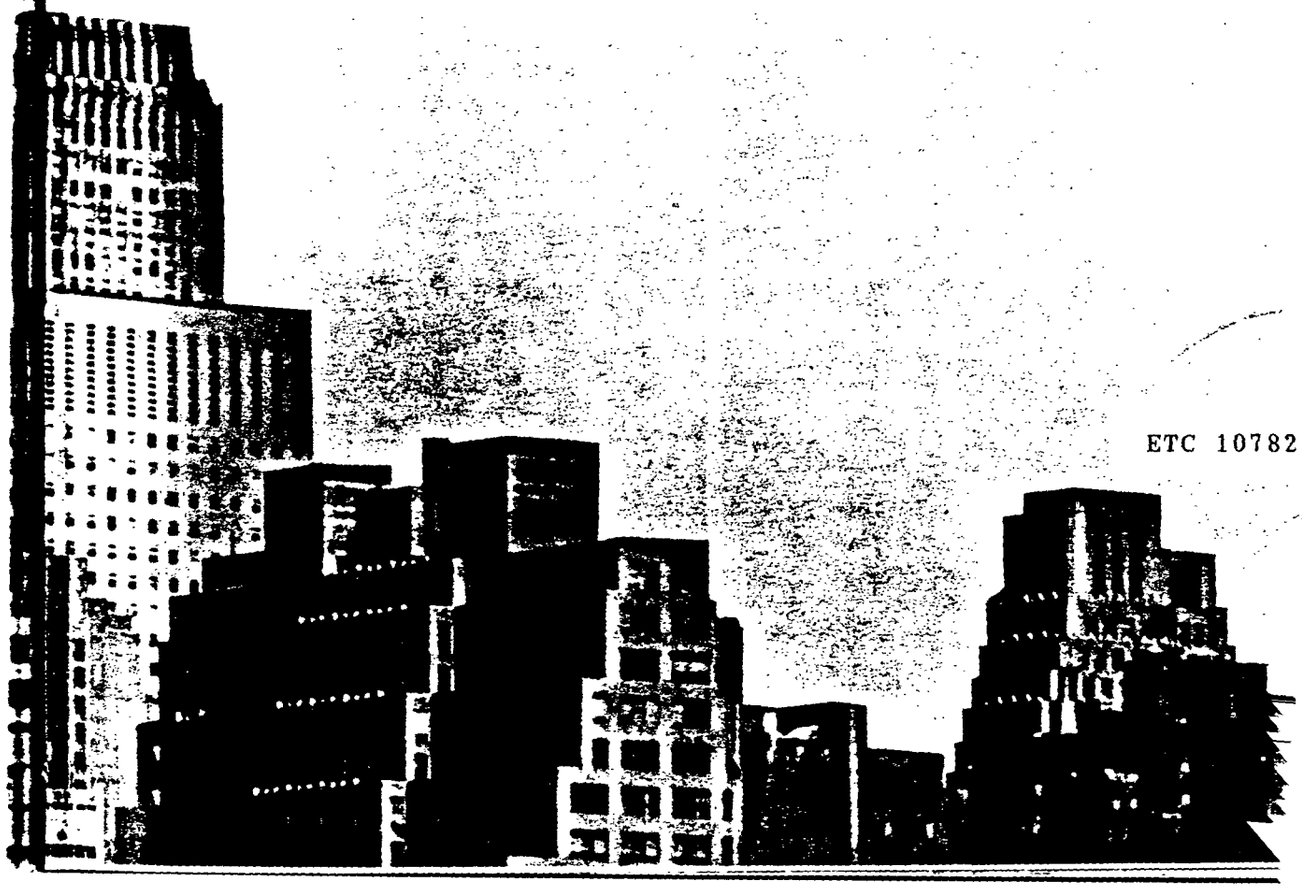
Men put up the buildings, of course, but business put up the money.

Just as sure as cities are built on earth and rock, they are built on business.

Certainly all of us have looked out upon a big city and thought how ingenious it was of the builders and architects to put it there, how remarkable its height and stability, how progressive compared to former civilizations and cultures. But seldom, if ever, have any of us thought about business footing the bill and what the whole spectacular sight means. A city is there and that's all there is to it—steel, concrete, lights. But, actually, there's much more to it than that or there would be cities as impressive as ours all over the world. Not true in Bali, for example, or in Pago Pago or in Trinidad. But then they don't have subways in Bali, or air conditioning in Pago Pago, or television in Trinidad.

The difference is business, and it lies at the very roots of our culture. Jack's beanstalk had nothing on us. We grew as fast, and we grew even stronger. Small towns all over our country have taken on a new and sturdier look as industry erected the buildings it needed and sent out the call for workers, more workers. It's a healthy look, a secure look, built for now and the future. It says, in effect, America means business. And business is people.

In the same way that you can look at a man and tell something of his economic status, you can look at a city, any city in America, and tell a great deal about its well being. Its brick is baked to last and its steel is fired for strength. Its growing pains are over, and it stands solidly on its own feet.



ETC 10782

NEWS BY

Every Monday evening Stan Nickerson, staff writer in our Public Relations department, trades his typewriter at 100 Park Avenue for a microphone at Goldwater Memorial Hospital. At the city institution on Welfare Island, he becomes Stan Nickerson, newscaster, quizmaster and disc jockey to some 1,800 patients, whose bedsides and wheelchairs he visits after he has flicked off the mike.

Stan has been doing the volunteer work for over a year, more than 50 pleasurable Mondays for both him and his invalid audience. He not only finds fun in presenting the broadcasts but, more importantly, derives a bigger reward from knowing that he has done something to help brighten a long day of confinement for the appreciative patients.

Two years ago, Stan himself recovered from a serious illness that pretty well kept him out of the swim of things, and he knows, as a result, that tedium can slow down a clock practically to a dead stop. Boredom, he remembers, is one of the worst phases of illness and a symptom the doctors can't do much about. He hasn't forgotten how much companionship meant to him in those days.

When he was back in circulation, grateful and wiser and aware of a lot of little things that hadn't meant too much to him before, he wanted to do something to help other people. He enrolled in a six-weeks train-



Stan Nickerson's microphone carries his voice to every ward in the hospital as he gives his weekly roundup of interesting and entertaining bits of news, culled from the happenings throughout the world, in this country and locally. Stan tries to keep the news "happy."



After the newscast and quiz, Stan makes the rounds of the wa to chat with the patients. Since donated gifts are awarded t winners, interest in the questions is keen. Here Stan and Be Kaufman discuss a puzzler from the previous week's cont

ETC 10783

NICKERSON

Only cheerful events are reported in these unique newscasts for invalids

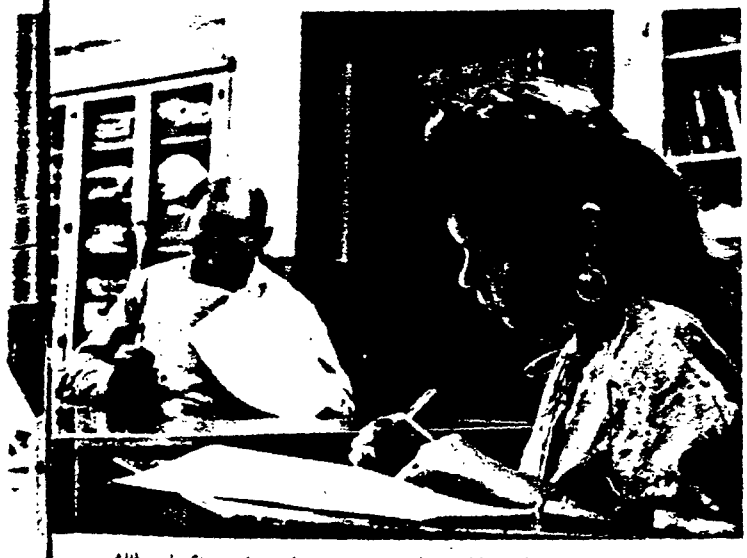
ing course sponsored by the United Hospital Fund for recreation work and was assigned to Goldwater when he completed the course in December of 1954. "I felt like a shabby Christmas present in the beginning," Stan said, "but after I saw what my being there meant to some of the patients I began to feel better—a third class amateur who wanted to make the program as good as I possibly could."

At first his digest of the week's news was broadcast only to a polio ward, but last spring, upon his suggestion, it was carried to all of the wards in the hospital. As a newscaster—even though he has improved and the show runs smoothly—he doesn't try to compete with the radio and television professionals. Instead he tries to make the program personal and informal. His public address system show consists of unusual bits of news and human interest stories which he has carefully selected from the week's happenings. He quickly gives the general nature of current events, then spends the rest of 45 minutes to an hour on world, national and local news, popular records and a quiz.

Stan keeps the news on the bright side. "I try to avoid anything scandalous, depressing or controversial," he pointed out, adding wryly that it frequently took a bit of doing. Whatever is decent and comical and encouraging in the latest affairs of mankind is what Stan aims for, since he fully appreciates the fact that the people who listen to his broadcast are all too familiar with the darker aspects of life.

Then there is the quiz. Stan originated it because he recalled that puzzles and brainteasers had once helped him to keep time moving. He formulates the questions on two principles—general knowledge and native intelligence. Some of the questions he digs up from reference books, encyclopedias and other big and informative volumes are real tough ones, but he doesn't take it easy on his quiz fans, who enjoy and do remarkably well at the mental gymnastics. Each week there are prizes of toilet articles, cigarettes, candy and perfume for the winners, whom Stan announces with the preface that "Einstein honors of the week go to. . . ." Stan's always on the lookout for new quiz material and welcomes suggestions and questions.

Perhaps the most gratifying part of all comes after the program when Stan visits the patients in the wards, not as the man whose voice they had just listened to but as a friend who is interested in each of them personally. They swap stories of their families and friends, discuss the merits of recent television shows and books, and tell jokes on one another. When Stan first started the program he was depressed by the illness that surrounded him but the courage and cheerfulness of the patients helped him to see it in a new light, a light he hopes he makes a bit brighter.

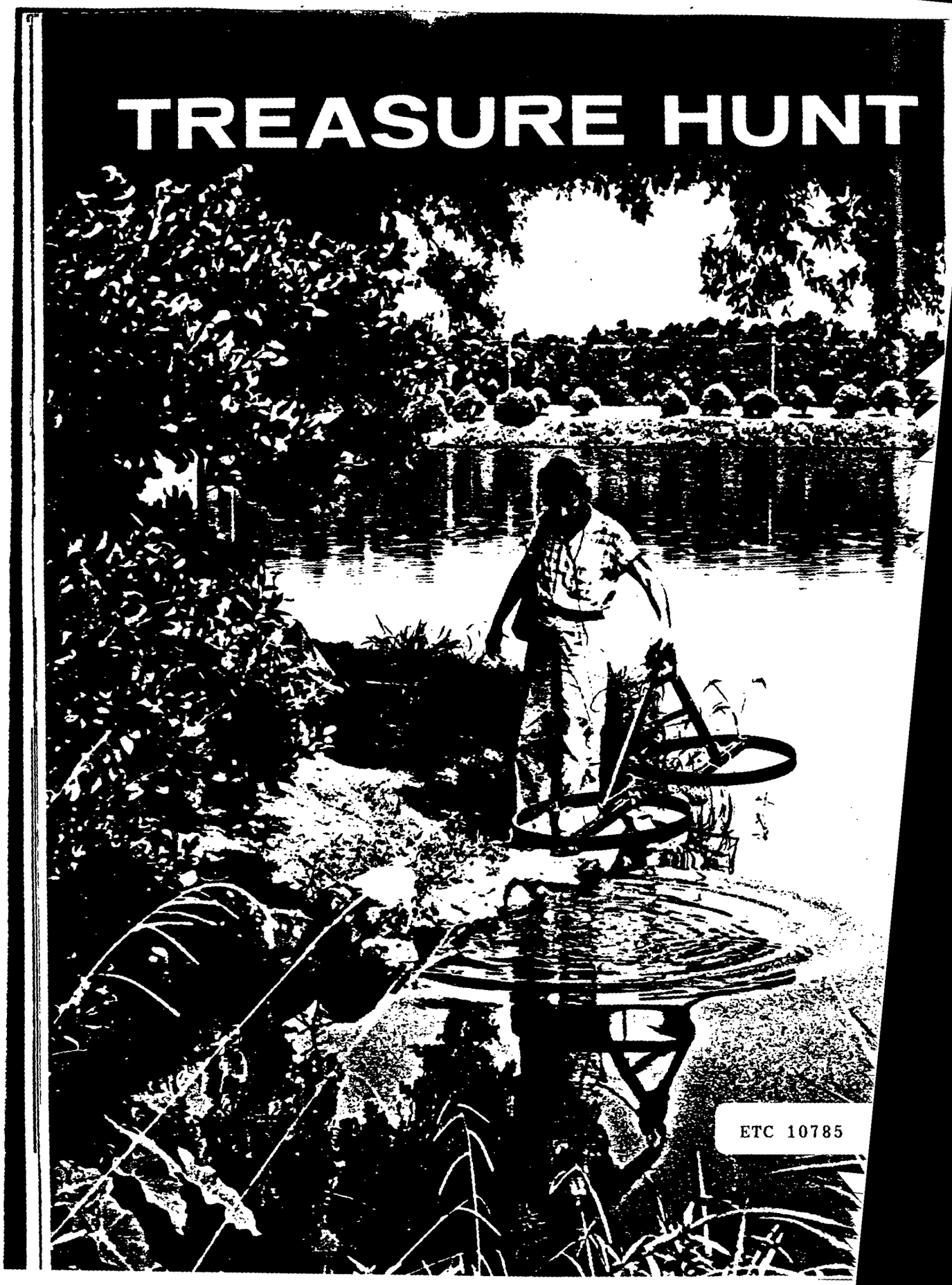


Although Stan gives the quiz over the public address system, patients can secure copies of the questions in the recreation lounges. Quizzes are based on general knowledge and native intelligence. Above, two patients in a physical therapy room unlimber their minds.



A few moments of good fellowship with the recreation personnel m the end of a satisfying evening. To Stan's right in the picture John J. Gehan, recreation director. Like two women in wheel cha many patients enjoy participating in the hospital's activit

TREASURE HUNT



ETC 10785

The thought of finding buried treasure isn't as wild a dream as it may seem, especially to George Maher, Jr., of the Baton Rouge plant, who has unearthed old coins and relics of silver and gold with his unique Ground-Radio



Crucifix scene in a bottle was found.

Most of the 4,000 employees of the Baton Rouge plant know George Maher, Jr., as a lean, dark-complexioned young man who doesn't spend a lot of time talking. In the laboratory, he's much the same as he appears outside: quiet and modest, working with the competence of long experience. Only five or six of his fellow-workers know the truth about the other George Maher, the one who goes home and usually makes straight for the workshop attached to the rear of the house.

There, surrounded by tools and workbenches, transistors and radio parts, lab technician George Maher becomes manufacturer George Osmond Maher, Jr., maker of devices to locate buried treasure.

If the little workroom sounds like some dreamy never-never land, it should be added quickly that the Maher machine, known as "Ground-Radio," actually works. The Mahers haven't tooted the Ground-Radio horn loud enough to bring much publicity for some time, but it's nonetheless true that the radio device has been finding hidden wealth for nearly four decades. George Maher, Jr., has improved the device his father invented, but the results have always been the same: over the span of 37 years, the Mahers have located $200,000 in coins, silverware, museum pieces and Civil War relics.

It all began one summer afternoon in 1918. George Maher, Sr., was tinkering with a radio set in the backyard of his home. Suddenly, there was a humming noise in the radio earphones. He moved around the yard and discovered that the sounds were coming from the ground; in one corner of the yard, the noise was loudest. Digging into the earth, Maher found an old copper kettle—a discovery that led him and his family into the long-dead world of pirates and plantation owners and the fascinating universe of those who seek their treasure caches.

Excited by the location of the copper kettle, Maher began to work on his radio in an effort to improve its metal-locating properties. The device he finally came



Although most buried treasure is where you find it, George is sometimes commissioned to search for it. People whose ancestors may have buried valuables on their property or people who suspect that treasure may have been hidden on their land will hire George to go over a specified area with his Ground-Radio. The silver pot above contained $1,200 in gold pieces and the small box at the upper right holds chips of bones of Catholic saints.

up with (it was patented in 1924) he described shortly after inventing it: "It has coils, headset, generator and batteries. You carry the machine with its two horizontal detector coils and listen through the headphones. The assistant carries the generator and the spade. Approaching masses of buried metals, you hear a buzzing in the headphones; otherwise absolutely silent. The nearer the metal, the louder the sound. You step back and forth over the spot, raise one and then the other of the exploring coils and listen for the spot whence comes the loudest sound waves. There lies the cache. The machine is sensitive. It will find a silver dollar standing upright and on edge, six inches under the soil. . . . Gold gives a very soft, delicate sound wave; silver a harder sound wave; copper a more mellow sound than gold; lead a dull, coarse sound; aluminum the highest pitched sound wave of any metal."

People laughed even when George Maher, Sr., found buried treasure. In 1920, he located an old jug filled with $350 in gold and silver and an old letter dated 1862. Four years later, he found $20,050 in one place. He returned from another expedition carrying a chest of gold, silver and jewelry worth $10,000, and three years later found a small cache near Pascagoula, Mississippi. The stack of newspaper clippings on Maher's finds grew higher and the coins, swords, silverware and other relics were proof, but it was hard for people to believe that the odd-looking contraption Maher called "Ground-Radio" had anything to do with his success.

It was not until 1931, when young George, Jr., was getting to be old enough to learn what the radio was all about, that his father was able to demonstrate publicly that his radio device was all he claimed. It's doubtful that any other treasure hunter ever did his work so publicly; for Ground-Radio and the Mahers went to work for the State of Louisiana.

Ground-Radio works on the principle of variable induction of a magnetic field. There is a balanced coil circuit between each of the hoops. When one of the hoops is over treasure, the balance between the hoops is upset, producing sounds in the earphones.





Needless to say, the entire Maher family takes a keen interest in George's treasure hunting expeditions. Here George, his wife, two sons and daughter ponder over maps that may prove a key to a fabulous treasure trove. In connection with his profitable hobby, he is also interested in Louisiana's Civil War history.

Louisiana, then governed by the fabulous Huey Long, was preparing a site for one of the nation's most impressive State Capitols. Steamshovels were excavating the ground—and breaking into ancient burial caskets that marked the site of an old Spanish fort and graveyard. Maher and Ground-Radio were called in. Their success was recounted by Long in the state archives: "The Maher ground locater found 23 caskets of the dead under the ground of the old Spanish Cemetery in Baton Rouge. The bodies were remarkably well preserved and the faces of the dead were clearly recognizable through the heavy plate glass on the coffins, which were from four to six feet deep. . . . The caskets are of Spanish, French, English and later of American origin. On one coffin, containing the body of a young Spaniard with a fearful gash on hi neck—perhaps he had been killed in a duel or wa murdered—was the crown and royal arms of Spain.

"The pickaxes and spades, guided by the Maher l cater, broke into a cement vault and unearthed cache under this old Spanish cemetery. Here th found a pot of money and in other places old fl lock guns, pistols, some antique jewelry, human bo pewter and silverware. The coins—French, Spa and English—included a French colonial silver l of 1721, a coin of Louis XVI and American money. They were of gold, silver and bronze.

"These finds were made by the Maher locate in a casket, but in a copper box filled with gol silver half dollars, newly minted and dated There were 575 of these coins, found among C crate sword hilts and belt buckles about fi underground." Discoveries with Ground-Rad before and since the 1931 finds on state lar yielded more valuable coins and relics, but th

on state land provided the dramatic evidence the Mahers needed (George, Jr., still has photostats of the check for $151 paid for the work.) Ground-Radio was a huge success, and the Mahers began devoting more time to building and selling them than to hunting.

After the death of his father, George, Jr., not only continued to make the devices, he has worked out several improvements. Basically, Ground-Radio operates now as it did when the inventor had it patented, but George has added a rubber-mounted vibrator power supply which minimizes the vibrator noise. "Also, I can replace the vibrator with a four-tube radio circuit when it's requested," George said. "But the average person who doesn't understand radio would find the vibrator supply more dependable. The vibrator supply is more rugged and not subject to failure as the conventional radio circuit is."

But it seems that whatever the model of the Maher device, it works. George has recently had reports from one Ground-Radio buyer who said he found $800 in coins, while another who bought one of the double-hoop instruments made one of the most fabulous finds in recent times in Texas: 125 gold bars, each of which was worth $25. An earlier Ground-Radio model proved to be just as effective. Clyde Vinton Pickett of Baton Rouge went to the scene of the famous Battle of Vicksburg to hunt for silverware cached by his grandfather during the Civil War. After hours of searching, Pickett stopped to lunch under an old oak tree, leaning the Maher locater against the trunk. The Ground-Radio registered metal immediately. Pickett searched the bark and found faint traces that it had been bored and plugged. Slashing into the tree, he found $1,133 in $5 and $20 coins dating from 1813 to 1861.

Tales of treasure are so widespread in Louisiana—which was, after all, home base for Jean Lafitte and other pirates and headquarters for some of the richest of the pre-Civil War plantation barons—that it's no wonder there are treasure-hunting expeditions somewhere in the state every day of the year. Many of the gold-seekers have Ground-Radio (which has been used all over the world), but others have divining rods, magnetic needles and "scope" locaters.

George Maher is not usually strongly outspoken, but he's quick to say: "For me, there is just none other than Ground-Radio; its record speaks for itself."

With his job in the Baton Rouge plant (which he began in 1941), three children and the manufacturing business to keep him hopping, George hasn't had many opportunities in recent years to go on long treasure-hunting trips. But he's now planning a return trip to a town in Alabama and has his eyes on "many towns in Mississippi and Louisiana where much of the Civil War treasures are still buried. Also, there are many places in Texas and Florida that I'd like to investigate."

But despite all the possibilities for hidden wealth, George is more interested right now in taking on a prospect with Ground-Radio that might not yield wealth, but would satisfy a desire to unearth history. For some time, he has been negotiating with the State of Louisiana in an attempt to search the land that will be the site of a new building to be constructed by the State Department of Highways.

The new highway building will go up just across the lake from the State Capitol in Baton Rouge—in sight of the land where, as a boy 24 years ago, he watched his father demonstrate the value of his invention by locating the Spanish cemetery and treasure trove.



Tramping through dense cane is hard work but sometimes worth it. George says treasure-hunters are clannish and will seldom divulge where they are searching, what they may have found or even what kind of hunting device they are using.



Even when he doesn't stumble onto buried treasure, George often discovers intriguing aspects of a bygone culture. At far right, the tombstone of a man who died at the young age of 28 is exactly a century old.



by Dr. Emil Beyer, New York Medical Department

If you had a fine camera—a Leica, for instance—you wouldn't think of mistreating it. You would handle it with care because you would know how valuable and delicate a mechanism you owned. Two other cameras you have possessed since the day you were born, cameras infinitely more valuable and delicate than Leicas, don't always receive the same full measure of consideration. Although you wouldn't commit the folly of clicking the shutter of a manufactured camera steadily for long periods, you may be numbered among the millions who chronically strain and misuse their eyes.

The human eye has been described as an "extraordinary camera that focuses automatically and adjusts swiftly and unconsciously to wide ranges of light and dark." Our eyes, which are credited with bringing us about 83 percent of our knowledge, dominate and direct the other "lesser" senses. A kind of visual appetite heightens our sense of taste and sight gives form and substance and perspective to objects we touch, smell and hear.

Oculists say that, with proper care, our eyes are good for a lifetime. By "proper care" they in part mean regular check-ups. Even those of us who believe nothing is wrong with our eyesight should submit to periodic examinations just to remain on the safe side.

Any of the following conditions indicate that an oculist is needed: frequent headaches, especially after eyestrain; frowning and looking with effort; recurrence of red or sore eyes; inability to see properly as indicated by an acuity test; recurring styes; scales at root of lashes; complaint of seeing double; any noticeable crossing of either eye; holding reading matter unusually close or far away; watery eyes; dizziness; and the appearance of being lazy, dull or inattentive during discussions and the like.

Daylight is still considered the best illumination



which to use the eyes because it enables them to work longer without fatigue than does any artificial light. When doing close work, a person should employ light that diffuses, rather than light that emphasizes shadows. Reading while lying down fatigues the eyes, for the eyes are turned downward from their usual reading position, which makes the work of external ocular muscles more difficult. A note to commuters: these muscles also are overtaxed when a person reads on a train or other moving conveyance.

Many eyes, especially those which are farsighted and those with astigmatism, suffer from eyestrain and yet see quite as well as the normal eye. Glasses are needed in these cases. Proper glasses are never injurious to vision, rumors notwithstanding. Too many people still believe, as did the Italians of the 13th century who inscribed on the tombstone of their fellow countryman: "Here lies Salvina Armato, inventor of spectacles. May God pardon him his sins."

Glasses must be properly worn as well as properly fitted. The center of each lens should be kept directly in front of and slightly lower than the center of the pupil. Oculists warn against purchasing cheap lens from department stores or mail order houses, as they are frequently imperfect.

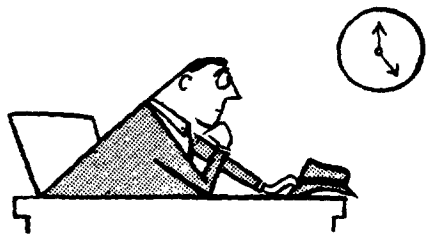
The best means of avoiding eyestrain and other eye injuries is to avoid overtaxing the eyes. Even when it is necessary to read or perform some close work for a considerable amount of time, a person should take an occasional break, rest his eyes by blinking and looking away from the interest at hand. Daylight diffusing over the left shoulder is advised when the eyes are being used for close work. The glare of direct sunshine or of strong, unshielded artificial light is almost as harmful as too little light on the subject. Always avoid shadows, for they force the eyes to try to see objects which are largely obscured. In short, good eyesight is often dependent upon good sense.

rate (or berate) yourself

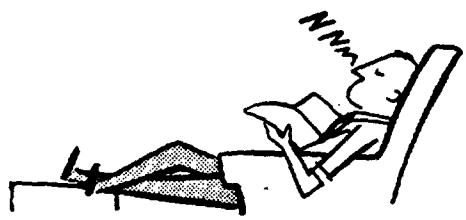
Mark Twain, who turned many a neat phrase and made many a profound observation, humorously defined play as something you don't have to do and work as something you do have to do.

Okay, we'll go along with that, bowing to the noted American humorist's wit, but we think the definition doesn't go far enough. In our humble opinion there is—or if there isn't there ought to be—a lot more to work than merely doing it. Sure, the paycheck is important, but it isn't half as valuable to the man who doesn't really earn it as it is to the good worker. The big difference in value is satisfaction. A good worker, by our standards, is a man who enjoys his work. He'll have those days he wishes he had stood in bed, but by and large he's pleased with the combination of job

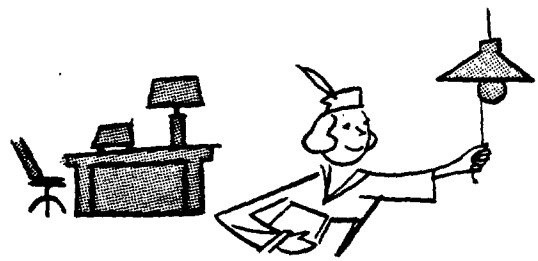
1. Do you resent working overtime when necessary?
   Yes.... No.... Yes and No....
2. Do you watch the clock?
   Yes.... No.... Yes and No....



3. Do you fret and stew over your job after hours?
   Yes.... No.... Yes and No....
4. Do you try to be well groomed and neat?
   Yes.... No.... Yes and No....
5. Can you take constructive criticism without feeling hurt?
   Yes.... No.... Yes and No....
6. Do you read material related to your work or your industry?
   Yes.... No.... Yes and No....



7. Do you keep up with current events through newspapers, magazines, radio or television?
   Yes.... No.... Yes and No....
8. Will you disagree with your superiors when you feel you have adequate reasons for disagreement?
   Yes.... No.... Yes and No....
9. Are you considerate of your subordinates desires and feelings?
   Yes.... No.... Yes and No....
10. Do you think of the little things such as turning off the lights when you leave the office or informing the proper people where you can be reached?
    Yes.... No.... Yes and No....



11. Do you feel your job provides satisfaction as well as good pay?
    Yes.... No.... Yes and No....
12. Are you courteous and polite?
    Yes.... No.... Yes and No....
13. Are you able to control your emotions?
    Yes.... No.... Yes and No....

and self. To him, like virtue, even minor daily accomplishments are their own reward. Similar to other habits, little accomplishments are often overlooked and taken for granted, but they are there for most of us. They are in the most simple of movements or thoughts, in the merest of routines. There's definite pleasure in a job well done and any man worth his salt is sure to puff up a bit if he's at the receiving end of a well-deserved compliment.

A man who respects his work respects himself, and vice versa. When he's good at his job and sure of his ability, he's a man who has something to be proud of. A good job, as far as we're concerned, is composed of two things—a good employer and a good employee. The Company tries hard to fulfill its part of the combination. Employee benefits, working conditions, salary analysis and many, many other considerations are constantly studied and evaluated. To get the perfect mixture, though, it takes plenty of YOU. Suppose you were your own boss—how would you rate yourself?

In the privacy of your conscience, here's your chance.

The following questions were taken from actual questionnaires on work evaluation used by several companies and institutions. If you answer them honestly, you'll get a better look at yourself, and you'll know the areas in which you can stand improvement. Answer the questions, then score and classify yourself by the method explained on page 26.

14. Do you avoid taking excessive time off for personal affairs?
    Yes.... No.... Yes and No....

15. Are you prompt and reliable?
    Yes.... No.... Yes and No....

16. Do you budget your time so that you get enough recreation?
    Yes.... No.... Yes and No....

17. Do you greet fellow workers cheerfully in the morning?
    Yes.... No.... Yes and No....

18. Do you answer the phone by giving your name?
    Yes.... No.... Yes and No....

19. Do you feel you have organized your work to the best of your ability?
    Yes.... No.... Yes and No....

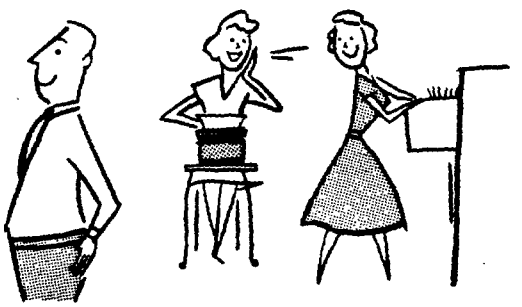
20. Do you think about your work creatively?
    Yes.... No.... Yes and No....



21. Do you work with others in a team effort?
    Yes.... No.... Yes and No....

22. Can you find the equipment you work with readily?
    Yes.... No.... Yes and No....

23. Do you feel you are liked?
    Yes.... No.... Yes and No....



24. Do you contribute voluntarily at meetings?
    Yes.... No.... Yes and No....

25. Would you hire yourself?
    Yes.... No.... Yes and No....

Before you turn to page 26 for scoring and classification, look over your answers and evaluate them again. It's important that you neither sell yourself short nor give yourself too much credit. A little ponderance on an answer may change your mind.

ETC 10792



DETROIT ON SKIS



ETC 10793

These human woolly bears predict a cold winter every winter in hopes that lots of snow will cover their favorite skiing hills in upper Michigan

There was a time not long ago when Americans took a dim view of winter, pulled their mufflers snugger when the icy blasts arrived and stayed beside a warm fire as much as possible. Not so today—winter brings out millions to cavort on ice and snow.

Snowtime is playtime for employees at our Detroit Labs, too—an eager group of sportsmen who take their weather any way nature dishes it out. Almost every weekend during the cold season, groups of Ethyl people and their familes leave their comfortable city ways behind and drive upstate to undergo the rigors of skiing and tobogganing on the sparkling slopes, or skating, ice-fishing and ice-boating on the frozen lakes. Skiing, though, has become the frosty king of winter sports, and Detroiters over the years have raced down many a hill, taken a few cartwheel spills, picked themselves up looking like snowmen and tried it again.

As these pictures testify, some of them have grown proficient in the fine art of staying upright while careening downhill at speeds up to 60 miles an hour. Appearances notwithstanding, ski champions and instructors claim that if a person can walk, he can ski. Age—this side of senility—is no excuse for shying away, either. Once a person screws up his nerve to try it, the adventures and fun begin. Nothing, according to the enthusiastic Detroit ski fans, is quite as exhilarating. The winter scene itself is wonderful to behold, the air is clean and fresh and cold, and the thrill of speed is as exciting as a child's first circus.

Skiing is also famous for building man-sized appetites. Undoubtedly, one of the greatest joys in a skiing weekend is experienced after a strenuous day on the slopes when the rosy-cheeked skiers return to the lodge, a birch fire, a hefty supper and lazy talk of the day's success. Before bed, there's usually a walk in the snow under a sky close enough to touch. Later, after singing by the fire and a warm, relaxing bath, a night of sound sleep is practically guaranteed.

In the morning, the skiers are up and at it early and all verify the fact that you've never really eaten breakfast until you taste it on a skiing weekend in the middle of tons of snow. Then hurriedly, with skis and equipment ready, they're off again to glide down the soft slopes.

And one of the things that makes it all that much more fun is the companionship of others. The Detroiters, who work together through the week, relax and enjoy each other's company on the weekend.



Harold Chalk of Automotive Products-Development gives some Explorer Scouts a skiing lesson, including this maneuver for turning about.

Executing a Christiania turn, Dr. Harold Soroos of the Lab's Medical department speeds down a whitened hillside in an exciting flurry of snow flakes.



Skiers can attain speeds almost as fast as a car in downhill schusses like this one in which Jack Bailie of Central Region leans into a biting wind caused by his swift descent down the mountainside.



Cross-country skiing is an art in itself, requiring an effortless, rhythm stride and plenty of endurance. Here Harold Chalk's son Dave sho good form as he slides across the snow.



Spills are no disgrace, for even the best skiers fall occasionally. Frances Lamb of Automotive Products-Development is glad snow is soft.



Stein Erickson (left), Olympic champion, shows Bob Broquet aluminum ski pole. Bob is the son of Reg Broquet of Laboratory



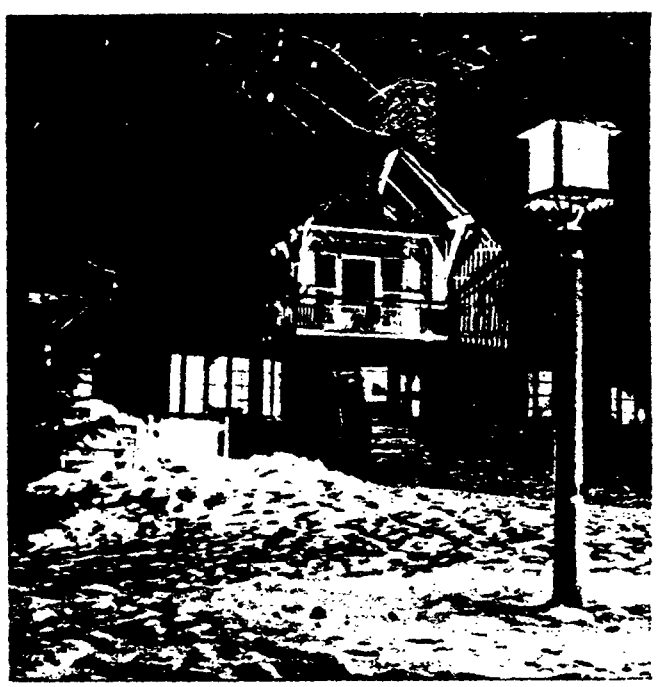
Shirley Tropp (left) and Del Rozek, both of Chemical Research, ascend the chair lift to the top of Boyne Mountain. Skiing facilities like this lift help to lure thousands of new skiers to the slopes every winter.



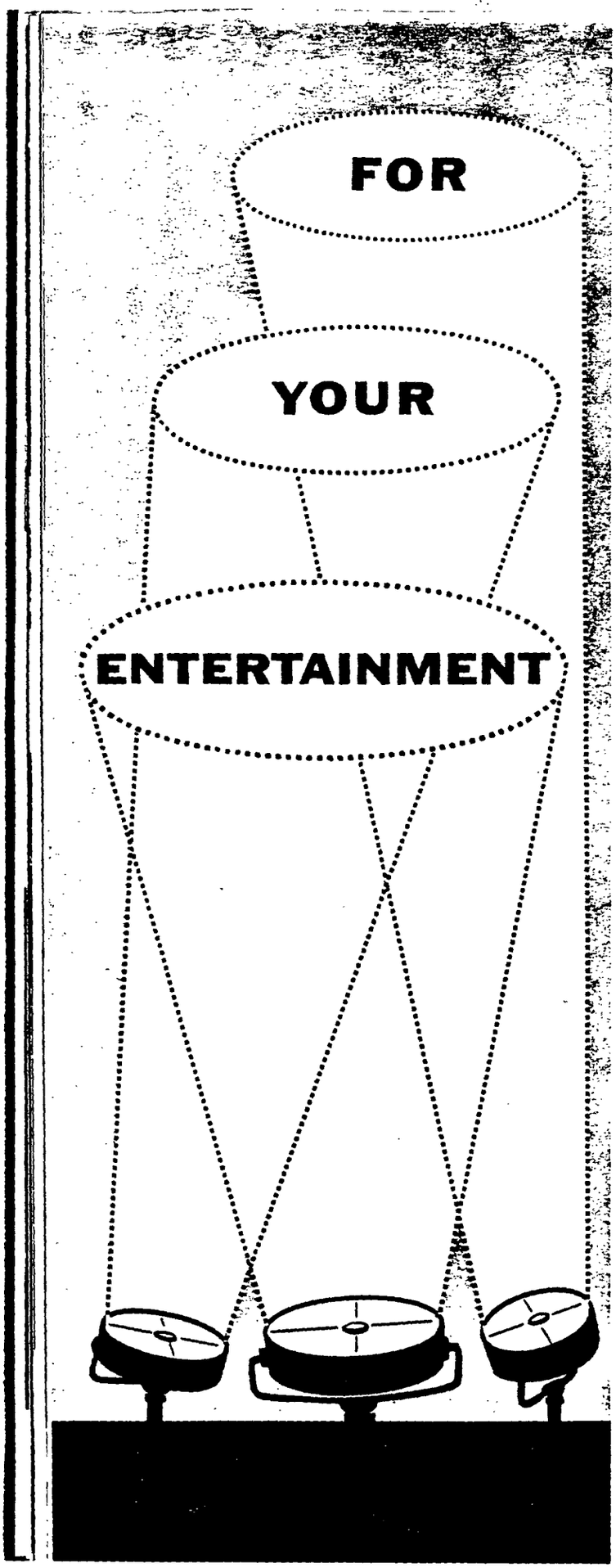
Marge Casler of Automotive Products-Development and her husband Jack still look fresh and full of energy after a day's skiing. They both wear standard skiing clothes—warm, wind-proof and unencumbering.



Del Rozek pauses at the top of a slope to catch her breath and survey the view. It looks like a long way down, but she'll be there shortly.



The Otsego Ski Club, modeled after a Swiss chalet, draws tired skiers back from the slopes at sundown. Skiers thaw out before the fireplace.





BOOKS

Hungarian ballet dancers Nora Kovach and Istvan Rabovsky tell by way of writer George Mikes the exciting story of their escape from behind the Iron Curtain in Dutton's LEAP THROUGH THE CURTAIN. A true adventure, it depicts the colorful world of the dance and the drab world of Communism.

Harvey Breit, assistant editor of *The New York Times Book Review*, has put together an enjoyable collection of his popular interviews with well known writers under the title of THE WRITER OBSERVED (World). There is quite a lot to be observed, too, in the short, revealing pieces on such talents as William Faulkner, Ernest Hemingway, Frank Yerby, John O'Hara, Noel Coward, Norman Mailer and some 50 others.

If science is one of those things that has continually mystified you, a few of the seven veils will be lifted by Simon and Schuster's WHAT IS SCIENCE?, edited by James F. Newman for the common man. In fairly clear discussions, 12 important scientific leaders shed light on their respective fields, including biology, astronomy, physics, mathematics, psychology and anthropology.

Doubleday's OVER THE RIVER CHARLIE by Lew X. Lansworth is a different and enjoyable work of fiction. Set in Paris in the late nineteen century, it tells a delightful tale of a youth bent on a culinary career in the great tradition of France. It is peopled with exotic characters and its humor is droll and warm.

SEA-WYF by J. M. Scott, published under the Dutton banner, is sheer entertainment and as such it's as diverting as anything you're likely to read. It takes place, for the most part, on a tropical island, where murder rears its ugly head under the palms. There's a good bit of suspense and its hokum, though based in part on fact, is readable stuff for a winter evening.

LOVE OR PERISH by Smiley Blanton, M.D. comes from Simon and Schuster and is another look at the values and importance of love—to the death, in fact. Its psychology is sound, for the doctor has the facts and he's willing to use them. You can't help but learn something of yourself and something of the people around you, and you certainly won't deny anything Dr. Blanton has to say.

Alec Waugh's ISLAND IN THE SUN (Farrar, Straus & Cudahy) is a wonderful place. A big novel, it's storytelling at its adult and entertaining best. There's the sunny Caribbean (a delightful place to be in winter) and an assortment of characters with an even wider assortment of diverting problems. And, then, just to make things even livelier—there's murder. You'll hold it tight because Mr. Waugh tells a tight and engrossing story.

The sea at war is with us again in Doubleday's big novel H.M.S. ULYSSES by Alistair MacLean. There's plenty of action in the North Atlantic this time around and you'll enjoy it if you bring your Dramamine along for the rough weather All the men you've ever met in war fiction are still doing the same heroic and exciting things.

ETC 10797

Orville Prescott, whose daily book reviews in *The New York Times* are among the most valid, has done his autobiography for Random House and titled it THE FIVE-DOLLAR GOLD PIECE. And a nice shiny piece it is. Mr. Prescott writes pleasantly and he has met and associated with some very amiable people that you'll enjoy meeting, too. It's all light-hearted and anecdotal.

Frank G. Slaughter, whose fiction has been exceedingly popular with the ladies, has done a new novel about the woman of Jericho, Rahab, and Joshua, leader of the Israel tribes, for Doubleday. THE SCARLET CORD is primarily a love story, one of those romantic historicals with a background as lush as tapestry and the kind of thing that will have Hollywood putting out a call for all available extras. It has all of the standard ingredients of a rich pudding.

THE THREE LEGIONS by Gregory Solon, issued by Random House, is another historical. This one has masculine appeal and a lot of unpronouncable names. Set in the days of Augustus Caesar, it concerns itself with the Roman legions. There's lots of action and plenty of interest and a style that's extremely readable.

Richard Llewellyn, who made quite a name for himself with *How Green Was My Valley* some years back, has turned to the recent Burgess-MacLean case as inspiriation for his new Doubleday novel, MR. HAMISH GLEAVE, in which he tells the story of a respected official of the British Foreign Office who is duped and driven to betray his country. As a result of it all, Hamish succeeds only in destroying himself.

Two new Inner Sanctum Mystery books from Simon and Schuster will please the goose pimple set. THE LONER by Fan Nichols is a psychological about a gentle boy who does a B-girl in and hides out in a New York apartment while the hunt is on. Pat Root's THE DEVIL OF THE STAIRS is about the murder of a famous diva with quite a troup of enemies, any of whom could have done it without batting an eye.

Mignon G. Eberhart, who doesn't take a back seat to anybody when it comes to writing a baffling murder mystery, is right up front in the driver's seat again with Random House's POSTMARK MURDER. A Chicago estate worth millions is the root of the evil that keeps sleuth Lieutenant Peabody and the reader guessing all the bloody way.



MOVIES

Twentieth Century-Fox has packaged a realistic and exciting melodrama in THE MAN WHO NEVER WAS. Filmed as though every inch of it were absolutely true, it tells of a British plot to deceive the Nazis by planting a corpse with false documents pertaining to the proposed invasion of the Continent. Spies and Her Majesty's officials have a rousing time of it with intrigue, and things are kept pretty suspenseful. Clifton Webb and Gloria Grahame are up to their necks in it.

Rodgers and Hammerstein's CAROUSEL comes from Twentieth Century-Fox hot on the heels of the same team's successful film version of *Oklahoma!* The fantasy about a carnival barker in New England comes close to being a perfect movie musical with some of the best songs and dances yet and a story that's more than the usual fluff. Gordon MacRae and Shirley Jones star together again.

James Cagney stars for M-G-M in TRIBUTE TO A BAD MAN, a tough Western that has to its advantage some believable characters. It also has something to say about the making of a man and the softening of another who had become as hard-boiled as a 20 minute egg. The psychology doesn't intrude too much on the gunplay and thundering hooves.

THE MAN IN THE GREY FLANNEL SUIT, starring Gregory Peck, Jennifer Jones and Frederic March, is Twentieth Century-Fox's version of the recent novel, and as such it's fairly faithful. It typifies quite a bit about New York and nearby Connecticut but when it leaves the commuter's life and flashes to a wartime romance in Italy it jumps the track.

HELEN OF TROY, whose face supposedly launched a thousand ships, has now given employment to thousands of extras in Warner Brothers' spectacular version of the Trojan War. In CinemaScope and WarnerColor, it's just about the mightiest movie mayhem you've ever seen and as dazzling to the eye as the Hope diamond. The plot—well, there's Helen and Paris and some angry Greeks who build this gigantic horse . . .



TELEVISION

Cesare Siepi's thunderous bass voice will be featured in solo performances over the VOICE OF FIRESTONE on February 20, and on February 27 the long-time favorite, baritone Thomas L. Thomas, will be the guest star. For racing fans, the Flamingo Race will be televised from Hialeah, Fla., on the afternoon of February 25.

GOODYEAR presents a religious drama, *His Way, His Word*, on February 26. Also that day is an hour-and-a half spectacular, a satire on the TV industry which stars comedienne Imogene Cocoa and Tony Randall. Opera-lovers can expect to see *La Grande Bretesche* by Stanley Hollingsworth on the same date.

Bob Hope, that past master at laugh-getting, will step onto your screen on February 28. Professional basketball takes the spotlight on March 3, when the Minneapolis Lakers contend for court honors against the Rochester Royals. The talent show, CHANCE OF A LIFETIME, switches over to Saturdays from Sundays beginning March 3, and is still under the suave guidance of emcee Dennis James.

The biting wit of George Bernard Shaw's *Caesar and Cleopatra* will enter your living room over PRODUCERS' SHOWCASE on March 5; and on March 11 Shakespeare's great drama, *Richard III*, will be shown, featuring the famous English knights Sir Lawrence Olivier, Sir John Gielgud, Sir Ralph Richardson and Sir Cedric Hardwicke, with Claire Bloom and Pamela Brown.

ETC 10798

MILESTONES



20 years

ROBERT W. HOGAN
Sales, New York



15 years

ESTHER S. LYMAN
Administration, New York



ROLAND J. OSTRANDER
Research, Detroit

10 years

WILLIAM R. D'ARCY
Research, Detroit

FRANCES W. LAMB
Research, Detroit

JACK D. MCCULLOUGH
Research, Detroit

ARTHUR W. MYERS
Research, Detroit

B. BYNUM TURNER
Administration, New York

5 years

ROBERT L. AIKEN
Research, Detroit

THERESA A. BUYAN
Research, Detroit

ROY F. DELANEY, JR.
Research, Detroit

STEPHEN E. ELLERBE
Sales, Western Region

NORMAN F. SWANSON
Sales, Central Region

DAVID W. ZUTAUT
Research, Detroit

ETC 10799



MAXINE BLUE, secretary at the New Orleans district office, hails from Laurel, Miss. She was formerly employed as a secretary and stenographer in New Orleans.



VIDA CIMBER, secretary in the Kansas City district office, was born in Cleveland, Ohio, and graduated from Grove City College, Pa. Married, she lives in Kansas City.

ETHYL WELCOMES



EMARIE EWALD is a secretary at the Houston lab. Born in Minneapolis, Minn., she is a member of Eastern Star and is interested in music. She was with a Houston insurance firm.



CATHERINE H. FAY, a secretary in the Advertising department, New York, was born in Boston. Her hobbies include swimming, fencing, sailing, knitting and skiing.



CELIA A. GILLIS has become a secretary at the Toronto office. Born in London, England, she has worked in England, Scotland, Canada and this country. She's interested in photography.



THERESA M. HUNGLE, known as Terry, is a secretary at the Sarnia plant. She's married and has a seven-year-old daughter. She served in the Canadian Women's Army Corps.



PATRICIA A. JAMES, a receptionist at the Tulsa district office, is a native Tulsan. She graduated from Central High School there and lives with her husband in the city.



NORVELL L. PUGH, lab technician at Kansas City lab, lives with his wife and two daughters at Prairie Village, Kan. A Navy veteran, he spends spare time at woodwork and hunting.

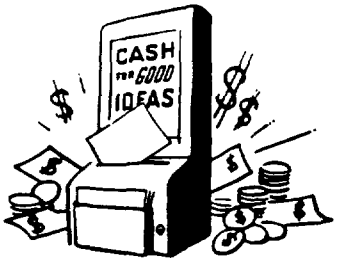


EDMUND C. WEATHERFORD is a lab technician in Kansas City. He's married and has two sons and two daughters. He graduated from St. Benedict's College, Atchison, Kan.



CHARLES E. WENSTRAND is a lab technician at the Kansas City lab. He played football at University of Kansas and served with the rank of sergeant in the U. S. Army Air Corps.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees in Detroit, New York, San Bernardino, the Sales department and Regional offices:

DETROIT: WILLIAM GILPIN, $20.00 (Design improvement of Sun Overspeed Safety Cutout to cut down maintenance time for these units); KATHRYN HENDREN, $10.00 (Use "Thermo-Stir" hot plate to agitate samples); LILLIAN A. MCDONNELL, $20,00 (Transmittal slips for attachment to laboratory publications to save writing of cover letters); ROBERT MESCHER, $45.00 (To stop stack draft from pulling air through shut-down dynamometer engines, open stack door instead of disconnecting exhaust pipe connections); JAMES O'NEILL, $10.00 (Oil slinger for Fisher Isotemp baths); MARTIN PERKINS, $15.00 (Eye wash fountain and arrangement to prevent overflow of ammonia bottles in Print Shop); LILLIAN RUSESTINE, $10.00 (Fire extinguisher in dish room in cafeteria); SIEGERT SEPPPANEN, $10.00 (Room numbers on access panels in C Wing Mezzanine to identify panels with relation to rooms below); WALLACE W. SPRING, $35.00 (Isolate and simplify electrical supply hook-up); RONALD TWEEDIE, $15.00 (Labels for shipping laboratory samples of lead compounds. Will include precautionary instructions and eliminate haphazard and nonuniform labeling).

SAN BERNARDINO: E. M. HIGGS and RAY H. SEYMOUR, $10.00 (Mount prefocus spotlights for engine work in chassis dynamometer room in San Bernardino laboratory).

SALES DEPARTMENT AND REGIONAL OFFICES: J. T. BECKWORTH, $20.00 (Improvements for 39th Street Auditorium); AGNES M. BOWE, $10.00 (Revision of commercial invoice now issued for export shipments); W. J. DISTLER, Certificate (Ethyl Corporation sponsor 80th birthday party for C. F. Kettering); EDWIN N. DOWNS, $215.00 (Work simplification program with live demonstration for use internally in various departments and as a presentation to customers, particularly, at refining departments); LOUISE T. HILL, $10.00 (Stamp Personal or Confidential on back flap as well as front of envelopes); H. B. HOLLINGSWORTH, $40.00 (Roller rack to expedite handling of large drums of Ethyl antiknock compound when emptying and washing); F. G. HUYLER, $10.00 (Method to improve Monthly Report of Gasoline Sales in Canada); EDWIN C. MCDONALD, JR., $20.00 (Revision of table of contents of "Catalog of Ethyl Published Material"); EDWARD C. MULLIGAN, $15.00 (Each of four quarterly periods for new field sample Gasoline Antiknock Quality Survey start one month later so that sampling period will begin the month after normal seasonal refinery changeover); ELEANOR M. SCHREYER, MARILYN W. BARTH and LEE LORENZ, $35.00 (Magnetic wrench to be used to unscrew and remove both bungs from drums in which Ethyl fluid is shipped).

NEW YORK: WILLIAM G. BALL, JR., Certificate (BULLETIN BOARD story on handling of a suggestion); LILLIAN CAMPBELL, $10.00 Supplemental Award (Unattended TWX station service for all regional offices in other time zones, as well as New York office); THOM YATES $75.00 (Method for reducing the number and frequency of long distance calls).

EXTRACURRICULAR

ED BETCHAVER, Traffic, New York has recently been appointed chairman of the Auditing Committee of the Metropolitan Traffic Association for the 1956 year.

LEW BARNUM, Community Relations, Baton Rouge plant, has been appointed to head up the Committee on Relationships with Funds in Surrounding Parishes for the United Givers Fund. Lew, who was one of the first executives loaned by industry to assist United Givers during the campaign, has a long line of civic work behind him. He is past YMCA president, president of the Boy Scouts, board member of the Chamber of Commerce, Community Services Council and South Area Council YMCA.

MARVIN RUSSELL, Los Angeles district automotive engineer and past chairman of the Southern California S.A.E. section recently attended the S.A.E. Annual Nominating Committee meeting in Detroit as the Southern California delegate.

IDAN E. FLAA, field representative, Tulsa, will head the petroleum information committee of the Tulsa Chamber of Commerce for 1956.

Idan has been chairman of the committee's agriculture division for the past two years. The division staged the successful junior tractor operators contest at the Tulsa State Fair in October, and also showed oil and agriculture movies.

GLENN HAYES has been appointed to the Texas Chemical Council's Science Education Committee for this year. Glenn is manager of the Houston plant.



Lillian Campbell



Glenn Hayes

New officers of the Management Club, Houston, who will serve during 1956, were installed at a recent meeting. LEE FUNDERBERG will serve as president; JACK ELLIOTT, as vice president; J. H. MCCRARY, treasurer; J. B. LERAY, secretary; and C. W. GILL, F. A. BOX, L. G. JOHNSON, and C. L. GREMILLION as Board of Control members.

The installation ceremonies were conducted by AL CARVILLE, Baton Rouge plant supervisor, who is serving as Regional vice president of the National Association of Foremen.

RAYMOND H. METTERNICH, Industrial Relations Training, Baton Rouge plant, has been elected president of the Louisiana Chapter of the American Society of Training Directors. Ray was installed at a recent meeting of the society.

FLOYD CARBO, TEL Maint., Baton Rouge, was elected president of the Ethyl Recreation Association at a recent meeting of the Board of Directors. Other officers for the coming year are L. E. RABALAIS, TEL Oper., vice president; DORA PEPE, Finance, secretary; and JOE POLITO, Prod. Plan., treasurer.

LEO J. MARTIN of the Baton Rouge plant recently attended a state-wide meeting of the American Petroleum Institute Oil Industry Information Conference in Alexandria. Leo has been appointed General Chairman of the 1956 observance of Oil Progress Week in Baton Rouge.

C. A. HEBERT, Safety, Baton Rouge plant, received the Luther Halsey Gulick award, which is the highest award given by the National Camp Fire Girls Organization.



C. A. Hebert

ON THE ROSTRUM



HARRY TOULMIN authored and presented a paper entitled "Automotive Engine Fuel Requirement Trends" before the Mid-Continent Section of the Society of Automotive Engineers in Bartlesville, Okla. recently.

At the annual meeting of the Louisiana Engineering Society held in Baton Rouge during January, STEVE HENRY, Director, Community Relations, Baton Rouge plant, spoke on "Industry."

Steve also recently gave a speech before the National Science Foundation's Low Temperature Conference at L.S.U. His topic was the industries of Baton Rouge.

HARRY WHEELER and HENRY WALL, Baton Rouge, recently spoke before a group of Research and Engineering personnel at the plant. Harry discussed Coaching as a tool in Personnel Development and Henry covered the history of TEL Plant Design.

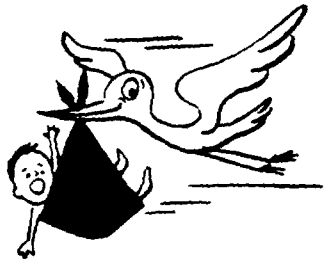
ED ELLERBE, chief automotive engineer, Western Region, was the featured speaker at the Seattle, Washington S.A.E. meeting during January.

Ed's topic was "A 1956 Look at Fuels and Engines."



Ed Ellerbe

BIRTHS



Detroit

JEROME and ALLENE BROWN—a daughter, Jean Ellen, born on January 20. Jerry is an assistant research supervisor in the Chemical Research Division.

AL and MARY LEE FILBEY—a daughter, Wendy, born on January 11. Al is in the Process Development Section.

Eastern Region

GEORGE and GRACE O'CONNELL—a son, Dennis Gerard, born on December 27. George is a safety representative in Eastern Region.

Tulsa

BENNY and JOYCE FRAZIER—a daughter, Becky Jane, born on January 17. Benny is a technician at the Tulsa gasoline testing laboratory.

PEOPLE IN THE NEWS

Seven men formerly of the Detroit Laboratory, have transferred to the Baton Rouge plant as a result of the realignment of the Company's research and development work.

The men are J. R. GEAMAN, Patent Division, and A. S. HAWKES, WILLIAM ELLER, KENNETH L. LINDSAY, T. P. WHALEY, R. H. MARSHALL, and DAVID DEPREE, of the Chemical and Research Division.

Under the organizational plan which brought about their transfer, all research programs in the automotive products field will be conducted at the Detroit Laboratories while research and engineering on chemical products and on manufacturing processes will be concentrated at the manufacturing plant in Baton Rouge.

ETC 10802

PEOPLE and PLACES



PLAQUE HONORS NAYLOR

A gleaming metal plaque catches the eyes of visitors to Fred Naylor's office these days. Fred, who is manager of personnel development and headquarters in New York, was awarded the plaque for the winning management development entry submitted to the National Society of Training Executives. Ethyl's representative to the Society, he won the award in the Society's annual judging of written contributions by members with his booklet, "A Management Development Program." The booklet was a report on Ethyl's development program, one of four out of 125 honored by the Society.

READ PROMOTES SCOUTING

Weekly Boy Scout and Cub Scout television programs are conducted by Dan Read, safety engineer at the Baton Rouge plant, with a view toward interesting boys in scouting and educating parents on the training their boys will receive in these organizations. Shown below at program time are a group o Cub Scouts and (left to right) E. H. Coxe, Powe Dan's assistant in the shows; a den mother; Dan, wear ing around his neck the Silver Beaver, highest awar given Scout workers by a local council; and Mrs. G. Roberts, den mother and wife of the director of ge eral engineering at the plant.



ETC 10803



SUGGESTION SYSTEMS MEET

When the National Association of Suggestion Systems recently met in Cincinnati, Ethyl presented a program entitled "Higher Octane Ideas for Better Suggestion Performance." As part of the presentation, Ed Downs (pictured during his performance at the meeting) did his demonstration on how to save time and break down the barriers of waste. Ray Faller, director of training, handled the off-stage comments, directions and monologue. Lou Shank, manager of the Suggestion System at Ethyl, reported to the association on some of the experiences learned from our first year of suggestion awards.



MISSION ACCOMPLISHED

Poverty and distress witnessed on a flying tour of the Far East last year brought home to Hardy Meredith, TEL operator at the Baton Rouge plant, the daily blessings of his own country. Hardy and two other members of a Baptist Church have recounted their experiences in Japan, Korea, Formosa, Hong Kong and the Philippines to a number of groups in order to stimulate interest in the missionary programs in those lands. Hardy, who is the man wearing a hat in the above picture taken near the Imperial Palace in Tokyo, said the missionary work abroad has promoted much good-feeling toward America.

HOME IN THE GOLDEN WEST

Since the easy-going West has drawn people from all over this country and half the world, it undoubtedly won't be startled by a few Southern "you-alls" from the Scotty DuBose family, some of its latest residents. If the DuBoses themselves are startled, it is only with the scenic beauty and delightful climate of the state of California. Scotty, who was manager of our district office in New Orleans, has recently assumed the same position in the district office at Los Angeles. Happy Californians shown here are (left to right) Karen, Scotty, Stephen, Ginny his wife and Scott, Jr.

CHRISTMAS ON A CAMEL

A balmy Mediterranean cruise is far removed from the holly and mistletoe we associate with our northern Christmases, but the ungreen deserts of Egypt are about as far removed as is imaginable. However, to Viola Wells—with Ethyl-Dow in our New York office—Christmas day on a camel outside of Cairo was a thrilling experience, and she could not help but feel that the famous Cheops pyramid and the even more famous Sphinx were a kind of Christmas present to her, at least for that day of sight-seeing. Below, she is pictured on the center camel, which she claims was a surprisingly smooth-riding animal.

ETC 10804





NEWS BRIEFS

New York Office Collects Eyeglasses

Unused eyeglass frames are now being collected to be sent to NEW EYES FOR THE NEEDY, Short Hills, N. J. This organization distributes the glasses either directly to a needy person or via recognized institutions.

With the usual willingness and spirit displayed by Ethyl girls, PEGGY SMITH, VIRGINIA MCGUIRE, EDITH MAHONEY and ALICE LAHN are collecting on their respective floors, 17, 18, 19 and 20.

If you have any extra frames (with or without lenses), bring them in and drop them off with the girl in charge on your floor.

Deverill Announces Rockefeller Aid

ART DEVERILL, president of the Tarrytown Board of Education, recently announced that John D. Rockefeller, Jr., pledged $350,000 to aid in a new program to provide adequate and modern schooling for the children in that area.

Art is in the Finance department, New York office.

Human Relations Institute Sponsored by Ethyl

Recently a two-day Human Relations Institute sponsored by the Ethyl Management Club and the National Association of Foremen was held at Louisiana State University.

THOMAS G. TERRY, employment supervisor, Baton Rouge plant, served as general chairman of the institute.

STEVE HENRY, Director, Community Relations at the plant, who spoke on automation, predicted a four-day, six-hour work week for industrial workers by 1976, and said that automation is not a thing to be feared, but a thing that must be prepared for.

HARRY WHEELER, assistant director, Industrial Relations, Baton Rouge plant, participated as a panel member in a discussion covering "Communications—Key to Effective Management."

Guided tours to Ethyl's manufacturing facilities in Baton Rouge were arranged.

Barksdale Gets Scholarship

JOHN M. BARKSDALE, *industrial engineer* at the Baton Rouge plant, is the recipient of the newly established United States Steel scholarship at the University of Alabama.

John, a registered engineer, received his B.S. degree in industrial engineering from North Carolina State College. He will begin study for his master's degree in the fall.

At present his work is chiefly in the field of cost reduction.

Answers to quiz

Outstanding workers will have answered all questions in the affirmative except the first three. On that basis, score yourself 10 for all correct answers, 5 for all "yes and no" answers, and 0 for all incorrect answers. Total your score and classify yourself as follows:

250—Subtract 20 points for dishonesty.

240-200—You are a diligent worker decidedly in the superior category.

190-140—You are a good worker but, obviously, there is room for improvement. Take it to heart and increase your worth in the areas where you are weak.

140-90—Don't let it trouble you but get busy and pull yourself together. It's too easy to slide down hill.

90-40—You are an inferior worker coasting along without taking advantage of what you have to give to a job. You can do considerably better if you make a real effort to do so.

40-0—Impossible!

IN MEMORIAM

William Ross, consultant at our Baton Rouge Plant, and Estelle D. Caldwell, formerly of Manufacturing, die



William Ross

WILLIAM ROSS, one of the world's foremost authorities on development and manufacture of sodium and an Ethyl consultant, died on January 17 at the Baton Rouge General Hospital after a short illness.

Mr. Ross led in the design of the Sodium Plant and was its manager from 1939 until his retirement in 1945.

Born in Dublin, Ireland in 1880, Mr. Ross was graduated from Trinity College, Dublin University, in 1901 as a bachelor of arts and bachelor of engineering.

He is survived by his wife, Ethel, his son, William B. Ross, who is a supervisor in Maintenance and Construction, and three grandchildren.

MRS. ESTELLE D. CALDWELL, Immediate Past Most Worthy Grand Matron of the Order of the Eastern Star of New York State, died January 23 at Mount Vernon.

Before her election to the head office of the Eastern Star in 1954, Mrs. Caldwell was in the manufacturing department, New York office, for 10 years.

Mrs. Caldwell had been a member of the Eastern Star for 30 years and served in many capacities in state offices. She was also an organizing member and past matron of the Vernon Stewart Chapter 794 in Mount Vernon, which she helped to found in 1926.

She is survived by her husband, Archibald; her son, Robert; and two grandchildren.

ETC 10805



Research to further the progress of the oil industry has always been one of Ethyl's principal operations. Shown above is another of our "firsts," a new method for testing the color of aviation gasoline, developed by Ethyl in conjunction with Hellige, Inc. John Jones, formerly of the Yonkers Lab and now deputy manager of the Kansas City Lab, examines a gas sample for color intensity.

ETC 10806



ETC 10807

ETHYL bulletin board

MARCH 1956



ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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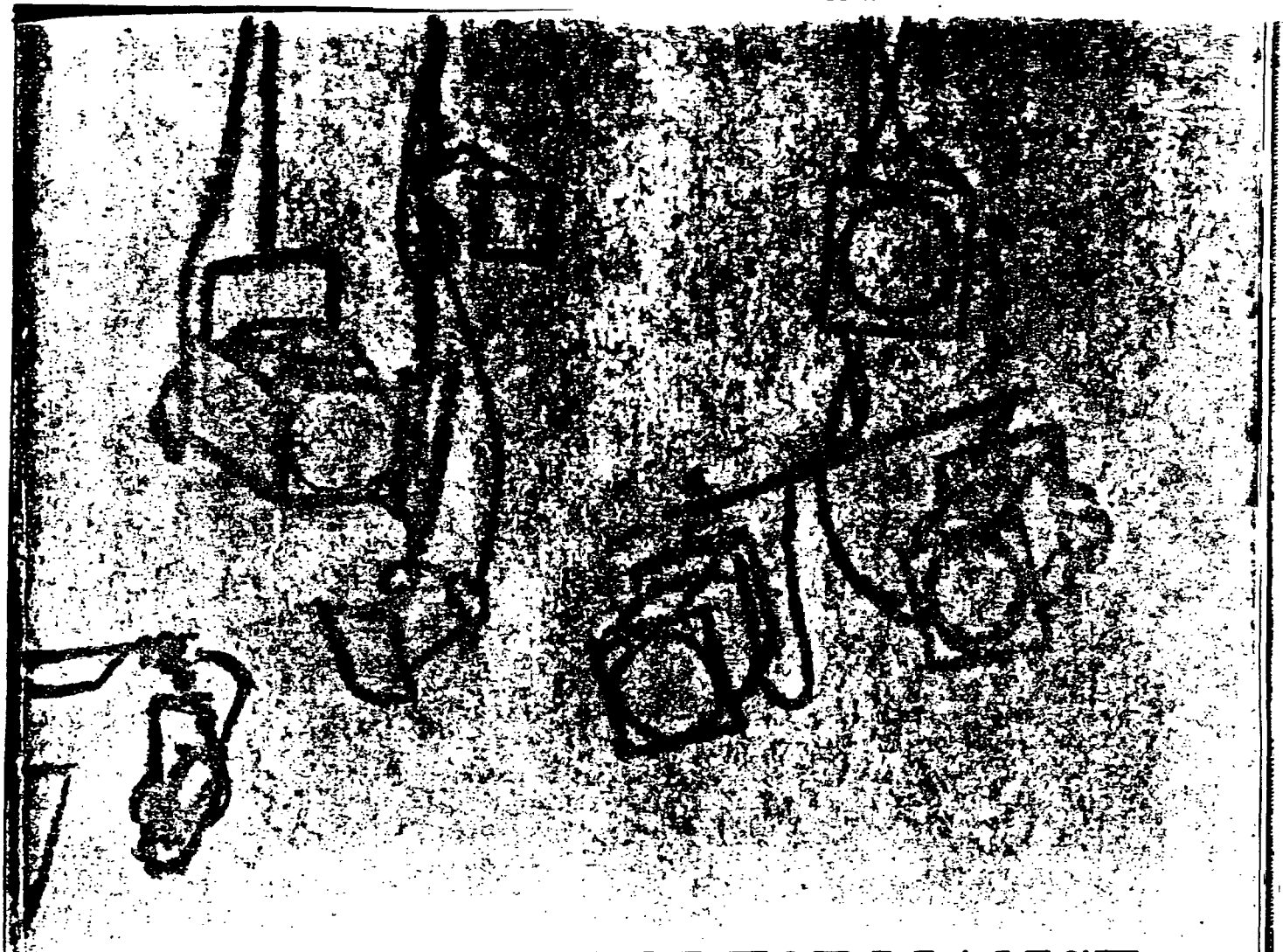
ON OUR COVER: Gene Sattler, sales representative in Eastern Region, was one of some 200 men from the Sales department who attended the annual Sales meeting, held this year in Chicago's Hotel Sherman. His smile reflects the hopeful picture ahead. The story of the conference, which was photographed for BULLETIN BOARD by Arthur Lavine, whose pictures have appeared in such national magazines as *Life* and *Collier's*, begins on page 4.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.



ETC 10809



CONTINUOUS PERFORMANCE

Just as the lights in a theater or on a sound stage are set to illuminate the actors, lights of a sort are constantly on our Sales department. Those lights are the observant eyes of our customers, and they are as bright and carefully focused as any spotlight that ever beamed upon Grace Kelly or Marilyn Monroe.

Customers, like audiences, are always watching—and often looking for one false step. Duly critical, both want the best performance they can get. They just won't settle for less. You do the same in this land of choices. Get, for example, a poor performance on television and you'll switch to another channel as quick as a Groucho Marx retort.

That's the way it is when there's competition. For instance, Durante's nose is the peer of noses and our product is peer in its field, but it still takes some doing to win, hold and hold faster an audience or a customer. One good performance alone simply won't do it. It takes continuous performance.

When a play is a smash hit on Broadway and earns a long run, the actors can't afford to rest on their opening-night reviews. They must regularly employ all of their techniques and skills in order to give the same caliber performance that won them the critics' raves. It's that continuous performance, that consistent quality, that sells the tickets—and also sells our products. To be that good, it takes a lot of rehearsal. In a sense, the recent sales conference in Chicago was a rehearsal for better performance throughout the year. As Mr. Shea pointed out to the group, "Regardless of how well you play the game one Saturday, you still have to prepare for the next Saturday."

No matter what the analogy, the fact is the same—continuous performance takes practice.

Sales department and guests meet at . . .

CHICAGO



Plenty of deep thought, both on the part of the audience and the speakers, went into the conference.

CONCLAVE



Speakers presented verbal pictures of what their departments were doing to back up Sales department.

As January met February with a flurry of snow and the mercury stayed down in its winter quarters, some 200 Ethyl men, most of whom were from the Sales department, met at Chicago's Hotel Sherman for the annual Sales meeting, consisting of two two-day sessions, one for field men from the Eastern and Western Regions and the other for field men from the Central and Southern Regions. In between the dual conclaves, special meetings were held.

Like those signs that read BUSINESS GOING ON AS USUAL, the Sales force and guest speakers went at it with gusto, tackling problems and setting up the Sales program for the year ahead. With all those heads together, ideas and questions came fast and furious, and solutions to problems met their reckoning on the spot. Anybody who had anything on his chest got his chance to get it off, and the whole business of selling our product was analyzed, discussed and run around a thorough course to get out any kinks. What resulted is bound to be a tightly organized push to do even better in the future. Conversations and expressions revealed that the total effort was well worth the mass journey to the Windy City.

No stone was left unturned, and any department that had anything at all to contribute to the Sales' picture pledged support and backing to the men who meet our customers face to face.

Running the big show for the Sales department, Jack Pruitt, domestic sales manager, stated the year's objectives and summed up the whole of it in a word—IMPACT! He explained how necessary it was, despite the physical distance, to keep planned phases of the program working simultaneously everywhere. In closing, he stressed what our Company has always believed in—the importance of service.

Following Jack's opening address, Mac Murdock, vice president in charge of Sales, spoke on "Current Conditions and Outlook."

In a lineup of pledges, Russ Weston and members of his staff from Advertising and Sales Promotion

Everybody had something to gain from the diversified talks that held the attention of the audience.



ETC 10812

Speakers were many and varied



Jack Pruitt, domestic sales manager, points the way ahead as he delivers the keynote address. His forward-looking gesture certainly symbolized the general attitude at the Sales conference.

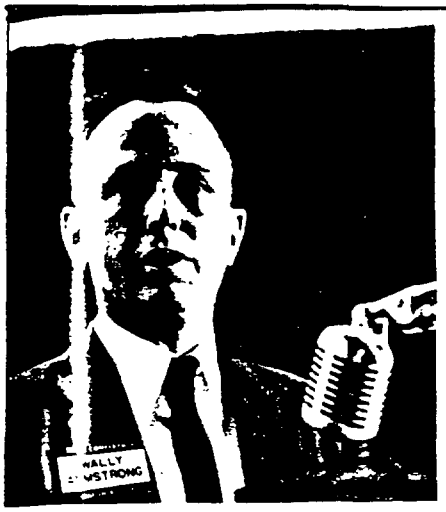
gave the group a glimpse of that department's backing and plans for the remainder of 1956. Part of that plan is the continuation of the popular Road Bird series in national magazines. Already one of our most successful advertising campaigns, it's sure to hold the public eye and to perform both a customer and a public service.

Numerous other departmental representatives spoke about their tie-in plans and allegiances. Matt Taylor, manager of Sales Operations, led off the series and was followed by Van Fleck representing Safety; Gerald Forsdick, Order and Shipping; Merritt Collins and Chris Bruhl, Marketing Analysis; Bill Ludt, Gasoline Testing; Julian Frey, Bayard Browne and Ed McDonald, Export Sales; Dan Guy, Technical Services; Wayne Warren, Refinery Technology; and Fred Naylor, Personnel Development.

On the second day, the list of speakers included Bynum Turner, executive vice president; Joe Costello, vice president, Planning and Coordination; John Schaefer, vice president, Manufacturing; Wally Armstrong, assistant general manager of Manufacturing; Jim Boudreau, director of Public Relations; George Kirby, vice president, Research and Engineering; Dick Scales, general manager, Research and Engineering, Detroit and San Bernardino; Frank Sergeys, manager, Research and Engineering, Baton Rouge; Curt Holton, director of Industrial Relations; Fred Warne, general counsel; and Bill Perdue, vice president and treasurer.

Mr. Shea personally brought the meeting to a close.

In addition to the talks given by various department heads, a number of exhibits showing the work of each department were displayed.



The broad outline of the department's many activities was given by Wally Armstrong, assistant general manager, Manufacturing.



John Schaefer, vice president in charge of Manufacturing, introduced Wally Armstrong and spoke briefly on departmental affairs.



General Counsel Fred Warne addressed the large gathering and spoke particularly on the subject of sales contracts and their forms.



Sales achievements in 1955 and plans and prospects for 1956 highlighted the talk of Mac Murdock, vice president in charge of Sales.



Mr. Shea bestowed warm praise upon the Sales force in his speech and told the conference that the future had never looked brighter.



Metallic lead, and how Ethyl obtains it, was a major subject in the address of Joe Costello, vice president, Planning and Coordination.



Curt Holton, director of Industrial Relations, described his department's activities and pointed out how they integrate with others.



Developments on the automotive front was the talk by Dick Scales, general manager, Research Laboratories, Detroit and San Berdu.



The highly relevant matter of financing our Company's operations was briefly discussed by Bill Perdue, vice president and treasurer.



The continual attendance of By Turner, executive vice president, stressed the great interest with which the managerial staff regarded this conference filled with reviews of the past year and plans for the new one.



Sessions were not only well attended, but as these receptive expressions testify, virtually every word of the speeches was absorbed. Here are Eastern Regioners Bill Deuber, left, Bob Thurston, Hal Landis.



The display in the Public Relations suite forms the background for this picture of Ed Michael, left, Bob Hogan and Don Forsdick, all of Eastern Region. Departmental displays were well inspected.



Tom Smylie, left, director of Plans and Standards, Manufacturing, chats with Dr. Robert Kehoe, Company medical director. Dr. Kehoe met and talked with chief safety engineers of the four regions.



Progress on the new plant being constructed in Sarnia, Canada, is related by Alan Tully, right, president of Ethyl Corporation of Canada, Ltd. Listening is Lou Shank, manager of the Suggestion System.



An old friendship is renewed by Don Chapman, left, of Eastern Region and Harry Manning of Western Region. Don works out of the New York district office, but was formerly in the Western Region.



The fast pace of the conference necessitated a little relaxation occasionally. Here Dougal Jeppe, Jr., left, of Central Region and Bud Harris and Bob Landis, both of Southern Region, enjoy a social hour.

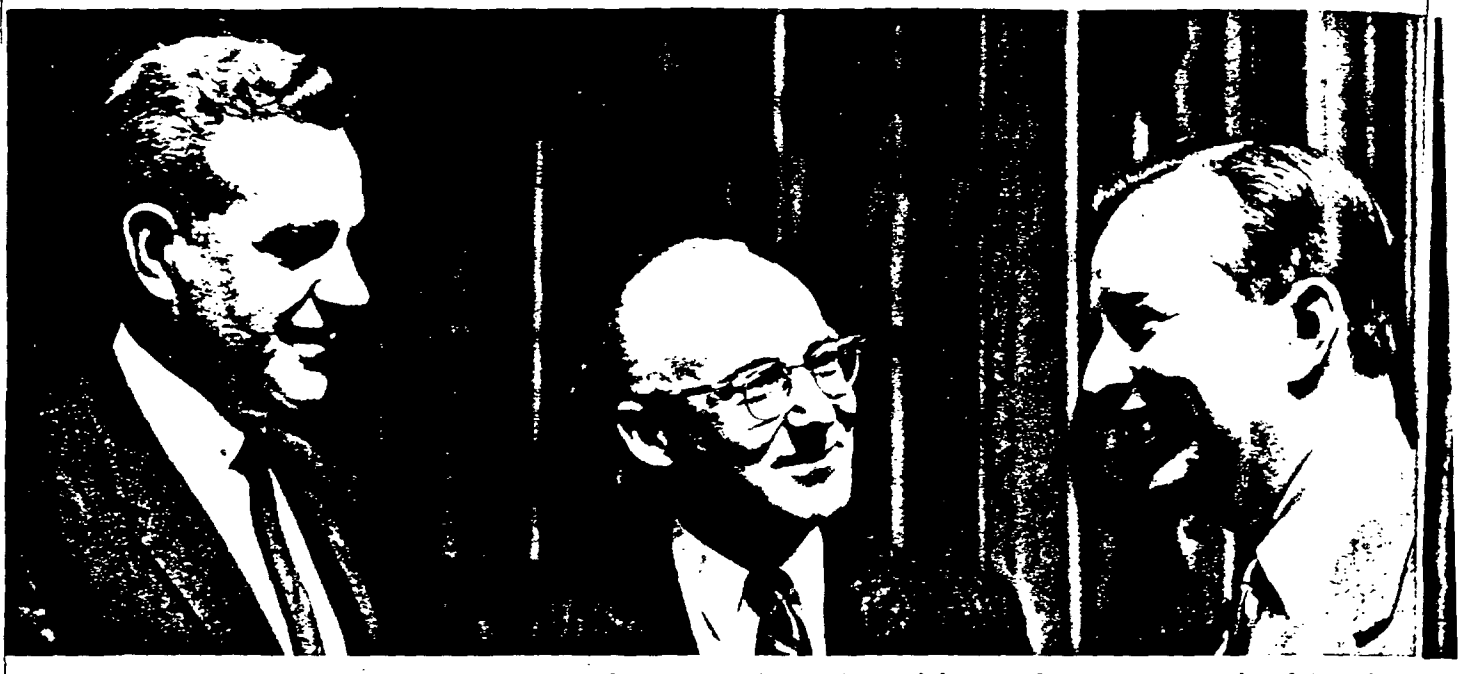


Taking notes in the audience is Redg Bushell, left, manager of the New York district office, with Jim Connor of Eastern Region. For new men like Jim, the conference was a warehouse of information.



Busily discussing arrangements for the conference are Wally Distler, left, assistant to the manager of Sales Operations, New York office, and Ham Greenup, operations manager in Central Region.

Big smiles reflect approval of year's plans



Three Central Region men get together and exchange notes during the week-long conference. Deane Birkes, left, and Nick Carter, center, both work out of the Dayton district office. Stuart Forbes, right, is manager of Central Region.



Jim Boudreau, director of Public Relations, reviewed his department's activities and projects and pointed out how they help support the Sales' efforts.



A smile brightens San Wagner's face as he meets old friends in the Sales force. San, former vice president in charge of Sales, has retired to California.



Marshall Sittig, technical writer in the Advertising department, digested a number of pieces of information that should prove helpful in advertising affairs.



The Kansas City district office is where Charlie Welch hails from. Being in the heart of the Central Region, he does a lot of work in the agricultural field.



R&E operations were briefly discussed by George Kirby, vice-president, Research and Engineering. R&E department was well-represented at conference.



Western Region's John Pauli had a long trip to and from Chicago, but the stimulating talk and presentations warranted it. John's work is in Washington.



John Fischer of Central Region was no doubt looking as happy as he is here when Mr. Shea so highly complimented the Sales force. Toledo, Ohio is home.

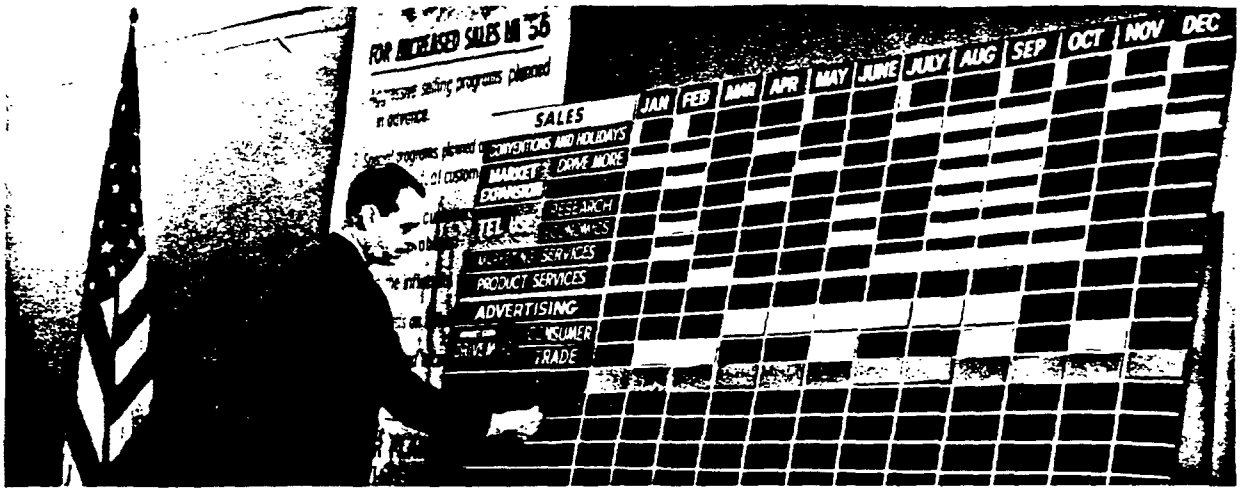


One of the speakers, Ed McDonald of Foreign Sales, New York office, explained foreign sales operations and presented comic cartoon slides on TEL.



Ollie Jones, associate director, Purchasing and Traffic, Baton Rouge plant, attended meeting of regional operations managers on tank car operations.

Special features kept things lively



Large presentation board was used by Mac McCulloch in his talk for Advertising and Sales Promotion.



Harold Mehler demonstrated features of the new Fire Power Show in Advertising Sales Promotion exhibit.



At one of the sessions, Mr. Shea presented 10-year award to Bynum Turner, executive vice president.



Buzz sessions, which were started last year, brought in numerous new ideas from groups such as the one above.



Cathy Fay, a newcomer to Ethyl and secretary to Mac McCulloch of the Advertising Department, poses with egghead of a circus clown.



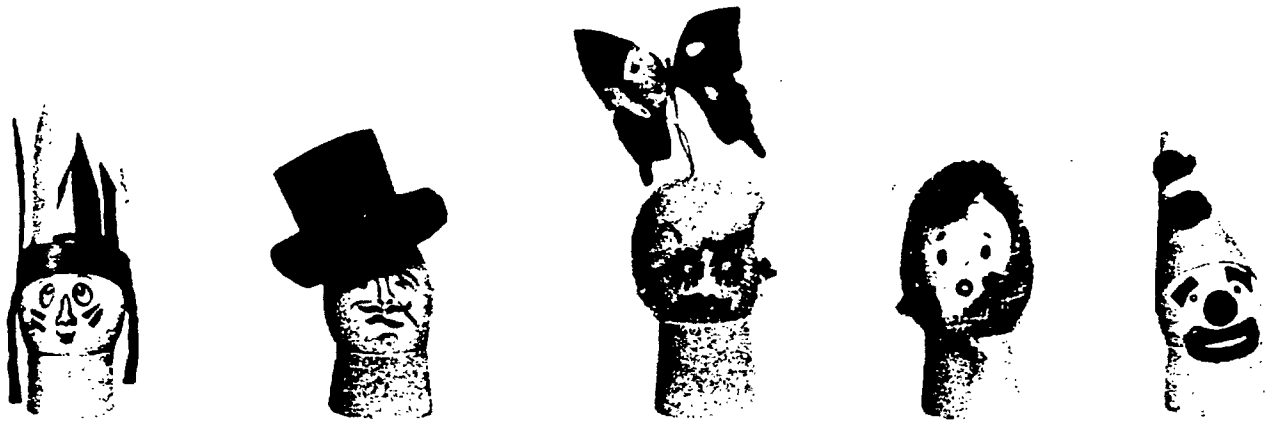
EGGH

Eastertime is the time for eggs, and, though you may have plenty of recipes for preparing the nourishing ovals, here's one we'll venture is new. A twist on decorating eggs, these eggheads were made for the children in Bellevue Hospital, where women of the New York chapter of Desk and Derrick frequently appear bearing gifts for the youngsters..

Mollie Houghton, receptionist in the New York office started the project and when we took a few of them over to be photographed our eager artists couldn't resist making a few eggheads, too. More and more people who saw the comic faces had ideas for others. A member of BULLETIN BOARD's staff even furnished party guests with hardboiled eggs, colored pencils and lengths of yarn, and their efforts were added to the collection to be delivered to Bellevue.



ETC 10821



EADS

On the threshold of Easter, the children of Bellevue Hospital will receive these and other unusual and humorous eggheads from the New York chapter of Desk and Derrick

Jessie Halton, chairman of the social committee of the New York chapter, and Erna Harris, receptionist at 100 Park, are among the 12 women who will visit the children's ward to distribute the eggheads. In addition, they'll make gifts of balloons and rubber balls and serve refreshments.

Eggheads are made primarily of imagination, and that's sparked largely by the shape of the egg. You begin by staring at it long and hard, and suddenly you see it clearly as the face you want to make, though it doesn't always turn out that way. Mistakes, however, are edible. Colored paper proves a helpful aid in making hats such as the one worn by the witch, the Chinese coolie, the haughty king, the glamor girl, the clown, the Indian, and the man in the top hat. For hair, there's cotton, steel wool and yarn. Bits of cloth make kerchiefs and bandanas, and sequins, tinfoil and small shells can be cut to make eyes, ears, nose and mouth. You'll have ideas of your own, of course, and you'll discover all sorts of bits and pieces to employ. Rubber cement is perhaps the easiest and cleanest adhesive to use since the surplus can be rubbed off the egg without leaving marks.

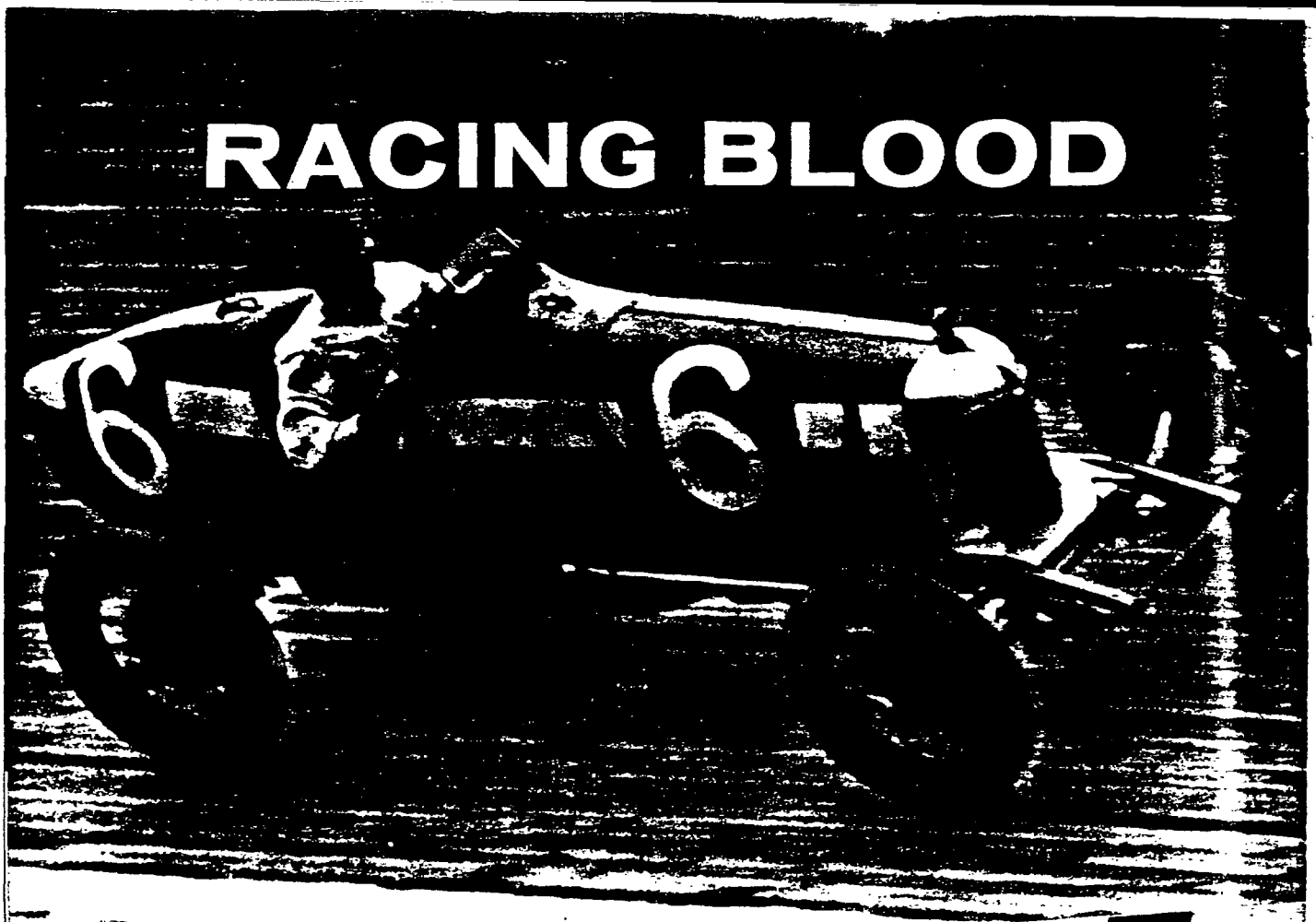
Stands for eggheads are merely slips of white paper folded in a circle and stapled together. They, too, may be decorated with ties and collars.

Judging from the adult response, there's no doubt in our minds that eggheads will please and delight the young on Easter morning, and we recommend a few faceless eggs for them to draw upon.

Incidentally, that's Carmen with a rose in her mouth second from the left in the bottom row.



RACING BLOOD





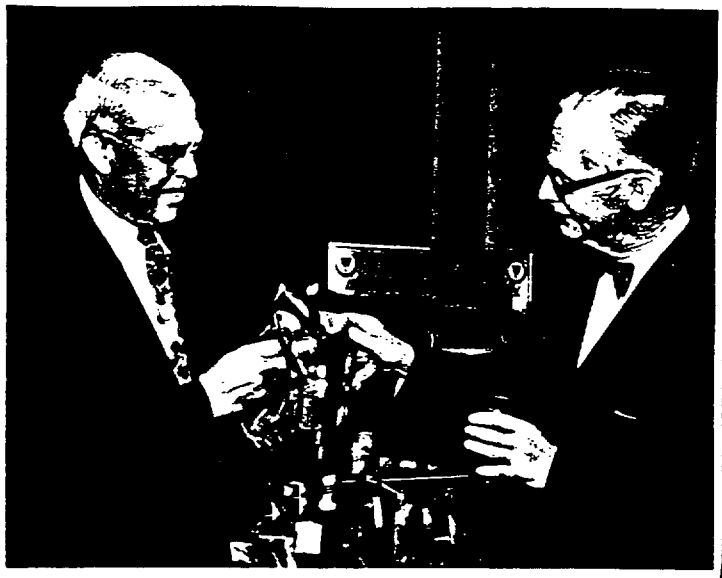
ETC 10823

When Frank Elliott, chief automotive engineer in Los Angeles, recently retired, colleague Harry Manning with the aid of Marv Russell prepared a sendoff that rivaled television. Using the format of a highly-rated video show, they presented "The Life and Times of Frank Elliott," complete with slides, music and sound. In their presentation, they revealed, primarily, Frank's racing blood in a number of old photographs from his scrapbook. Because of Frank's popularity on the West Coast, parties were held in both Los Angeles and San Francisco. They were industry-wide and many of our customers attended to say farewell to a man they all admired. In addition, there were a number of automotive editors, race car drivers, engine builders and fleet operators—all of whom knew Frank during his long and colorful career.

Frank was born in the Ozarks—and there were pictures to prove it, accompanied by hill billy music.

The racing bug bit him shortly after he left home and settled on the West Coast. He had been reading about Barney Oldfield and began collecting parts to build a racing car with a friend. In 1914, he entered his first race at Stockton, Calif., where he finished in the money. Unsatisfied by the original car, Frank picked up a four cylinder Mercer formerly owned by the great Ralph de Palma, and in it he became well known to racing fans. In 1916, his skill in handling fast cars won him a place as relief driver in Indianapolis and the big time.

After serving in World War 1, Frank returned to racing and broke two 50-mile world's records in one

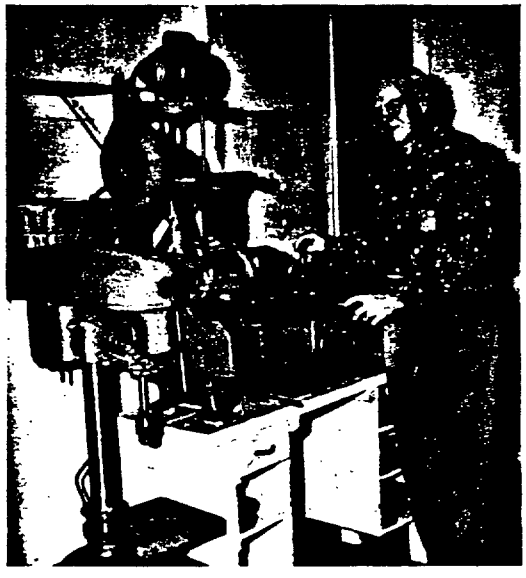


At farewell party, David Day (right), vice president in charge of manufacturing, Richfield Oil Corporation, presents Frank with a pistol that once belonged to famous auto racer Frank Lockhart. Note Miller racing engine.

red letter day. Subsequently, Frank finished in the pay four times out of six at the Indianapolis Speedway and won the Culver City Speed Classic in 1925, setting a new world's record and copping the $10,000 Grand Prize.

Frank joined Ethyl in 1926, when it was Ethyl Gasoline Corporation, and gave up racing the following year, after another paying finish at Indianapolis. With Ethyl, Frank's racing knowledge stood him in good stead over 30 mutually good years.





Frank, who has many hobbies to enjoy at his leisure, is shown at home in Seattle, Wash. At left, he is seen studying waterways of the northwest and in his basement workshop, where he spends many pleasant hours. His dog and his television set also help to make his days all happy days . . . the sincere wish of his numerous West Coast associates.

Frank Elliott, who recently retired from Ethyl, was a former driver of racing cars, a hobby that helped him greatly on his job with the Company. In top picture on the opposite page, Frank is shown on the track at Altoona, Pa. in his Miller Special in 1926. At left on same page, he is shown (in white coveralls) standing beside the famous Barney Oldfield (seated). In the remaining picture, Frank overhauls at Indianapolis.

MILESTONES

25 years



CHARLES E. COLVIN, JR.
Manufacturing, Baton Rouge

20 years



WILLIAM TRELEASE
Sales, Eastern Region

15 years



EMERSON H. IDE
Research, Detroit



FRED W. RAMIN
Gasoline Testing, Yonkers

10 years

THEODORE J. CARRON
Research, Detroit

RUTH E. HALL
Finance, New York

MITCHELL KAPRON
Research, Detroit

ERNEST J. LANGE
Finance, New York

FRANK J. MCNALLY
Finance, New York

STELLA G. SHAFER
Research, Detroit

THOM YATES
Public Relations, New York

5 years

CALVIN H. COOK
Research, Detroit

RICHARD J. TEELEY, JR.
Research, Detroit

A. JOEL WARREN
Research, Detroit

EDWARD P. WATSON
Sales, Western Region

ROBERT L. YOUNG
Research, Detroit

ETC 10825



ROY W. AUGUST is a dynamometer operator at the Detroit Labs. A native of Detroit, he is married and has a son and daughter. He played football and boxed at college.



EARL HOORNSTRA, plant guard at Detroit Labs, was born in Owosso, Mich. He is married and has two children. He served three years in the U. S. Army as a sergeant.

ETHYL WELCOMES



DOROTHY J. O'BRIEN, known as "Dotty" to her friends, is a steno-clerk at the Detroit Labs. She attended Fenn College in Cleveland, Ohio, and her hobby is horticulture.



JERINE E. PETERSON is a microfilm clerk at the Detroit Labs. Nicknamed "Jeri", she is a native Detroiter. After attending high school, she was employed as a secretary.



MELVIN M. REEVES is in the Research department at the Detroit Labs. He's married and has two children. Born in Stratton, Miss., he's a Navy veteran and enjoys hunting.



PATRICK F. TRAYNOR has become a dynamometer operator at the Detroit Labs. A resident of Michigan most of his life, he has seen service with both the Navy and the Army.



GEORGE H. UNZELMAN, engineer at the Detroit Labs, is married and has three children. He served in the Merchant Marine, is a graduate of University of Washington.



JAMES H. CONNOR has joined Eastern Region as a field representative. Married, he lives in Wallingford, Conn., graduated from Georgetown University and was a Marine.

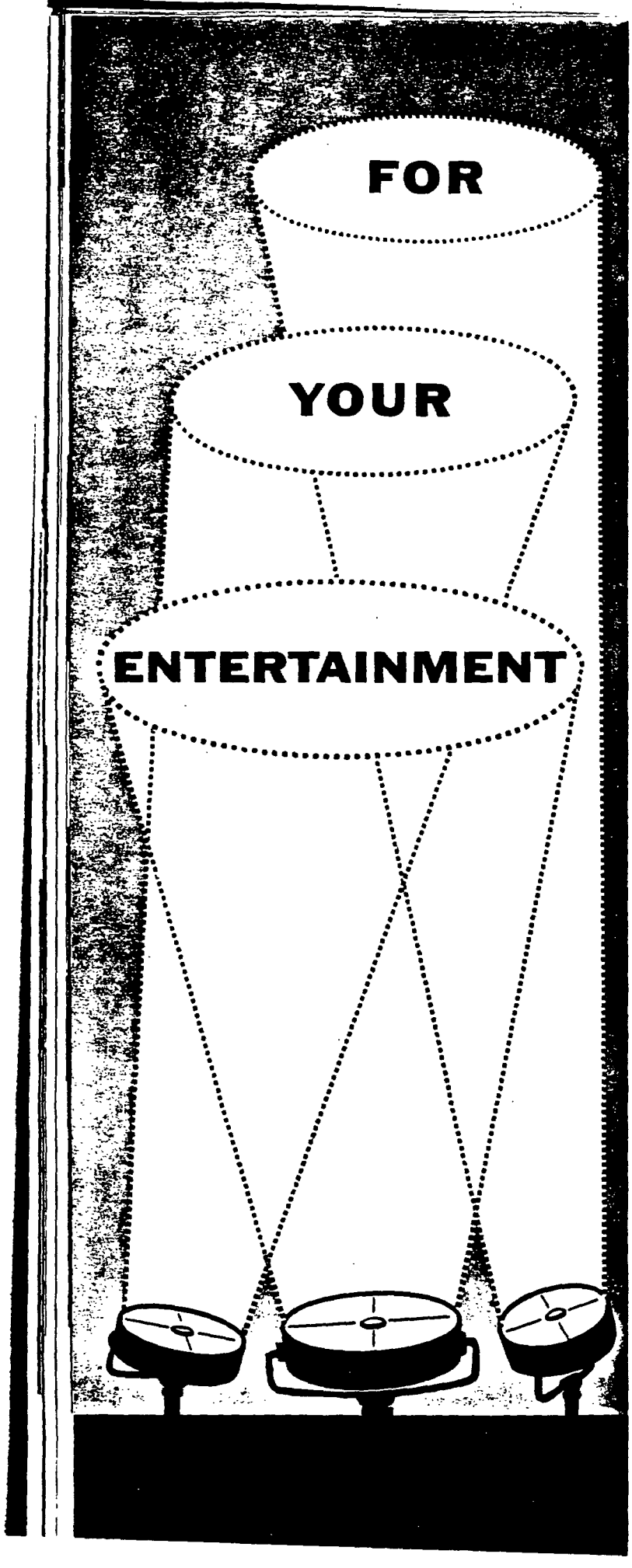


CATHERINE M. WEAVER, a former Government worker, is a secretary in the Tulsa district office. Born in Whitehall, N. Y., she attended Strayer Business College.



HERBERT R. WITTY, field representative, Southern Region, is a native Louisianian and a graduate of Louisiana State. He's married, is a Navy veteran and likes outdoor sports.

ETC 10826





BOOKS

It is obvious that Robert Carse, whose GREAT CIRCLE has just been issued by Scribners, knows the sea and the men who can't resist it. Though no *Moby Dick*, his novel about a whaling expedition in 1840 is commanding stuff for armchair seafarers, and it travels full sail from Salem around the Horn to an idyllic island in the South Pacific. Of course, there's a girl back home, and she eventually has her say.

The story of the automotive industry is told by Merrill Denison in THE POWER TO GO (Doubleday), and it's right up our alley. Anyone who ever owned or drove a car should enjoy all this horsepower, complete with pictures of then and now. There's barely a fact missing and certainly quite a few you may not have known. Statistics are amply on hand, too.

That devastating force, Sherman's army, is at it again in Doubleday's JUBILEE by John Brick, a novel that neatly combines the best spices of historical fiction. There's war at its maddest and love without lust and what seemed to us a particularly accurate account of it all. Mr. Brick writes simply and persuasively and we went right along to Atlanta with his man, war-wracked Jeff Barnes.

Random House, in time to get the tourist trade, has revised David Dodge's THE POOR MAN'S GUIDE TO EUROPE, which is as full of useful information on traveling abroad as the Louvre is of art. It's a real money-stretcher as well as a program of customs and habits to help you en route. If you're going to Europe, by all means take the course.

Ilka Chase, who deals a marked deck when it comes to sophistication, is up to her old tricks in Doubleday's THE ISLAND PLAYERS, and she's just as sparkling and witty as ever. This time she lands a movie couple and their offspring on a quiet Caribbean island, where ex-husbands seem to abound all over the place. It's as mixed up as a salad, but it's twice as much fun.

Man's always been inventive, and Jerome S. Meyer is out to prove it in an informative and simple collection of articles labeled WORLD BOOK OF GREAT INVENTIONS (World). He sold us for sure, and we enjoyed learning in the bargain. From primitive man up, we've done a lot for ourselves and Mr. Meyer has overlooked little of it in his readable compilation.

Bennett Cerf, whose humor is always on the line, has collected over 700 jokes and anecdotes in Random House's inexpensive VEST POCKET BOOK OF JOKES, a three by five and a half inch volume that fits both the pocket and the pocketbook for which it was intended. Its jokes also fit every occasion and are neatly catalogued by subject. We found it enormously diverting and considered toting it to parties to liven up the proceedings.

Vacation, alas, has its drawbacks—at least, so it seems in two new mystery books. In Random House's SQUARE IN THE MIDDLE by William Campbell Gault the trouble all starts when businessman Jim Gulliver sends his wife and children on a vacation and finds himself up to his neck in murder. To clear himself of the rap and win back his spouse he has to do some

first-class sleuthing and a bit of fancy ducking. As an amateur Dick Tracy he does quite well for himself and quite well by the reader, too.

When New York County's Assistant District Attorney Jeremiah X. Gibson (he's Gibby to his friends) and his fishing companion, Mac, steal away to land a few big ones in Hampton Stone's THE STRANGLER WHO COULDN'T LET GO (Simon and Schuster) they find themselves on the wrong end of the hook, with the local law on the other. Three murders and a fourth attempt keep things moving like Nashua.

WITHERED MURDER by A. and P. Shaffer comes from Macmillan and it's good old chiller-diller whodunit, complete with raging storm and bloody murder in Gothic surroundings. While the wind howls and the lights go out, Mr. Fathom—a character both physically and mentally immense—puffs his Cuban cigars, behaves somewhat eccentrically and gets to the bottom of all.

If you've any interest at all in medicine, you'll be both inspired and enlightened by World's MAGIC, MYTH AND MEDICINE by D. T. Atkinson, M.D., etc. It all goes back to the start of things and there are some fascinating bits about early medical doings in Greece and Rome. Our particular favorite of 34 chapters had to do with the beginning of psychiatry in the 16th century. We liked, too, the business about witchery and magic and such.

Clarence Budington Kelland, long a popular favorite, is busy with cloak and dagger in his new novel, DEATH KEEPS A SECRET (Harper). This time murder strikes as a result of a top-secret rocket, with assorted agents of assorted nations involved in the bloody play. Espionage is always good for a merry chase, and Mr. Kelland's hand is still skillful at it.

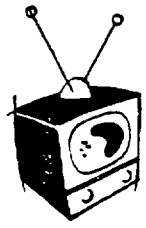
If you're inclined toward historical fiction, certainly you remember Garland Roark's *Wake of the Red Witch* and *Fair Wind to Java*. Well, Mr. Roark's on the high seas again for Doubleday in THE OUTLAWED BANNER, "a novel of ships lost and women won," which just about describes it. This one, too, takes place during the Civil War, which seems to be enjoying a great revival in recent fiction. Two friends, young naval lieutenants, side North and South and become the hunter and the hunted.

Dorothy Salisbury Davis writes of the Irish in New York City a century ago in Scribner's MEN OF NO PROPERTY, a big novel covering 15 years in the lives of its five major characters, who get together one way or another on their journey from the Emerald Isle. The wheel of fortune spins and spins; life's good; life's bad. The Civil War, however, comes along as a catalyst and the immigrants take root.

North Dakota is the setting of Holger Cahill's big novel, THE SHADOW OF MY HAND (Harcourt, Brace), and the feeling of the wideness of the prairie is wonderfully vivid. There's plenty of romantic conflict and some first-rate character delineation. Good Americana.

If you're one of those people who frequently gets tied up in knots, you will profit from Simon and Schuster's FOR PEOPLE UNDER PRESSURE by David H. Fink, M.D. Dr. Fink's approach is psychiatric and includes a number of interesting case histories.

For those who have high literary standards, World has collected THE BEST SHORT STORIES OF THEODORE DREISER, brief fiction at its provocative and perceptive best. The late author's stories are still among our finest.



TELEVISION

Speedy thoroughbreds will gallop around your screen when the afternoon races are telecast from Gulf Stream Park, Fla., on March 17. Also from Florida, on March 18, are the antics of SUPER CIRCUS, which raises its tent in the Orange Bowl stadium. A more somber note is struck on the same day with *Out of Darkness*, a documentary on mental patients, narrated by Orson Welles. That perennial chuckle-getter, *Taming of the Shrew*, appears over MAURICE EVANS PRESENTS on the 18th, starring Mr. Evans and Lilli Palmer.

With Helen Hayes as narrator, the musical review *Springtime, U.S.A.*, on the VOICE OF FIRESTONE March 19, should warm our winter hearts. Thrilling viewers and moviedom alike, those highly coveted little gold figures called Oscars will be presented on the night of March 21. *Heaven Will Protect the Working Girl* is the evening's gratifying fare on MAX LIEBMAN PRESENTS on the 25th, and features the acting talents of Bert Lahr, Nancy Walker and Janet Blair.

Clipped mustaches will be seen and clipped accents heard when a new series of British movies begins on March 28. Spring fashions will interest the video cameras and you during New York City's Easter Parade on April 1; and on the same day Dave Garroway's WIDE, WIDE WORLD will devote itself to the Easter scene. One of Broadway's favorites, Katherine Cornell, stars in *The Barretts of Wimpole Street* over PRODUCERS' SHOWCASE on April 2. The world premiere performance of Norman Dello Joio's opera, *The Trial at Rouen*, is a stellar attraction on the afternoon of April 8.



MOVIES

With the addition of three new songs to Cole Porter's original score (*I Get a Kick Out Of You, You're the Top, All Through the Night, It's De-Lovely, Anything Goes*, and *Blow, Gabriel, Blow*), Paramount's new version of ANYTHING GOES is as lively and tuneful a musical as any you're ever likely to see. On hand to see that things don't slow down are Bing Crosby, Jeanmaire, Donald O'Connor and Mitzi Gaynor, a foursome quite at home with rhythm. With all that talent around, the plot really couldn't matter less.

There's a big (it's in CinemaScope) and lush musical on its way from Metro-Goldwyn-Mayer, too—MEET ME IN LAS VEGAS, starring Dan Dailey and Cyd Charisse with guest stars Lena Horne, Frankie Laine, Jerry Colonna and others. All that money and Miss Charisse look dazzling in color, and everybody concerned is as active as Las Vegas itself.

ANNOUNCEMENT

"Our benefit plans, as you may know, rank among the very best in American industry. As good as they are, we are constantly studying them in an effort to make them better."

Thus began a letter from Mr. Shea, in which he announced several improvements in our benefit plans offered to all regular employees, effective March 1, 1956. The changes were in both the Retirement Income Plan and the Hospitalization and Surgical Benefit Program. In his letter, Mr. Shea explained in detail the nature of the improvements.

Basically, the change in the Retirement Income Plan is a new feature that "will provide a supplementary retirement allowance for qualified male employees who retire as early as age 60 instead of the required 65. Though the Company's contribution formula to the Hospitalization and Surgical Benefit Program remains the same, under the change offered as of March 1, the Company's maximum monthly contribution will be increased from $3.50 to $4.00 a month.

BIRTHS



Detroit

WALTER and MARTHA BRADLEY—a son, Stephen Keith, born on February 9. Walter is an engineer in Administration and Services.

WAYNE and MARIE WARREN—a daughter, Margaret, born on January 11. Wayne is director of refinery technology.

CHARLES and ROSALIE WOLF—a son, Thomas Patrick, born on February 11. Chuck is a project engineer in refinery technology.

NEWS BRIEFS

A number of Ethyl people have appeared recently in other publications. A picture of CLAUDE J. ARCENEAUX and R. M. BOUDREAUX, both of Chemical Development, Baton Rouge plant, appeared on the cover of the Feburary 6 issue of Chemical & Engineering News. The magazine featured an article entitled, "Movies Present Technical Papers," which describes Claude's presentation at the Southeastern Regional Meeting of the American Chemical Society. Boudreaux assisted Arceneaux in preparing the films for presentation.

DAN READ, Safety, Baton Rouge, was on the cover of T. V. Times. "Uncle" Dan, who has been active in Boy Scout work since 1925, also participated in the Observance of Boy Scout Week.

In an article entitled "Sugar on Snow," in the Buick Magazine featuring University of Vermont students, a picture of JOE COSTELLO's son, Joey, appeared. Joe is vice president in charge of Planning and Coordination.

In a booklet entitled "Oil Serves America," a presentation by Sun Oil, pictures of ED MICHAEL and his sons are shown. Ed is an account representative in Eastern Region. Pictures were taken for and appeared in BULLETIN BOARD.

CURT HOLTON, director of Industrial Relations, recently announced that the turnover in personnel during 1955 for the entire Company was only 3.9 per cent, lowest since Ethyl has been keeping a record. Especially outstanding was the record of the Manufacturing department wage-roll group, with a total turnover of only 2.0 per cent.

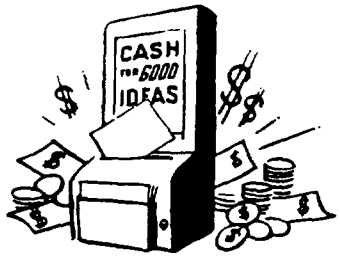
DR. CHARLES F. KETTERING, Director of Ethyl, was the surprise guest and speaker at the annual Baton Rouge Chamber of Commerce banquet, held recently.

Four Baton Rouge employees recently attended the Winter Meeting of the American Institute of Electrical Engineers, which was held in New York. They were: J. N. FOGG, Power; E. H. COXE, Power; RALPH HOLLOWAY, Technical Services and ERNEST V. NAHR, General Engineering. NORM FOGG serves as chairman of the Chemical Processes Sub-Committee.

The Sixth Annual Conference of the Louisiana Chapter of the American Society of Training Directors was held on March 2 and 3 at the Heidelberg Hotel. RAY METTERNICH, Training, Baton Rouge, is president of the local chapter, which sponsored the conference.

Sixty employees at the Baton Rouge plant recently received certificates of appreciation in recognition of outstanding service to the March of Dimes. The certificates were presented on February 16 by Jules Roux, East Baton Rouge Parish March of Dimes chairman.

SUCCESSFUL SUGGESTERS

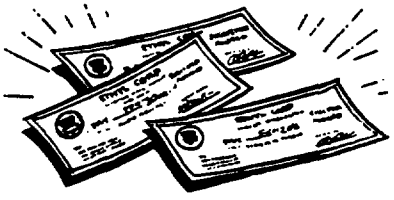


Suggestion awards were made to the following employees in Detroit, New York, San Bernardino, the Sales department and Regional offices:

DETROIT: EDWARD J. CARSON, $10.00 (Eaves trough on "J" building to direct roof runoff); HENRY DE VRIES and W. H. CONNOLLY, $15.00 (Device to prevent extension planks from creeping off the supporting ladders); RUSSEL A. FARGO, $15.00 (Eliminate projecting hose clamps at eye wash fountain tips); WILLIAM MCCRACKEN, $10.00 (Provide Leco mercury sweepers for picking up spilled mercury); JOHN MARINELLI, $15.00 (Reduce possibility of finding that distilled water for analytical purposes has been contaminated by marking jugs "For Distilled Water Only"); GILBERT MATTHEWS, $10.00 (Improve safety of steps at west entrance to "C" wing boiler room tunnel): HAROLD D. ORLOFF, $10.00 (Store large bottles containing strong acids in racks in DAN glassware washroom. Conveniently lo-

cating bulk supplies will reduce need for large bottles in individual laboratories promote use of small quantities).

NEW YORK: LILLIAN CAMPBELL, $65.00 (Unattended TWX station for all regional offices in other time zones, as well as New York Office); MARGARET FURMAN, $25.00 (Subscribe to "Today's Secretary" for secretarial personnel); CLEMENTINE PARCHEN, $10.00 (Move telephone in 17th Floor conference room to Room 1709).



SALES DEPARTMENT AND REGIONAL OFFICES: L. R. FLECK. Certificate (Blind ammonia flange on new tank car dome design be sealed in tightly closed position); D. WILLIAMS and W. H. STRANGE, $10.00 (Card to point up services rendered by 39th Street auditorium in regard to tune-up of customer company cars).

SAN BERNARDINO: JACK H. WEBSTER, $20.00 (Improved tie-down for front wheels of vehicles in all weather rooms at San Bernardino).

WEDDINGS



New York

ANN PATRICIA QUINN was married to HARRY MCGRAUGH in the Lady Chapel of St. Patrick's Cathedral on March 3. The couple will reside in Manhattan. LEN DOWTY, editor of the BULLETIN BOARD, ushered at the wedding. Harry is in the Public Relations department.

VIRGINIA ATAMIAN was married to HAROLD BETNAY at the First Presbyterian Church, Englewood, N. J. on February 18. The couple will reside in Saddlebrook, N. J. At a party given by her co-workers, Virginia was presented with a clock-radio and a gift certificate. She is in Purchasing.

Detroit

ELAINE E. MEEKS was married to JOHN R. TINDALL at Precious Blood Church, Detroit, on January 14. Two girls from the Labs were attendants at the wedding —JOANNE JANUSCH was maid of honor and GLADYS STEFFAN, bride's maid. The couple honeymooned at Boyne Mountain, Michigan and now are living in Royal Oaks. Elaine is a research chemist.

ON THE ROSTRUM



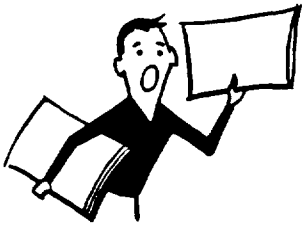
JOHN B. FURR, Industrial Relations, Baton Rouge plant, was one of the featured speakers at the twelfth annual Louisiana Personnel Management Conference on February 24 at Louisiana State University. John spoke on "Training and Automation."

WAYNE WARREN will present "Octane Improvement Economics" before the Western Petroleum Refiners Association in San Antonio on March 19. The paper was jointly authored by Wayne and R. C. KERSTEN, both of the Detroit Labs.

A paper entitled "Electrical Conductivity of Fused Sodium Chloride-Calcium Chloride Mixtures," written by JOSEPH B. STORY and JOHN T. CLARKE, both of the Baton Rouge plant, was presented at a meeting of the American Institute of Mining and Metallurgical Engineers, held in New York City during February.

MAXWELL A. LEA, Power, Baton Rouge, was one of the speakers at the Fifth Annual Water Symposium recently held at L.S.U. He presented a paper entitled "Ethyl Corporation's Baton Rouge Plant Water System." Also attending from the plant were HOMER TANNER, Tech. Services, and DON EVERSON, TEL Oper.

PEOPLE IN THE NEWS



At a recent meeting of the Atlanta Chapter of the Desk and Derrick Club, S. J. WARNER, Atlanta District Manager, as "Man Of The Month," gave a brief resume of the development of Ethyl and described the research of Charles Kettering of GM in finding an antiknock compound for gasolines. TOM HANLON assisted by HAL LANDIS, both field representatives in the Eastern Region, presented the Product Sales Clinic demonstrating with a working model the four cycles of a modern automobile engine—intake, compression, power, and exhaust. They showed the effects of regular and premium gasolines on engine performance, particularly knocking, temperature change, and power.

Two Baton Rouge chemists have recently been elected to offices in the Baton Rouge Section of the American Chemical Society. FRANK CONRAD is secretary and F. C. HOLMES, councilor.

A two-week training course in "Linear Programming" was recently given to members of the Electronic Applications Group at the Baton Rouge plant. BERNARD SOBEL, R&E Adm., was the instructor for the course.

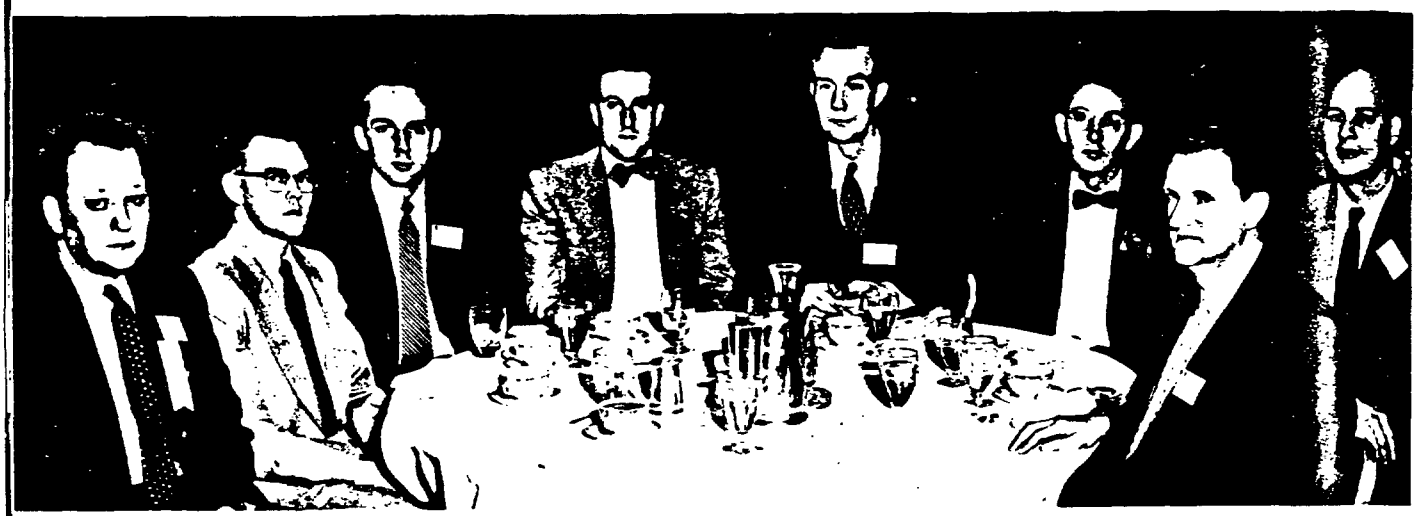
I. R. SCHNEIDER, Mfg, Adm., Baton Rouge plant, was elected president of the Baton Rouge Civic Symphony Association at the recent annual meeting. S. M. BLITZER, R&E Lab., and R. E. BURROUGH, Finance, were elected to the Board of Directors.

ANNE MANSFIELD was recently elected corresponding secretary to the Detroit Chapter of Desk & Derrick. BERNARDINE BURDICK was appointed editor of the club's local publication, "Spindletop." Both Anne and Bernie are secretaries at the Detroit Laboratories.

ETC 10830



Chemists from the Detroit Labs attended the 48th annual meeting of the American Institute of Chemical Engineers, which was held in Detroit earlier this winter. Ted Carron (center, above) served as chairman of the



Technical Program committee. Left, above, is Ed Garelis and in the far right foreground is George Thomson. Leon Chrzan was chairman of the Public Relations committee and O. G. Gilbert was a member of the Finance



committee. Leon's wife, Irene, (left in the above picture) was secretary of the Ladies committee. At center is Ted Carron's wife, Joanne, who served in the capacity of chairman of the Ladies Hospitality committee.

PEOPLE and PLACES



API HONORS WARNER

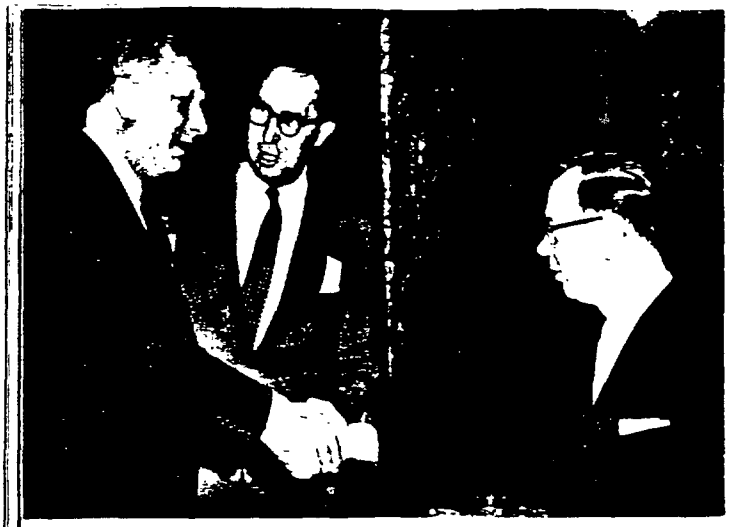
The American Petroleum Institute recently bestowed its Silver Award on Jack Warner, manager of the Atlanta District office, Eastern Region. Jack was cited for his work as Press-Radio-TV chairman of the Southeastern District of the Oil Industry Information Committee. Taking part in the presentation ceremony are D. M. Hills (left), division manager of Sinclair Refining Company, and J. S. Morrison (right), division manager, American Oil Company. Jack is shown holding the certificate he was awarded for his active participation in helping the OIIC bring the public its informative messages.

CREATIVE THINKING FOR ARMY

Charlie Clark of our Industrial Relations department has presented his Creative Thinking course throughout the country, and now has added the military to the ranks of those interested in such a program. Earlier this winter Charlie (shown below) lectured at the Adjutant General's School, Fort Benjamin Harrison, Indianapolis, Ind. Besides the American officers and civilians in his audience, there were officers from Luxemburg, Formosa, Indonesia, Turkey, the Philippines and Japan, all students at the school. Col. E. W. Bosgieter, commandant, has indicated that a course in Creative Thinking is soon to be added.

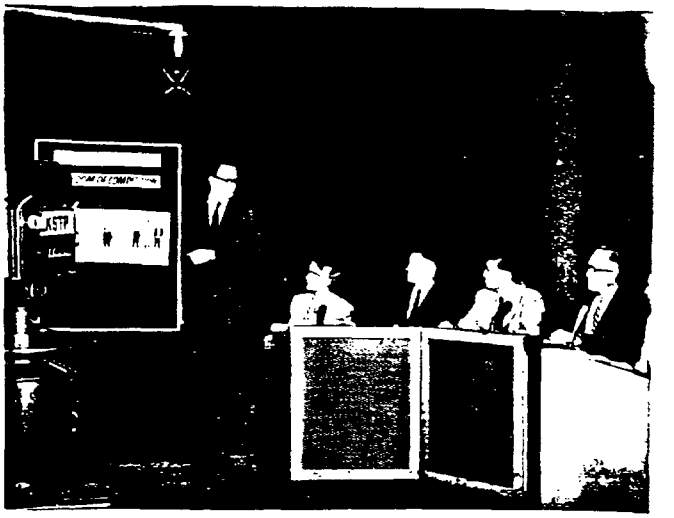


ETC 10832



MURPHY ADDRESSES CLINIC

The school program of the Oil Industry Information Committee, New York-New Jersey district, was discussed by Dick Murphy, manager of Eastern Region, at the OIIC Clinic held in New York City this winter. Dick, the middle man in the above picture, is chairman of the OIIC's school program and was recently appointed to the district's operating committee. The honored guest at the two-day Clinic, H. S. M. Burns, president of Shell Oil Company, is shown congratulating Dick's assistant in the school program, Bob Cokinda (right) of Shell Oil. Dick coordinates the work of supplying schools with material on oil.



ETHYL MAN ON TV

An estimated 200,000 people watched a television presentation on the natural gas issue in January and saw Don Hornbeck (at flannel board) of Central Region serving as master of ceremonies. Don gave a speech with the help of an Ethyl-prepared flannel board and directed a panel discussion in which views favoring the dropping of federal controls of natural gas were aired. The 30-minute program was presented by the Natural Gas and Oil Resources Committee over a Minneapolis television station. Panelists included a housewife, a businessman, an educator, an oil man and a TV announcer. Phone calls attested success.

ETC 10833

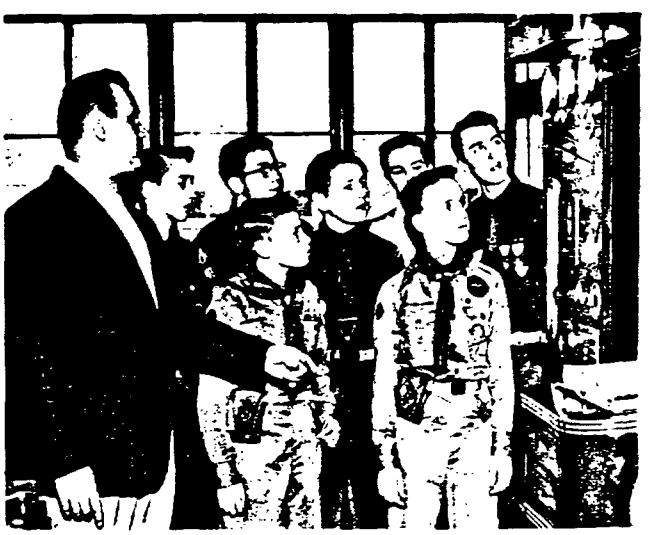
PARTY FOR BRIERLEY

Reminiscing and well-wishing were the order of the day at a farewell party given last January by members of the Tax Division, Finance department, for fellow employee Jim Brierley. Jim, transferred to the Baton Rouge plant, is shown in the picture below about to slice the cake provided for the occasion. Gathered around him, left to right, are Jim Donohue, Frank McNally, Bob Burns, Bruce Douglass and Paul Cahill. The two youngsters with faces lit up in expectation of cake and ice cream are Frank McNally's children, Paula and Jud. Setting for the farewell festivities was the Frank McNally home.



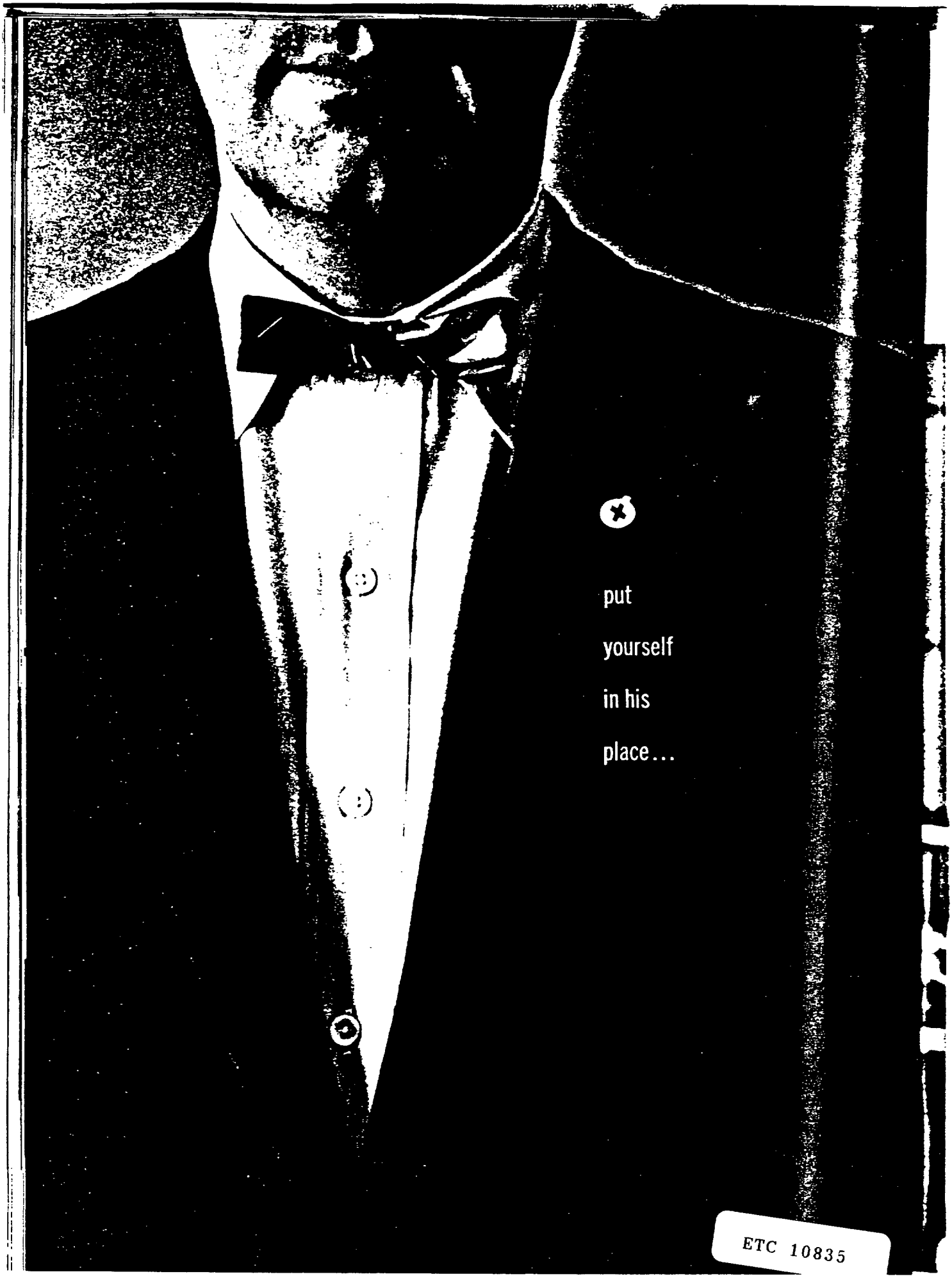
SCOUTS TOUR LABS

The faces of these Boy Scouts record their curiosity and amazement when confronted with a big dynamometer panel during a recent tour of the Detroit Research Laboratories. Explaining an aspect of the intricate apparatus is Tony Krempa of Maintenance. Tony is one of a number of employees at the Labs who give some of their time to the interests of scouting, and who in return receive the satisfaction of helping youngsters grow into able, responsible citizens. During their tour of the Labs, these boys developed a better understanding of the vital role played by research operations in the nation's business concerns.





Machinist Bill Schwedtfeger has largest family at Houston plant. Front row from left are Sharon, Shirley and Billye; middle row, Toni, Willie, Joey and Kathy; back row Bill and baby Walter, his wife Esther and baby Janet.



ETC 10835

ETHYL bulletin board

APRIL 1956



ETC 10836

ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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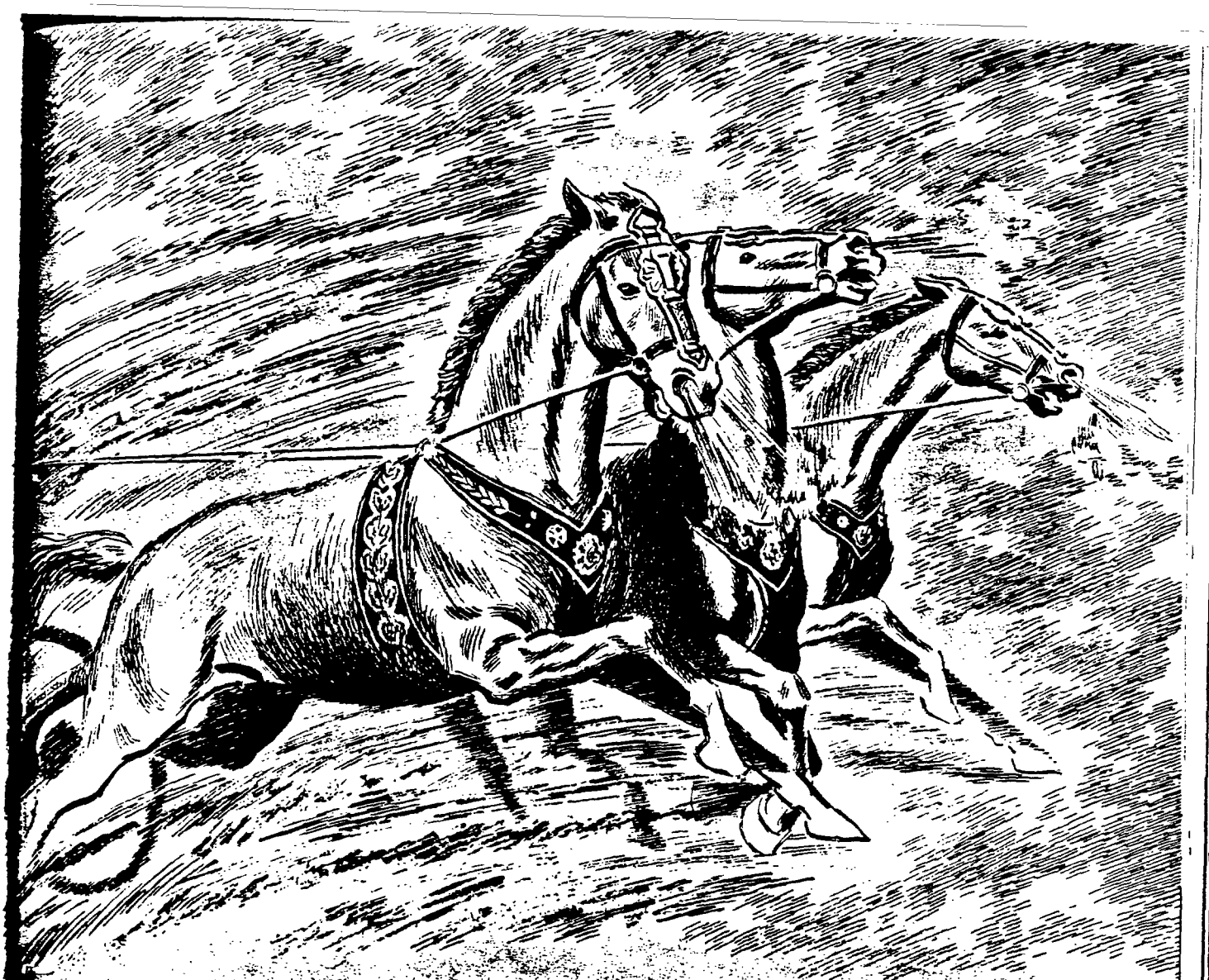
ON OUR COVER: Miriam di Marco, one of the three busy secretaries in the Tax Division, squeezes through a doorway with an awkward stack of records during one of the frequent tax peaks. Unlike filing returns of individuals, paying company taxes is a perpetual job that keeps a number of people on their toes. The story of what goes on in the Tax Division appears on page 6.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.



ETC 10837



SPRING HAS WHEELS

Once upon a time the goddess of spring—so legend has it—spent her salad days frolicking barefoot in the woodlands, as cool as a cucumber in her garb of gauze and as fast at the mile as Roger Bannister. Only rarely, we are told, did she pause in her pursuit to cup her hands and sip from a sylvan spring. Most of the time, however, she raced about taking the hurdles high and running the relay solo.

Our admiration for the maid's agility is nothing short of tremendous, but her choice of pastimes perplexes us. Even for someone with such excellent connections continual footwork (barefoot, mind you!) seems to us somewhat strenuous. Of course, since most of our friends have feet of clay, we're looking at it from the mortal point of view, a bit dim perhaps but essentially very practical.

Now, running around (in the strictest sense of the phrase) is splendid sport for the hearty and by no means do we advocate sitting spring out. To the contrary, we believe the season's made for motion—but not ours. We believe the goddess slipped up when she parked her chariot and took to the woods on foot. She had wheels, all right, but she left them idle—and that's expensive.

Nowadays, spring rolls over the highways. She takes it easy and she sees more of everything around her. From the windows of comfortable cars, the view is unsurpassed as we ride along smack in the middle of the changing season. And one of the nicest things about it is that the more we drive the cheaper it gets by the mile. When you're in your car there's no question about it—spring has wheels.

ETC 10838



Investment in our Company's future weighs the scales as surely as does this lead for use in the new fuel blending plant.

UP TO DATE



Putting his back into it, Merlyn Beane, fuel technician, fastens a fitting on a pipe that leads to an underground blending and storage tank. Helping out is Wes Price, supervisor in charge of fuel blending handling. This plant for fleet fuel blending went into operation last November.



Safety precautions are always an important part of the job at the Detroit Labs. Fuel technicians working with TEL drums in the fuel blending plant wear oxygen masks as protection against lead fumes. TEL is mixed with the fuel in six underground tanks, each with a capacity of 10,000 gallons.



Dave Bartleson, left, supervisor in the lubricant evaluation laboratory, and Jim O'Neill, chemical technician, keep track of an apparatus that measures thermal and oxidative stability of synthetic oils used in jet planes. The "jet age" finds research at the Labs very much up to date.



George Kosty, glass blower at the Labs, crouches atop the new three-ton glass annealing furnace and prepares it for operation. With the aid of this metal giant, and other advanced facilities, George will be able to make just about every type of glassware needed in laboratory activities.

ETC 10839

Everything that is new is not necessarily an improvement on everything that is old, as the elder generation often goes out of its way to tell us. A new tie may or may not improve a man's tie collection and a new dress may be in vogue but not in good taste. It's sometimes difficult to judge the value of a new article or product or method, for the simple reason that there hasn't been time enough to compare it with whatever preceded it.

Here at Ethyl, though, we go out of our way—like the elder generation—to prove that our new enterprises are sound and productive and efficient. We're pretty cautious about it; we lend a certain quality of age to anything that's new by testing and developing it thoroughly before it is actually put into operation or put on the market. At Ethyl we make certain, so to speak, that our ties go well with our personality.

Expansion is our business, as it is every healthy corporation's. Expanding present facilities and establishing new ones is an integral part of operations.

Pictured here are some of the new facilities at the Labs which will benefit all of us by making Ethyl a stronger, sounder and more productive company.

For instance, the research and product development potential of the chemical lab in the new wing of the Detroit Labs is obvious. It will mean better service to our customers and a continued enthusiasm in the perfecting of our products. The big glass annealing furnace pictured on these pages will help supply the Labs with the glassware required in everyday operations, and the new fuel blending plant, also shown, is doing needed work and turning out needed products in connection with fleet fuel blending.

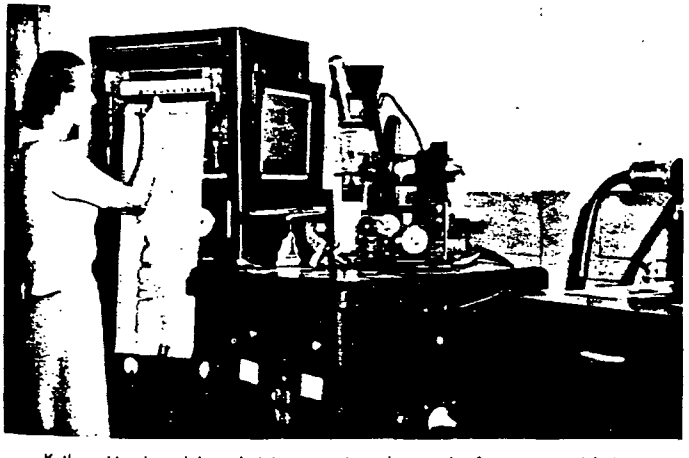
Every bit as vital to our progress as the new facilities themselves are the chemists, technicians and other employees who operate them. Without their new ideas, redoubled efforts and the general pioneering attitudes they embody, our company wouldn't be able to keep up to date in product development and expansion.



Basic combustion research is the work being performed in this lab in the new wing. Here Adela Kozikowski, left, a chemist, inserts a sample into an X-ray diffraction instrument as Frances Lamb, research associate, looks on. This costly new instrument reflects the progressive spirit at Labs.



No, this isn't a kiln for making ceramics. It is a muffler furnace—one of the hundreds of work horses at the Labs — and it heat treats samples of combustion chamber deposits. Wearing heavy gloves as protection against heat, Adela Kozikowski arranges a sample with a pair of tongs.

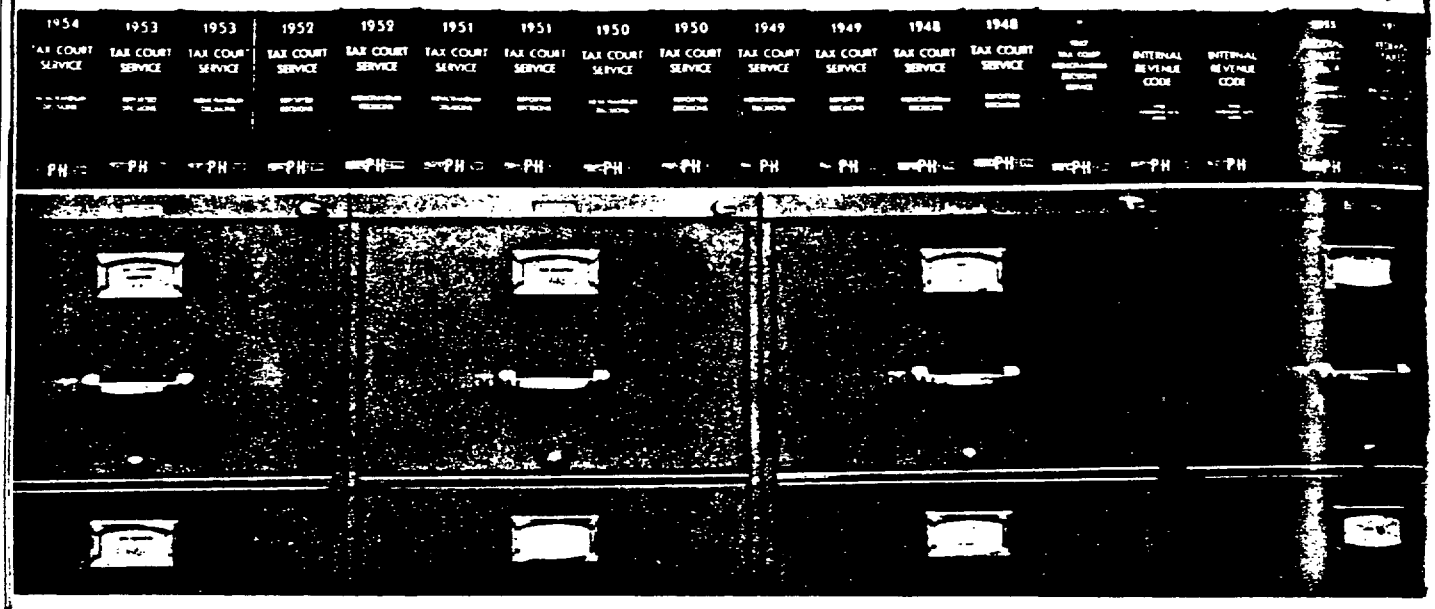


Kathryn Hendren, lab technician, examines the graph of a compound being X-rayed. The graph records the characterjstic patterns of various compounds being tested. Expanded facilities and more and better equipment is the Detroit Labs' ready answer to the constant challenge of tomorrow.



You can't see the flame on the Bunsen burner, but it was there when the picture was taken and when Gladys Steffan, chemist, formed a capillary tube with melted glass. This, the physical measurements lab, is another beehive of research activities centered in the new wing of Laboratories.

a company pays its taxes



This is only a partial view of a long row of thick and impressive volumes that keep employees in the Tax Division up on tax action and procedure.

On the 19th floor at 100 Park Avenue, it's always April— or so it seems to the men and women who work in Ethyl's Tax Division

April, in addition to being the month of Easter, April Fool and springtime showers, is also the month in which the government taps us on the shoulder and reminds us to pay up for the privilege of living and working in America—a small enough price for all the good things that are uniquely ours in this very special country.

Nonetheless, the usual sweat and strain of filling out and filing tax returns has beaten down many a good man with pen in hand and hand in pocket. Aspirin sales tend to take an upward curve, and blood pressures are inclined to push the mercury considerably higher on the doctor's gauge.

In our Tax Division, however, a group of usually calm, cool and collected professionals do the immense job of paying the Company's taxes with sure skill and accustomed ease. Headed by Frank McNally, tax counsel, the division includes tax accountants Bruce Douglass, Jim Donohue and Mike Gilbert; tax lawyers Bob Burns and Paul Cahill; and secretaries Miriam di Marco, Ann Zallio and Muriel Homer.

Paying a company's taxes is, as you might well imagine, a big job, and it takes considerable effort. Adding and computing keeps both office machines and office brains busy, and books three to five inches thick are crammed with references. The forms are numerous, long and detailed, and they come in far heftier stacks than those the average taxpayer is familiar with. These taxes can't be counted on fingers, and keeping records pertaining to them occupies a long and high wall of files where no dust ever gathers.

Right now the individual taxpayer is breathing a sigh of relief with his tax returns completed and in the hands of the authorities, but it's a different story

in the Tax Division of Ethyl. Up on the 19th floor at 100 Park Avenue, paying taxes is an everyday job, June and January, April and December, and when April rolls around it isn't much different from any other month in the year.

It is, however, considerably different from paying individual returns. For one thing, the Company operates in many parts of the country and has to deal with a great variety of taxes and levies rather than "the one big bite."

A big part of the Tax Division's job is the study of trends and revisions of tax legislation. To do this the Division uses various tax information services and publications, and some of the men attend university forums and other sorts of professional discussions. Everyday a raft of tax service sheets with new information comes into the office and is circulated to all of its members, who also review all court cases on corporate tax questions in order to keep abreast of what's going on in the tax courts.



Frank McNally, whose job no individual taxpayer envies, heads the Tax Division and reports to Bill Perdue, vice president and treasurer.

ETC 10842



Bruce Douglass, who is senior tax accountant, is mainly concerned with payment of federal and state income taxes and is also responsible for assignments to other tax accountants.

Constant changes in tax laws require equally constant study. Both research and study of this nature are two of the factors that make the paying of company taxes an all year job.

In making out returns the Tax Division gets the necessary facts and figures from other departments and from other sections of Finance—in fact, many financial records and procedures are maintained in order to have the information required to make tax determinations. Our tax people then apply their legal and technical knowledge.

Planning ahead—that is, well ahead—is another important aspect of tax work. The Company must plan ahead to have the money to pay its taxes when they are due. Furthermore, the impact of taxes is an important factor in planning for the future and being able to count on the resources to carry out those plans.

This sort of planning and looking ahead is, of course, not just what Ethyl as a company requires but what you as an individual require and what the entire national economy requires. It is necessary for the tens of thousands of business which give the economy its driving force.

Taxes are part of our lives—corporate and individual—and they will always be with us.



These abundant metal filing cabinets, which hold material that gets frequent use, also typify the breadth and scope of paying taxes for a large corporation.



Jim Donohue, tax accountant, has a lot of tax books for use as references and a lot of questions and problems he must answer and solve with them.



The often lengthy and usually highly involved matter of doing research on tax questions falls to the Division's tax lawyers Paul Cahill, left, and Bob Burns. Much of the groundwork on such research is the review of court cases. After these cases have been studied, lawyers get together for discussion.



One of the three secretaries kept perpetually busy in the Division, Ann Zallio types up some of the everyday mass of tax correspondence.



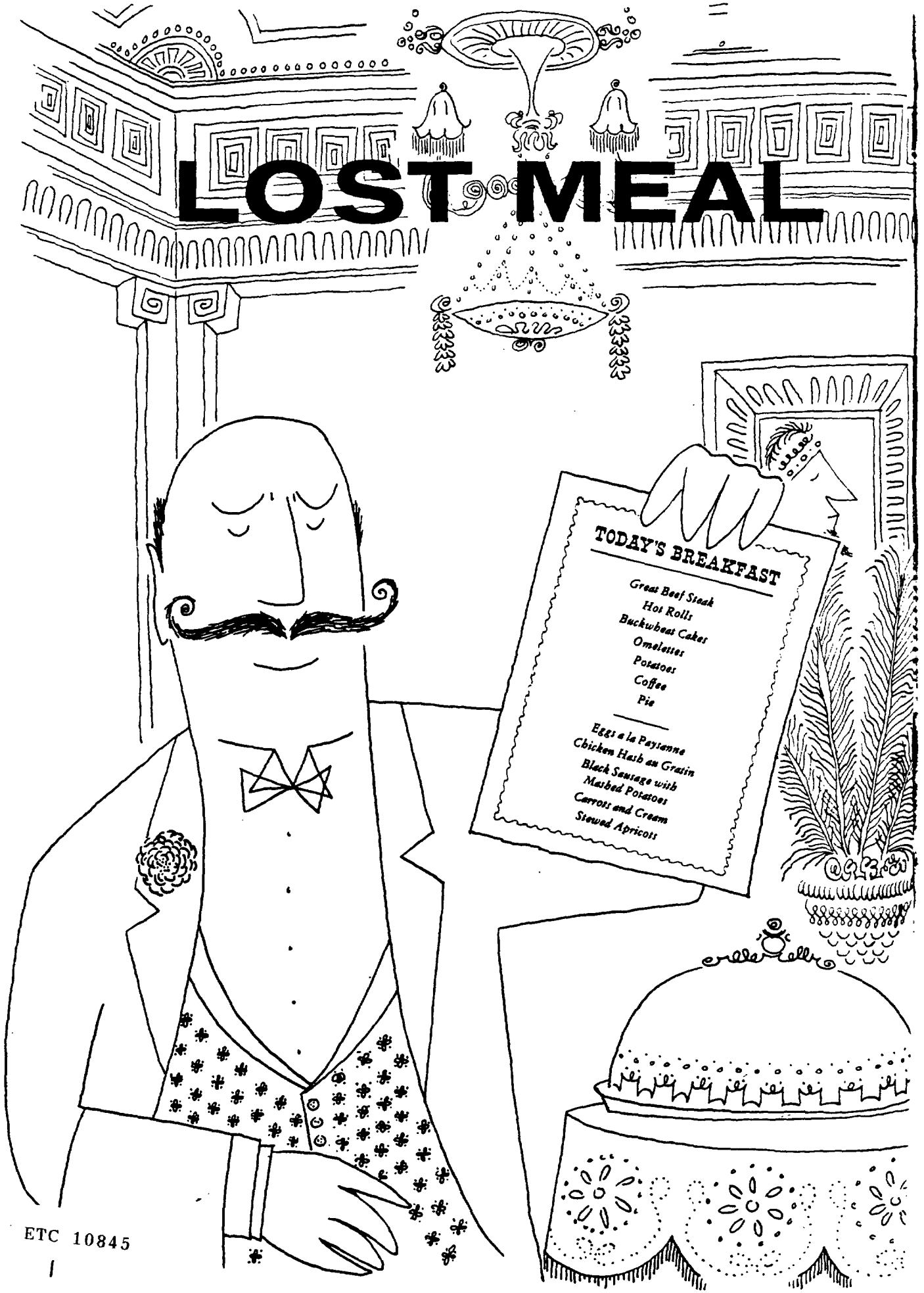
Miriam di Marco looks up from her secretarial work to greet one of the numerous visitors who come with business matters or tax problems.



Working on a speedy electromatic typewriter, Muriel Homer takes a momentary break from the job of typing up tax returns.

ETC 10844

LOST MEAL



ETC 10845

Like Indians, bison and five-cent cigars, breakfast has all but vanished from the American scene. We owe it to our national health and welfare to put this worthy, old-fashioned meal back where it belongs on the menu

The breakfasts on the menu held by the waiter in the illustration are the real McCoy, faithfully copped from the morning fare of a famous restaurant back in the era of bustles. If they don't whet your appetite, we'll tempt you with further bait from the good old days. How, for example, would you like to breakfast on ham omelet, boiled halibut with butter sauce, calves liver with bacon, sweet potato souffle, corn fritters, juice, milk and coffee? Or eat an eye-opener consisting of eggs à la tripe, porterhouse steak with watercress, cold boiled ham, hashed potatoes au gratin, brioche fluttes, juice, milk and coffee?

These heaping breakfasts were fairly typical back then, yet today we often find ourselves settling for a hurried cup of coffee and a gobbled roll . . . and that frequently on the run.

Somewhere, sometime and somehow since the golden era of porterhouse steak with watercress a ghastly revolution has taken place. Modern custom has led proud breakfast to the guillotine and sliced off its boiled halibut with butter sauce, et cetera. What remains are those pitifully anemic specimens, coffee and a sweet roll.

Don't get us wrong. Our criticism isn't prompted solely by our love of good and ample food. As a matter of fact, the eggs à la tripe sound like just a little too much for us to begin the day with. The point is, however, that food experts agree that modern man really needs a sturdier breakfast so that he can get through the day without crawling or using crutches.

The notions of nutritionists make sense. They claim that many of us overeat at lunch and dinner—not to mention daytime snacks—because we haven't had enough to eat for breakfast. What we eat at this breaking of the night's fast is at least as important to our health as how much. That mid-afternoon slump many of us experience at our desk or dynamometer may very well result from loss of energy due to an improperly balanced breakfast.

Apprehension over the breakfast situation seems to be well-founded. A recent survey by a large insurance company, for instance, revealed that less than half of the working people queried ate properly at this meal. The rest either ate no breakfast at all or else didn't eat enough or the proper kind. In this survey, men led the women in the regular eating of substantial breakfasts.

You women (and men) who forego breakfast because you think it will increase your weight can breathe easily again and get out the faithful old frying pan. According to some top nutritionists, a good breakfast of fruit juice, cereal with milk, an egg and bacon, toast and coffee will add fewer pounds in the long run than a breakfast of only coffee and sweet rolls or toast. The logic of this is that you'll have a mid-morning snack and a big lunch and big dinner with the skimpy breakfast, while with the full-sized one you'll probably bypass the snack and eat moderately at lunch and dinner.

Finding time for preparing and eating the juice, cereal, eggs and bacon and the rest is easy. All you have to do is set your alarm a few minutes early and make sure you get up promptly when it goes off. If you haven't any appetite at such a bright and early hour, a few exercises should awaken both you and the appetite. And you don't have to go to bed any earlier in order to accomplish this minor feat. A hearty breakfast recharges you like a battery; its food energy will more than replace the slight loss of sleep energy.

A pleasant vista of good eating, good health and contented citizens may lie before us. It's within our power to create a new generation of breakfast-eaters, and we can begin to realize this better way of life right now, by setting examples for our children. Merely telling our children to eat more for breakfast doesn't always lead to success and is perhaps comparable to the dilemma of parents who tell their children to go to church every Sunday but don't go themselves and then wonder why the youngsters don't develop a proper religious spirit. Custom is strong. Although people in parts of New England and the West still eat well in the morning, most of us throughout the nation will have to apply ourselves to this very pleasant task.

Let us not forget our American traditions. Remember the Alamo, remember the Maine and Pearl Harbor —and remember to eat an ample, nutritious breakfast.

ETC 10846

Portrait of an Ethyl Public Relations Man



Look into your mirror and you'll see a public relations man like the men our camera caught in these pictures taken during the recent Sales Conference in Chicago

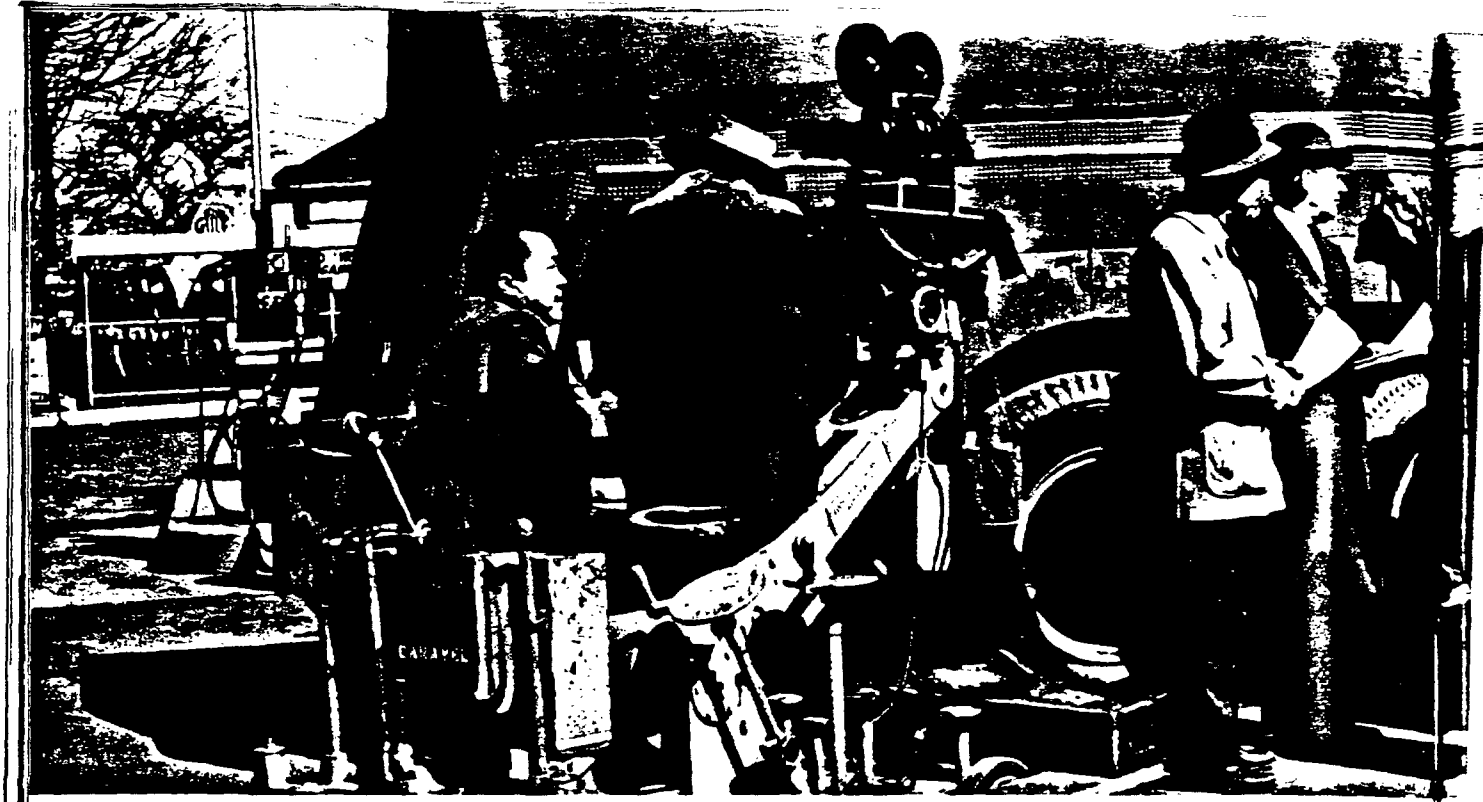
SALES CONFERENCE • HOTEL SHERMAN • CHICAGO
JAN. 30-FEB. 3, 1956

Among the men who received the new pamphlet were, reading clockwise, Bud Harris of the Southern Region, who operates out of Houston; Joe Hopkins, whose base is in Central Region's windy city, Chicago; Ellis Locher, assistant regional manager in Central Region; Chris Bruhl of the Marketing Analysis and Planning section of the Sales department in New York; Knox Delambre of Southern Region; and Bill Trelease of Export Sales, New York office. Like you, they are all public relations men.



The pamphlet depicted opposite, which was recently distributed by the Public Relations department to many of the men who attended the annual Sales Conference in Chicago, tells a story in itself, though no words appear within. It says with a photograph of the recipient that he is a representative of the Company in everything he does.

And so are you. Being a good public relations man means being informed so that you can answer questions and correct erroneous impressions, being a person respected for his integrity, being on the job and on the ball wherever you are, and being—above all—a man or woman you are proud of yourself. Ethyl hires its employees because it believes that they are of this caliber. You don't want less yourself.



Use of an on-the-spot documentary technique was an improvement in this film over the former "Fire Power" movie. Shown on location are, left to right, cameramen, Bill Spierer of Sales Promotion, director Warren Murray, truck driver, a safety engineer from Socony and Jim Beckwith, assistant manager of Safety.

ETHYL MAKES A

A number of highly visual demonstrations by Harold Mehler of Advertising are featured in the film. The effect is to impress on an audience the constant danger of carelessness and unsafe practices which applies throughout every phase of gasoline's production and movement—from the refinery to the ultimate user.



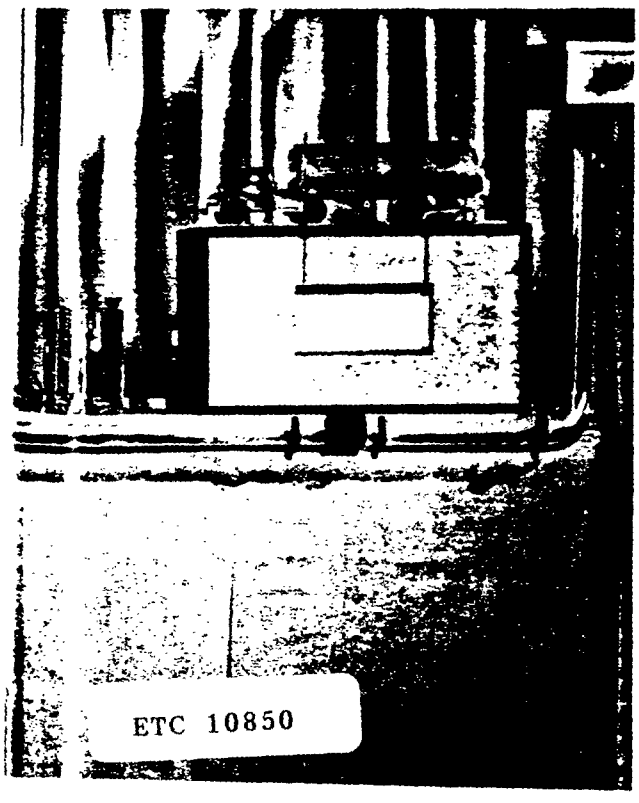
FIRE POWER

ETHYL ANTIKNOCK COMPOUND — ETHYL CORPORATION

ETC 10849



MOVIE



Camera records the power of fire and how to keep gasoline safely away from it

A motion picture Ethyl made a few years ago was so well received that the Company decided to film another one on the same subject. Though this new film, to be released this spring, has no Marilyn Monroe heading the cast, it's sure to be a big success as it stars the long-time villain—"Fire Power."

The havoc that fire can wreak when it gets a start on gasoline is vividly shown in this 25-minute, full-color presentation. "Safety" is the hero in the film, which demonstrates safety measures to be taken in the handling of gasoline from the refinery to the service station.

Five minutes longer than its predecessor and improved by use of a documentary, on-the-spot technique, the "Fire Power" movie will be distributed to our customer companies, universities and colleges, fire departments and the Armed Forces.

After the Advertising department decided to remake the film, four months went into its production. Some 7,000 feet of film shot on location and a large amount of library footage were edited into 1,200 feet for the completed film. You don't have to go to Hollywood to find out how much labor and exasperation go into producing a movie. Just ask Bill Spierer our manager of Sales Promotion, who served as producer. An entire service station and a tank truck had to be repainted in order to remove brand names. A good deal of time was spent poring over footage in the film libraries of customer companies. Certain dramatic fire shots were wanted and it took a lot of photographic flame and smoke before Bill and the others found just those that suited them.

Harold Mehler of Advertising co-stars with Fire Power in the film. His role is that of the demonstrator who shows how, why, where and when fire is dangerous in relation to gasoline and who graphically demonstrates the proper safety measures to use in regard to the three fundamentals of combustion and how they apply specifically to gasoline combustion.

Filmed on location in New Jersey and New York and in a motion picture studio in New York City, "Fire Power" was created by a number of people. Besides our Company personnel, a script writer, a director, two cameramen and half a dozen prop men were active in the undertaking. The result is vivid and dramatic, yet factual and realistic.

Since the film will be shown to Ethyl employees before its general distribution, all of us will soon have the pleasure of seeing a "sneak preview".

MILESTONES

30 years



JOHN R. MURPHY
Research & Engineering, Detroit

15 years



ALFRED BECK
Research & Engineering, Detroit



CHRISTOPHER E. BRUHL
Sales, New York



CHARLES B. KASS
Research & Engineering, Detroit



LILLIAN F. KRAKER
Advertising, New York

10 years

PRESTON E. BERRY
Sales, Eastern Region

AGNES M. BOWE
Sales, New York

ERNEST CLINTON
Research & Engineering, Detroit

DOROTHY E. LABERGE
Research & Engineering, Detroit

WILLIS LANKENAU
Advertising, New York

BUFORD A. MILLARD
Research & Engineering, San Bernardino

5 years

HELEN V. CARRICO
Research, Detroit

RUSSEL A. FARGO
Research, Detroit

HARRIETTE E. MCKILLOP
Research, Detroit

EMERICK W. OWEN
Research, Detroit

HAROLD T. SULLIVAN
General Services, New York

MARY H. ZUTAUT
Research, Detroit

ETC 10851



MARY ELIZABETH BERKERY is secretary to Redge Bushell in the Eastern Region. She enjoys tennis, water skiing, ice skating, swimming and sewing.

ETHYL WELCOMES



BETTE JANE COLYAR is in the Transportation Section at the Detroit Laboratories. Born in Tullahoma, Tenn., she graduated from Southeastern High, Detroit.



JOHN T. KELLER is an auditor in the New York Finance department. Married, he lives in New York City and graduated from Iona College, New Rochelle, N.Y.



MYRON LACKEY, chemical technician at the Detroit Laboratories, is married and resides in Detroit. Nicknamed "Mike," he likes photography and fishing.



ROBERT MONTGOMERY is a chem technician at the Detroit Labs. Bob served with the U. S. Army for two years and graduated from Bowling Green State University.

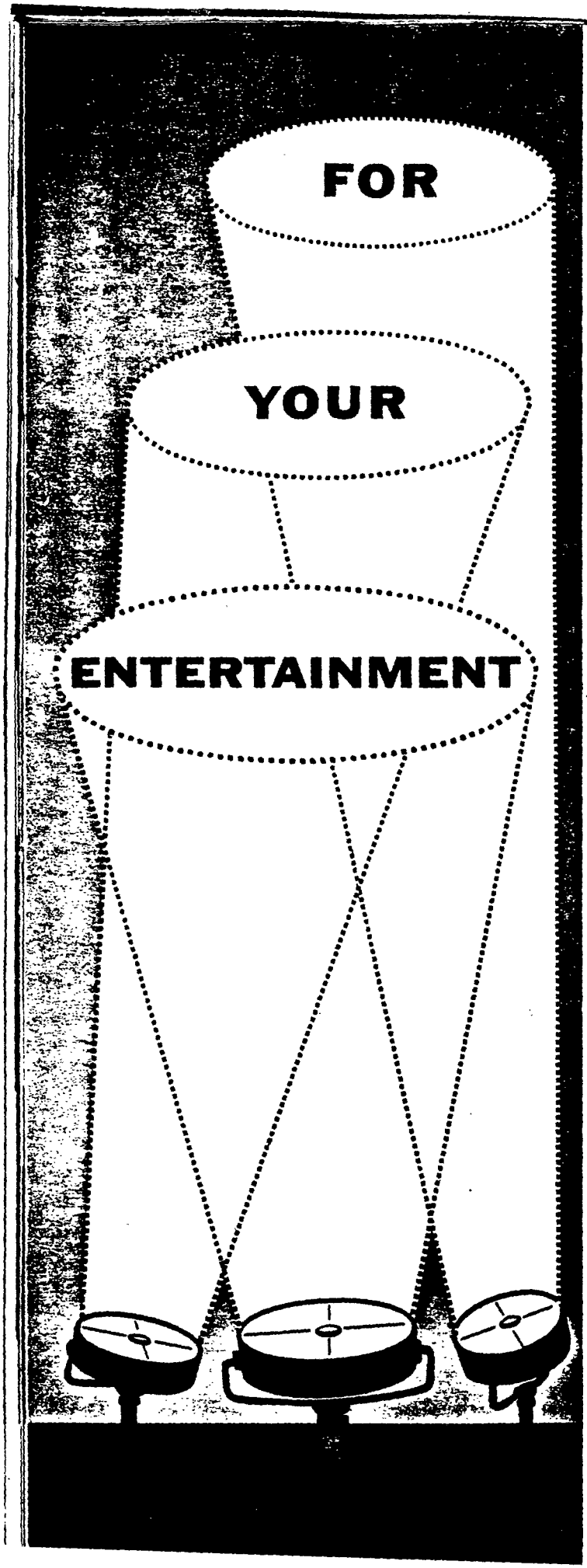


JOHN RICHARDS, who attended Wilkes College, Wilkes-Barre, Pa., is a chem technician at the Detroit Labs. His hobbies include archery and hunting.



JULIAN J. SCHAMUS joined Ethyl as a patent chemist at the Detroit Labs. A graduate of the University of California, he is married and has a son.

ETC 10852





BOOKS

The Korean War is the background of Random House's YOUR OWN BELOVED SONS by newcomer Thomas Anderson, a young writer who has captured the spirit of conflict in a harsh, bright light. His work is frequently perceptive and always exciting and he carries off a terrifying patrol in the grim hills with intense realism.

Borden Deal's WALK THROUGH THE VALLEY comes from Scribners. A look at the rural South, it has, as you might expect, a good deal of love and hate and violence, and there's a feud that isn't far bested by the Hatfields and the McCoys. The land, of course, is largely the cause of all the trouble, and Mr. Deal makes it seem worth it for his farm folks.

In the television age it seems harder and harder to get things done around the house, but the enterprising spouse can now have her cake and eat it, too, if she picks up a few pointers from Marguerita Kohl and Frederica Young's PICK-UP NEEDLEWORK, a practical do-it-yourself handbook just issued by McKay. While television invades the living room, the new woman can still keep her needles clicking without missing a single commercial.

Sir Winston Churchill, who is as familiar by now with pen and brush as he is with Parliamentary procedure, has come onto the literary scene again with a new edition of his only novel, SAVOROLA, from Random House. It was written before the turn of the century, when Winnie was only twenty three, but the makings of a statesman are clearly visible in his study of revolt in a mythical country. As a novel it leaves a good deal to be desired; as a social commentary it's far better; as the work of the famous octogenarian it's important.

Macmillan's MIRACLE OF WORLD WAR II by Francis Walton is a glowing and highly deserved tribute to American industry for its part in conquering the Axis and to the hundreds of thousands of men and women who fought to keep the fighting men supplied with the necessary tools for victory. It was not an easy task and it took its own particular kind of courage, perseverence and stamina. Businesses large and small met the challenge and showed the stuff they were made of.

Georges Simenon, who writes novels like crazy and who has, like Liberace, dropped his first name to become merely Simenon, has put together two novels in one Doubleday package. Both THE WITNESSES and THE WATCHMAKER are characteristically of the same author, psychological studies of people whose lives have crossed the path of violence. As usual, Simenon is not nearly so concerned with painting a picture as he is with scraping off the paint to see what's underneath.

Leonard C. Hawkins with Milton Lomask has told the story of Frederick B. Snite, Jr., THE MAN IN THE IRON LUNG for Doubleday, and it's an exceptionally inspiring and courageous piece of truth that will make many a reader ashamed of his trivial complaints. The authors have done their job with

exceedingly good taste—never maudlin, never morose, always factual. Through it all the indomitable spirit of the subject gives the work distinction and edification.

If you hanker for your boots and saddle, you'll be as happy as a cowpoke on a palomino with Dutton's BAR 5 ROUNDUP OF BEST WESTERN STORIES, edited by Scott Meredith. The 11 tales of the wild west are as lively a bit of horseplay as you're likely to come across, particularly Oliver La Farge's account of an Indian raid and Noel Loomis' bloody story of scalping.

VALLEY OF THE SHADOW by Ward M. Millar, a major in the United States Air Force, is a recent issue from McKay. A true story of escape from the Reds in Korea, it's as harrowing as any fiction. In the fight for survival, the author discovers a great many things about himself and accepts spiritual values that had formerly escaped him.

Evan Harrington's THE PRISONER, recently on the shelves from Harper, isn't a great book but it's one you won't put down easily. Not only a fast and interesting narrative, it is also an absorbing glimpse into a prison and into the people who work and serve sentence behind the high grey walls. There are plenty of twists and turns and the author takes them in good stride.

In Edmund Wilson's new book, RED, BLACK, BLOND AND OLIVE, published by the Oxford University Press, the author of the current bestseller, *The Scrolls from the Dead Sea*, reports with his usual scholarly brilliance on aspects of life and culture in New Mexico, Haiti, Russia and Israel and he sees it all with the eye of a hawk. No mere reporter, he interprets profoundly and little seems to escape his scrutiny.

If you're a shudder bug, you'll find a rewarding evening in Dutton's new Guilt-Edge Mystery THE LENIENT BEAST by Fredric Brown, a man who obviously knows his way around the precincts and can handle himself in the lethal company of murder. His detective, Frank Ramos, doesn't have nearly such an easy time of it and his footing is a lot less sure.

The heroine of Random House's LUCY CROWN by Irwin Shaw, a writer whose prose is sure, is a middle-aged woman who finds herself entangled romantically with a far younger man. Things, as you might expect, get rather messy for everybody as Mr. Shaw explores and probes about the awkward situation. He does it, however, with conviction and understanding, and he has honest feeling about all of the people involved in the catastrophe.

Paris when her lights were dimmed and her heart was anything but young and gay is the scene of Bernard Frizell's TEN DAYS IN AUGUST, just released by Simon and Schuster. In those 10 summer days of 1944, when the Allies were using France as a highway, Parisians struggled for the breath of Paris and their own lives became the mere mechanics of resistance. Love went on, however, and Paris found her way.

Ah, memory! What a trickster and demon it can be! It certainly is both in Scribner's THE FILM OF MEMORY by Maurice Druon. In what may be called a continental novel—it was translated from the French—a woman whose charms once opened the doors of palaces relives her glorious days as she sits out her old age in poverty. It all has quite an effect on a young floor maid, and it ought to effect you as well if you like traipsing on red velvet carpet by candlelight.

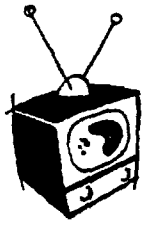


MOVIES

Television comedian George Gobel makes his movie debut in the new Paramount film, THE BIRDS AND THE BEES, co-starring Mitzi Gaynor and David Niven, and he proves an equally funny fellow on celluloid. Love and international card sharks are responsible for all of the complications that beset him. For good measure, two pleasant new songs are thrown in.

Robots and space cruisers and all that futuristic kind of goings-on take up the footage of Metro-Goldwyn-Mayer's FORBIDDEN PLANET, which has to do with the shape of things in the year 2200. In addition to all the mechanism, there's Leslie Nielsen, Anne Francis and Walter Pidgeon—all of them up in the clouds. Young spacemen will have a jolly time of it.

Warner Brothers have turned out an unusual and exciting documentary film in THE ANIMAL WORLD, a Technicolor look at animal life from its beginning. Though there are no actors to speak of, the strange creatures that inhabited the earth two billion years ago and since are highly capable of holding your attention. Both adults and children will find the story of evolution fascinating.



TELEVISION

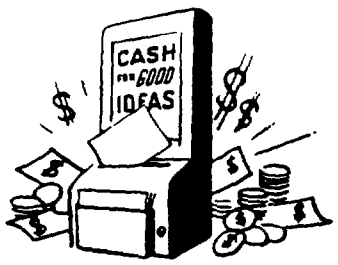
Since spring just wouldn't be spring in America without baseball, a spectacular, *Salute To Baseball*, will be presented in honor of our national sport on the evening of April 15, with many of your favorite major league players appearing on the video diamond. On the afternoon of the 21st, the season starts in earnest when the Boston Red Sox clash with the New York Yankees at Yankee Stadium.

YOU ARE THERE, which brings great moments of the past to life in the form of historical dramas, will get an added boost of realism by being broadcast "live" from Television City, Hollywood, starting April 15. On the following evening, Mildred Miller, mezzo soprano at the Met, will have the principal voice over the VOICE OF FIRESTONE, and on April 23, Thomas L. Thomas, concert baritone, will delight your eardrums.

If the supercharged satirical novels of Sinclair Lewis have appealed to you, television adaptation of his novel *Dodsworth* should hit the spot too. With a cast headed by Claire Trevor and Frederic March as Dodsworth himself, it is scheduled for PRODUCERS' SHOWCASE on April 30. HALLMARK HALL OF FAME presents *Cradle Song*, a teledrama set in a Spanish convent, on May 6, starring those theatrical greats, Helen Hayes and Judith Anderson, ably supported by young Susan Strasberg.

ETC 10854

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees in Detroit, New York, the Sales department and Regional offices:

DETROIT: MORTON ANTLER, $10.00 (Larger opening in B-1 stockroom window); ALFRED BECK, $15.00 (Glass-wool packed guard behind grinding wheel. Will absorb rather than reflect sparks and particles and is fireproof); R. RUSSELL BROWN, JR., $10.00 (Wire screen protection for stairwell outside C-12. Will remove the isolated possibility that fuel cans stacked near this railing might fall through); H. W. DE VRIES, $10.00 (Chain fall in front of paint spray booth. Assist handling of heavy articles being painted); FRANK FORREST, $15.00 (Larger kick-plates on corridor doors. Will provide greater protection for those doors where hand trucks pass through); CHARLES E. GRAHAM, $15.00 (Screen behind buffing wheel. Will prevent loss of small parts and damage to blower); DURELLE L. GUTHRIE, $20.00 (Widen approaches to the Pinecrest entrances to the parking lot); LILLIAN A. MCDONNELL, $10.00 (Use form ECD-939 for all photocopy work. Eliminates need for other handling when material on hand is to be photocopied); ROBERT MESCHER, $10.00 (Wall hooks for receivers of hall phones. Will provide a place to put receiver when necessary to leave phone before call is completed); CLEMENT R. MORRILL, $10.00 (Protective doors on tank schedule board in room H-2. Will permit locking and prevent loss or removal of information from board); NORMAN W. MOSEY, $10.00 (Guard over blower shaft in "B" mezzanine. Will remove a small hazard in this area); LEONARD M. NIEBYLSKI, $10.00 (Signs over recessed fire extinguishers and fire hose. Call attention to location of recessed equipment); MERL V. WATSCHKE, $10.00 (Use vacum bottle for dispensing coffee in U building area).

NEW YORK: RICHARD M. CALLAHAN, $10.00 (Clear non-urgent orders to Orangeburg via Baton Rouge); DAVID FITCH, $25.00 (Publicity presentation for establishing Ethyl in Canada).

SALES DEPARTMENT AND REGIONAL OFFICES: W. E. ANDREAE, $15.00 (Memorandums from Gasoline Testing on "Percentage of U.S. Gasoline Production With Relation to TEL Content" be improved to show curve from corresponding period of previous year. DONALD J. CHAPMAN, $15.00 (Changing release mechanism of Ethyl service pins from screw type to quick release type for easier transfer from coat to coat); ANN SELFRIDGE, $15.00 (Change code designating Ethyl laboratory from numbers to first letter of the city in which the laboratory is located on refinery sample report.

EXTRACURRICULAR

J. HOWARD RAMBIN, JR., assistant to the vice president in charge of the Producing department of The Texas Company recently spoke on marine drilling at a meeting of the Desk and Derrick Club of the City of New York. About 200 members were present to hear Mr. Rambin discuss drilling for oil in costal waters of Louisiana and Texas.

D & D members from Ethyl who attended were: MARY DUMVILLE, ALICE HECK and PEGGY SMITH, Public Relations; JESSIE HALTON and ERNA HARRIS, General Services; and MADGE LOFTHOUSE and ELEANOR SCHREYER, Sales.

Working as part of the stage production crew for the Baton Rouge Little Theater play, "The Caine Mutiny Court Martial," which ran March 15 through 24, were JASPER WESTBROOK, Process Development; CHARLES BRUTON, P&ES; ED COXE, Power, and J. B. STORY, R&E Lab. MARY GAINES READ, Stores, handled publicity for the dramatic group.

I. R. SCHNEIDER, industrial engineer, Baton Rouge plant, is serving as program chairman of the Boy Scout Circus for the third year.

ON THE ROSTRUM



At the recent meeting of the American Chemical Society held in Dallas, Tex., a number of people from the Detroit Labs presented papers. HAL GIBSON authored and presented "Tetraethyllead and the Automobile." "Motor Fuel Quality as Related to Refining Processing and Antiknock Compounds," written by FRANK CONRAD and BILL SABIN, was given by FRANK before the ACS Division of Chemical Education.

MARGARET GRAHAM spoke on "Indexing and Correlation of Fuel and Lubricant Additives by Machine-Sorted Punch Cards," which was jointly authored by BEN WEIL, BARBARA HILDENBRAND and MARGARET.

A literature survey, "Effect of Additives on Combustion," prepared by B. A. JONES, BEN WEIL and MARGARET GRAHAM was presented by BARNEY.

WAYNE WARREN of the Detroit Laboratories will discuss "What Does An Octane Cost?" before the Rocky Mountain Oil & Gas Association in Salt Lake City on April 27.

W. W. MERRITT, safety engineer, Baton Rouge plant, was guest speaker at the Cal-Metal Pipe Corporation's recent safety meeting for foremen and supervisors. MERRITT, who is president of the Pelican Safety Council, spoke on "Safety is a Personal Thing."

At a meeting of the L.S.U. Student Chapter of the American Institute of Chemical Engineers, LUKE GOVERNALE, R&E Process Design, Baton Rouge plant, was guest speaker. LUKE discussed the jobs young engineers can expect to face.

At the annual conference of the American Society of Training Directors, CHARLIE CLARK of Industrial Relations, New York, spoke on "Creative Thinking." The program held in Baton Rouge early in March highlighted creative thinking, the psychological factors of learning, and the working problems of employee training.

ETC 10855

WEDDINGS



Detroit

MARJORIE KAMMANN was married to PETER BADALAMENTI on April 7 at St. Francis De Salle Church, Detroit. After a honeymoon trip through New York State, they will reside in Detroit. MARJORIE is a secretary in Refinery Technology at the Labs.

PHYLLIS POWELL was married to RONALD HIPKISS at the Drayton Avenue Presbyterian Church, Ferndale on March 24. The couple honeymooned in Northern Michigan and will make their home in Dearborn. Phyllis is in the Business Services Section at the Detroit Labs.

New York

BARBARA JEAN ALLEN was married to MAURICE E. GILBERT at the Reformed Church, Bronxville on March 3. After their honeymoon in the Virgin Islands, the couple made their home in Tuckahoe. Mike is a tax accountant in the New York Tax Division.

NEWS BRIEFS

Ethyl played an important role in the Eleventh Annual Firemen's Training School sponsored by the Salt Lake City Fire Department in cooperation with the Utah State Board for Vocational Education.

CAL DUNBAR, working with JACK COLE and JOHN MORTON, all of Western Region, put on a special Fire Power demonstration for approximately 450 state and local fire officials and guest speakers at the convention.

Cal did such an outstanding job that the fire commission included the entire Fire Power presentation and pictures of the show in their annual report.

At the Annual Town Meeting of Nantucket Island, Mass., photographs taken by Ethyl were displayed illustrating the many and varied uses of oil on an island. While STAN NICKERSON of Public Relations was vacationing last summer, he and ALBERT E. WHITEHILL, manager of the Nantucket Island Chamber of Commerce, informally discussed the uses of oil on an island and out of that came the possibility of an article for ETHYL NEWS.

Returning in September, STAN and a photographer spent a week searching out and photographing the uses of oil on Nantucket. The Nantucket Island High School was presented with a complete set of the pictures. ETHYL NEWS will run an illustrated article in late spring or summer this year.

As part of their efforts to become better employees, oil industry women of the Desk and Derrick Club of New York will offer a course in "How Business Operates" to members of their organization and other women in the oil industry. The course, co-ordinated by the New York Community College, will have as lecturers some of the leading executives of the oil industry, as well as professors from the college.

Covering such diversified topics as human relations, production, marketing research and development, record-keeping and financial matters, the course as a whole is designed to give Desk and Derrick members attending a better understanding of these and other aspects of the American business system.

Ethyl girls who will attend the course are: BARBARA DENNIS, MARY DUMVILLE, GRACE FERGUSON, JESSIE HALTON, ELEANOR HELMRICH, LORETTA HOGAN, EDITH MAHONEY, VIRGINIA MCGUIRE, MARY REILLY, HELEN STRITTER, MADGE LOFTHOUSE and BETTY WHITE.

The Desk and Derrick Club is a national organization comprised of women in the oil industry. The chief purpose of the Club is to aid oil women to become better employees through D&D-sponsored educational programs.

In a series of employee discussion meetings held recently, personnel of 100 Park viewed the presentation made by the Advertising department at the annual meeting of the Sales department held in Chicago last month. JACK PRUITT, domestic sales manager, briefly discussed the Sales department and its objectives. Following, RUSS WESTON and MAC MCCULLOCH of Advertising, talked about Sales Promotion and Advertising, using a large presentation board to demonstrate plans and approaches in the current year.

The National Safety Council recently announced that the Baton Rouge plant will receive the "Award of Honor" for its improvement in the 1955 plant safety record. The "Award of Honor," which is the highest award given by the National Safety Council, has been presented to the Baton Rouge plant on two previous occasions.

"Employees at Work at the Ethyl Plant" was the title of two exhibits recently on display at the Glen Oaks School. These display boards were made up of large photographs of the Baton Rouge plant employees at work. The exhibit was part of the school's educational program to acquaint students with the vocations available to them in the Baton Rouge area.

BIRTHS



Detroit

AL and JEAN CAPUTO—a daughter, LYNNE, born on March 12. AL is a project engineer in the Refinery Technology Section at the Labs.

RICHARD and NANCY GETOOR—a son, MICHAEL RICHARD, born on February 29. And note the date. When MIKE celebrates his 21st birthday he is going to be 84 years old. Pop is a lab technician in Detroit.

Eastern Region

BOB and PHYLLIS THURSTON—a son, JEFFREY MILLER, born on March 12. BOB is a field engineer in the Pittsburgh area.

North Kansas City

ED and RITA WEATHERFORD—a son, MARK KEVIN, born on February 12. ED is a technician in the gasoline testing lab.

ETC 10856



When the annual Lighthouse exhibit came to our New York offices for two days in March, employees bought about $60 worth of the personal and household articles which the blind had made. Articles on sale included woven baskets, aprons, shawls, blankets, wallets and brooms. Virginia Bellany, a secretary, is shown with a toy dog.

PEOPLE and PLACES

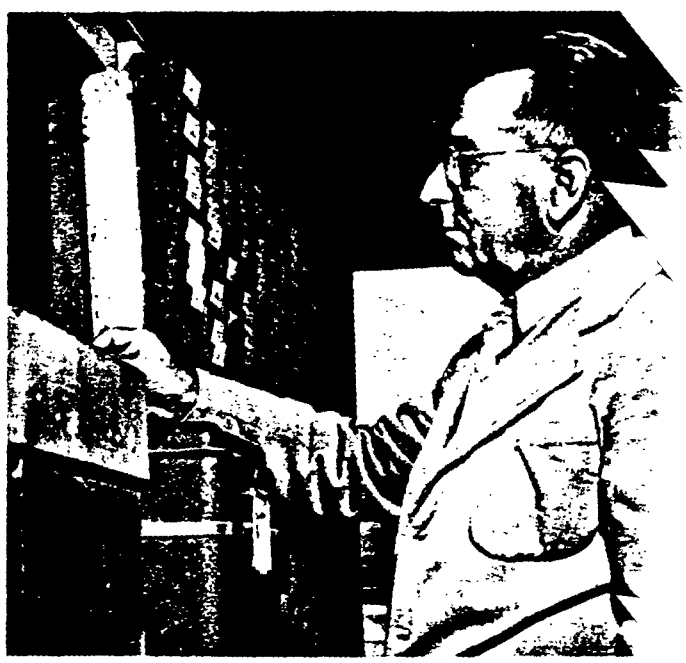


MARDI GRAS BALL

Variety and splendor of costumes at the ERA Mardi Gras Ball at the Baton Rouge plant made it difficult for the judges to choose the prettiest ones. Finalists shown above are, left to right, Dolly Boeneke, J. D. Adams, Lorraine Martin and George Tucker. George's costume, with the dash and swagger of its brocade and epaulets, got the judges' nod.

PERFECT ATTENDANCE

Weather, illness, accidents, oversleeping—nothing has kept U. A. Callais, TEL operator at the Baton Rouge plant, away from his job during the last 18 years. He has not missed a single day of work, and he explains that "reporting to work every day on time is a responsibility I accepted when I got this job." He hopes to maintain his record for many more years.



ETC 10858



ETHYL "BIRD" GOES TO SEA

Upon the request of the U. S. Navy, the original artwork of Ethyl's Road Bird advertisement, the "Bent-Wing Thrasher", has been given to the crew of the coastal minesweeper U.S.S. Thrasher. The artwork, which was requested by the sailors through the *Saturday Evening Post*, in which the ad appeared, was framed so that it could be hung in the ship's wardroom. Above, Frank Howard of the Advertising department approves the framed illustration after the notations left from its use in the production of advertisement printing plates had been removed. A metal tab on the frame identifies the Road Bird. Perched on the bulkhead of the ship's wardroom, the "Bent-Wing Thrasher" now rides the high seas.

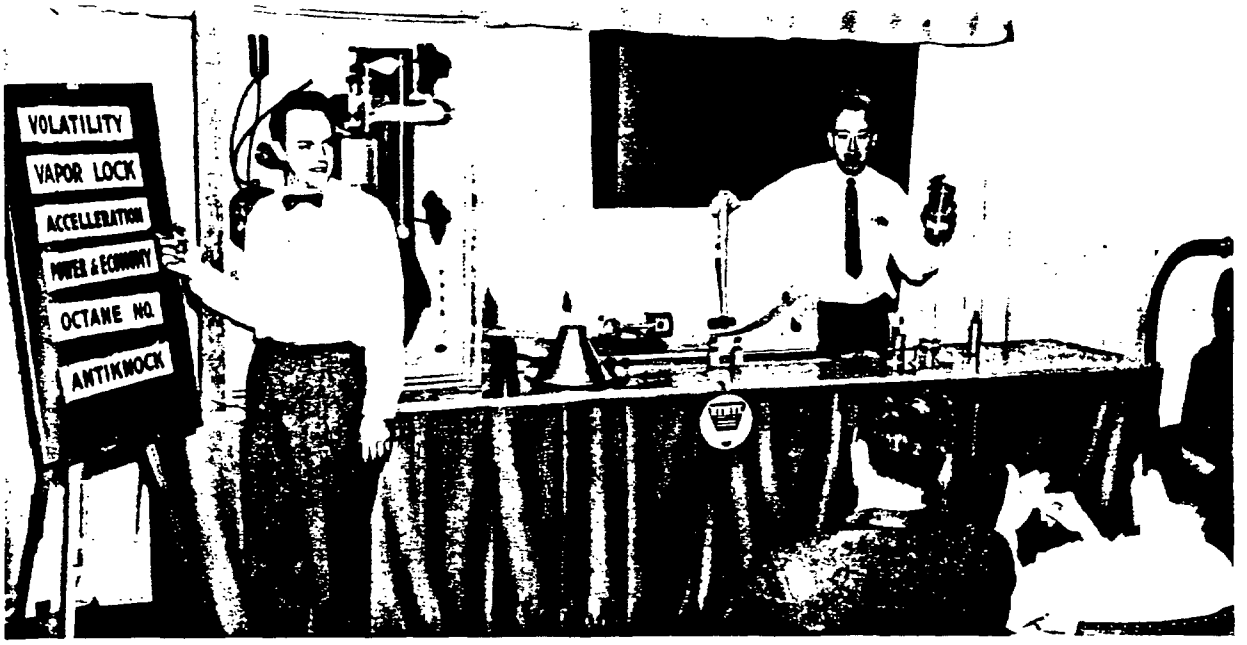
more people, more places

ETC 10859

AWAY WE GO!

Our "Drive More" advertising campaign won an endorsement from one of the country's top entertainers when Jackie Gleason gave a "Drive More" poster his attention recently. Like Gleason's famous "And away we go!", the "Drive More" campaign is concerned with travel, but unlike Gleason's humorous shuffling across the studio stage, "Drive More" aims at getting motorists to use their cars more often rather than their feet. The advertising campaign proved so successful in 1955 that it is being continued nationally this year as well, with Gleason soon to help it along with spot announcements on radio and television. The picture below features—besides the poster—one of the comic's inimitable expressions.





FUELS AND ENGINES PROGRAM PRESENTED

Ray Daugherty, left, San Francisco District automotive engineer, and Harry Manning, sales promotion manager of Western Region, teamed up recently to present a program on fuels and engines to Standard Oil of California trainees. The customer company was so impressed with the presentation that similar programs will be given by San Francisco District personnel at refresher courses Standard Oil will hold during the year. The presentation was characteristic of the numerous Ethyl activities which are designed to provide services to customer companies. Since fuels and engines are at the source of our business, our Company has always strived to keep up to date in these related fields.

ETC 10860

OIL DATA FOR SCHOOLS

Ethyl, always active in API affairs, was well represented at the OIIC's district clinic held in New York City last winter. In the picture below, Redg Bushell, manager of the New York district, points to the month of emphasis in the API's School Program. At the far left in the picture is Paul Fitzpatrick of the New York district. Both Redg and Paul serve on the School Committee under the chairmanship of Dick Murphy, manager of Eastern Region. The important School Program is designed to bring oil's story to the nation's youth and to develop their interest in this vital industry. Aside from the business at hand during the two-day sessions, local clinics were planned for later in the year.





A two-way presentation ceremony was held at the Detroit Labs when the Company presented the Ethyl Junior Achievement Club with a charter and the Club gave the Company a citation. The Ethyl-sponsored group toured the Labs after being welcomed by Dick Scales, general manager. Shown above are Franklyn Fricker, staff assistant, and Richard Kerr, president of the club.



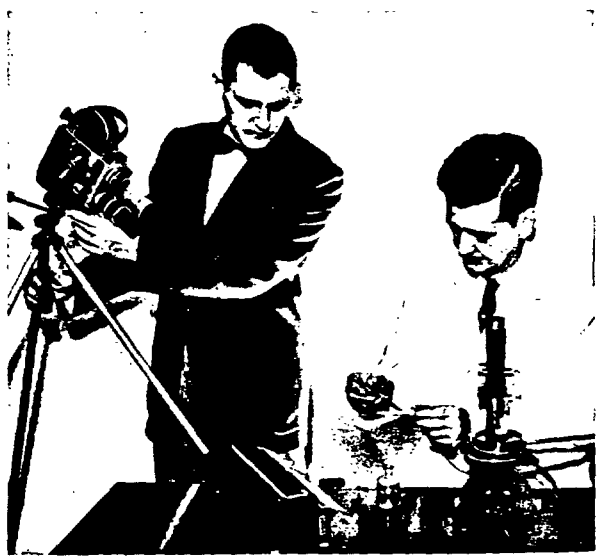
John Koehnle, left, of the San Francisco office, chairman of San Francisco Oil Industry Information Committees during 1955 is shown receiving Award Certificate from E. M. Mead, chairman of Northern California OIIC. Looking on is T. C. Moroney, former Northern California State chairman and a member of the Western Oil & Gas Public Relations Subcommittee.

more people, more places

Thirteen-year-old Kathy Soroos, daughter of Harold Soroos of Administration and Services at the Detroit Labs, won skiis down in meets against girls her own age this winter and even took some prizes in women's meets. Here she is shown with trophies she won for three first places and a second place in the Junior Inter-Club Meet held at Cadillac, Mich.



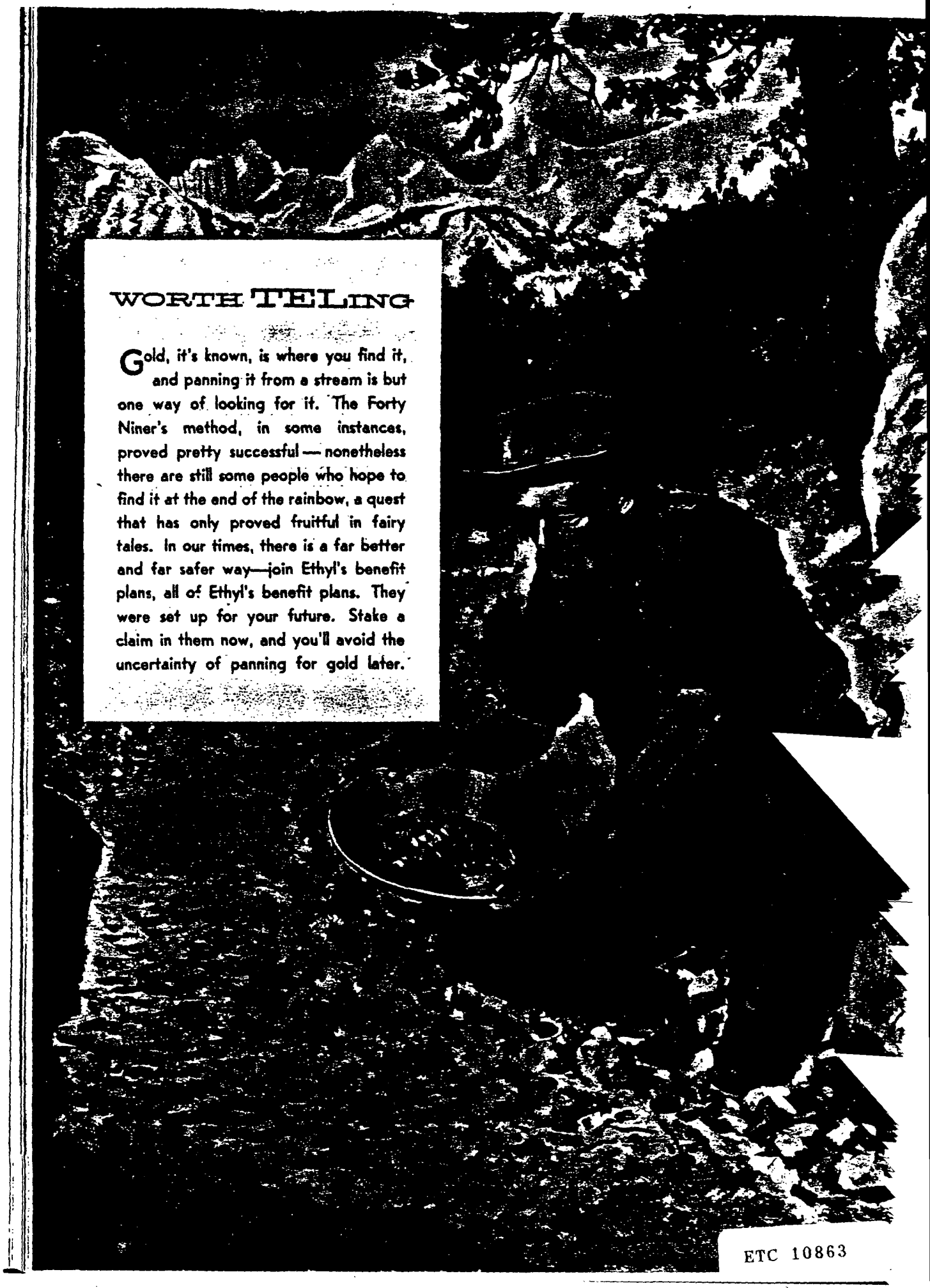
Bob Boudreaux, left, data clerk, and Claude Arceneaux, chemical microscopist in Chemical Research and Development, Baton Rouge plant, were pictured on the cover of a recent issue of *Chemical and Engineering News*. The cover photograph was related to an article in the magazine by Claude telling how a technical paper was filmed.





The biggest Suggestion System award to date at the Houston plant was responsible for this equally big grin on the face of Jim Koch, sheet metal worker. In a ceremony in the plant manager's office on March 22, Jim was presented with a check for $1,300 for his adopted suggestion on sodium operations.

ETC 10862



WORTH TELING

Gold, it's known, is where you find it, and panning it from a stream is but one way of looking for it. The Forty Niner's method, in some instances, proved pretty successful — nonetheless there are still some people who hope to find it at the end of the rainbow, a quest that has only proved fruitful in fairy tales. In our times, there is a far better and far safer way—join Ethyl's benefit plans, all of Ethyl's benefit plans. They were set up for your future. Stake a claim in them now, and you'll avoid the uncertainty of panning for gold later.

ETC 10863

ETHYL bulletin board

MAY 1956



ETC 10864

ETHYL bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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ON OUR COVER: Payday is a red letter day but the last one took Peggy Smith of Public Relations by surprise. Elated, Peggy holds her head anxiously while Ruth Hall of Finance thumbs through paychecks for the one with Peggy's name on it. The story on payday begins on page 6.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.



ETC 10865

Company Manners

In certain books of etiquette
The social rules are firmly set
Regarding things that one should do
As well as those proclaimed taboo.
For example, slacks don't go
At banquets where they serve shad roe
And unshod feet create a breech
Anywhere but at the beach.

Swimming suits are in bad taste
When firing squads are being faced,
For they distract the gunner's aim
And absolutely spoil the game.
Soup, of course, should not be heard.
Dunking doughnuts is absurd.
Snakes and such should not be charmed,
Nor should aces e'er be palmed.

Childhood friends should not be shot,
Cantaloupe not served hot,
Nor should gum be thrown in streets,
Stuck on ears or under seats.
Forging checks is very rude
Lest you have the aptitude
For writing out the names of folks
Who understand your little jokes.

Important things good manners are
From Albany to Zanzibar.
For each occasion it's insisted
Proper conduct be enlisted—
Pinky out when sipping tea;
Hair in place when up a tree;
Coat and tie when at the Ritz;
Smile on face when winner quits.

Bigger smile for hole in one;
Lavish praise for jobs well done;
Pluck and grit when in the thick;
Apologies for trumping trick;
Good firm clasp when shaking hands;
Modesty at Baby Grands;
Sympathy for friends who ail;
Saw and files for friends in jail.

All these things let it be said
Inform your friends that you're well bred.
And tell them too that you're not green
To Emily Post's social sheen.
You've got luster; you've got class,
Seldom rude, never crass.
You reflect the uppermost,
Whether guest, whether host.

Are your manners just as good
Where you earn your livelihood?
At the office, on your job
Are you thoughtful of the mob?
Other folks have feelings, too,
And what they feel depends on you.
Consider now the day you spend—
Are there people you offend?

Do you step on any toes?
Do you greet with warm helloes?
Do you push, do you shove?
Are you like a turtledove?
Do you rant, do you rave?
How, in fact, do you behave?
Think a bit and check your score.
Use good manners more and more.

FEELING STRONGLY

Detroiters crawled — or were drawn — out of their shells in weekly classes that turned them into self-assured public speakers

While learning to use the "tools of leadership and skill in interpersonal relations", some 90 men at Detroit Labs were put through their paces last winter and early this spring. They had to stand perfectly still with their arms at their sides, they had to gesticulate and show emotion whenever ordered to do so, they had to write their names in huge letters on a blackboard. And they had to do it in front of an audience of fellow workers.

However, there was nothing antic about it. For most of the men it was an unique experience and for all of them it was a serious affair. These men, who represented all organizational levels at Detroit, including the top management, were learning or reviewing how to get along with one another as a group and how to develop confidence in themselves as speakers. As a result of their zeal, soon even the wallflowers were blooming in the center of the class.

The 10-week courses, called Group Personal Relations, were given by Professor Henry Schneidewind, chairman of the Speech Department, University of Detroit. Professor Schneidewind has very definite notions about what it takes to become a competent public speaker, and the standing still, feeling strongly and writing names on a blackboard are some of his techniques for developing self-assurance and skill.

"Boy, if I had only had this 15 or 20 years ago!" was the kind of comment made by older men at the

The men pictured below give you some idea how active and heated a "feeling strongly" session becomes under the professor's promptings.



Labs. Ted Carron, director of Employee Training and Development, agreed with them and has now incorporated the course as a part of the training program there. Considered a good confidence-builder, it is being offered to all new employees who will have use for these skills in their jobs.

An unsuspecting person who happened to enter one of the professor's classes might wonder what on earth was going on. If he happened into the "feeling strongly" class, he would see a group of men standing in a large circle and taking turns ranting. He would soon notice that the more vehement a man became the more the professor would beam approvingly.

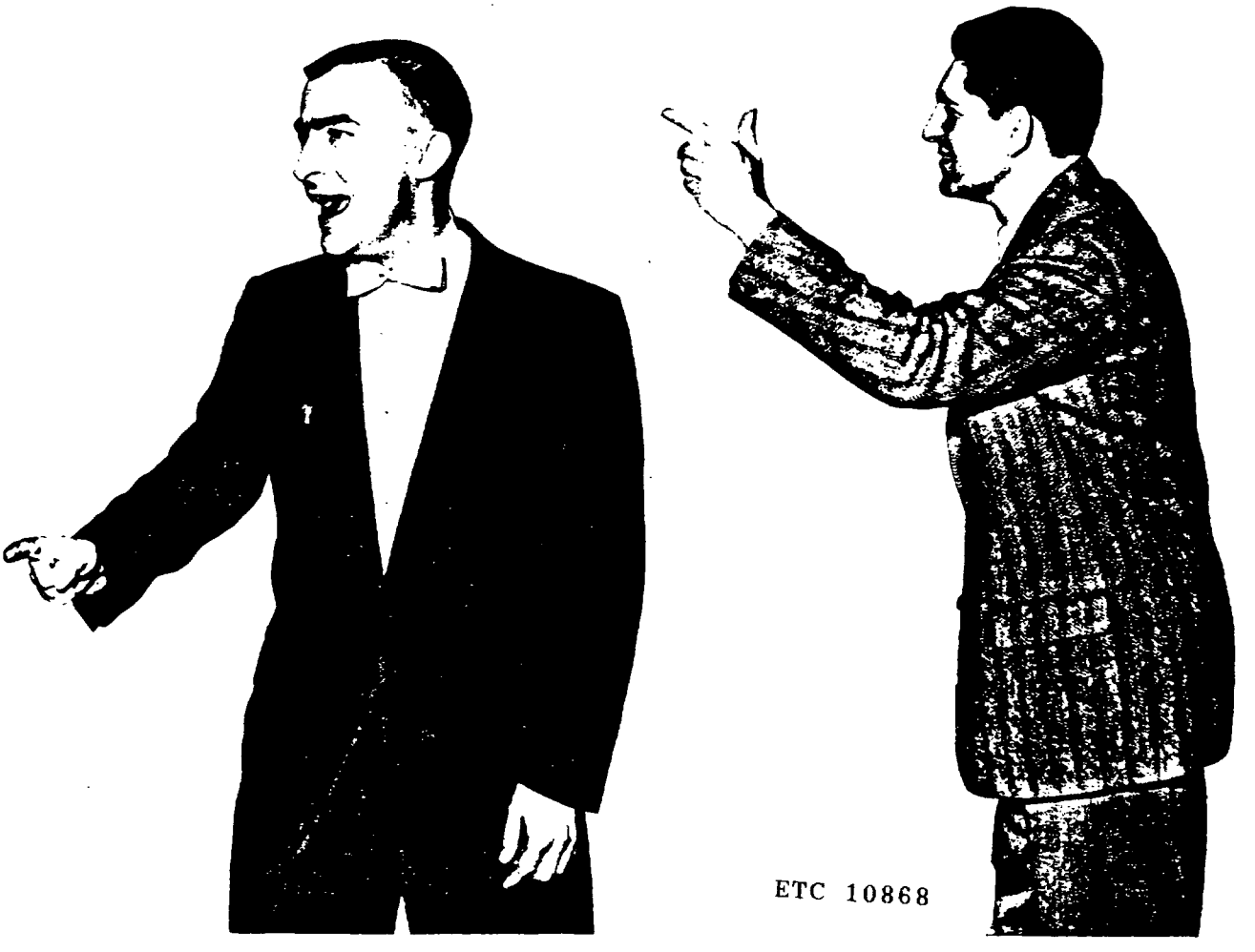
The reason for this professional approval would be that the student was getting "outside himself, ceasing to be an inhibitory personality" and thus was on the way toward becoming an able public speaker.

Professor Schneidewind figuratively led the men by their vocal cords from the point where they merely stood in front of the group and gave their names to the point where they were skilled in presenting ideas clearly and interestingly in conference.

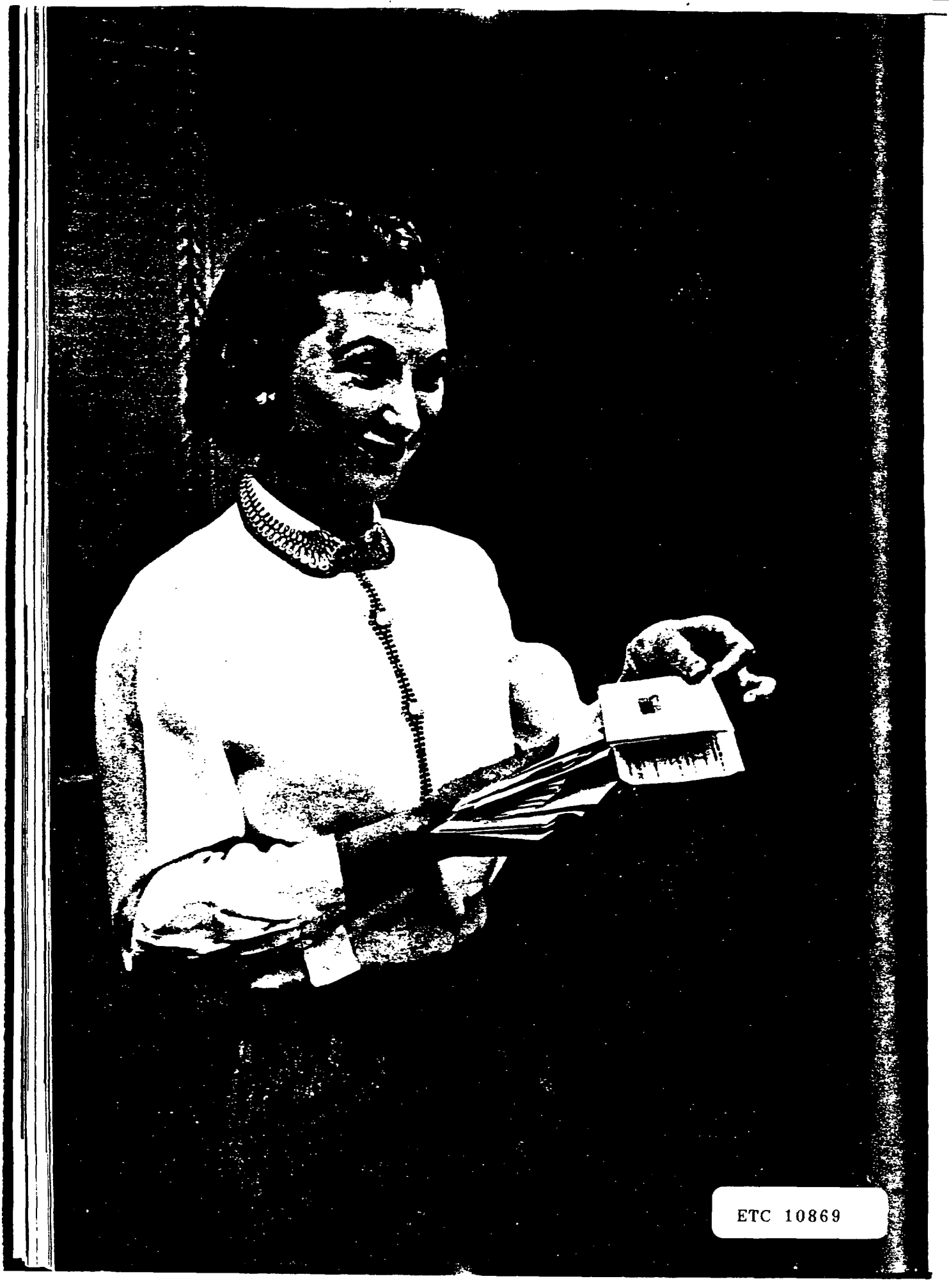
As a matter of fact, the men actually came to enjoy the course, and thus learned to enjoy public speaking. It was somewhat like taking your first airplane flight or being taught how to swim: once the initial fear of the unknown and untried is gone, you realize flying can be fun and swimming is an ability you won't easily lose. An entire new range of experience is opened for you—the thrilling experience of holding an audience's attention, of presenting ideas clearly and convincingly, of channeling discussion and stimulating thought.

In a "feeling strongly" session, things might get off to a rather feeble start. One man, for instance, sadly came to this conclusion: "I feel very strongly about—I don't feel very strongly about anything." But as the round robin built up steam, the speech students stamped their feet, shook their fists, turned red in the face and cried passionately that they felt strongly about: "parsley in salad", "balloon-head drivers", "the weather we have in this state in the spring", "kids who walk on my lawn in roller skates", "people who poison children", "ruining my vocal cords", "feeling strong" and "everything"!!!

Below, from left to right, are Professor Schneidewind and inflamed students Mike Remondino, Dale Buerstette and Joe Cipolla.



ETC 10868



ETC 10869

PAYDAY!

If there were a way of measuring smiles and good cheer, you can bet that payday would rank right along with Christmas

There are few things more welcomed by employees than a paycheck, that gratifying rectangle of paper that brightens two days out of every calendar month at Ethyl and is as dependable, in its way, as the uninhibited laughter of happy children at play. In a number of obvious ways, that negotiable slip in the pay envelope contributes greatly to the happiness of those children at play, to the happiness of the parents who provide for them and to the happiness of every member of every family that has a breadwinner in its midst. Few things, indeed, can prompt a smile more quickly, strengthen our sense of security more readily, deepen more surely our knowledge that we live in a land of plenty where paychecks are large and stable. No wonder, then, that payday is a happy day, for it's a wonderful feeling to know these things and to be able to count on them. Whenever payday rolls around, a kind of holiday mood prevails, a mood frequent to us but denied to many. That, too, is a very valuable thing, and a paycheck is one of its major symbols. The check we hold in our hands is a check on tyranny and a ticket to freedom.



A receptionist receives her check: Mollie Houghton, a one-women welcoming committee on the 17th floor at 100 Park Avenue, always finds she is first in line, a position that makes her a sentry for other anxious employees.

←

Ruth Hall is one of four women from the Payroll division who happily distributes Ethyl paychecks to even happier employees.

ETC 10870

Payday (continued)

A paycheck is many other things as well – large and small, foolish and important. For some, it is a new hat that waits in a millinery shop down the street, a set of golf clubs designed for holes-in-one, a steak cooked to perfection, a Saturday night in town. For others, it's an electric train that soon will journey across the basement floor, a government bond standing ready for a rainy day, two tickets to a movie around the corner, the price of a babysitter and the start of a new room to the house.



Clem Parchen of Industrial Relations looks up with quiet pleasure as she accepts her check.



Frank Howard of Advertising looks duly interested —and receptive—as he examines his payroll check.



Payroll's Ruth Hall is certainly a bringer of good things—as attested to by the joyous expression of Eleanor Frawley of Industrial Relations. As a recipient, Ruth is naturally happy about payday too.



Ruth, proceeding from department to department on the 17th floor of 100 Park, is greeted by smiles wherever she appears. Bruce Pemberton of General Services is no exception as he awaits his payroll check.



Mac McCulloch, assistant manager of Advertising and Sales Promotion, beams approval.



Stenographic's Anne O'Neill looks reflective as she perhaps visualizes a new hat.



The check in hand may go in small part for pipe tobacco for Ralph Hutchinson of Industrial Relations. Ethyl's payroll checks don't just mean spending and saving: they make possible a better way of life.



An envelope to match the color of her uniform was given to Miriam Wallace of Medical.



Payday has a festive air about it. Here is Elsa Weber of Industrial Relations department.



Betty White of Industrial Relations didn't just look at it—but opened it at once.



It's one interruption that's welcome to busy girls like Marilyn Sax of Industrial Relations.



Payday is smile day for Bill Meyer of Industrial Relations and everyone else at 100 Park.



Vic Alling of General Services gladly holds the trusty key to the good life in his hand.

ETC 10872

Whatever a paycheck may mean to you, it means work for the people whose business it is to see that you're paid. In a sense, every day is payday for them as they compute and tally, deduct taxes and contributions to benefit plans, make salary changes and calculate overtime, prepare the checks you receive and deliver them to you twice a month. It is rare that calculators and bookkeeping machines are idle, for Payroll pays employees across the country, including some at our Houston and Baton Rouge plants.



Working in Payroll makes people like Dorothy Rogan, above, feel like bi-weekly Santa Clauses.



John Palmer, assistant head of Payroll, may have his computing problems, but he can always manage a carefree smile on payday.



A lot of time-consuming paperwork precedes the periodic delivery of our checks. Here John Robertson, payroll analyst, pores over big figures.

The inevitable windup of payday is no surprise for anyone. Usually the use of a check has already been decided. Spending money is an easy thing to do, particularly in a country where all sorts of commodities are available. Oddly enough, though, our banks do as big a business as our stores and the majority of paychecks pass across the counter to a teller for safekeeping. Payday, with its spending and its saving, is a strong factor in our national economy, an economy that affords us the best wages and the highest standard of living in the world today.



Bob Marks of Advertising and Grace Ferguson of Sales happily await cold cash in trade for their checks.



The Payroll girls have come to the conclusion that a payroll check is just about the easiest thing in the world to pass off on someone. To date no one has refused to accept his little white envelope. Left to right are check carriers, Ruth Hall, Gertrude Melloh, Veronica Wiegman and Mary O'Brien.

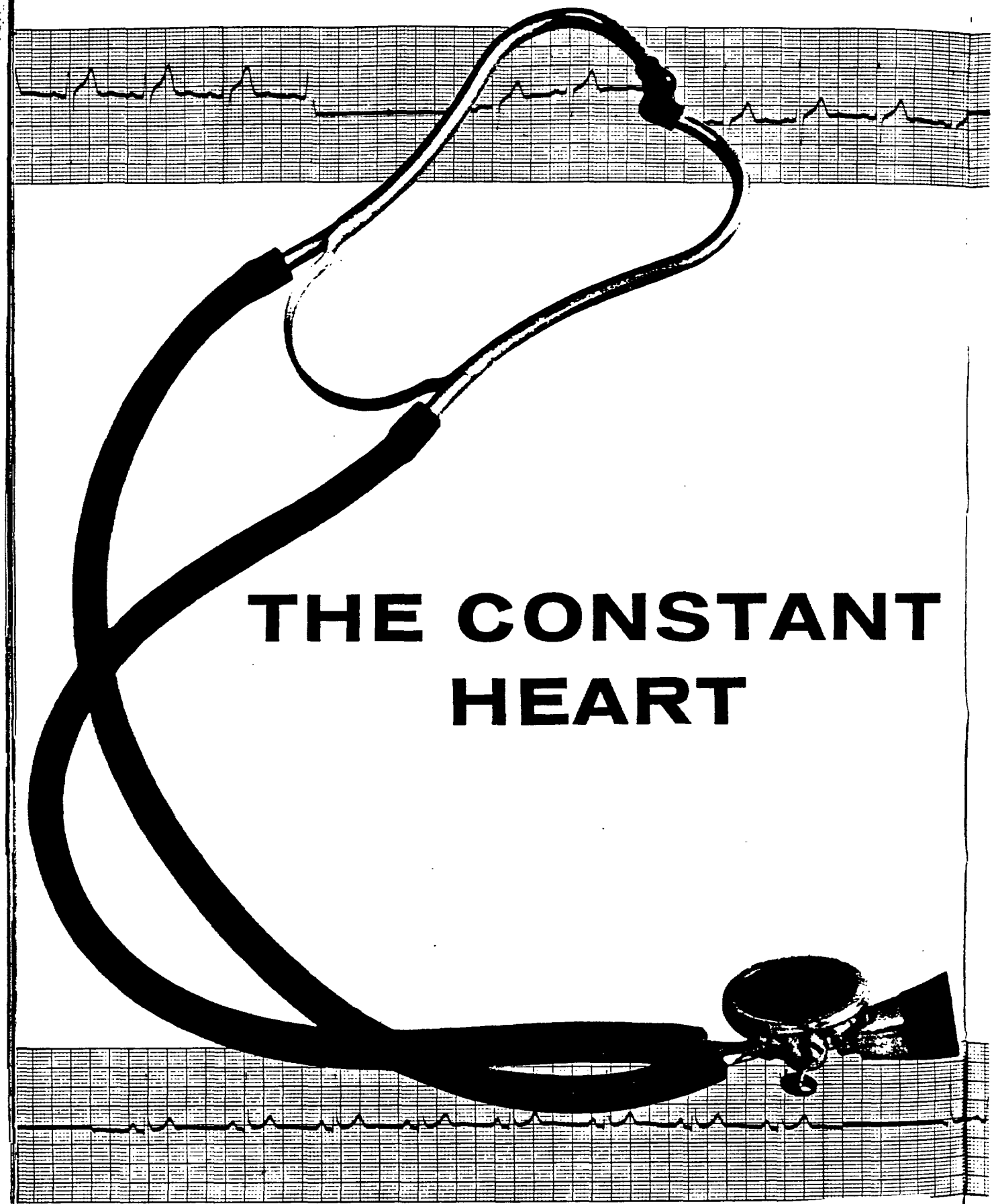


The Payroll division needs—and has—plenty of group spirit in order to perform its big job quickly and harmoniously. Shown here, maintaining law and order among the digits and other payroll matters, are left to right, Ruth Moore, Veronica Wiegman, John Palmer, John Robertson, Gertrude Melloh.



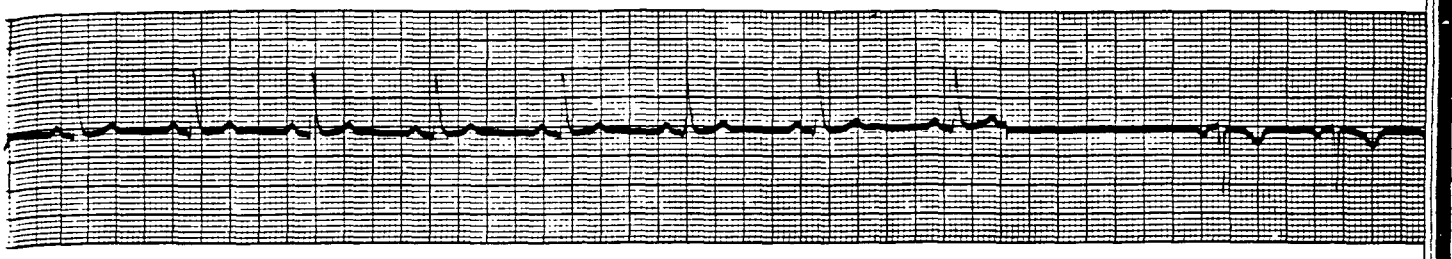
One of the crowning glories of payday at 100 Park is the noontime shopping tour of Manhattan's many stores. Here, returning to the office laden with packages from fashionable Fifth Avenue, are satisfied shoppers Agnes Morgan of Advertising, left, and Ruth Moen of Industrial Relations.

ETC 10874



THE CONSTANT HEART

ETC 10875



Somewhere along the road of time the heart was stolen by poets as the symbol of love, a conception as fraudulent as the notion that the moon is made of green cheese. Though love is certainly a noble and rewarding emotion, the heart is actually more important than even that blessed state. It is the very timepiece and source of life itself, active even while we sleep, pumping furiously when we overexert ourselves, continually supplying our ever-hungry bodies with necessary nutrition and oxygen.

But for all its accomplishments this miraculous organ sometimes falters; sometimes is injured.

Coronary thrombosis (heart attack) takes the lives of 350,000 Americans every year, half again as many as cancer and more than the total United States deaths in World War II. The ailment which temporarily struck down President Eisenhower last September, it prefers to strike women and, especially, men who are in full maturity, enjoying the most productive years of their lives.

Today doctors know the mechanisms of how coronary thrombosis occurs, but not why. When the arteries supplying the heart muscles become clogged with fatty deposits a reduction in the blood flow to the heart results and produces an attack. Our fast pace of life or our rich diet may be contributory. At any rate, the incidence of heart attack is much higher in this country than in most.

The other three basic types of heart ailment—hypertension, rheumatic fever and congenital defects—can sometimes be detected in X-rays. Thrombosis, on the other hand, was not diagnosed until 1912 and is never revealed in X-rays. It must be traced by electrocardiographs. The medical battle against this dread ailment is being waged at full force, with modern research equipped with over $16 million annually in its efforts to find some direct treatment for atherosclerosis, the underlying disease which causes the clogging of the arteries to the heart.

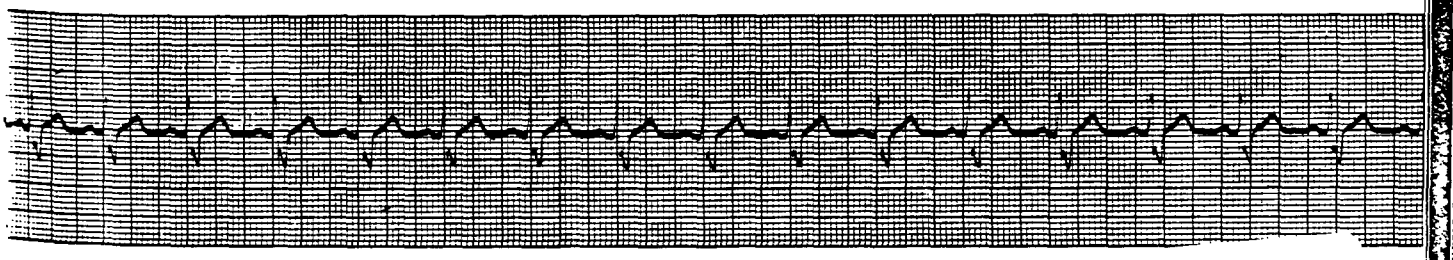
Although thrombosis causes some permanent damage to the heart, a patient is more often than not able to perform useful activities with what remains of his heart muscles. Doctors say that most people have more heart muscle than they basically require, thus some reserve to call upon in case of need. Of course, after a thrombosis a patient is very seldom advised to engage in completely unrestricted activities, but is rather told to feel his way slowly, testing his heart, finding out how much activity it can tolerate.

One of the most popular misconceptions about the heart is the belief that it is delicate. It isn't; it's far from being the fainting type. Every day it pushes from five to ten tons of blood through our arteries, veins and capillaries. At the end of the allotted Biblical span of three score and ten, an average heart will have exerted enough force to lift the battleship Missouri 14 feet out of the water.

As for prevention of most heart ailments, an individual's way of life may have more to do with it than anything else. Low-fat diet and moderate exercise may be strong preventive agents.

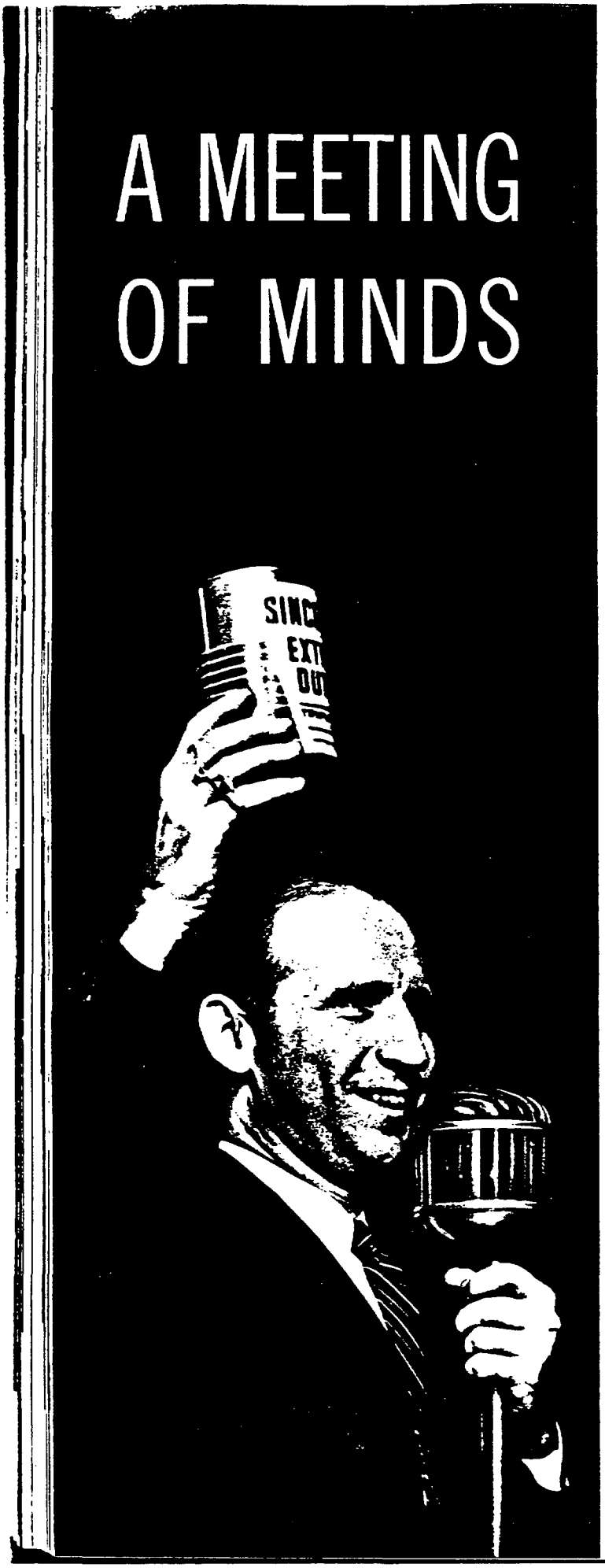
The heart's condition can be determined by taking blood pressure, the electrocardiograph, X-rays and by stethoscopic examination by physicians. These examinations are necessary periodically because many heart ailments can be arrested or cured if detected early.

The heart is as big as life, as tough as life, but it must be protected.



ETC 10876

A MEETING OF MINDS



Members of the New York chapter of Desk and Derrick participate in brainstorming session

If there is any truth whatever in the old saying that two heads are better than one, then it would certainly stand to reason that more heads in a huddle would produce even better results—a fact that Charlie Clark of Industrial Relations has proved time and again in the effective brainstorming sessions that follow his presentation on *Creative Thinking*.

Brainstorming, as you may gather, is a meeting of minds in which everyone unbridles his thoughts and rapidly lets fly his ideas on a given subject . . . and the ideas came fast and furious when Charlie recently appeared as guest speaker at the monthly meeting of the New York chapter of the Desk and Derrick Club. Charlie's presentation, popular with many of our customer companies, drew the largest crowd ever to attend a regular session of the Club in New York. Desk and Derrickers not only learned something about the value of creative thinking but had a good time in several humorous brainstorming sessions as well as a couple of serious efforts. In one, they "brainstormed" captions for amusing photographs of animals and they came up with some very funny labels indeed. In another, they selected names for their individual brainstorming groups, and one of them appropriately came up with "The Oily Birds."

Charlie's presentation has been so well received that he has trained other Ethyl people to give the talk for the Company in their respective areas and now there is a squad of brainstormers consisting of Paul Fitzpatrick of Eastern Region; Joe Hopkins of Central Region; Herb Witte of Southern Region; Ed Erskine of Western Region; Art Wintringham of the Baton Rouge plant; and James Main, Ethyl Corporation of Canada Limited. All assisted Charlie in the Desk and Derrick presentation.

At the completion of the program Charlie was made a member of the Desk and Derrick Key Club and was presented with a key chain by the Club's president, Margaret Sweeney of Sinclair Oil Corporation.

Among Ethyl employees who attended were Marie Anderson, Jessie Halton, Erna Harris and Loretta McEntegart of General Services; Mary Dumville, Peggy Smith and Alice Heck of Public Relations; Ruth Moen and Betty White of Industrial Relations; Anna Murphy and Esther Lyman of Administration; Virginia McGuire of Manufacturing; Yvonne Guertin, Madge Lofthouse and Gerry Harms of Eastern Region; Edith Mahoney and Helen Stritter of Finance; and Eleanor Schreyer of Safety.

Charlie dramatically points out that someone made a fortune from idea to package motor oil in cans.

ETC 10877



Helen Stritter, who works in Finance, was one of early arrivals for meeting at which Ethyl's Charlie Clark was guest speaker. Above, while picking out her name tag, she chats with Desk and Derrick committeewomen.



During brainstorming, Ethyl women above composed an active group. Clockwise, they are Peggy Smith, Erne Harris, Betty White, Mariette Jacobson (formerly of Ethyl), Anna Murphy, a bit of Alice Heck and Ruth Moen.



Lively presentation, which brought out record attendance, literally had audience in the aisles. Above, left to right, Madge Lofthouse, Marie Anderson, Yvonne Guertin and Jessie Halton listen and think simultaneously.

ETC 10878

MILESTONES

25 years



MADGE LOFTHOUSE
Sales, New York

20 years



ROBERT C. BURNS
Finance, New York

15 years



JOSEPH LAETHEM
Research, Detroit

10 years

EDWARD J. BETCHAVER
Planning and Coordination, New York

JOSEPH A. HOPKINS, JR.
Sales, Central Region

JAMES H. KIRBY
Finance, New York

IRMA C. MACARY
Finance, New York

JOHN P. NAPOLITANO
Research, Detroit

SOPHIE T. PERZANOWSKI
Research, Detroit

ALYCE J. PETERSON
Research, Detroit

HELEN M. STRITTER
Finance, New York

LYNDON K. WELCH
Research, Detroit

5 years

KENNETH M. CHRISTENSON
Research, Detroit

JOHN T. COLLINS
Research, Detroit

DON D. CUNNINGHAM, JR.
Research, Detroit

ELEANOR M. FRAWLEY
Industrial Relations, New York

ALFRED J. GRENIER
Research, Detroit

RALPH J. LOEHR
Research, Detroit

CHARLES E. POULSON
Research, Detroit

ETC 10879



DOROTHEA S. CLARK, clerk-typist in Finance, New York, is a graduate of Randolph-Macon Woman's College and a member of Zeta Tau Alpha sorority.

ETHYL WELCOMES



ROBERT M. GRAY, known as Bob, is an auditor in the Finance department, New York. A graduate of Manhattan College, he and his family live in Yonkers.



DAVID L. MEINE is a technician in Gasoline Testing, Houston. Married, he is a member of the Texas National Guard and is interested in reading and stamp collecting.



EVELYN A. POST came to Ethyl from Johns-Manville Corp. She is a stenographer in the New York office. Evelyn belongs to the New York Zoological Society.



HELEN A. RAYL, stenographer at the Detroit Labs, is married and has three daughters. A native of Michigan, she was born in Cass City and lives in Royal Oak.



THOMAS L. WILLIAMS, chemical technician at Detroit Labs, lives with his wife and daughter in Detroit. He was a wrestling champ in college.



FRANKIE D. ZYCHA, technician at Gasoline Testing, Houston, is single, a native Texan, a veteran and a member of the Knights of Columbus.

ETC 10880

FOR YOUR ENTERTAINMENT



BOOKS

One of the unfortunate aspects of television is that an outstanding play is rarely repeated and viewers who happened to spend that particular evening at another pastime have no opportunity to catch the show a second time around. If you were one of those who missed the plays that Simon and Schuster has collected in SIX TELEVISION PLAYS by Reginald Rose, you'll enjoy reading them now, and you'll find that they are every bit as satisfying in their current form.

Patrick Campbell, England's resounding answer to our own S. J. Perlman and a past master of the nonsensical, has concocted some hilarious pieces of absurdity on almost everything possible or plausible in Simon and Schuster's A SHORT TROT WITH A CULTURED MIND. With some very funny drawings by Hilary Knight, it's a fast track all the way. The cultured mind of the title is as whacky as they come but it certainly knows its way around mayhem.

It's quality not quantity that makes Dutton's JOHNNY PURPLE by John Wyllie a far better than average novel about the late world conflict. Most war books, it seems to us, are enormous volumes, but out of the many big ones there are few that compare with this slim novel set in Sumatra and peopled, for the most part, by British subjects. Their personal conflicts run a close second to the larger clash and they are all interesting personalities, manipulated both artfully and actively by a highly capable writer.

Simone de Beauvoir, one of France's best contemporary writers and a great favorite on the Continent, has journeyed across the Atlantic once again in World's publication of her Prix Goncourt novel, THE MANDARINS, a vehicle as solid as the Queen Mary and almost as large. In 600 pages, Madame de Beauvoir recreates Paris shortly after the liberation in 1944 and she does it with a pair of the sharpest eyes imaginable. Her people and her Paris are tangible; her ideas are not mere thoughts; her artistry is superb; her hand never trembles.

If you're a Jack London fan, you may find something of the master in Random House's new novel THE NORTH STAR by Will Henry, a writer who seems to know his way around on the ice. In this action tale of the Yukon, complete with Huskies, wolves, Eskimos, gold mines, flying fists and murderous instincts, he presents a chase across the frozen North that makes sissies out of Liza and the bloodhounds behind her.

World's THE RAINBOW BOOK OF ART by Thomas Craven is a comprehensive excursion into the world of painting from the caveman to the moderns, amply illustrated with the work of masters. The text is simple and understandable and seemed to us a good one with which to introduce strangers to the color of the canvas.

If you like illustrated bits of nonsense, you'll get a good percentage of chuckles from Dutton's A SAW SCREAMS AT MIDNIGHT by G. A. Mills, a pictorial satire of the male who's not too handy around the house. Some of the satire may strike a little too close to home unless you're a man who really knows his way about with a hammer and nails.

Simon and Schuster's THE WICKED VILLAGE by Gabriel Chevallier is as French as the can-can and perhaps a bit more abandoned. In the village of Clochemerle, a lusty group of folks revel in ribaldry and kick up their heels at the slightest provocation. The wine is heady, the sun is strong and the belles are toothsome. Decidedly not a book for children, it ought to tickle the funnybones of less squeamish adults.

Paul Hyde Bonner's WITH BOTH EYES OPEN (Scribners) is a perplexing little novel that's quite a guessing game about a lady who may or may not have done in a couple of former husbands. The problem, which occurs for the most part in Scotland, is whether a widower should marry her in spite of the rumors. He does, but that's hardly the end of things.

The recent success of *Bonjour, Tristese* no doubt prompted Douglas Fairbairn to write A MAN'S WORLD for Simon and Schuster, which in spite of its pleasant moments does not quite come up to the standard of its predecessor. The story of a 17-year-old boy who encounters first love (?) in a Riviera port, it is short and concise, sometimes touching, frequently trenchant but never very dramatic.

THE CAUTIOUS OVERSHOES by Margaret Scherf, a Crime Club Selection, is quick and exciting reading with all the plot twists and tangles essential to a good mystery. Set in Montana, it involved a missing person, a murder and an unusual sleuth in Reverend Martin Buell. The overshoes of the title are pure gimmick to keep you guessing, and our guess is that you'll be properly baffled.

Doubleday's THE USA IN COLOR, edited by the editors of *Holiday*, is a handsome portfolio of color photographs that appeared in the popular magazine, all beautifully reproduced and terribly tempting. This armchair vacation makes an extensive trip to the magnificent mansions of the Old South, the wide plains of the West, the white mountains of the Northwest and the concrete heights of the East. The entire tour is impressive.

Two short novels by Paxton Davis are paired up and fairly well matched in Simon and Schuster's TWO SOLDIERS, another look at men at war in the Far East. In this case, their private demons are as much a threat as the enemy. Both men, however, eventually prove their moral fibre to their own and the reader's satisfaction. The author writes with simple clarity and judicious selection throughout.

William E. Barrett, whose *The Left Hand of God* hit the public fancy a while back, has turned out THE SUDDEN STRANGERS for Doubleday, and it's a complicated affair about a complicated family, the son of which at least sets himself straight on life's winding road. He is, however, a little dizzied from it all.

In Doubleday's Crime Club Selection A MAN OF TWO TRIBES, detective Napoleon Bonaparte (no relation to the Little Corporal) searches for a missing woman in Austrialia, and it's one of the most fascinating hunts you're ever likely to read through. Not only will you guess like crazy, but the details of life in the-land-down-under, especially the desert episodes, will intrigue you for sure.

Quite a bit of fighting went on from shipboard when the Union met the Confederacy, and the accounts of it as told by Fletcher Pratt in Henry Holt's CIVIL WAR ON WESTERN WATERS are interesting historical fact from strategy to actual combat. Mortar boats, flagships and assorted vessels of the time go at it hot and heavy.

Newspapermen seem to have a bent for trouble and Bradley Davis is no exception in Edwin Lanham's mystifying DEATH IN THE WIND, from Harcourt, Brace and Company. Brad's trouble is plenty of trouble—murder. He's accused of doing in his ex-wife and practically no one believes in his innocence, which is ultimately proved when the real culprit is brought to task. A hurricane in Connecticut also blows up some exciting effects of its own.

Politics, which seems to be increasingly popular in election-year fiction, is the subject of Macmillan's THE BIG FELLA, authored by Henry W. Clune. This time it's New York 50 years ago and an ambitious politico by the name of Dan Herne, who not only tosses his hat into the ring but his wife and son as well. He makes a lot of costly mistakes and he pays for them through the nose.

If space is a problem around your house or apartment, you will definitely find a remedy in Harper's FAMILY HANDYMAN'S BOOK OF BUILT-INS, which includes a large number of practical ideas and plans for storage cabinets and hideaways for every room. Over 200 illustrations help guide your tools.

With summer nipping at the heels of spring, McKay has come up with a real money-saver in 150 BUDGET VACATIONS by Horace Coon. The collection includes a wide variety of trips from an equally wide variety of areas, and there is plenty of useful information to help stretch your pocketbook.

Though our country is relatively young, it has created a character more unique and more comprehensive than that of many older nations, for it combines a number of old world traditions with many more new customs and celebrations. In Washburn's FESTIVALS USA by Robert Meyer, Jr. you will discover more than 1200 events that take place annually and you will be tempted to include at least one of them on your vacation.



MOVIES

Robert E. Sherwood's *Waterloo Bridge*, previously filmed with Vivien Leigh and Robert Taylor as the wartime lovers, is the basis of Metro-Goldwyn-Mayer's GABY, which stars Leslie Caron and John Kerr this time around. The new version has moved up one war closer but the background is still London and the story is still appealing.

HILDA CRANE, which 20th Century-Fox has filmed from Samuel Raphaelson's recent Broadway play, is adult drama that explores the questionable behavior of a woman whose life is by no means exemplary. Jean Simmons, looking like a million bucks, plays the crazy-mixed-up-kid who doesn't know which end is up, and she overcomes her trials and tribulations very nicely.

In Columbia Pictures THE HARDER THEY FALL, the screen version of Budd Schulberg's best seller, Humphrey Bogart is right in his element as a sports writer turned press agent for a prize-fighter. This particular pug is duped by cronies as crooked as a mountain road and Mr. Bogart, no sissy himself, finds he can't stomach the dirty doings.



TELEVISION

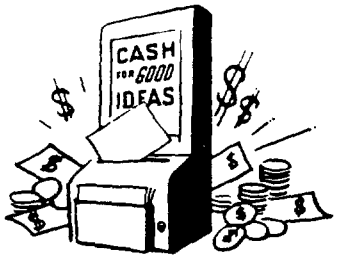
The Dark Continent is very much in the news these days, and Edward R. Murrow will give you a long look at its mysteries when his SEE IT NOW show presents part two of *Report From Africa* on May 17. And "they're off!" on May 19 when the Preakness Stakes will be run and televised from Pimlico Race Track. Just as spirited as a thoroughbred is Maurice Chevalier —that Frenchman who never grows old. He appears in color with his straw hat and cane over MAX LIEBMAN PRESENTS on the evening of May 20.

The Child Behind the Wall, a study of emotionally disturbed children, is scheduled for MARCH OF MEDICINE on May 20. Hume Cronyn and Jessica Tandy, a husband-and-wife team that never fails to please, will star in *The Confidence Man* over the ALCOA HOUR on May 27. On the following evening, PRODUCERS' SHOWCASE presents *Bloomer Girl*, an hour-and-a-half color musical featuring Barbara Cook.

A television adaptation of John Hersey's wartime novel, *A Bell For Adano*, is slated for color and black-and-white viewing over FORD STAR JUBILEE on June 2. Ex-president's daughter and one of the season's favorite brides, Margaret Truman will have star billing when she appears in the teledrama *Autumn Crocus* over Matinee Theater on June 6.

ETC 10882

SUCCESSFUL SUGGESTERS



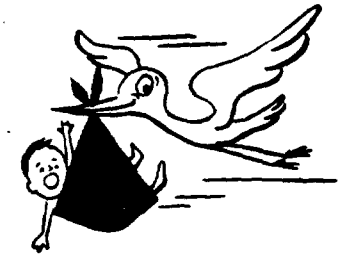
Suggestion awards were made to the following Ethyl employees in Detroit, New York, the Sales department and Regional offices.

DETROIT: MORTON ANTLER, $20.00 (Correct conditions causing rusting of containers in "I" building); JAMES F. BELL, $15.00 (vent spouts of fuel dispensing burettes in room C-21. Will promote complete draining of spout when drawing off reference fuel); WILLIAM J. BROWN, $20.00 (Control power to electronic spark protractor. Will permit selection of voltage to suit vehicle and improve the accuracy of the instrument); HENRY W. DE VRIES, $15.00 (Chair rail on walls to protect paint and maintain appearance); EMELIE J. THOMAS, $20.00 (Redecorate cafeteria, will be repainted in a more pleasant color, drapes hung, etc); H. J. SEWELL, $25.00 (Include national average motor octane number in "Gasoline Antiknock Quality Survey"); D. V. YATES, $15.00 (Provide and protect walkway at South lamp post in parking lot. Will improve access to employees' cars); ARTHUR H. ZEITZ, JR. $10.00 (Improve labeling in cafeteria).

NEW YORK: WILLIAM G. BALL, JR., Certificate (Octane slide rule for sales promotion); CHARLES H. CLARK, $10.00 (Company arrange for amusement tickets for employees at reduced prices); RICHARD F. COOK, $20.00 (Use 8 X 11 or larger envelopes with first class window attached.)

SALES DEPARTMENT AND REGIONAL OFFICES: JOHN S. COLE, $15.00 (Have a map on the reverse side of the "Area Weighted Averages Gasoline Antiknock Quality" report); ADELINE C. EDWARDS, $25.00 (Remove the doors on the private staircases as a safety precaution); J. W. EMERY, $20.00 (Send a bulletin to the field recommending an improvement in the packing cases used for shipment of the projectors used in the pan screen presentation to prevent damage); PAUL FITZPATRICK, $10.00 (Slide showing Drive More shield and slogan be made up and incorporated in visual presentations put on by the Company); DONALD S. FLYNN and D. FORSDICK, $200.00 (Program to expand the Drive More campaign in order to provide for active participation by service station attendants); BARBARA JOHNSON, $10.00 (Title be stenciled on flat side and edge of cases for new films as they are issued); HUDSON W. KELLOGG, Certificate (Eliminate entirely sending copies of field sample report to regional offices and send to account representatives only reports on class 1 samples which are below normal quality and class 2 and 3—complaint of special—samples, since all of this is available in the monthly survey); EDWARD C. MULLIGAN, $20.00, Supplementary award, (Each of the four quarterly periods for new field sample gasoline antiknock quality survey start one month later so that the sampling period will begin the month after the normal seasonal refinery changeover); WALTER H. RESLER, $10.00 (A bulletin to explain the differences between our monthly and yearly "Report of Gasoline Sales" and API's report of gasoline consumption by states); ELEANOR M. SCHREYER, $10.00 (Recommend use, whenever possible, of a space for routing and date stamp on all new or revised company forms); MARSHALL SITTIG, $40.00 (Liquid lead pencil giveaway).

BIRTHS



Eastern Region

BOB and MARGRETH RICHARDSON — a granddaughter, KAREN ELIZABETH, born on March 25, to their son, BOB, JR., and his wife. BOB is district manager in the Philadelphia office.

JOHN and RAQUEL KELLY—a son, JOHN THOMAS, born on April 16 at Holy Name Hospital in Teaneck, N. J. John, who is in the Finance department, is temporarily in Payroll.

EXTRACURRICULAR

GRANT SCOTT, field representative in the Southern Region, was recently appointed chairman of the machinery equipment committee of the state and national Junior Tractor Operators Contests at the Tulsa State Fair this fall.

HAP PHILP, assistant manager of the Canadian office, has recently been elected chairman of the Boy Scouts Association for North Area of Toronto Metropolitan Region.

DON ROBERTSON, Community Relations, Baton Rouge, is a member of the Louisiana Military District team which walked off with top honors in the recent rifle matches. Don is a captain in the Army Reserve.

HEWITT GOMEZ, recreation director, Baton Rouge, served as chairman of the industrial sessions when the Southwest District of the National Recreation Association held its conference in Baton Rouge early in April. He also served on the Host Committee.

The conference was held for all recreation directors, commission and board members in the southwestern part of the United States. Sessions covered rural, municipal, industrial, church, hospital and military recreation.

L. H. STEPHENS, Plans and Standards, Baton Rouge, will serve as chairman of the 1957 Industry-Faculty Conference. The conference is held each year at Louisiana State University.

JAMES C. WILLIAMS, EtCl Maint., Baton Rouge, has been recently named to the post of honorary vice-president of the American Orchid Society and is the current president of the Greater Baton Rouge Orchid Society.

W. S. RILEY, Industrial Engineering, Baton Rouge, served as chairman of the first annual Explorer Scout Regatta held at False River recently. Other Ethyl people assisting him were W. D. BOYD, Laundry P&ES; JERRY GIRAITIS, R&E Laboratory, and HENRY WALL, Process Development.

PEOPLE IN THE NEWS

BOB RICHARDSON, Philadelphia district manager, was recently appointed OIIC Middle Atlantic District School Activity Chairman.

ED MICHAEL, account representative working out of the Philadelphia office, is also participating in OIIC activities and holds the position of Philadelphia Country School Program Chairman.

MARY LEVERING has recently been appointed Registration Chairman for the Region I Conference of the Association of Desk & Derrick Clubs of North America. The conference will be held in Philadelphia May 11 through 13. Mary, who is secretary to Bob Richardson, Philadelphia, is a member of the William Penn Desk & Derrick Club.

JIM BOUDREAU, Director of Public Relations, New York, was recently appointed a member of the newly-created Educational Advisory Council to work with the OIIC and its nation-wide school program.

Specific objective of the Council's formation is to broaden the scope and depth of the school program, and to provide OIIC with specialized counsel and guidance. The Council consists of 14 members from the staffs of oil companies throughout the country.

WEDDINGS



Eastern Region

GRETA RICHARDSON, daughter of BOB RICHARDSON, Philadelphia, was married to EDWARD A. ETTINGER on March 27. The ceremony was performed in the Swarthmore Presbyterian Church, Swarthmore, Pa.

New York

GERTRUDE MELLOH was married to RAYMOND SCHIFFERDECKER on April 28, at St. Girard's Catholic Church in Hollis, Long Island.

A party was given in honor of Gertrude, who is in the Payroll Division, on April 19 by thirty of her co-workers. She was presented with a serving tray, a chafing dish and silver-rimmed ash trays.

ON THE ROSTRUM



HARRY WHEELER, Industrial Relations, Baton Rouge, recently was guest speaker at the monthly meeting of the Louisiana Chapter of the American Society of Training Directors. Harry discussed Human Relations in Training. RAY METTERNICH, who presided at the meeting is president of the Louisiana Chapter. He is also in Industrial Relations. DR. MARGARET E. GRIFFING, Detroit, presented a paper entitled "Determination of Trace Amounts of Lead in Gasoline and Naphtha" at the group session on analytical research during the 20th Mid-year Meeting of the Division of Refining of API. The meeting was held in Montreal, Canada on May 14. Her co-authors include ADELE ROZEK of the Detroit Labs and L. J. SNYDER and S. R. HENDERSON, both of the Baton Rouge plant.

W. J. SPLAINE, Production Planning, Baton Rouge, participated in a panel discussion in connection with the recent conference of the National Recreation Association which was held in Baton Rouge. Splaine discussed financial problems confronting recreation personnel.

TED CARRON, director of employee training and development at the Detroit Labs and chairman of the Ethyl Fellowship and Scholarship Committee, was the main speaker at a luncheon held on the first Business-Education Day in Orangeburg, South Carolina. The luncheon was held on April 25.

ART DEVERILL of the Financial Control Section in New York recently addressed the Baton Rouge Chapter of the National Association of Cost Accountants. He discussed "Financial Reports for Top Management."

"Industrialization of the South" was the subject of a recent talk given by STEVE HENRY, Director of Community Relations, Baton Rouge, at the annual meeting of the presidents of Southern Colleges and Universities held in Gulfport, Miss. Over 50 Southern Colleges and Universities were represented at this meeting.

R. H. COWLISHAW, assistant treasurer, headquartered at Baton Rouge, was the recent guest speaker at a meeting of the Sabine Chapter of the National Association of Cost Accountants in Orange, Texas. Bob who is a charter member and past president of the Baton Rouge Chapter of N.A.C.A., spoke on "An Approach to Data Processing."

NEWS BRIEFS

Ethyl's suggestion system booklet entitled "Break It Down," was recently reprinted in the *Awards Review*, a publication issued by the Army Incentive Awards Board and the *Elliott Bulletin* put out by the Elliott Service Company, a publishing firm in New York. The "Break It Down" booklet is the result of a suggestion submitted by ED DOWNS of the New York Sales department.

Preliminary work in preparation for construction of an addition at the Medical and Personnel building at Baton Rouge started during February when workers began breaking concrete to make way for the foundation forms. The three-floor addition will provide 23,000 square feet of space.

Baton Rouge personnel took an active part in Chemical Progress Week which was observed April 23 through 28.

Serving on the local committee were R. S. ASBURY, R&E Adm., L. J. SNYDER, DAVID CAMPBELL and FRANK CONRAD, all of whom are in Chemical Research and Development.

Chemical Progress Week is designed to highlight the importance of chemistry in the lives of American people. The theme of the observance was "How Chemistry Benefits You" and "A Better Today—A Brighter Tomorrow Through Chemistry."

ETC 10884





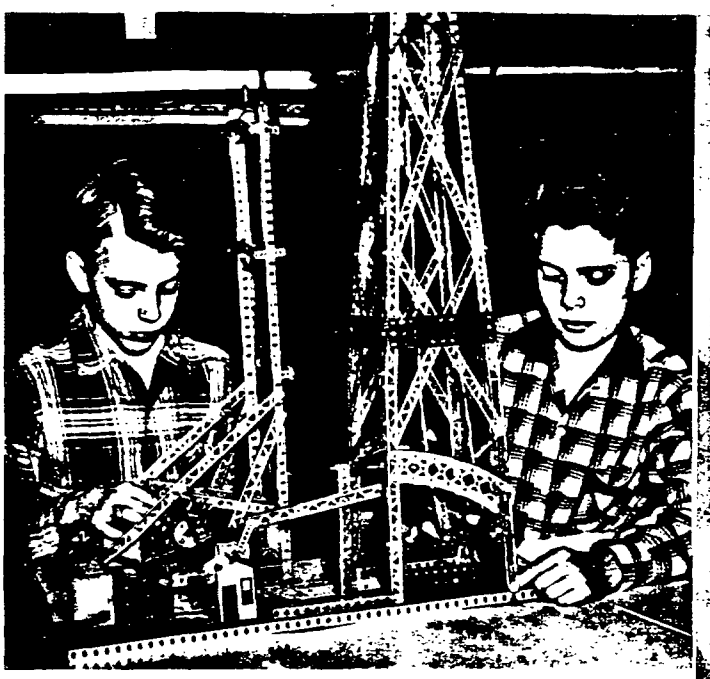
ANNUAL MEETING IN TEXAS

Ethyl personnel were active at the 44th annual meeting of the Western Petroleum Association held recently in San Antonio, Texas. Shown in the above picture at the left are Bob Phillips, manager of Howe-Baker Corporation, and, right, Wayne Warren, director of Refinery Technology, Detroit Labs. Wayne presented a technical paper co-authored by himself and R. C. Kerston of the Labs. In the top picture to the right, Len Huxtable, assistant regional manager, Southern Region, chats with cigar-smoking Keith Tiernan of Wilcox Oil Co. Above, Harry Cottrell, account representative in the Dallas district, talks as V. B. Chance, president of Atlas Process Co., listens. Former Ethyl man, Tom Risk, poses with Ted Littlefield, right, manager of Western Region. Pictures were taken by *Petroleum Processing*.





PEOPLE and PLACES

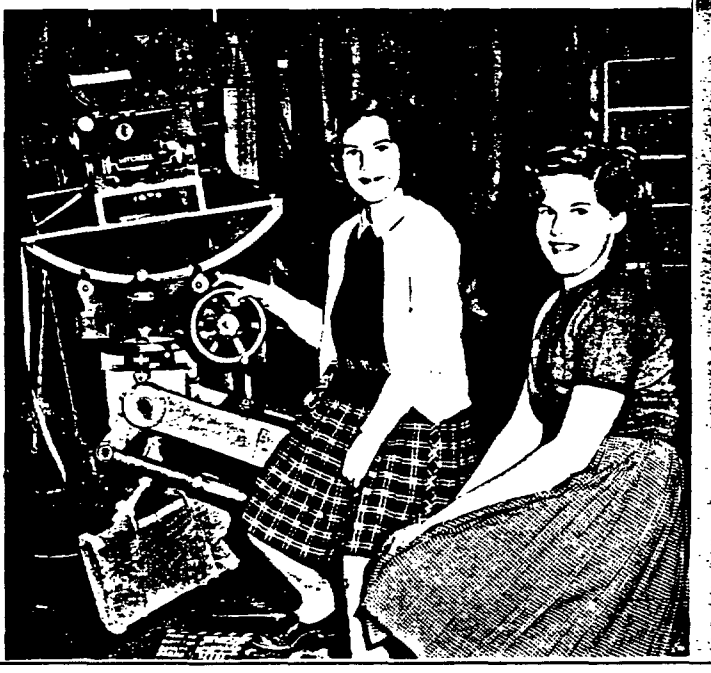


JUNIOR OILMEN

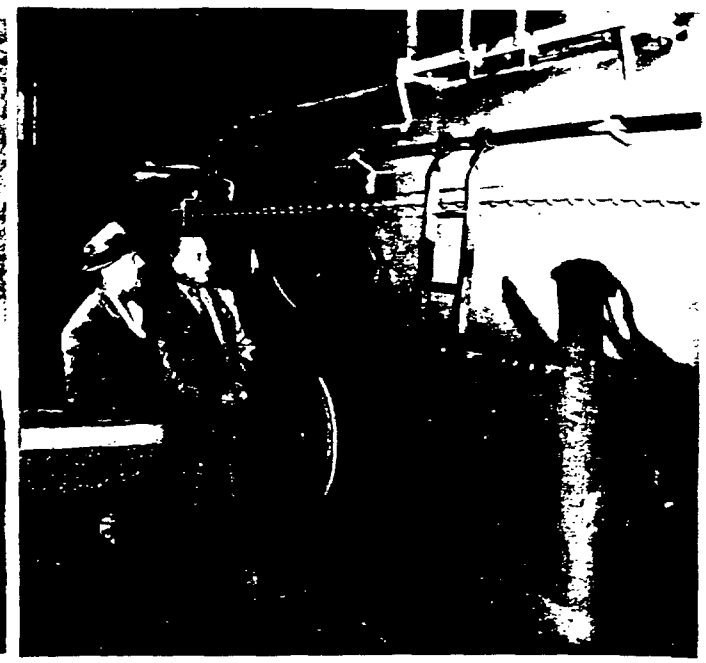
Steve Shank, right, son of Lou Shank, manager of the Suggestion System, and a fellow seventh grader display the derrick rig and well driver which they constructed at their school in Yonkers, N. Y. The boys, who also prepared an "earth section" to show how oil is drilled and made maps of oil locations, had an exhibit in a county science fair in April.

STUDIO VISITORS

Two of the greatest admirers during the recent production of the "Fire Power" movie were the producer's daughters. Bill Spierer, manager of Sales Promotion, gave his daughters Mary Jeanne, right, and Rosemary a tour of the set in the New York City studio in which part of the movie was filmed. A few days later the girls related the adventure to their school classmates.







ON-PLANT TRAINING

The Company likes to keep its employees as informed as possible on its numerous business operations. One of the best means of achieving this goal is on-plant training. Shown here are four account representatives from various regions who spent a week at the Baton Rouge plant recently, touring each area and learning plant procedures and operations so that they could do their jobs better and be of greater service to our customer companies. In picture to the left, Eben Stubblefield, at left, supervisor of Customer Orders, Production Planning, explains customer orders just received over the teletype machines to N. J. Linstromberg, account representative from Louisville, Ky. Next, a tank car in the repair shop for recondition-

ETC 10887

RACERS VISIT LABS

A group of racing boat owners and drivers visited the Detroit Labs in April and discussed fuel problems with Bob Kerley, director of Products Application. Their boats will race in Detroit on September 1. Left to right are Bob; James Thompson, representing Canadian boat; Bill Stroh, owner of "Miss Detroit"; and Danny Foster, well-known driver.

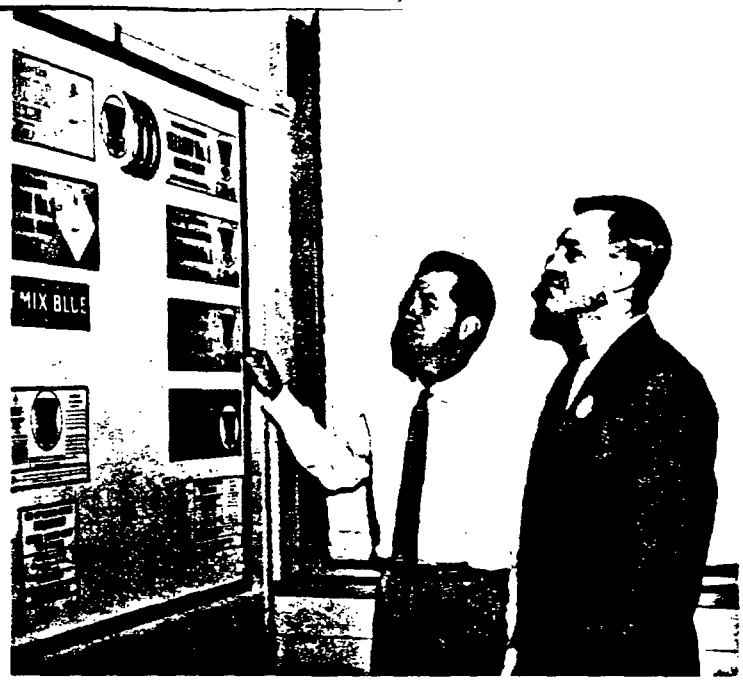
BINGO PARTY

About 350 employees at the Detroit Labs and their families attended the annual bingo party sponsored by the Ethyl Society this spring. The games were played in the garage at the Labs. Below, looking intent as they listen to the caller's numbers and then add corn kernels to their bingo cards, are John Lane of Information and his son John.









ing is inspected by P. E. Berry, right, of Eastern Region. His guide is Roy Monahan of Product Planning. A. T. Basye of Central Region is shown in the picture above, flanked by William Croissant, rate supervisor, left, and Michael Gaydos, assistant traffic manager, who are explaining the various rate and traffic procedures used in shipping "Ethyl" antiknock compound. Another on-plant trainee during the orientation program was Jack Laubach, account representative from Southern Region. H. B. Bradford of Production Planning, left above, is showing Jack a label display. When representatives returned to home, they had a greater understanding of what is entailed in producing and shipping "Ethyl".

ETC 10888

GLO-BLOK WINS AWARD

Glo-Blok, the Ethyl-sponsored Junior Achievement Company at Houston plant, won an honorable mention award for its display at the Junior Achievement Trade Fair & Exposition held at the Shamrock-Hilton Hotel, Houston, recently. Below Ethyl's J. H. McCrary, left, and W. A. Dunham, advisors to the Company, chat with young Jimmy Rash.

DESK & DERRICK COURSE

A course entitled "How Business Operates" is being given by the Desk & Derrick Club in New York City. Concerned with basic principles of business management in the oil industry, eight sessions are being offered this spring and eight others next fall. Below, arriving for a recent class, is Eleanor Helmrich of Ethyl's Finance department.







BALLERINA STRIKES A POSE

When an art group on Long Island, N. Y., wanted a "representative" ballerina as a model for their painting, they selected Diane Gulick, 17-year-old daughter of Howard Gulick of Industrial Relations. Diane, who posed for the painters in March and April, has appeared in 19 operas at the Metropolitan Opera House. As is the case in this sometimes wonderful world, it just happened that a prima ballerina of the "Met" and a former ballet star of the Philadelphia Opera Company were neighbors of the Gulicks in Baldwin, L. I., and encouraged Diane as a youngster to learn ballet. She has studied long and hard ever since and expects to make a career of interpretive dancing after she graduates from high school in June.

SILVER AWARD FOR FLAA

Idan Flaa, far right, field representative in the Tulsa office, Southern Region, was one of three eastern Oklahoma men who received Silver Award certificates for their meritorious service in behalf of the Oil Industry Information Committee during 1955. The presentation ceremony was held in conjunction with the Oklahoma State OIIC meeting in Oklahoma City on March 27. Others in the picture are, left to right, L. C. Clarke of Continental Oil Company; R. R. Shook of Sinclair Refining Company, OIIC state co-chairman for eastern Oklahoma and presenter of the awards; and Ellis Orr of Service Pipe Line Company. The Meeting was attended by some 40 oilmen from throughout the state.





Harry Manning, field representative in the Los Angeles office, roars into a customer company service station with Ethyl's old Brush automobile. The occasion was a Company sales promotion activity, and the vintage car, with a "Drive More" shield hung on the back, had other motorists goggle-eyed.

ETC 10890



ETC 10891

ETHYL bulletin board

JUNE - JULY 1956



ETC 10892

ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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ON OUR COVER: After inspecting the latest cars for several hours, Joan Doran, Betty Barnes, Dave Donovan and Vic Alling of the New York office enjoy a cup of coffee at the recent International Automobile Show held in the New York Coliseum. The story is on page 6.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.



ETC 10893



Night's Dream

The stuff that dreams are made of, particularly on a midsummer night, is fragile fare indeed and Fool's Gold at best. That swirling trout stream where you cast your line and come up time and time again with wriggling proof of your prize is pure mirage. That cool, blue water into which you dive deep and swim about as supple as a porpoise is less than vapor. That warm, bright sun that tans your skin an even, perfect bronze is really cold illusion.

Everything, in fact, is phantom in the spectral world of sleep. Reality's eyes are myopic when the head is on the pillow and the mind is circling somewhere about Cloud 9.

In Shakespeare's comic fantasy, from which we've borrowed our title and our illustrations, fantastic creatures cavort through a lush forest and humorous havoc has everybody confused and scrambling. Our dreams are different. We know where we're going. Though what goes on in them may look like modern art come to life, what we see in the clear, cool light of dawn is tangible – two weeks with pay. We've a fact to dream on and no matter what strange imagery bobs up when we're asleep the practical knowledge that we've 16 days of summer all to ourselves keeps us sleeping soundly. In our mind, we've packed our bags a hundred times, bought at least a dozen new bathing suits, tested a score or more of tennis rackets and sailed around a number of breezy bays. It hasn't rained a solitary day, and the telephone hasn't jingled a single intrusion. We've skipped the razor two days running, and we haven't worn a tie for more than an hour. Everything's been as rosy as a Maine lobster, and we've frequently thanked our times for letting us be born in a day and age that's appreciative of the need for an annual rest from routine. We've even got softhearted and pitied our ancestors, who worked and toiled without rest through longer days and unbroken years . . . and for wages that couldn't take them very far even if they had the time and the means to travel. We'll take today any day.



WANDERER'S WORKSHOP



With his workshop to keep him occupied, Bill Wanderer doesn't do much wandering. Here he prepares a fuel pump to be submerged in a gas tank.

When a hobby gives pleasure it justifies its existence. But when it also makes a contribution to progress, then it is a source of deep satisfaction as well.

That's the way it is with Bill Wanderer, design engineer at the Detroit Labs. Bill's hobby since his high school days has been the rebuilding of automobile engines—what he calls "spirited thoroughbreds." In some cases, improvements made on manufacturers' engines by Bill and others like him have been adopted by the manufacturers themselves and at this moment are being enjoyed by car drivers everywhere.

Bill feels pretty proud about these accomplishments, and with good reason. He has personally had a hand in some of the engine changes that have led to the high-compression, high-horsepower engines that are in use today.

He doesn't want anyone to confuse these rebuilt engines with "hot-rod" engines or with racing car engines. Hot-rods usually sacrifice smoothness of ride and other qualities with power, and racing cars are built expressly for open-throttle driving over a period of miles. Bill's engines go into what are known as "drag cars." These also race, but they strive for fast acceleration from a standing position and only run a quarter-mile straight track.

One engine that Bill recently improved has 300 horsepower and goes from a standstill to 80 miles per hour in 10.2 seconds. Comparison with the hottest manufacturers' engines proves what an engineering feat this was. The four top manufacturers' engines today require from 19 to 24 seconds to get from a standstill to 80 M.P.H.

Almost needless to say, this engine of Bill's has never lost a race in which it has competed.

However, the basis of Bill's satisfaction doesn't come from just fast acceleration in an engine. His ability to maintain and improve upon smoothness of ride, maneuverability and other characteristics of a fine passenger car—plus the increased horsepower—warrant his pride in his work. Until a few years ago

ETC 10895

Fabrication of throttle linkage to open hybrid carburetors is only one of numerous operations for the creation of these high performance engines.



Here Bill insulates specially machined large valves. Although various changes are required, the main factor is to increase stroke and bore size.



A supercharger is fitted onto the engine. Bill has invested about $7,500 in equipment and, last fall, built a workshop to the rear of his house.





Everything has to be checked and double checked, as large-displacement engines are, of course, intricate mechanisms. Bill inspects a cam shaft.



Bill and Bob Balint of Bell Telephone, another engine enthusiast, are installing new main bearings on one of the high performance engines.



Bill fits special engine mountings on a car frame upon which an engine of a different manufacturer is being installed following engine improvements.

Bill says, cars with relatively low horsepower had a hard time of it pulling their weights up hills, at high speeds and in other trying circumstances. Now that car engines provide more power than is basically needed, they can do the job easier and with less wear and tear. And, of course, the quick power is there when the driver really needs it.

Some 20 years of keen interest in high performance engines and about $7,500 in equipment have led to the success of Bill's hobby. Even his wife Olive, who teaches at a local elementary school, is enthusiastic about mechanics and often helps out in the new workshop Bill has built behind their home. Bill claims she is one of the very few school teachers who can repair cars.

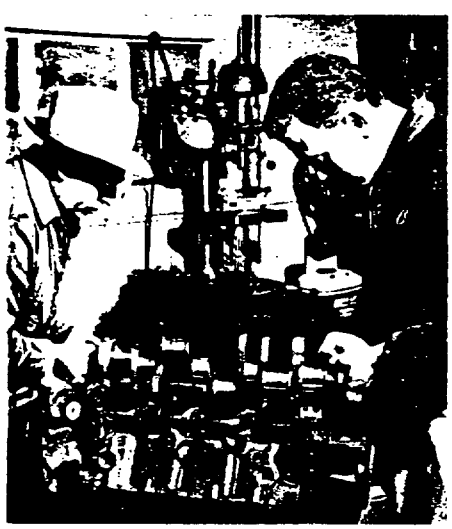
The Wanderers flew to California last summer on their vacation and spent a week watching various drag races and absorbing new engineering ideas. These drag races, which have become increasingly popular during the last five years, serve as proving grounds for engine changes that may someday be adopted by the engine manufacturers. Factory representatives often attend the races, inspect the cars and discuss engine modifications with the automotive engineers who made them. As a result of this cooperative, progressive spirit on the part of both independent engineers and engine manufacturers, passenger car engines are constantly being improved and their finer qualities made available for the satisfaction and enjoyment of the general driving public.

Bill has an excellent background for achieving success with his engines. Before he joined Ethyl 15 years ago, he was in charge of the Experimental Engine department of Pontiac Motor Division, General Motors. In both this position and in his present instrumentation work at the Labs, the know-how he has gained has been a great assistance to his hobby. Indeed, his work has helped with his hobby and his hobby with his work.

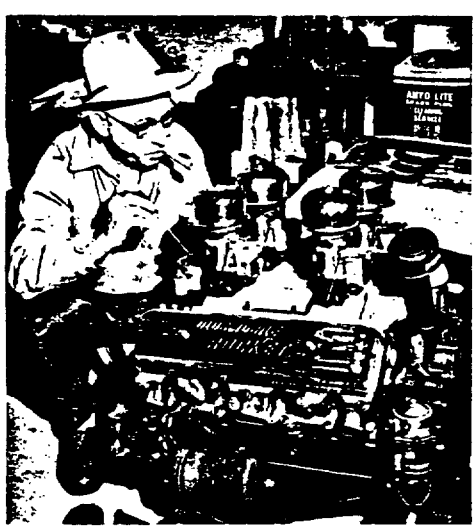
Thus everyone benefits—Bill himself, Ethyl, the engine manufacturers and the millions of us who drive and ride in better cars with better engines.

ETC 10896

A new crankshaft is fitted to an engine. One of Bill's rebuilt engines has 300 horsepower and has never lost a race in which it competed.



This engine is almost ready for testing and then for the drag races. Bill makes final adjustments on the special carburetors and the new manifolds.



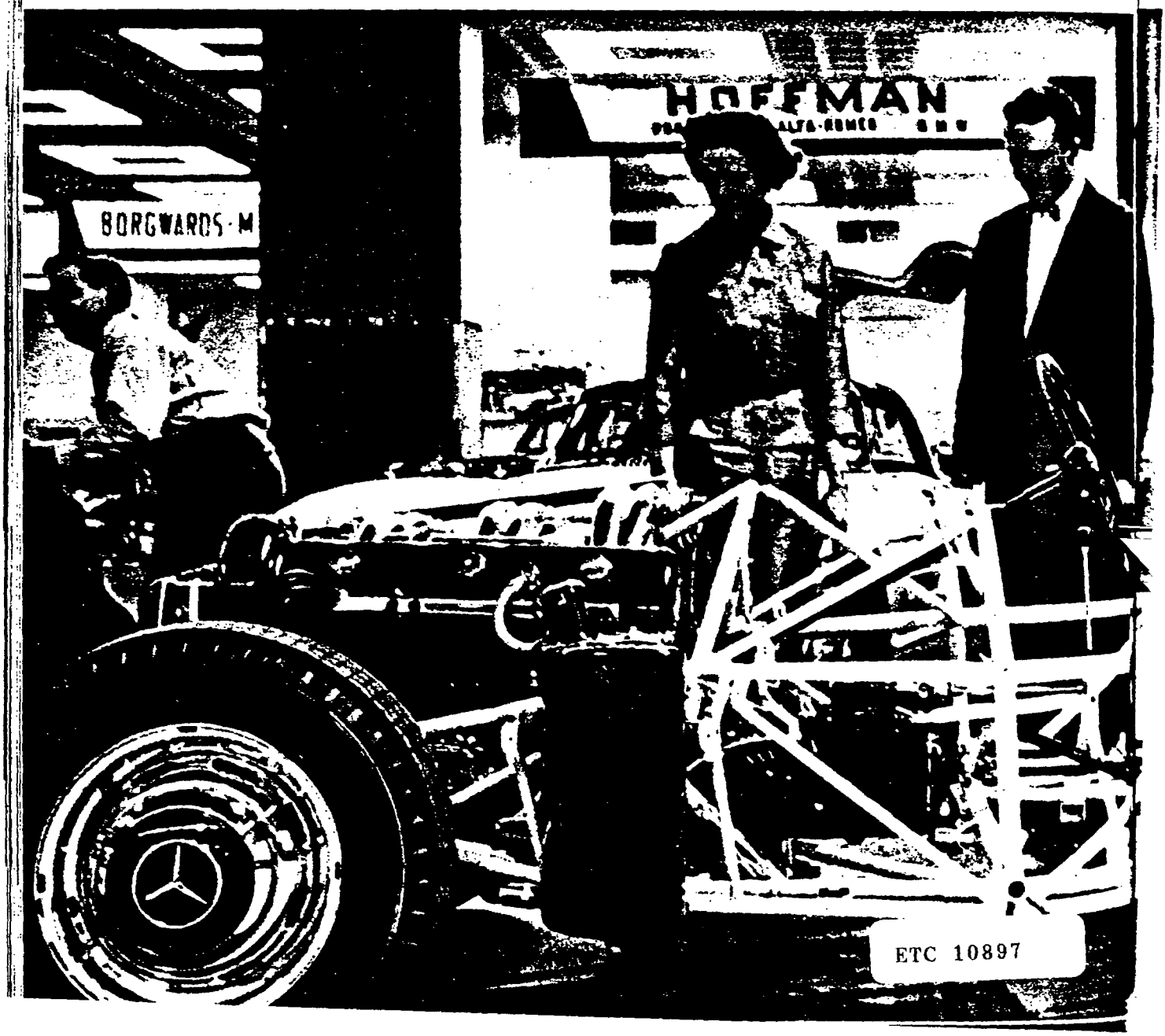
Bill and Joe Dobbs of Sun Electric Company, an ignition expert, relax in the workshop for a few moments and discuss the merits of a new cam shaft.



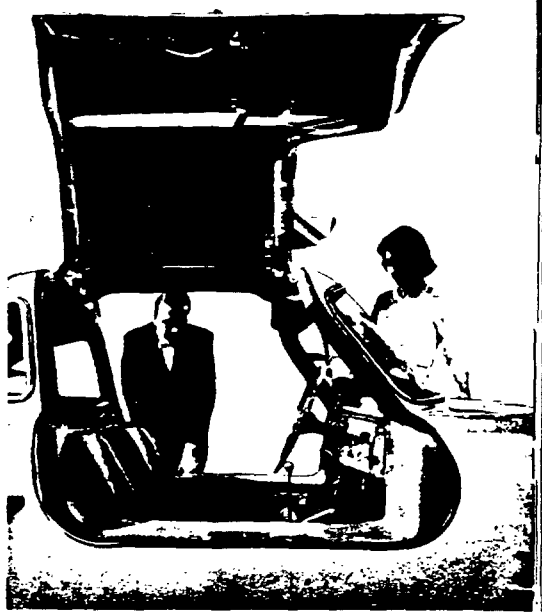
People from Ethyl, Cars

New cars, like new babies and old coins, have tremendous appeal for both young and old, and when a comprehensive and spectacular array of them is assembled for exhibition it's a sure bet that a crowd of eager inspectors will pack the halls. At the recent International Automobile Show in New York's big, plush and new Coliseum, a record crowd turned out to ogle, test and wish upon the latest models and future possibilities. Among the admirers of wheel and chassis were Ethyl employees Joan Doran and Betty Barnes of the Finance department, and Dave Donovan and Vic Alling of General Services, who found themselves car-hopping from one slick model to another even more sensational.

A car's beauty isn't only skin deep, Betty Barnes and Vic Alling discover. At far right, behind a sports model, are Dave Donovan and Joan Doran.

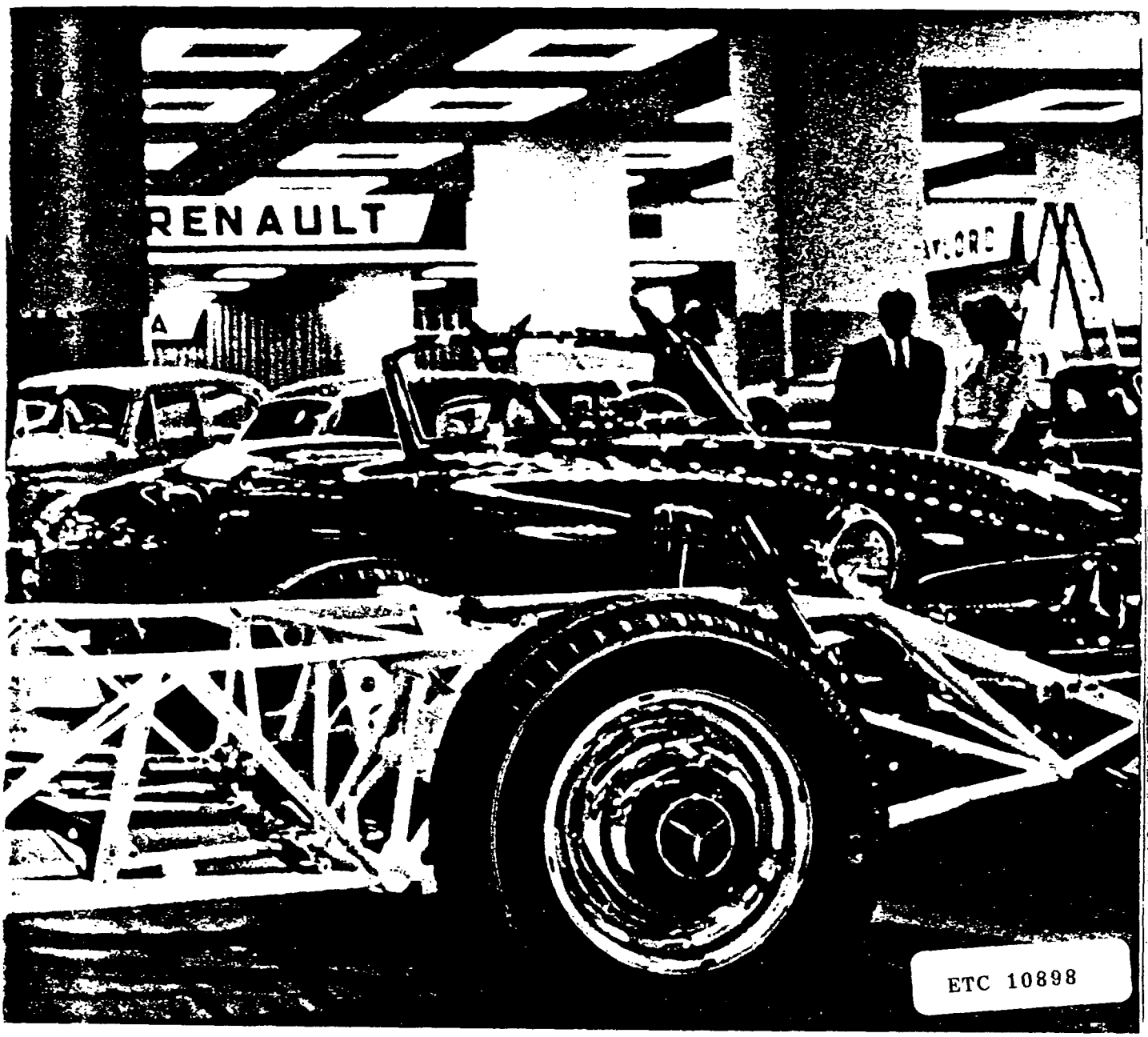


This model should have been named the Winged Victory—but those aren't wings on the car Vic Alling and Joan Doran are examining: they're called "butterfly" doors.



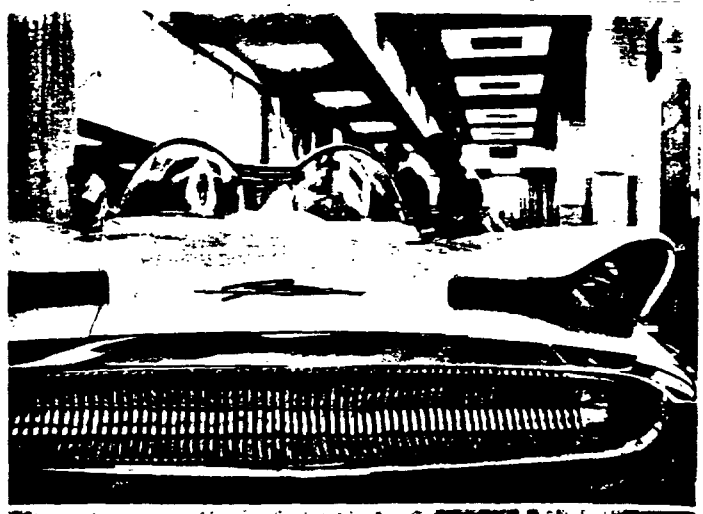
from Everywhere

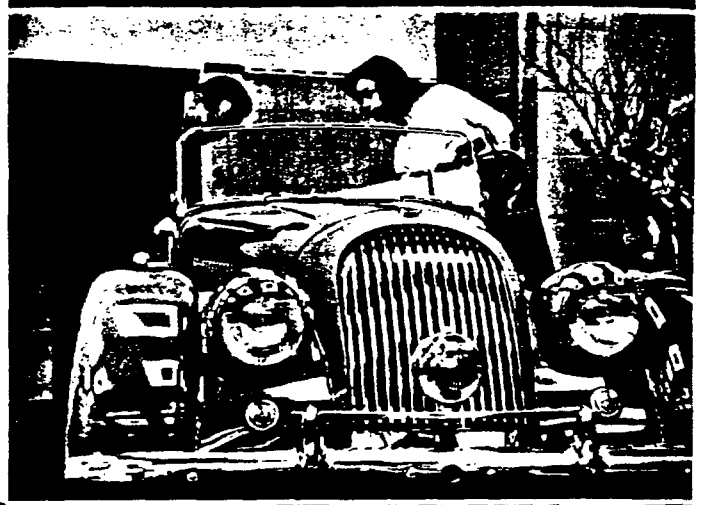
With more gleam than a toothpaste ad, many of the new cars revolved on their platforms like showgirls in a spectacular review—some like bloated beetles; others like flying saucers; some as big as yachts; others as wild as Alice's imagination; all of them symbolic of motor progress. With magnetic appeal, they held an approving audience.



Sports cars were probably the biggest attraction, squatting low and pocket-size in the midst of large luxury cars that looked as though they ought to be manned by a crew of footmen in powdered wigs and gold braid. Models ranged from such stolid oldtimers as the Rolls Royce, as unchanged as the Rock of Gibraltar, to vehicles that Henry Ford never would have recognized as having any relationship whatever to his once revolutionary Model-T.

As interesting as the shiny steel and chrome exteriors, a number of powerful engines were displayed along with other interior mechanisms that make today's automobiles infinitely more commodious than their predecessors. Descending the escalators from the Show, hundreds of thousands of auto enthusiasts saw the big Ethyl "Drive More" banner hanging above them and undoubtedly felt that, with the 1956 models they had just inspected, driving more would not only be cheaper by the mile but a lot more comfortable and far more relaxing.





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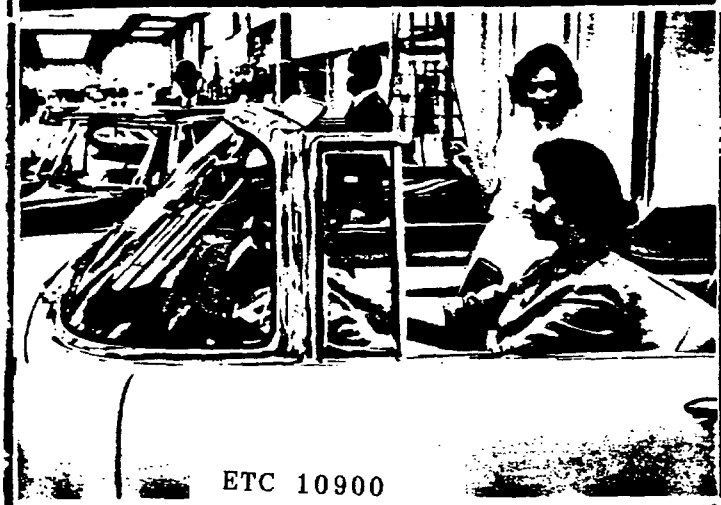


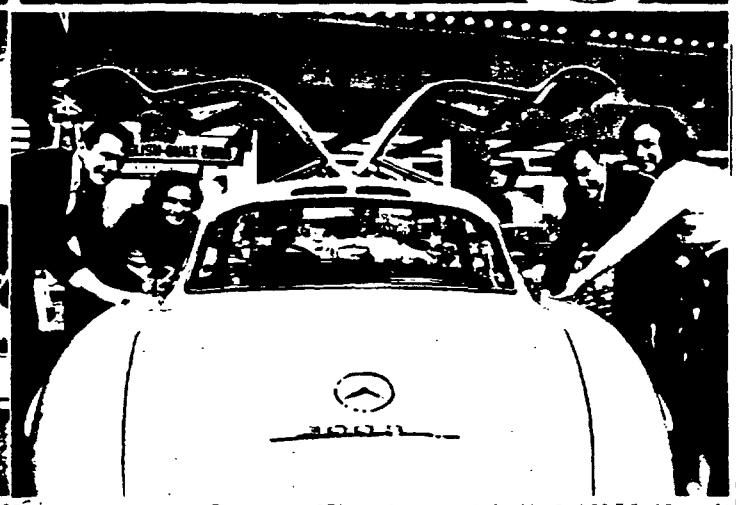




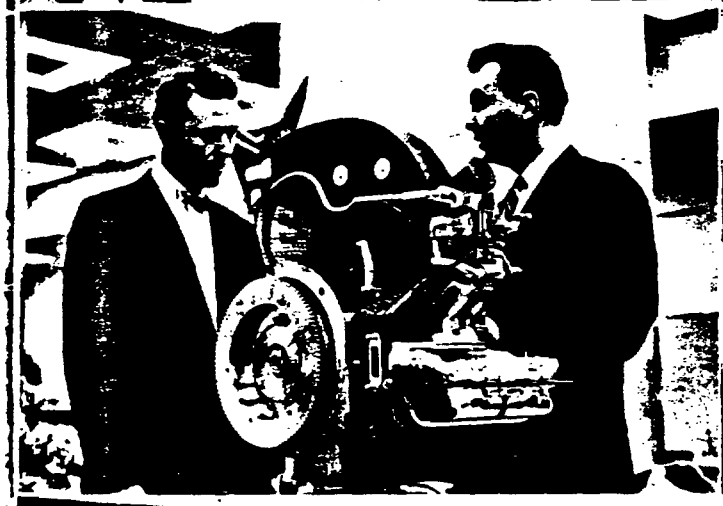






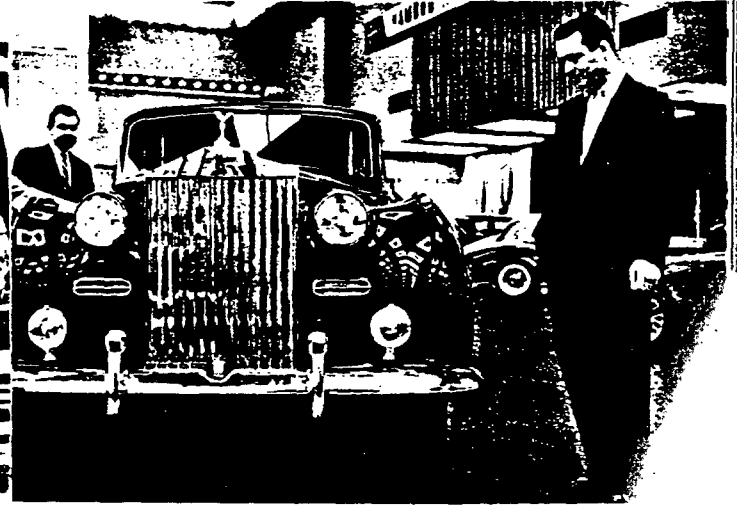


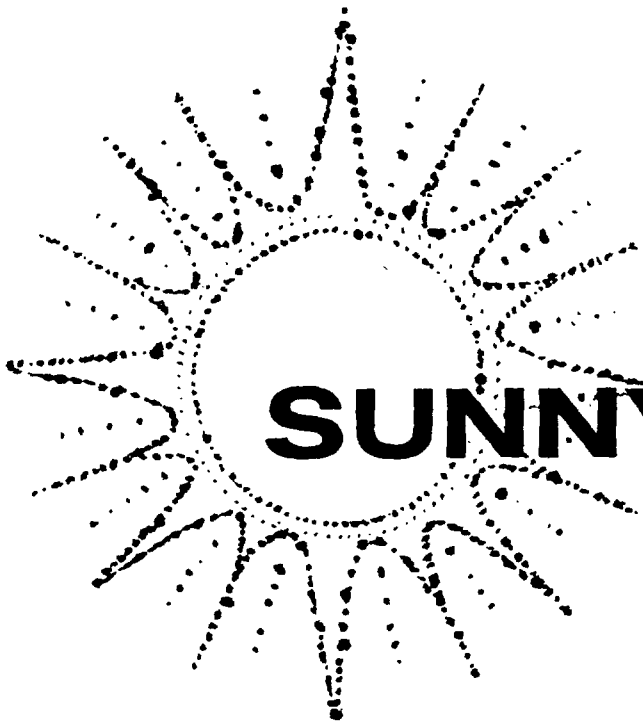
ETC 10900











SUNNY SIDE UP!

Summer is the season in the sun, the time to be tanned and toasted not broiled and roasted

Now that the "red skin" days are arriving, it is high time to burst the bubbles of a few popular misconceptions on how to keep cool and healthy.

Three principal fiends lurk in the heart of the torrid weather ahead: sunburn, sunstroke and heat exhaustion. Any one of these can deal you a fatal blow—even sunburn, which is, after all, a burn, and dangerous as well as painful and unsightly.

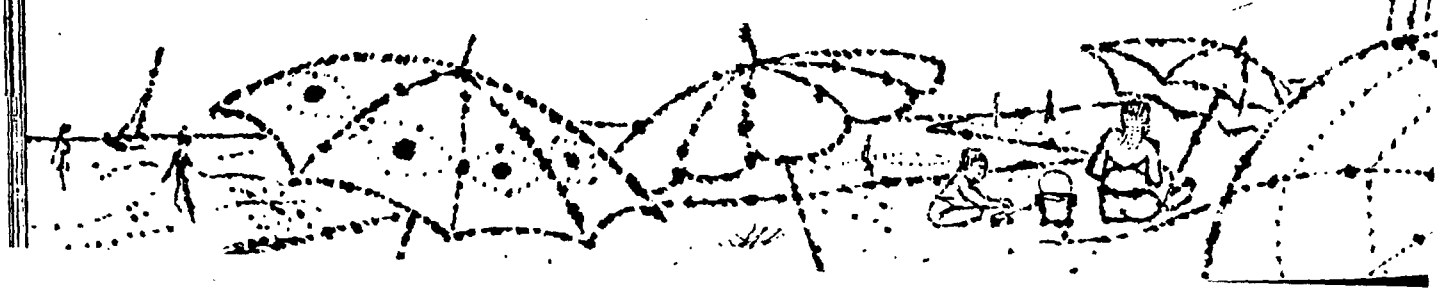
However, by keeping a cool head in the dog days we can avoid these afflictions and get through the summer with a minimum of discomfort.

Now, about those misconceptions—do you, by chance, hold to the common belief that you should eat lightly during the summertime? If so, you're wrong—you won't feel the heat less because you eat less. Nutrition studies show that many people become sluggish in summer because they eat too little. Doctors and dietitians agree that your need for nourishment is determined not by the weather but by the amount of energy you require; if your work and activities are pretty much the same summer and winter, your food requirements are similar too.

Should you eat cool foods? It may have the psychological benefit of increasing your heat-jaded appetite, but it doesn't always keep you cooler than hot dishes. The amount of heat released by any food depends less on its temperature than on the calories it contains. Thus, although you absorb a small amount of heat from hot food while you're eating it, in the long run a platter of cold chicken will warm you more than a steaming cup of chicken soup, because it has more calories.

How about ice water? The answer, again, is no. It has been found that ice water isn't an effective cooler as it interferes with the body's normal temperature-regulating mechanism. In the same fashion, a lukewarm bath or shower is more refreshing than a cold one. It can be generally stated that any sudden, excessive temperature changes are at the least ineffectual and at the most harmful for the body. Don't leap into the surf after baking yourself on the beach; go in timidly, a toe at a time. And don't turn a cold garden hose on your overheated children—it could lead to a chill or worse.

ETC 10901



It may hurt the masculine vanity to know that women can take hot weather better than men. Women, who are usually better insulated than men, have a wider degree of "comfort range." Children and sick, elderly or overweight people are even more susceptible than men and may fare badly during a hot spell unless precautions are taken.

Nor is laziness a good excuse in the summer months. Investigations by the U. S. Army Medical Service indicate that, if you are a normally healthy person, the more inactive you are the more you may be affected by the heat. Moving about circulates the air which, in turn, helps keep you cooler.

Some people have the notion that air-conditioning can prove dangerous to the health. However, scientific tests with volunteers going back and forth between a cool room and a hot one disclosed no ill effects. Victims of heart or circulatory ailments have also been tested and they too have made easy, safe adjustments. Those of us at Ethyl who work in air-conditioned installations will be happy to learn that doctors advise people to go into air-conditioned buildings periodically during an oppressive hot spell.

As for your summer wardrobe, take a tip from the Arabs. That is, wear loose, porous clothing which allows air to circulate over the skin and wear materials which are white so that the sun's rays will be somewhat deflected. He-men who like to strip down to the waist while playing or working in the sun will do much better by wearing a light shirt. It not only prevents sunburn, but it also is cooler.

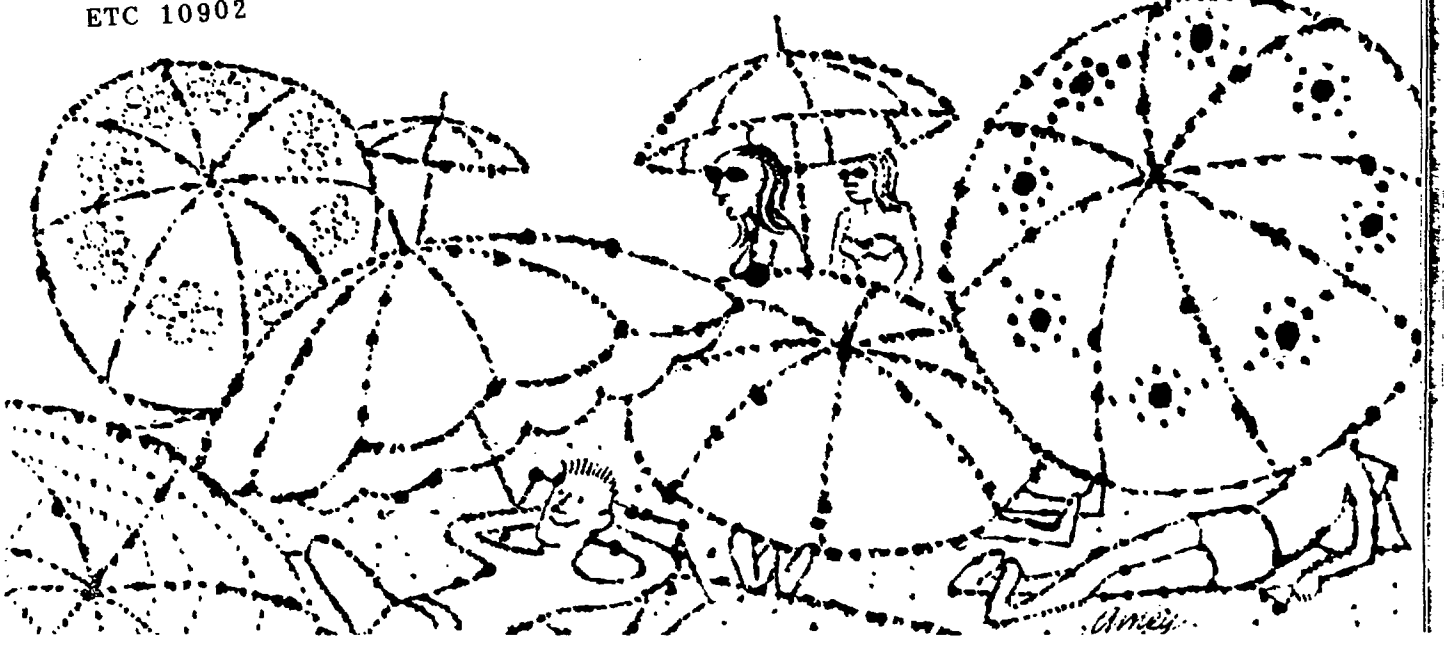
Disobey the season's fundamental rules and you'll wind up a victim to sunstroke or heat exhaustion. Remember to call a doctor at once should either sunstroke or heat exhaustion fell someone around you. Both symptoms and first-aid treatments vary widely for these two afflictions. A victim of sunstroke will be flushed and feverish while the victim of heat exhaustion will be chilled. A good rule for the layman is the following: if the patient is hot, cool him; if he's cold, warm him.

More prevalent than mosquitos, sunburn can get you almost anytime and it's so sly you often don't know you've been victimized. Fair-skinned people should be especially careful how they flirt with the summer sun. They tend to sunburn easily and badly because their skin lacks enough pigment to develop a protective tan. But even dark-skinned people have to go gently at first. For everyone, as a rule, it is highly advisable to spend only a few minutes in the sun the first day at the beach. Gradually increase the time of exposure for a couple of weeks and you should have a tan that will keep you from being boiled alive. It is also well to remember that the "skyshine" of overcast days can sometimes give you just as bad a burn as the direct sun.

One more note: don't sneer at suntan lotions and creams. They're not just for the ladies, and the best ones, the medically endorsed ones, serve as a screen between your vulnerable skin and the onslaught of the sun's ultraviolet rays. If, having disregarded the above rules, you come down with a painful sunburn, Ethyl's Medical departments have ointment that will relieve your discomfort.

Despite the cheerfulness of our title, *Sunny Side Up,* the only time to expose yourself to ol' Sol is after you've built up a sturdy tan, and even then you shouldn't make it an all-day stay at the beach. Indeed, there is one item of common knowledge on the subject of summer health and well-being that holds true. It's that the shade is a nice, balmy place in which to work, play or relax.

ETC 10902



IT CAN HAPPEN TO YOU

In all probability you don't know any of the people in these pictures, but you certainly know a great many folks like them – people who figuratively hitch their wagons to a star and visit some of the country's outstanding tourist attractions when vacationtime brings out the wanderlust in all of us.

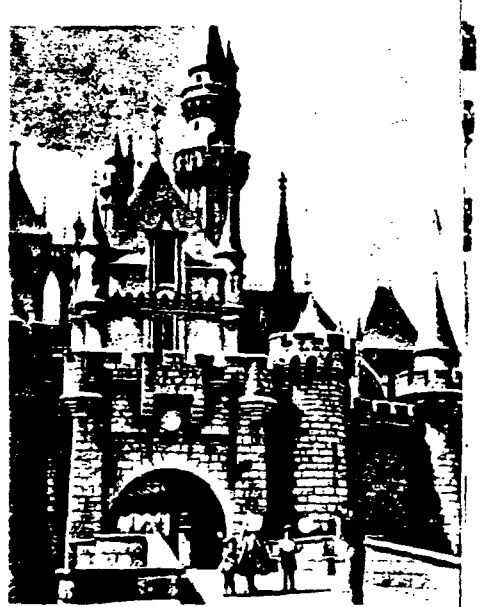
Any of them could be you or members of your family. It isn't at all difficult in these days of commodious travel to imagine yourself taking pictures of the Grand Canyon, sitting in on a session of the UN, eating gumbo in old New Orleans, or watching the Chicago Cubs at home in Wrigley Field.



An outstanding example of modern architecture, the United Nations has several guided tours a day for out-of-town visitors to Manhattan.

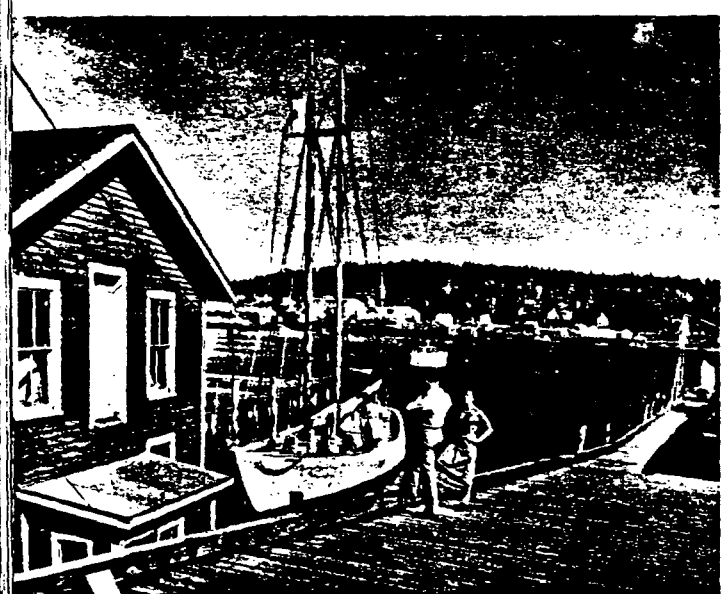


This historic windmill is only one of the many picturesque scenes on Cape Cod, where great stretches of beach and surf call vacationers.



With castles and sailing ships among the many exhibits, California's Disneyland has become a vacation favorite for families with children.

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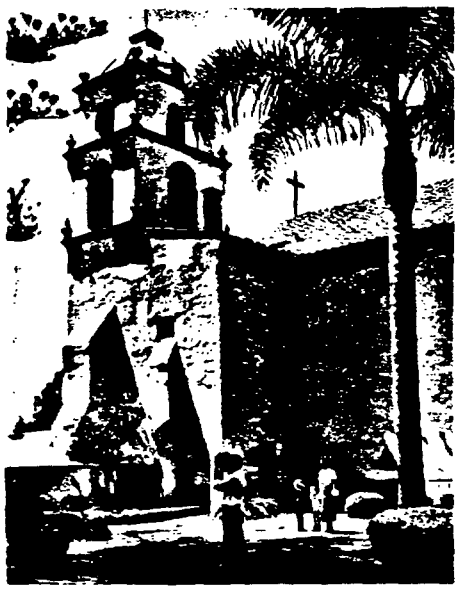
When summer weather reaches its peak and the heat is on most places, the Maine coast offers vacationers a cooler climate in which to relax and enjoy their leisure days, and there's fishing and sailing for the outdoor man.



Mammoth Cave, where hordes of tourists descend into the crystal world of stalagmites and stalegtites, is one of Kentucky's most popular attractions. The Blue Grass country, where thoroughbreds frisk, runs it a close second.

It's all there for the taking. Where once it required a thorough knowledge of abracadabra and then some, it now takes only your comfortable car and some of today's high-powered gasoline – a combination that has put flying carpets back in moth balls to stay and bottled up Aladdin's generous genie for good. By no means the end of magic, though, a car has powers that Merlin and Houdini would have traded all their sorcery for. It has the magic of reality.

People have always said that the world was getting smaller, but back in grandma's day it was barely perceptible. In our times the shrinkage is as clear as good reception on a television screen and as near as the steering wheel. Beaches are practically in our backyard and parks are as close as the accelerator. In a car, the world is your oyster. When you drive more, you see more and you have reserved seats in the front row center of everywhere.



Early Spanish culture is revealed in the many old missions that still stand along the West Coast. Most of them are open to the public.



The old Dock Street Theatre, possibly the first in the country, still presents plays and reflects bygone days in Charlestown, South Carolina.



Coit Tower, overlooking the bay, is one of San Francisco's famous landmarks, but there's also Chinatown and Fisherman's Wharf to inspect.

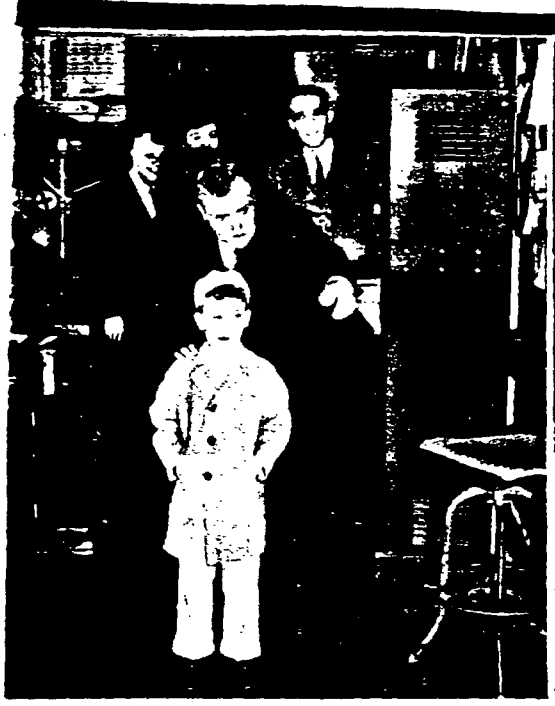
ETC 10904



Like many states in our vast country, New Mexico has numerous remnants of the past and contrasting cultures. This picture was taken at Puye Indian ruins where tourists can still purchase an assortment of Indian handicraft.



Above the city of Chattanooga on top of Tennessee's Lookout Mountain, The Battle Above the Clouds is commemorated in a park dotted with old cannons and statues. Nearby, cool waterfalls and streams flow scenically.



Rollie Ostrander of Technical Service shows his son Tommie his television image. Such complex apparatus awed and delighted the youngsters.



The Jim Bell family finds a variety of savory dishes to choose from. Jim's wife and three children now have a better understanding of, and appreciation for, the job he and his fellow workers perform in Products Application division. Families also learned a lot about the Company generally.

A FAMILY AFFAIR

Since a person's family and his job are the two most important aspects of his life, employees proudly acted as guides for their families on an Open House tour of the Detroit Research Laboratories

ETC 10905

Americans, especially young Americans, love automobiles about as much as automobiles love "Ethyl". The employees' children had a good chance to see the Labs' impressive fleet of test cars during the tour. They also saw the chemical labs—always fascinating to youngsters with chemical sets.





What is this—Ethyl Country Club? It would seem so, with the impressive buildings and well-kept grounds that make the Labs one of the prides of the industrial Detroit area. It's reported passers-by have thought it was a college campus.



Dick Scales, general manager of the Labs, was on hand to welcome guests and get acquainted. Shown above with him are his son Douglas and his wife Melissa, both of whom enjoyed the event.

Both the Midwest and Ethyl Corporation have a tradition of friendliness, and so it came about most naturally that the employees at the Detroit Research Labs should want to get together socially, meet each other's family and show off their big, expensive, modern installation to wives, husbands and children.

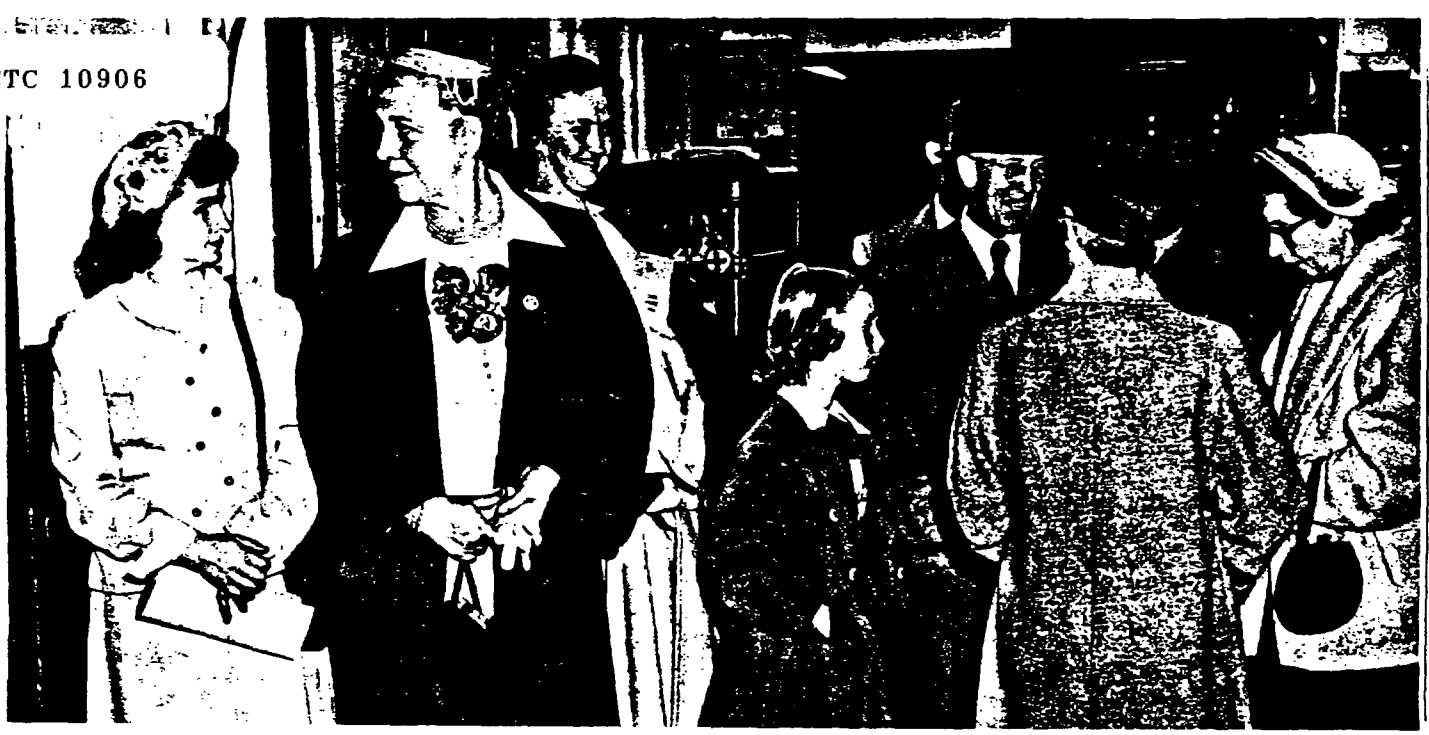
This they did in May, throwing wide the usually well-guarded gates and staging an Open House that was a great success for all present, from the oldest, most knowing employees to the youngest, most wide-eyed children.

A tempting buffet lunch and refreshments were served, and everyone had fun getting acquainted with fellow workers' families, but the main point of interest was the tour of the Labs. Before the Open House, many families must have wondered—perhaps rather indifferently—just what the bread-winner did with his time during the week. However, actually seeing Dad's dynamometer or the wife's filing cabinets, brought home the true significance of the work.

It made everyone, young and old alike, feel he really belonged to that larger unit—the Ethyl family.

Before long everybody was just one big happy family as they met or renewed acquaintances while inspecting various wings of the Labs or while partaking of the delicious buffet and refreshments that were served. Major point of agreement was that the Detroit Laboratories was a fine place to work.

ETC 10906





What you see before you, for all of its similarity to an ordinary umbrella, is a gamp, defined by our dictionary as an extra large umbrella of sturdy construction, such as the one used by Mrs. Gamp in Charles Dickens' *Martin Chuzzlewit* and by doormen at hotels, apartment houses and restaurants.

Though Ethyl is not in the umbrella business, it too has a gamp, one that offers the most extensive coverage yet for a rainy day. It's the new Major Medical Expense Plan, recently announced in a letter from Bynum Turner, executive vice president, and available on July 1 to all regular employees enrolled in the basic Hospital and Surgical Benefit Program.

The welfare of employees is a primary concern of business today, and Ethyl has always sought to make its benefit plans among the very best in the industry. With the new plan the Company feels that it is offering its employees one of the finest opportunities for protection against extensive medical expenses possible and is both proud and happy to be able to do so. This type of insurance is relatively new to industry, and Ethyl is among the first to include it in its benefit program. Because the Company believes in its tremendous advantages it sincerely hopes that all eligible employees will join. Without question, the new plan is a valuable supplement to any and all forms of insurance you may carry.

Prior to July 1, group sessions will be held wherever possible to explain the plan in detail. In some locations sessions are already underway. The Company strongly urges you to attend and feels that once you fully understand the purposes you will realize that the Major Medical Expense Plan is something you cannot possibly afford to be without.

The purpose of the Major Medical Expense Plan is to help pay the enormous medical expenses usually incurred in any serious illness or accident, even if you are not hospitalized and if surgery is not required. It works similar to certain types of automobile insurance, that is, on the deductible principle. As soon as your expenses for any illness add up to the "deductible" amount within a three month period, the plan takes hold and will pay 75% of additional charges for that illness, up to a maximum of $10,000. The "deductible" amount is scaled to earnings: $100 if you earn less than $7,500 a year; $200 if you earn between $7,500

When sickness and accidents strike they bring the additional burden of medical bills . . .



and $15,000; or $300 if you earn $15,000 or more. Thus, you pay only a small initial amount and 25% of additional costs while the plan pays 75% of those additional costs for any serious disease, illness or injury. Occupational illnesses or accidents are not covered by Ethyl's new Major Medical Expense Plan. Medical expenses that are paid under the basic Hospital and Surgical Benefit Program are also excluded from the new plan's coverage.

As you no doubt know, the basic Hospital and Surgical Benefit Program pays limited hospitalization and surgical benefits as well as certain other medical expenses. The new plan extends this coverage to include far superior hospitalization benefits, private nurses' services, physician's fees, drugs and other medical expenses prescribed by your doctor.

The plan, similar to the Hospital and Surgical Program, is also available for members of your immediate family. Ethyl's Major Medical Expense Plan includes unmarried children under 19 years (23 for students) provided they are included in the basic plan.

Rates for the new plan will depend upon enrollment and experience. Tentatively, on the basis of expected enrollment the cost has been set at 89¢ per month for an employee only and $2.47 per month for an employee and his dependents. If our actual enrollment is greater than expected these costs may be somewhat lower.

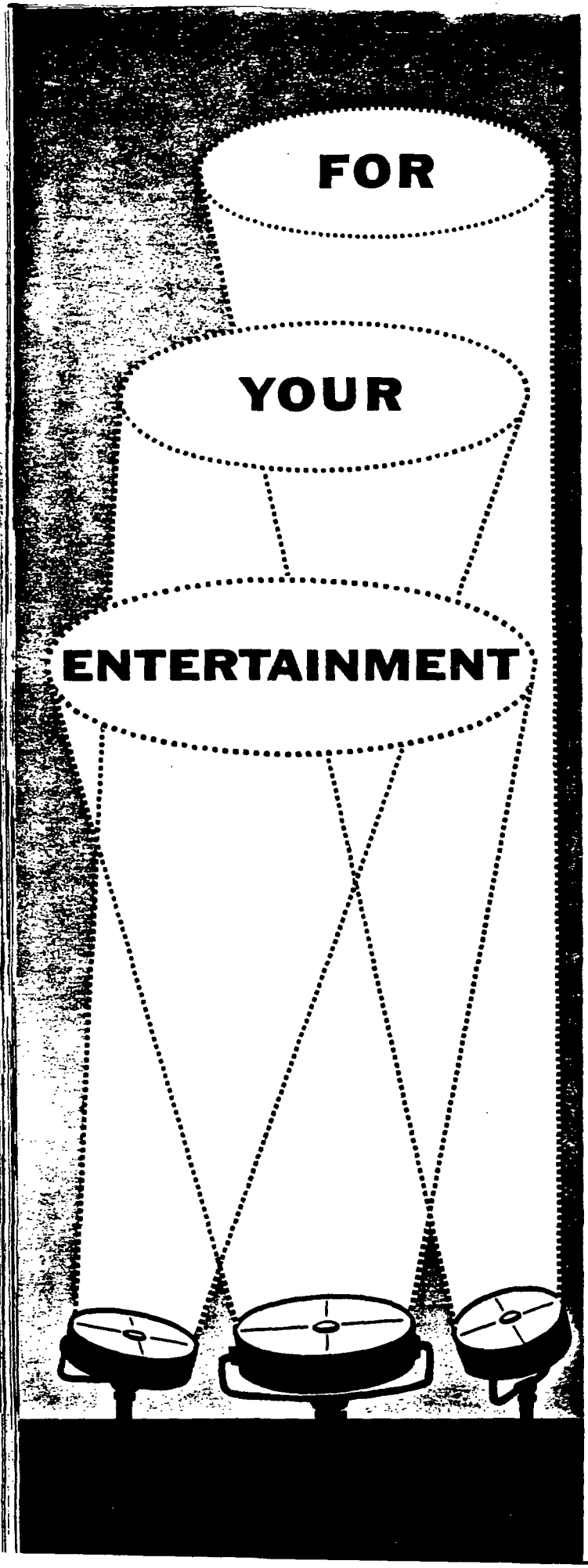
Application cards are being made available and should be filled out as soon as possible. Those who do not enroll within 31 days after the opening date, must satisfy the Equitable Life Assurance Company that they are in good health and may be asked to submit to an examination at their own expense.

Some similar plans are set up to pay a $10,000 maximum in all, for life, but Ethyl's plan will pay up to $10,000 for each unrelated illness or injury.

Nobody knows what the future holds, but with enrollment in the new Major Medical Expense Plan you can be assured of a minimum of worry over financial matters in the event that you are stricken by an unexpected illness or accident.

When you have attended the meetings you will see more clearly all aspects of the plan and you will see more clearly, too, what wonderful medical coverage is yours for so little cost.

now a new plan, soon available to regular employees, will pay most of those big costs





BOOKS

There is a new, absorbing and apparently accurate approach to the Civil War in Oxford's YANKEE REPORTERS 1861-65 by Emmett Crozier, a journalist of quite some renown in his own right. His look at the rift that divided us and at the reporters who put it into words is an outstanding job of its kind in which both history and character emerge as excitingly as in any popular novel.

Marquerite Steen, who has written her share of novels and then some, including the successful *The Sun Is My Undoing*, has turned out a spellbinding Gothic tale, THE UNQUIET SPIRIT, for Doubleday. It's an eerie piece of fiction, to say the least, and even if you're a staunch disbeliever in ghosts our hunch is you'll find yourself wondering when you've read this supernatural puzzler.

Holly Roth's THE CRIMSON IN THE PURPLE, an Inner Sanctum Mystery, assembles a group of theatrical entrepreneurs in an old New York mansion for the express purpose of eliminating a few of them, and the premises prove extremely lively once the first blood is drawn. Meaning to help, a friendly playwright comes to dinner and later wishes he'd stayed at his typewriter.

Sports fans, who seem to enjoy post mortems as much as bridge players, can recapture the past year's outstanding events on turf, gridiron, diamond and green in Dutton's BEST SPORTS STORIES OF 1956, edited by Irving T. Marsh and Edward Ehre. The articles come from the country's leading newspapers and magazines, which also supplied a group of exceptional sports photographs.

In G. B. Stern's FOR ALL WE KNOW, a Macmillan novel, you'll meet the Aylesfords, a family that's hardly typical but which is far, far, far from dull. For the most part they are a celebrated group composed of a writer, an actor, a political hostess and other shining lights who inhabit a world that frequently glitters and sometimes cracks. The effects they have on one another keep them all in a perpetual state of motion and emotion.

In Random House's new novel, ROGUES' MARCH by Ivan Obolensky, some 60 years preceding 1945 take up some 400 pages in a tightly packed capsule that chronicles the lives of some folks whose paths cross in a Hudson River town called Red Brook. They're quite a busy bunch of rogues, for the most part, and their assorted escapades, eccentricities and evolutions keep them fairly well troubled much of the time. One thing's for sure, there's something happening every minute of the way.

A Scribners' product, CREATURES OF THE DEEP SEA, authored by University of Berlin zoologists Klaus Guenther and Kurt Deckert, is a verbal trip in a diving suit right down to the very bottom of Davey Jones' locker, and it's quite an enlightening journey indeed. Beyond the depths of skin-diving, you'll discover a whole new world of creatures as nightmarish as anything Hollywood has yet to dream up, many of them illustrated. Their behavior, to say the least, is frequently amazing.

Carl T. Rowan's THE PITIFUL AND THE PROUD, a Random House publication, is a first-hand and first-rate report on the state of things in the Middle and Far East. Mr. Rowan, who started his trip at the request of the State Department, looks in on Pakistan, Burma, India, Hong Kong, Malaya and other exotic and troubled places where he probed into the reasons for why and wherefor.

THE FUNNY MEN, from Simon and Schuster, is a funny and candid book in which television's Steve Allen has writtten some fresh, delightful and casual pieces about some of the best comedians of our times, among them the late Fred Allen, Jack Benny, Milton Berle, Bob Hope and Groucho Marx. Mr. Allen is certainly qualified to talk about humor with authority, and he also reports some quips and remarks that are as laugh-provoking as any on the channels.

Ever since Sherlock Holmes first puffed his pipe in mystery fiction, London's been a favorite locale for deadly mischief, and it again plays host to some foul deeds in the Crime Club Selection A STORE OF WRATH by Seldon Truss. This time the excitement takes place in a department store among some exotic and shady characters who find themselves no match for good old Scotland Yard.

Elizabeth Denham, a young Englishwoman who went into the service of the London War Office during World War II when she was only 21, has written the story of her harrowing exploits in occupied France for Doubleday. Under the title I LOOKED RIGHT, her account is as suspenseful as any made-up mayhem in any first-rate spy thriller. She was quite a girl, and her missions put her in touch with intriguing people.

Though DON'T GO NEAR THE WATER is the forbidding title of Random House's forthcoming bit of humor, we heartily recommend that you plunge headlong into William Brinkley's very funny group of tales about a naval task force doomed to spend the war as landlubbers on a Pacific island. A midsummer selection of the Book-of-the-Month Club, it's just the proper kind of madness to make the dog days ahead bearable.



MOVIES

THAT CERTAIN FEELING, which comes from the Paramount studios, teams the unlikely combination of Bob Hope and Eva Marie Saint in the celluloid transformation of the hit Broadway play, *The King of Hearts*, a wonderfully funny comedy about cartoonists and love. The dialogue is as bright as an August day, and Miss Saint's just about the prettiest, freshest, sweetest girl we've met on film in quite some time.

With Bette Davis and Ernest Borgnine heading an excellent cast of players, M-G-M has turned out the second Paddy Chayevsky television play to come to the screen—THE CATERED AFFAIR—and though the comedy-drama about the domestic doings of an Irish family in the Bronx is not quite up to the Award-winning *Marty*, it is still an arresting film.

John Houston, who hardly ever directs a poor movie, has come up with a new version of MOBY DICK that's as superb a piece of cinema magic as has ever flashed and flickered on the silver screen. This time around Gregory Peck takes over for the late John Barrymore, and he does a thoroughly fine job of Melville's hard-bitten seaman. Richard Basehart, Leo Genn and Orson Welles also tussle with the great white whale in the Warner release, and they all contribute enormously.

War and love occupy the footage of 20th Century-Fox's D-DAY, THE SIXTH OF JUNE, a superior Hollywood product adapted from the recent bestseller and starring Robert Taylor, Richard Todd and Dana Wynter as a triangle all confused among themselves as they try to beat both the Axis and their private demons.

John Wayne, who's equally at home in the saddle, the cockpit, or the galley, is riding the range again in John Ford's beautifully photographed and brilliantly directed Western, THE SEARCHERS, which holds up quite well with such open country notables as *Shane*, *High Noon* and Mr. Ford's own *Stagecoach*. It's about a five-year quest to find two girls swiped by hostile Comanches.

The unlikely possibility of a minister doubling as a prize-fighter is the situation at hand in Paramount's THE LEATHER SAINT, starring Paul Douglas as a fight manager and John Derek as the young cleric who's handy with his fists. The minister, of course, slugs it out for noble reasons and not for the sheer love of pugilism.



TELEVISION

Whether flying saucers are real or not, they make for good fiction and drama, as should be proved on June 20 when *Flying Object At Three O'Clock High* will zoom into video view over KRAFT THEATER. Another weekly movie series premieres on June 21, with the English film *Fools Rush In* appearing over THE HOUR GLASS. That long-time favorite, Kate Smith, and the new-time favorite, Teresa Brewer, will entertain with a song or two on THE ED SULLIVAN SHOW, celebrating its eighth anniversary on June 24.

A situation comedy, JOE AND MABEL, premieres on June 26, with Larry Blyden as Joe, Nita Talbot as Mabel. *Happy Birthday*, by Anita Loos, is the dramatic number slated for color viewing over PRODUCERS' SHOWCASE on June 25, starring Betty Field; and on July 25, *Rosalinda*, adapted from Max Reinhart's version of Straus' *Die Fledermaus*, will appear over the same program, top billing going to the very English Cyril Ritchards.

The one-and-only Jimmy Durante plays host to guest stars Peter Lawford and Anna Marie Alberghetti on TEXACO STAR THEATRE June 23. Hal March, said to be happily married in real life, will employ his diverse acting talents to portray *The Bachelor*, in color, on July 15.

ETC 10910

MILESTONES

30 years



CLARENCE H. JOHNSON
Manufacturing, Wilmington



DR. KARL V. KITZMILLER
Medical, Cincinnati

25 years



ROBERT F. CLEVELAND
Sales, New York



HERBERT R. NEAL
Chemical Research, Detroit



ALICE H. WYGAND
Planning & Coordination, New York

20 years



EVERETT L. CLOUGH
Wilmington



EDWARD J. JOHNSON
Research, Detroit



MERRITT P. MARTIN
Wilmington



CHARLES C. SHEPHERD
R. & E., Detroit



THOMAS H. TENNENT
Sales, Houston

ETC 10911

15 years



JAMES F. BESSIRE
Sales, Western Region



EMMA R. FORTLAGE
Medical, Cincinnati



BERNARD A. JONES
R. & E., Detroit



NORM LINSTROMBERG
Sales, North Kansas City



GEORGE W. ROSE
Sales, Chicago



ALBERT F. RYAN
Sales, Chicago



RUTH SCHOENLING
Medical, Cincinnati



RALPH WAHRENBROCK
Engineering, Detroit



JAMES W. WILSON, JR.
Sales, Dayton

10 years

GEORGE J. BRUM, JR.
General Services, New York

ALBERT G. GASSMANN
Research & Engineering, Detroit

WALTER V. HALLAM
Finance, New York

CHESTER A. KELLEY
Research, Detroit

ALICE LAHN
Sales, New York

JACK H. LAUBACH
Sales, Tulsa

ROBERT MARKS
Advertising, New York

ALFRED V. MORSCHAUSER
Gasoline Testing, Yonkers

EDWARD JOHN OTTO, JR.
Gasoline Testing, North Kansas City

FRED P. ROBINSON, JR.
Sales, Central Region

WILLIAM A. TREWHELLA
Research, Detroit

ELSA H. WEBER
Industrial Relations, New York

5 years

RAY W. DAUGHERTY
Sales, Western Region

EUGENE J. GALLAGHER
Sales, Southern Region

BARBARA A. HILDENBRAND
Research, Detroit

KERNEY J. HURST
Sales, Southern Region

EDWARD A. MICHAEL
Sales, Eastern Region

JOSEPH D. ODENWELLER
Research, Detroit

EDWARD M. SMITH
Sales, Central Region

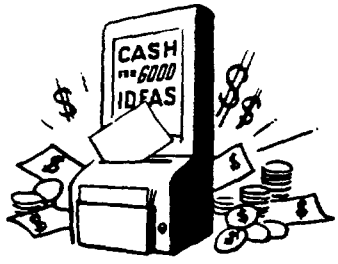
ELAINE E. TINDALL
Research, Detroit

ROBERT M. THURSTON
Sales, Eastern Region

THOMAS J. WILKINSON
Research & Engineering, Detroit

ANTHONY G. WOSKA, JR.
Sales, Southern Region

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following Ethyl employees in Detroit, New York, the Sales department and Regional offices, and San Bernardino:

DETROIT: ANGELINE C. COLOSIMO, $15.00 (Re-number old test data in central files to eliminate need for conversion chart and to speed up locating material); WILLIAM D'ARCY, $15.00 (Clothes hooks inside lock doors to improve clothes changing facilities); CONRAD FRANKENSTEIN, $15.00 (Hinge the wire screens covering suction parts to make-up air fans); FRANCES W. LAMB, $25.00 (Reading clinic for employees to promote faster reading); EVARISTE LATULIPPE, $10.00 (Mark parking spaces on bumper rail at west fence); CARL F. MICHAEL, $15.00 (Improve exit from tunnel at north end of "C" wing which will provide stairway to uncovered grating at this point and will permit easier escape); WALLACE W. SPRING, $15.00 (Public address speakers for area north of E building); JULIET B. STAUB, $10.00 (Claim form for missing periodicals to simplify notifying publisher of missing issue); LYDON K. WELCH, $40.00 (Use night boiler operator to clean air filters); ARTHUR H. ZEITZ, JR., $25.00 (Provide more information to suggesters who submit duplicates of suggestions previously received).

NEW YORK: HELENE ANDERSON, $20.00 (Issue general office memorandum on procedures for proper handling of personal checks, money and petty cash vouchers); W. G. BALL, JR., Certificate (Motion picture and/or printed matter and visual aids to tell a new progress story of oil and automotive industry); GENEVIEVE CARLSON, $25.00 (On teletypes, show sender's name at beginning and end of messages, subject at beginning and date on upper right-hand corner); JOAN DORAN, $10.00 (Printing "Not Used" on cards sent in at end of month to show which journal vouchers were unused) and $10.00 (Wheel index listing employees and others to whom CIF and expense checks are mailed); MARGARET FURMAN, $20.00 (List of New York personnel who can serve as interpreters in emergency); ELEANOR HELMRICH, $10.00 (Elimination of pink tissue copies of correspondence in General Accounting division).

SALES DEPARTMENT AND REGIONAL OFFICES: W. S. ALEXANDER, $10.00 (The field be supplied with collapsible stands for supporting film projectors and slide projectors); JACK H. LAUBACH, $50.00 (Recommend to customers the use, where applicable, of a liquid level control in the small circulating tanks of Ethyl blending plants which have, or will have, circulating tank systems); FRANK J. STABLEIN, $10.00 (A frame be hung in the entrance of the 39th Street Sales Auditorium for current posters).

SAN BERNARDINO: NELL B. SCHAUB, $20.00 (Annual physicals of the San Bernardino employees be handled locally).

BIRTHS



Denver

ED and ALICE SMITH—a son, Bradley Allen, born on February 3. Ed is an account representative in Central Region.

Detroit

MARVIN and DOLORES SMITH—a son, Glenn Marvin, born on April 18. Marv is a project engineer in the Product Application Division at the Labs.

CAL and CECILIA WORREL—a son, James Lawrence, born on April 30. Dad is a chemist at the Detroit Laboratories.

Houston

KEN and BETTY JOST—a son, Carl Edward, born on May 1. Ken is an account representative in the Houston district.

WEDDINGS



Canada

NANCY MACDONALD was married to PETER T. HEWITT on April 7 in the Fairlawn United Church, Toronto. Nancy and Pete honeymooned in the Laurentians. Nancy is secretary to OSCAR LEWIS, vice president of Ethyl of Canada.

ANDRENA RENE PARKIN and CHESTER GAYDA were married in St. Stan's Roman Catholic Church on April 28. After their wedding trip to Florida, the couple will reside in Toronto. Andrena is secretary to HAP PHILP and BEN PENROSE.

Detroit

MARILYN GOGATES was married to WALTER J. DOHANY on June 9 in St. Gregory's Church, Detroit. The couple will make their home in Dearborn after their honeymoon in Florida and the Bahamas. Marilyn is a stenographer in the Products Application Division.

JEAN LOUISE SPRINGER and JAMES F. GUDDOBBA were married on May 5 in the Royal Oak United Presbyterian Church. Jim is the son of MERLYN BEANE, fuel technician at the Labs.

Eastern Region

MARY ANN LEAP and PAUL FITZPATRICK were married at the Most Precious Blood Church in Long Island City on June 2. The couple will live in Mineola, Long Island. Paul is an account representative in the Eastern Region.

New York

NANCY PETTINGILL was married to ALAN H. WELCH in The Little Church Around the Corner in Manhattan on June 2. Nancy and Alan will honeymoon in Maine and will reside in Manhattan. Nancy is secretary to MARSHALL SITTIG, Advertising.

ETC 10913

JEAN NICOL was married to JOHN J. CAPUTO on June 2 in the North Avenue Presbyterian Church, New Rochelle. After their wedding trip through New England, the couple will reside in Larchmont. Jean is on staff of BULLETIN BOARD.

ELSA WEBER and MICHAEL DONNELLY were married on May 5 in Jersey City. The couple will live in Leonia, N. J. Elsa is secretary to CHARLIE WASSERMAN, Wage and Salary Coordinator, Industrial Relations.

EXTRACURRICULAR

The Detroit Desk and Derrick Club held a luncheon and fashion show at the Detroit Yacht Club on May 19.

ANNE MANSFIELD, Chemical Research Division, wrote the script and served as commentator for the show, which was titled "Boss's Lady. BETTY WILKIE, Detroit Sales, was hostess to Mrs. Nick Carter, her boss's lady. She also modeled. Other Ethylites from the Labs who attended were BERNIE BURDICK, ANGIE COLOSIMO, KAY KIRK, SALLY MCCOY and ANNE PEARSON.

ERIC OWEN, Supervisor of the Detroit Photographic Section, has been elected Secretary of the Industrial Photographic Association of Michigan.

ROSS RIFE, Detroit Laboratories, was recently elected a Director of the Detroit Chapter of the National Association of Suggestion Systems.

JOHN FLENIKEN, Electronic Application, was recently voted president of the Baton Rouge Chapter of the National Association of Cost Accountants at their annual election of officers. DICK FERCHAUD, Finance, was elected to the board of directors.

The Houston Chronicle Rotogravure Magazine section recently featured "A Water District Wonder," the exclusive story of Water Control and Improvement District No. 39 in Northeast Houston bylined by J. B. LERAY of our Houston plant.

FRANK FRICKER of the Detroit Labs has been elected a Director of the Southern Oakland United Community Services. This group plans the application of social agencies efforts in that part of the Detroit metropolitan area in which our laboratories are located.

During Chemical Progress Week the Detroit Laboratories entertained over 200 high school students. Tours of the Labs were scheduled daily. ART JENNINGS, Personnel Supervisor, handled arrangements with the local Chemical Progress Week Committee. ROSS RIFE was in charge of the tour arrangements and the groups were welcomed by WHEELER LOVELL, GUS LIGETT and BARNEY JONES. Guiding the tours were JIM BOAG, ERNIE CLINTON, DICK LUNDQUIST and HARRY DITTMAR.

BEN WEIL, Manager of Detroit Information Services, has been elected president of the Huntington Woods Residents Association.

EARL J. KNIGHT and RICHARD S. FLUKER, both of EtCl Oper., Baton Rouge plant, are the owners of Knight's Cricket Farm which was recently described in a feature article in the *Sunday Morning Advocate*. The article tells how Earl and Dick began the unusual business of hatching crickets for fish bait.

ON THE ROSTRUM



"Practical Design of Better Fuels," a paper co-authored by DALE BURSTETTA and BILL HEALY of the Detroit Labs, and ERIC SORENSEN and W. J. MCGUIRE of British American Oil Company, Ltd., was recently presented at the API meeting in Montreal by Mr. Sorensen. The paper discussed how the proper planning of road-test programs can reduce the cost of evaluating the road antiknock quality of gasoline blends.

BARNEY JONES, Detroit Laboratories, spoke on trends in passenger car design at a recent meeting of the Desk and Derrick Club in Detroit.

MARY GAINES READ, Stores, Baton Rouge plant, recently was guest speaker at a meeting of the Istrouma High School Chapter of the Future Business Leaders of America. She discussed "Techniques of Job Hunting."

PEOPLE IN THE NEWS



At the recent national meeting of the American Chemistry Society in Dallas, BEN WEIL, manager of Detroit's Information Services, was given a Scroll of Appreciation for his outstanding contributions to chemical literature through conception of, editing and managing the division's publication, "Chemical Literature."

GEORGE KIRBY, vice president, R&E, was presented with a citation as the outstanding alumnus of the year of Louisiana College, Pineville, La., at the recent annual alumni dinner.

In recognition of distinguished accomplishments during 1955 to the advancement of the public relations program of the oil industry, DICK MURPHY, manager of Eastern Region, was presented a Silver Award by the New York-New Jersey District of the Oil Industry Information Committee.

ED MCDONALD, Export Sales, with the assistance of BILL BALL, Public Relations, authored a booklet entitled "30 Years of Fuel and Engine Progress." The booklet is a brief story of the progress which can be made wherever the most modern engines can be used with the assurance that good gasoline will be available for them. Over 30 speeches on the subject have been given by Ed to Central and South American customers.

Bill also wrote a recent article for *The Journal of the American Society of Safety Engineers*. Entitled "100,000 Gallons a Minute," the article discussed gasoline as related to fire and explosion hazards and fire fighting.

PAUL FITZPATRICK, field representative in the Eastern region, has been awarded the Silver Award for meritorious service by the New York District of the OIIC. Paul is chairman of the Education Committee.

ETC 10914

Ethyl Welcomes



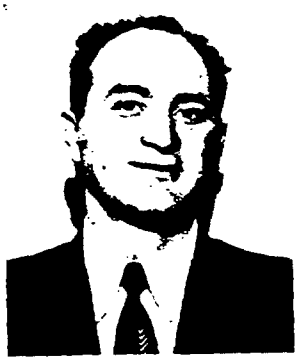
Eleanor H. Bender, a secretary in Safety and Precaution, Eastern Region, hails from Queens Village, N. Y., and likes to read, swim and dance.



Christine C. Bongero, known as Chris to her friends, is a clerk-typist at the Detroit Labs. A native Detroiter, her interests include sewing, tennis.



James J. Cusack has joined the Industrial Relations department as assistant in the Benefit Plans section. He is married and lives in New York City.



Richard L. Hill, test driver at San Berdu labs, was born in Arkansas. He served with the Coast Guard and he likes to hunt and tinker with engines.



Stella LaScala is with General Services, New York. Born in Brooklyn, she graduated from high school in Pittsburgh, now lives on Long Island.



Regina C. Maguire, familiarly known as Reggie, is with General Services, New York. She is married, has a daughter and lives in New York City.



Peggy J. Morrow, has taken a position as steno-clerk at Detroit Labs. She attended college in Oklahoma, is married and enjoys sewing and reading.



Nadine O. Michaelson, a steno in Refinery Technology, Detroit Labs, was born in Detroit and attended University of Detroit. She's married.



Margaret T. Siebert, called Peggy, is with General Services, New York. She belongs to a women's club and likes to swim and read.



Marilyn A. Thiny of General Services, New York offices, was formerly employed by the *Saturday Evening Post*. Hobbies include oil painting, sewing.



Billy G. Woodring, a test driver at the San Bernardino labs, is married, was a Marine and was a track star at high school in Redlands, Calif.

NEWS BRIEFS

Ethyl to Produce New Product

Plans for the production of vinyl chloride monomer were recently announced by Ethyl.

The product, made from ethylene, will be sold to the plastics industry for the manufacture of polyvinyl chloride. Polyvinyl in turn is one of the major plastics in use today, and finds widespread use in upholstery materials, electric wire and cable, floor coverings and a host of other products.

The new plant for the production of vinyl chloride monomer, which will cost several million dollars, will be constructed at the Company's manufacturing center at Baton Rouge with completion scheduled for the latter part of 1957.

Vacation Policy Changed

On June 4, Mr. Shea announced to all regular employees a felicitous change in the Corporation's Vacation Policy. Effective June 1, employees with 10 or more years of service will be entitled to three weeks' vacation each year. Accordingly, all employees with 10, but less than 25, years of service with the Company will be eligible for three weeks' vacation this year.

Advertising Awards

Ethyl recently was voted the National Safety Council's Public Interest Award for 1955.

The noncompetitive award is made annually to public information media for exceptional service to safety. Ethyl was among 34 advertisers to be honored. Advertising received another award during May as a runner-up in *The Saturday Review's* Fourth Annual Award for Distinguished Advertising in the Public Interest.

The Saturday Review screened over 400 campaigns before the final judging. Announcement of the winners is one of the most significant events in the advertising field.

Ethyl May Build New Plant

Edward L. Shea recently announced that options have been taken on land near Joliet, Illinois as a possible site for a new "Ethyl" antiknock compound manufacturing plant.

Detroit JAC Honored

This is the time of year when Junior Achievement companies all over the country are being liquidated. Ethyl JAC in Detroit paid 50% dividend on investments, received the "A" award for overall effort and efficiency, placed third in the National Industry Contest for its division and three of the officers received Junior Executive Awards. Advisors for the company were Lou Olsen, Lyndon Welch and Bill Moon of the Labs.

Ethyl Expands Educational Aid

An expanded program of aid to education, including for the first time the award of graduate fellowships to science teachers and scholarships to undergraduate students, was recently announced by the Company.

Commenting on the new phases, George Kirby, vice president in charge of research and engineering, said, "The present national shortage of scientists and engineers is acute and will remain critical for years to come. We feel that it is imperative that as many students as possible be encouraged to take up careers in this general field. It is to help provide this encouragement, both to students directly and through the guidance and leadership of capable high school science teachers, that Ethyl is enlarging its program of aid at this time."

The $50,000 program is effective with the 1956-1957 academic year. It provides 18 graduate research fellowships in chemistry, chemical engineering and mechanical engineering; three graduate fellowships for college and high school science teachers; and five undergraduate scholarships in chemical and mechanical engineering. The awards will be made at 24 institutions.

IN MEMORIAM

LEVAN R. FLECK of White Plains, N. Y. passed away on May 12 while attending a meeting of Ethyl safety engineers in Wallingford, Vermont.

It is with deep regret that this Company and his associates note his passing. Those who worked with and knew him knew Van to be a man of the highest ethics, strongest moral character and exemplary ability. His contributions in the field of industrial safety were numerous, and they were recognized not only by the Company but by industry as a whole and by the federal government.

During nearly 20 years with Ethyl Corporation, Van succeeded in making the Safety department one that other companies looked to as an example, a department that has been frequently commended because of his guidance. If it is true that men's deeds live after them, the work that Van has done for Ethyl will alone commemorate him as a man sorely missed. His passing will be sincerely felt in all quarters of this Company.



Levan R. Fleck

Van, a native of Altoona, Pa., was born on March 23, 1910. He attended Altoona public schools and graduated from the University of Pittsburgh in 1932 with a bachelor's degree in mechanical science. He joined the Company in 1937 as a field representative in the Baltimore division. The next year he received his first safety assignment, also in the Baltimore area, and the following year was assigned to full-time safety work in Dallas, Texas. In 1940, he was transferred to Tulsa, Oklahoma as chief safety engineer.

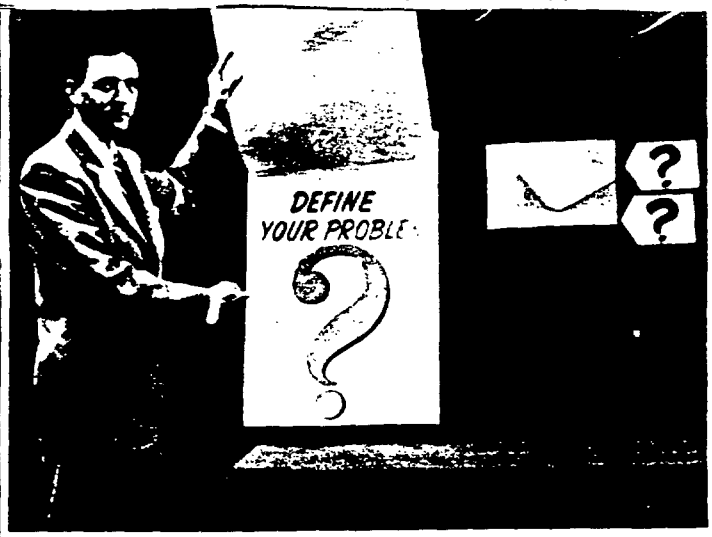
During World War II he served in the U. S. Army for five years, attaining the rank of major. Soon after his return from army service in 1946, he was transferred to the safety department of Ethyl's New York office. He was named assistant safety manager in 1950, and manager of safety in 1952.

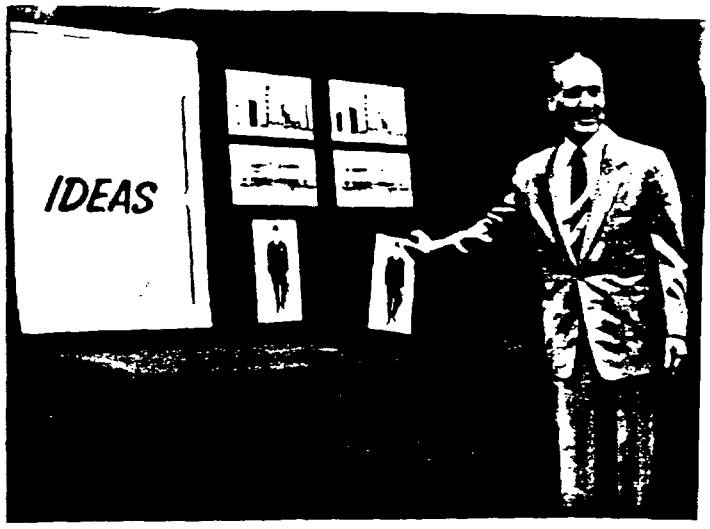
He is survived by his wife, Marjorie, and parents, Mr. and Mrs. James R. Fleck.

MIRIAM HOWELL MARTIN died suddenly on May 3. Mrs. Martin was the wife of the late John Gates Martin, who was manager of the Eastern Region.

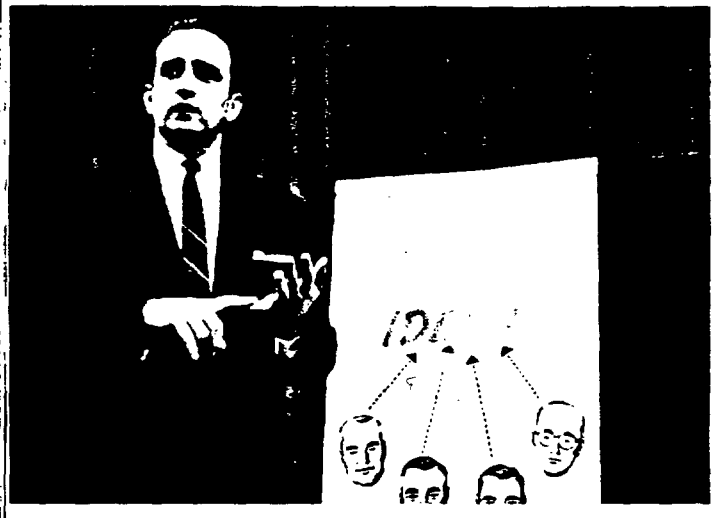
She is survived by her son, John G. Martin, Jr., and brother, Gelston Howell of Eastern Region.

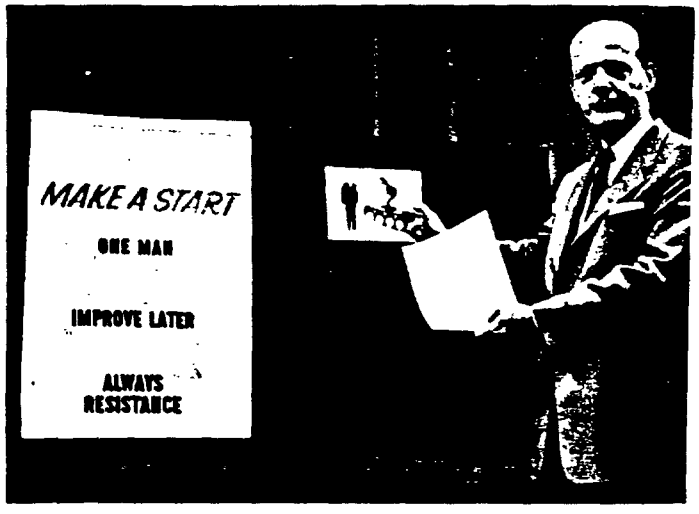
ETC 10916





Now that Ethyl's Charlie Clark has even taught the U.S. Navy how to think creatively, it follows that the employees shown here, trained to give the Creative Thinking course and lead the brainstorming sessions, will do well when they make the presentation to customer companies. Charlie, in his





capacity of assistant manager of Training, recently tutored these men in the Company's Sales auditorium in New York City. They were apt pupils, learning the brainstorming ropes in a few idea-packed lessons, and by now they are no doubt stimulating ideas throughout the country with all the zeal of travel-





ing politicians. Shown in action, from left to right down the page, are Herb Witty of Southern Region, Jimmie Main of Ethyl Corporation of Canada Limited, Paul Fitzpatrick of Eastern Region, Joe Hopkins of Central Region, Ed Erskine of Western Region and Art Wintringham of R & E at the Baton Rouge plant.

ETC 10917

PEOPLE and PLACES

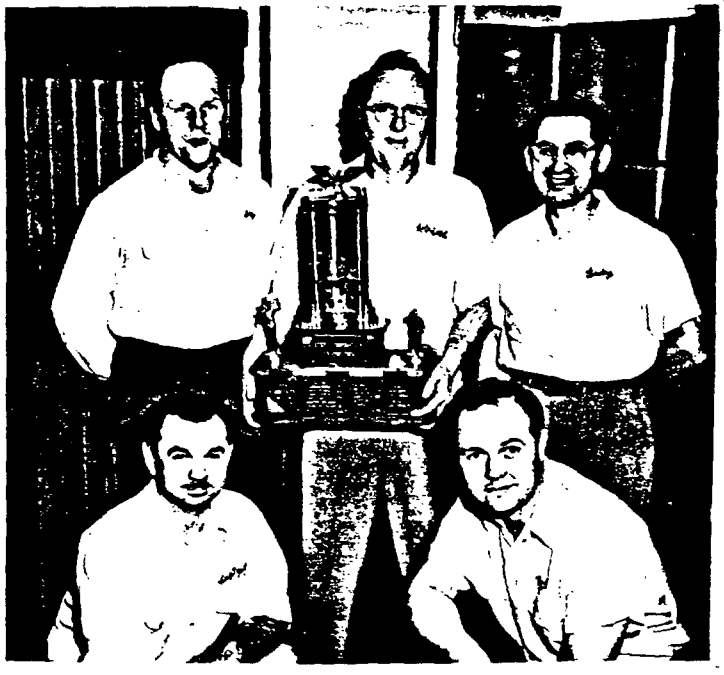


THIRTY FOR MURPHY

His big grin testifies what good times his 30 years with Ethyl have been for John Murphy of Business Services, Detroit Labs. Jack Taylor, head of Administration and Services, pins a service button on John's lapel at a get-together in his honor in the Labs' cafeteria. John boasts one of the longest service records in the Company.

THE CHAMPS

The proud team below had to overcome stiff competition to win the 1955-56 men's bowling championship at the Detroit Labs. From left to right, top row, are Siegert Seppanen of Maintenance; Les Motson of Maintenance, team captain; John Napolitano of Chemical Research; bottom row, Dale Chrysler and Bob Isanhart, both of Maintenance.





WOMEN CHAMPIONS

The 1955-56 women's bowling champions at the Detroit Labs included, left to right, Bert Rye, wife of Tony Rye of Design; Adele Rozek of Chemical Research; Juanita Howland of Business Services; Ann Geiger, wife of Bob Geiger of Chemical Research; and Betty Wilkie of Sales. Team captain Dorothy Rhoades of Technical Staff was absent.

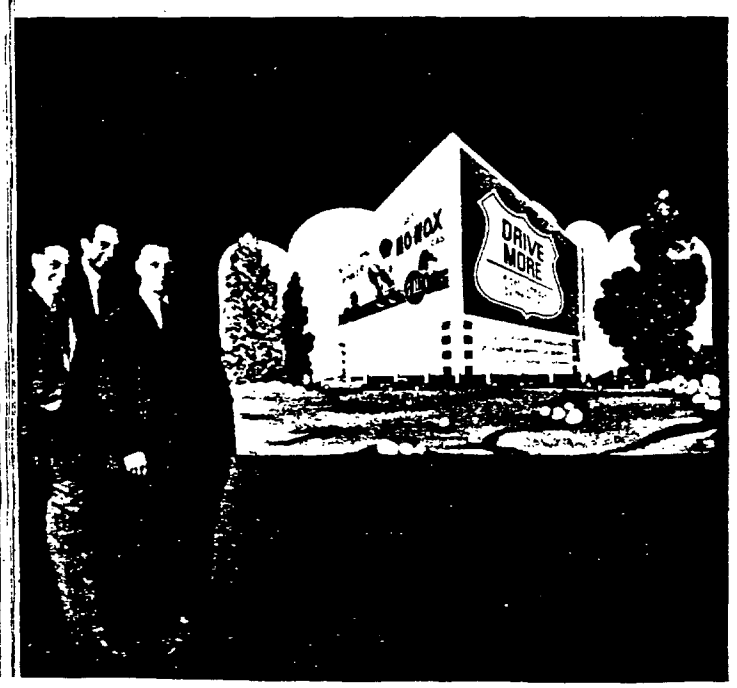


SPARE TIME BUILDER

Herb Neal of Chemical Research, Detroit Labs, has been hammering like this for a year, and he has another year or so to go before this addition to his house will be finished. Herb puts in time on weekends and vacations, adding a basement-garage and family room with the occasional professional help of a mason or carpenter.

"DRIVE MORE" GETS BOOST

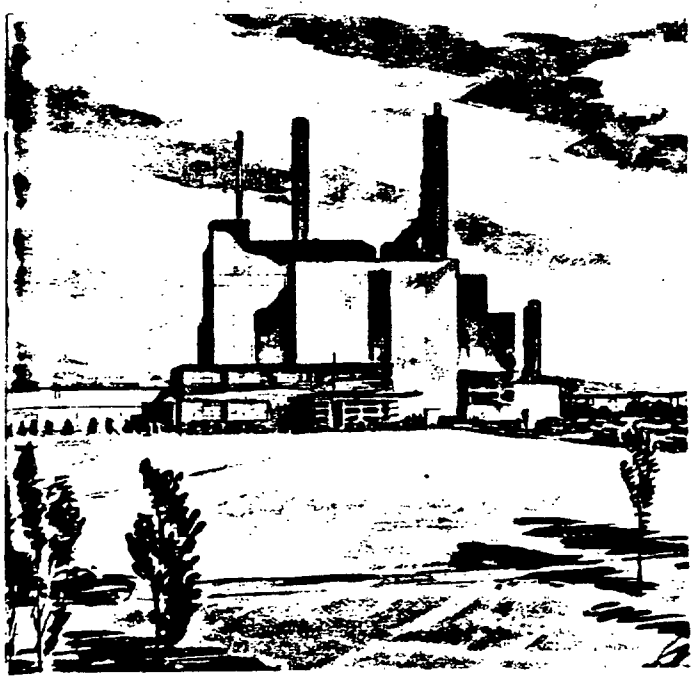
Three field representatives from Eastern Region have made sure that our "Drive More" program will be well-publicized in Brooklyn as well as the rest of the country. Jim Connor, left, Paul Fitzpatrick and Walter Strange arranged with a Gulf dealer in Brooklyn to have the program featured in a window display during the month of June.



GUEST AT SALES MEETING

Jack Warner, manager of the Atlanta district office, was a guest at the recent Sinclair Spring Sales Meeting held in Atlanta. Pictured at the meeting are, left to right, D. M. Hills, Southeast district manager of Sinclair Refining Co.; D. E. Dyer, president of the Company; L. W. Leath, vice president; P. C. Spencer, president of Sinclair Oil Corporation, and Jack.





ARTIST'S CONCEPTION

This painting by John Ensor, Canadian industrial artist, shows how the Ethyl Corporation of Canada Limited plant in Sarnia will look upon completion. On 100 acres facing the St. Clair River, the two-story structure in the center foreground is the administrative building and towering behind is the process building.



AWARD OF HONOR

The Award of Honor, highest industrial award for safety given by the National Safety Council, was presented to the Baton Rouge plant recently. Shown left to right, are R. S. Asbury of R & E; C. A. Hebert, safety supervisor; Plant Manager Roy Clothier; James D. Hill of the NSC; and L. G. Cliver, chairman of the Plant Central Safety Committee.

ETC 10920

TV ACTOR

James Borland, second from left, gets some friendly ribbing from fellow workers in Chemical Research, Detroit Labs, after having appeared as a paid actor on a Detroit television program called *Traffic Court*. Congratulating James on his TV performance are, left to right, co-workers Norman Wright, Mike Vartanian and John Marinelli.



WESTERN PRESENTATION

Harry Manning, left, field representative with the Los Angeles district office, and Jack Cole, manager of the Salt Lake City district office, recently teamed up on a joint Drive More-Smart Birds presentation at Utah Oil Company's Sales Management Conference in Salt Lake City. They report that the program was received enthusiastically.





GENERAL CHAIRMAN

Lou Shank, manager of the Suggestion System, served as general chairman and program chairman at the 12th annual New York-Philadelphia Regional Conference of the National Association of Suggestion Systems. The conference was held in May at the Park Sheraton Hotel in New York City. In the above picture, Lou is delivering the opening address. He also introduced other speakers who discussed such pertinent topics as employee eligibility to participate in the Suggestion System, Labor's view of the Suggestion Plan, the supervisor's viewpoint, suggestions for military defense and the importance of the Suggestion System in corporation communications. The conference theme was "Your Suggestion System—An Important Key To Cooperation."

PIPELINE ON WHEELS

After Ethyl technicians at the Detroit Labs filled this Matlack tank truck with a special fuel, the truck made what is believed to be the three longest fuel hauls on record. The special blend of 12,000 gallons was needed to continue research at the San Berdu labs, and a permit for the trips had to be secured from the Interstate Commerce Commission.



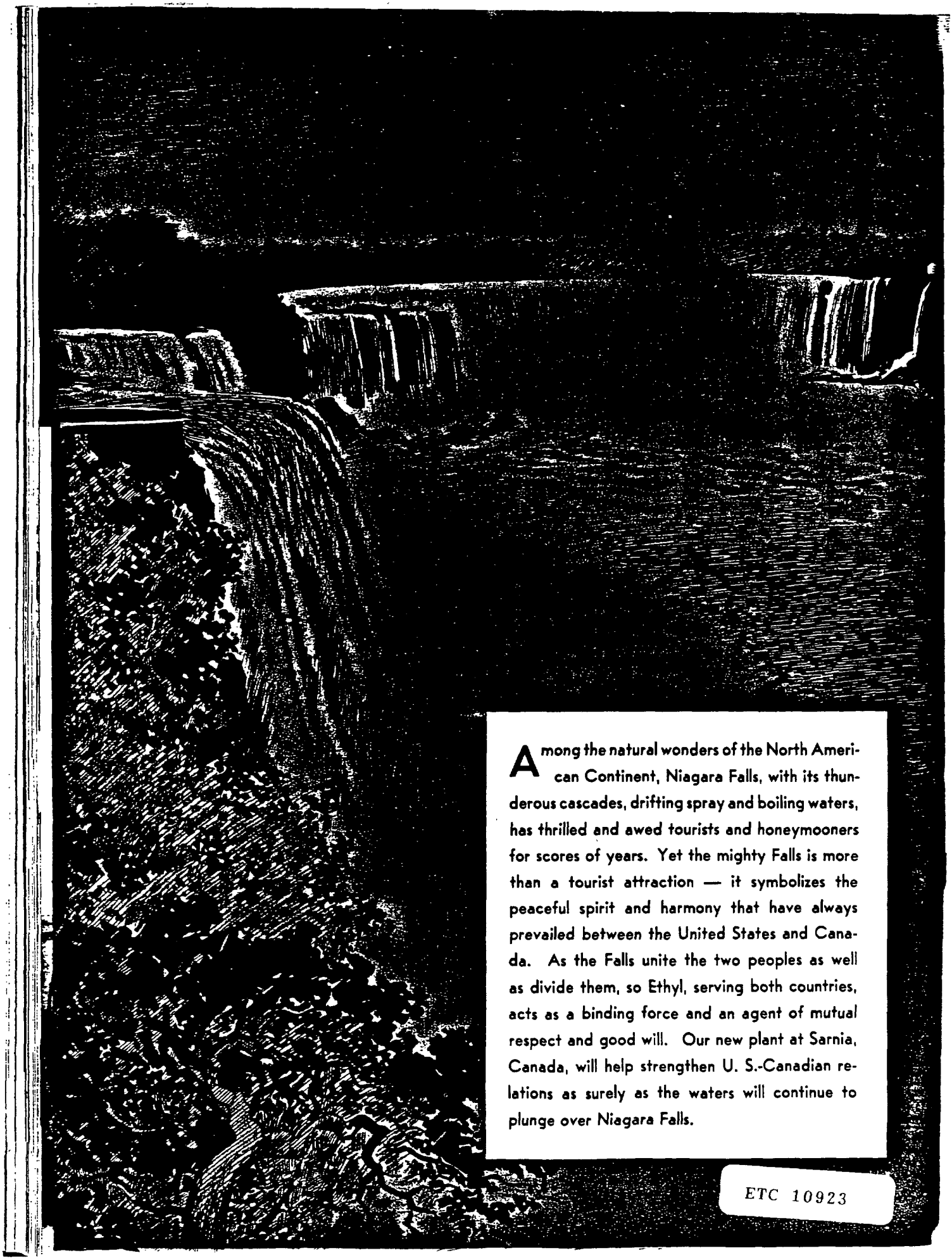
SCROLL OF APPRECIATION

Ben Weil, left, manager of Information Services, Detroit Labs, was recently presented with a Scroll of Appreciation by the Division of Chemical Literature of the American Chemical Society. The award, made at the Society's national meeting in Dallas, Texas, was for Ben's contributions in establishing the Division's publication *Chemical Literature.*





At the recent International Automobile Show at the vast New York Coliseum, Ethyl's "Drive More" banner dominated one side of the Main Exhibition Hall as surely as the new Coliseum's colorful dancing waters dominated the other. Tens of thousands of visitors must have found a pleasing corollary between Ethyl's message and the exciting 1956 models on display—cars just begging to be driven, and to be driven more and more.



Among the natural wonders of the North American Continent, Niagara Falls, with its thunderous cascades, drifting spray and boiling waters, has thrilled and awed tourists and honeymooners for scores of years. Yet the mighty Falls is more than a tourist attraction — it symbolizes the peaceful spirit and harmony that have always prevailed between the United States and Canada. As the Falls unite the two peoples as well as divide them, so Ethyl, serving both countries, acts as a binding force and an agent of mutual respect and good will. Our new plant at Sarnia, Canada, will help strengthen U. S.-Canadian relations as surely as the waters will continue to plunge over Niagara Falls.

ETC 10923

ETHYL bulletin board

AUGUST 1956



ETC 10924

ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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ON OUR COVER: Carl Wolf, chemist at the Detroit Labs, fascinates his year-old son, Carl Junior, with his magic tricks. Carl, an amateur magician for 10 years, has entertained numerous children and adults in the Detroit area, including many employees at the Labs and their children. The story of how magic happens (if not why) appears on page 12.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, Chairman of the Board; B. Bynum Turner, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.

ANYBODY'S

ETC 10925



BALL GAME

Every spring when the baseball season comes around and the first pitch steams across the plate, a heated and lively contest that catches the interest of millions gets under way. From then on, it's anybody's ball game, and no one but a graduate soothsayer can accurately predict which teams will battle it out for the coveted pennant. Many an underdog has come up from the cellar to win, and many a promising team has hit the skids in the crucial hour. It's as uncertain as the flip of a coin or tomorrow's weather, and, though wild guesses may occasionally prove right, more often than not, they'll only amount to wild hopes in the end.

That's how it is in competition.

And that's how it is in modern business, where the competition is heavier and stronger than ever before. No special season marks the match. It's open season every day of the year, and every company in the country competes with at least one rival in the serious game of winning public approval for its products and services. Guided by business ethics that are as sportsmanlike as rules in a ball game, business has hundreds of major challenges to meet, both within its own organization and in the public eye.

Just as the batter must try to figure out the ball and the pitcher must try to size up the man at the plate, business must feel its way. It must also have its scouts to look about and study the field, to seek new men to be ready to assume the important positions of tomorrow. It must be as alert as a man on third and as foresighted as a short-stop. Every man in an enterprise must be ready to pinch-hit in emergencies. Each has his place and must be ready for the ball.

Competition is, of course, nothing new to us. It's a part of the structure of our country, one of the strongest links in our economic well-being. It assures us all, as consumers, of better products, and it keeps industrial scientists and engineers constantly seeking better living for the future.

Business in America must be on its toes, but it can stand as tall and strong as it wants.



Edward L. Shea



B. Bynum Turner

EXECUTIVE PROMOTIONS

The Company has announced the election of Edward L. Shea to the new position of chairman of the board and of B. Bynum Turner as president of the Company. The elections were made at a meeting of the Company's board of directors on July 3.

Mr. Shea, who has been president of Ethyl Corporation since 1947, will continue to be the chief executive officer of the Company. Mr. Turner was formerly executive vice president of Ethyl.

Following his graduation from Princeton University in 1916, Mr. Shea became associated with the Tide Water Oil Co. He was elected a vice president of the Company in 1925, executive vice president in 1931, and its president in 1933. Three years later, when the Tide Water Oil Co. and the Associated Oil Co. were merged into one operating company, Mr. Shea was elected executive vice president. He held this position until 1939, when he went to the North American Co., serving as its president until 1947, when he became president of Ethyl Corporation.

Mr. Shea was born in Nashua, New Hampshire on November 4, 1892, attended Phillips Exeter Academy, and received his civil engineering degree from Princeton. He was a naval aviator in World War I.

Besides serving as chairman and a director of Ethyl, Mr. Shea is also a director of several other companies and of the American Petroleum Institute.

From 1946 until 1951, Mr. Turner served in the Manufacturing department, becoming assistant resident manager of the Baton Rouge plant in 1947 and general manager of Manufacturing two years later. In 1951, he was elected vice president of Research and Engineering. He has been executive vice president since 1955.

Mr. Turner began his business career with the Humble Oil and Refining Co. at Baytown, Texas, in 1933, and was associated with its research activities until 1942. For the next three years, he was in charge of the technical staff for a butadiene plant operated for the U. S. Government, and in 1945 and 1946 he served with the Rubber Reserve Co. in Washington, D. C., as the head of its butadiene-from-petroleum section.

Mr. Turner, whose headquarters have been in New York for the past year, was born in Angleton, Texas, on November 21, 1910. He attended Rice Institute, from which he received his BS degree in chemical engineering in 1933.



At the Detroit Laboratories, the crew that made the recent tractor tests on large Southern farms demonstrates how they checked engine performance in their actual field tests. From left to right, they are C. A. Stanger, Arthur Zeitz, "Punch" Pfundstein, Tom Wilkinson and George Porth.

Aid for Agriculture

During the past two years, the Detroit Research Laboratories have been unusually active in the agricultural field. In addition to the development of the XO-121 tractor engine, two major fleet tests were conducted on large commercial farms using farm tractors as comparative units evaluating experimental antiknock compounds. These test locations were Garrett and Sons (a large cotton plantation), Clarksdale, Mississippi, and Sunny Slope Farms (a large peach orchard), Cowpens, South Carolina.

An essential tool in these tests was a unique, specially built portable dynamometer for power absorption and measuring purposes. This unit was built around a torque absorption unit which required only a source of tap water to operate. The dynamometer was connected to the tractor power-take-off shaft so all operations were made with the tractor stationary. Observations of octane number requirement and power output were made before and after deposit removal.

The dynamometer was designed by George Porth and H. T. Mueller of Technical Service. The tests were organized and conducted by T. J. Wilkinson, K. L. Pfundstein, G. J. Porth, A. H. Zeitz, Jr., H. T. Mueller and C. A. Stanger of the Detroit Laboratories. A very large assist was given by I. E. Flaa, H. N. Godbey, and K. J. Hurst of the Southern Region.

A closer view shows Arthur Zeitz, C. A. Stanger, George Porth and Tom Wilkinson reading dynamometer beam scale used to determine horsepower.





Attending the 1956 Sales Training Course are, left to right, Walter Strange, Robert Morris, John Morton, Weir Goodwin, Jim Connor, Carl Bartholomew, Jr., John Hanlon, Roland Hargis, Knox Delambre, John Keller, Mario Bellizzi, Gerald Sieger, William Morrison, John Lurcott and Louis Rumph. Herbert Witty, not depicted, rounded out the group.

ETC 10929



CLASS OF '56

Annual Sales Training Course keeps an enthusiastic group of new men listening and learning

Though some of the new members of the Sales department just graduated from college in June, they found that they had one more important subject to study before their educations were complete. That subject, as taught in a three-week training course this summer, was Ethyl Corporation, with emphasis on Sales operations and objectives and general Company functions and policies.

This basic indoctrination course is given every summer, and this year's group of 13 Sales trainees and three Finance trainees put in a busy, informative and stimulating three weeks learning the whys and wherefores of the Company for which they work.

The best instruction possible was afforded them by Company personnel whose experience and know-how qualified them to lecture or demonstrate on a variety of topics ranging from company history to engine fundamentals. In addition, the trainees were given a week of public speaking instruction, a week of instruction on how to work most effectively with our customers in handling our products, and were taken on tours of a local refinery and the Yonkers gasoline testing laboratories. They even served as "guinea pigs" for a battery of aptitude tests which may be used in the future to assist in selection and placement of employees.

A luncheon attended by members of management from the New York office concluded the course, after which the trainees returned to their respective regions for a three months' on-the-job training period. Later, sometime after a year's service, they will take a two-week course at the Detroit Research Labs, where they will receive instruction of a more technical nature on subjects such as refinery technology, additives and fuel and engine relationships.

This summer's course, held largely at the Sales auditorium in New York City, was divided into three one-week periods. The first week was primarily concerned with the Sales department and general aspects of the Company. Under the leadership of Fred Naylor, manager of Personnel Development, the group during this time learned of departmental functions and objectives through lectures, films and demonstrations. Ray Faller, manager of Training, was unit leader in the second week, when public speaking was explained, discussed and practiced. A unique part of this week's training was "role playing", or "selling for Ethyl", in which the trainees pretended to go through the actual, on-the-job methods of salemanship.

As future Ethyl emissaries to customer companies, the trainees received expert instruction from Ethyl personnel who know the ropes and can help these younger men anticipate what to expect in their customer contacts. Ethyl's many services to customer companies were one of the matters stressed during the course, for, as pointed out by several speakers, a friendly, helpful attitude can often achieve better results in the long run than the old-fashioned sales pitch.

Product handling and safety indoctrination was the theme of the third and final week of training. Under the guidance of Henry Ball, manager of Products Service and Safety, students learned of the history of the Ethyl Safety Program, Safety Policy and Safety Organization. The importance of safe handling of fuels and antiknock fluid, in connection with customer services, was stressed.

Among others who addressed the group on special topics were: Mac Murdock, vice president in charge of Sales; Thom Yates, Public Relations; Julian Frey, vice president, Export Sales; John Schaefer, vice president, Manufacturing; Matt Taylor, manager, Sales Operations; Frank Hayes, Regional Operations manager, Eastern Region; Bill Perdue, vice president and treasurer; Bill Spierer, Sales Promotion manager; and Alon Cole, chief regional fuel technologist, Eastern Region.

Other Sales training courses in the past have proved that this summer's program will pay generous dividends in the form of better field representatives better informed about their own company and its relations with customer organizations. The intensive training course left little to trial and error and much to salesmanship based upon well-conceived, well-established precedents.



Fred Naylor, manager of Training, was the unit leader during first week of instruction at Sales Auditorium in New York. In addition to discussing Sales objectives and how they benefit our customers, he spoke about the organization of our Sales department and the basic fundamentals of our business.

During one of the sessions devoted to the study of fuels and engines, Carl Bartholomew, Jr., a recent graduate of the University of Oklahoma and the son of Ethyl's regional operations manager in the Southern Region, concentrates on part of a fuel pump while Roland Hargis listens attentively to the lecture.



ETC 10931



Although he had previously shoved that day, Ed Downs, assistant to the manager of Sales Administration, New York, went through the motions again in demonstrating techniques in breaking down a task.



It was the job of Don Williams, automotive engineer in Eastern Region, to explain the fundamentals of engines. Don also talked about fuels, valves and spark plugs, demonstrating with actual parts.



Bill Spierer of Sales Promotion addressed the group of trainees for his department, showed them some of the Company's current promotional material and discussed our approach to Sales Promotion.

ETC 10932

Louis Rumph, who holds a degree in Industrial Management from the Georgia Institute of Technology, has been employed in Eastern Region for 10 months. Here, he tries reassembling of a fuel pump.

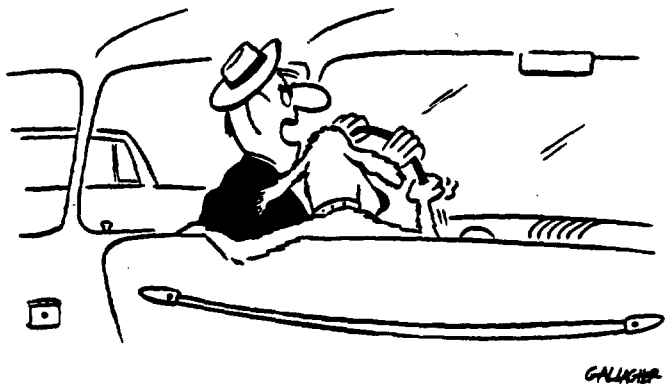


During a coffee break, John Keller, right, and Gerald Sieger, left, continue interest in the subject just discussed. Both have recently joined Finance and are taking course to get better Ethyl background.



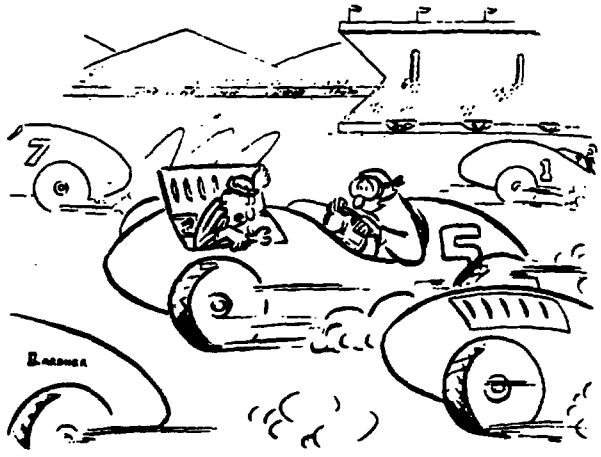
Knox Delambre ponders the same assembly of fuel pump, which made the rounds from man to man during lecture on fuels and engines. Knox, who has been working in the Southern Region, studied at LSU.





"Why don't you hang out the window like other dogs?"

The Saturday Evening Post



"What... has the race started?"

Collier's

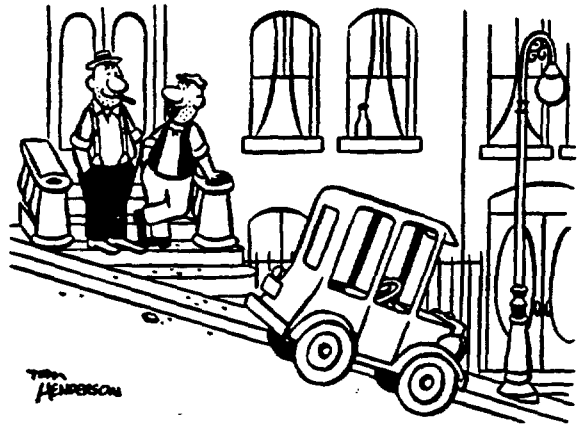
LAUGH MORE

The automobile is as All-American as Jack Armstrong or college football stars, and it has proved itself beyond doubt or argument as a major factor in our own high standard of living and our high style of riding. It takes us to work and to play—it does almost everything except curl up in front of the fire like Bowser and take a nap.

So entangled with our everyday lives have our cars become that they are a source of mirth as well as a source of comfort and convenience.

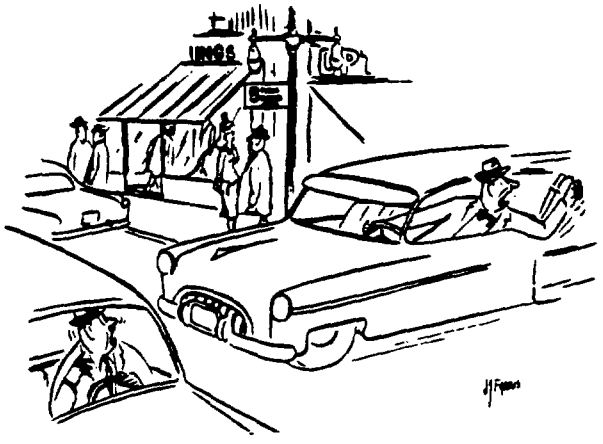
As shown here, the automobile has been greatly improved over the years but we human beings with our very human foibles carry on just about the same as always. These cartoons come from magazines in which Ethyl advertises regularly. In addition to appearing in other publications, "Road Birds" appear in all three, and "Drive More" in the *Post* and *Collier's*.

Now, as we drive more, we'll have time to laugh more—joined not by the snicker of Old Dobbin but by the pleasant chuckle of a humming engine.



"I get almost all the way to work before I hafta turn the motor on."

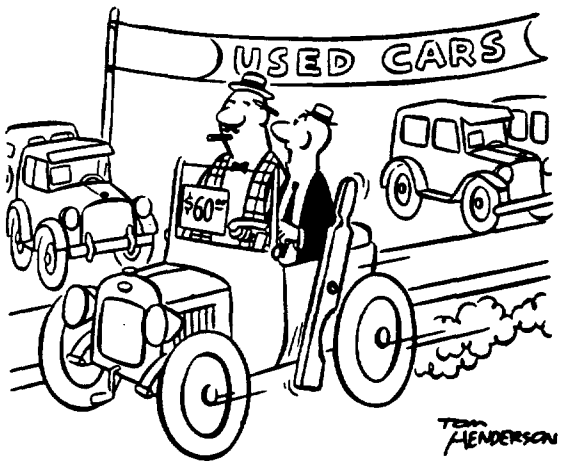
The American Legion Magazine



"Woman driver!"

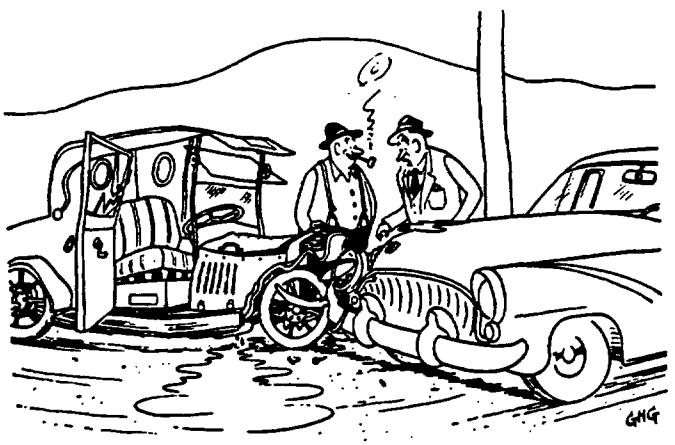
Collier's

ETC 10933



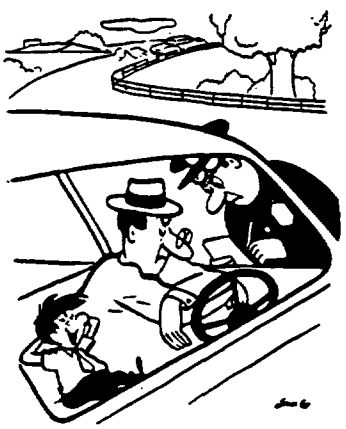
"By the way, how are the brakes?"

The Saturday Evening Post



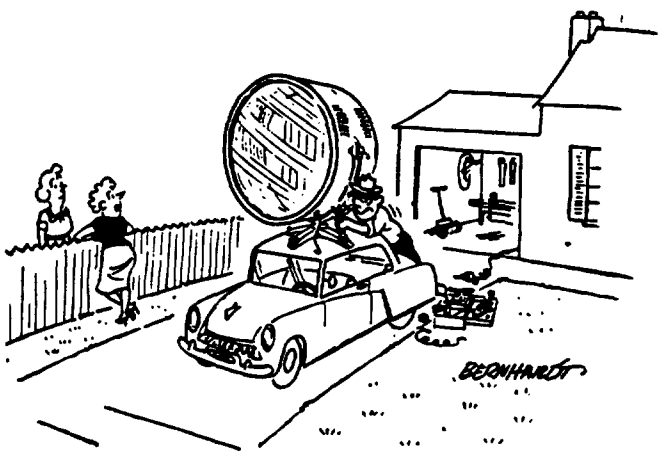
"We both got a banged up fender which makes the damage about even — suppose we shake hands and forget about it."

The American Legion Magazine



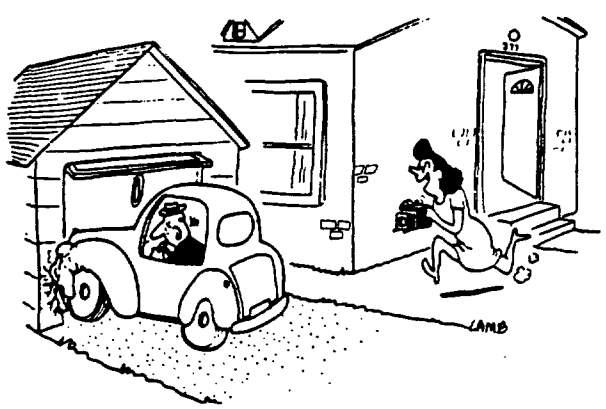
"It's worth it, Pop. Think of all the times we weren't caught."

The American Legion Magazine

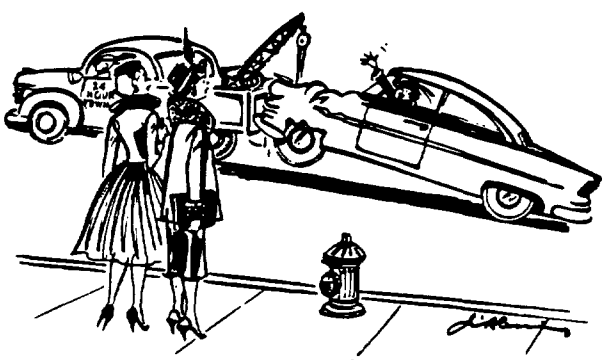


"John's pet peeve is drivers who won't dim their lights."

The Saturday Evening Post



The Saturday Evening Post



"Can't stop now, girls. I'll phone you tonight and tell you all about it."

Collier's

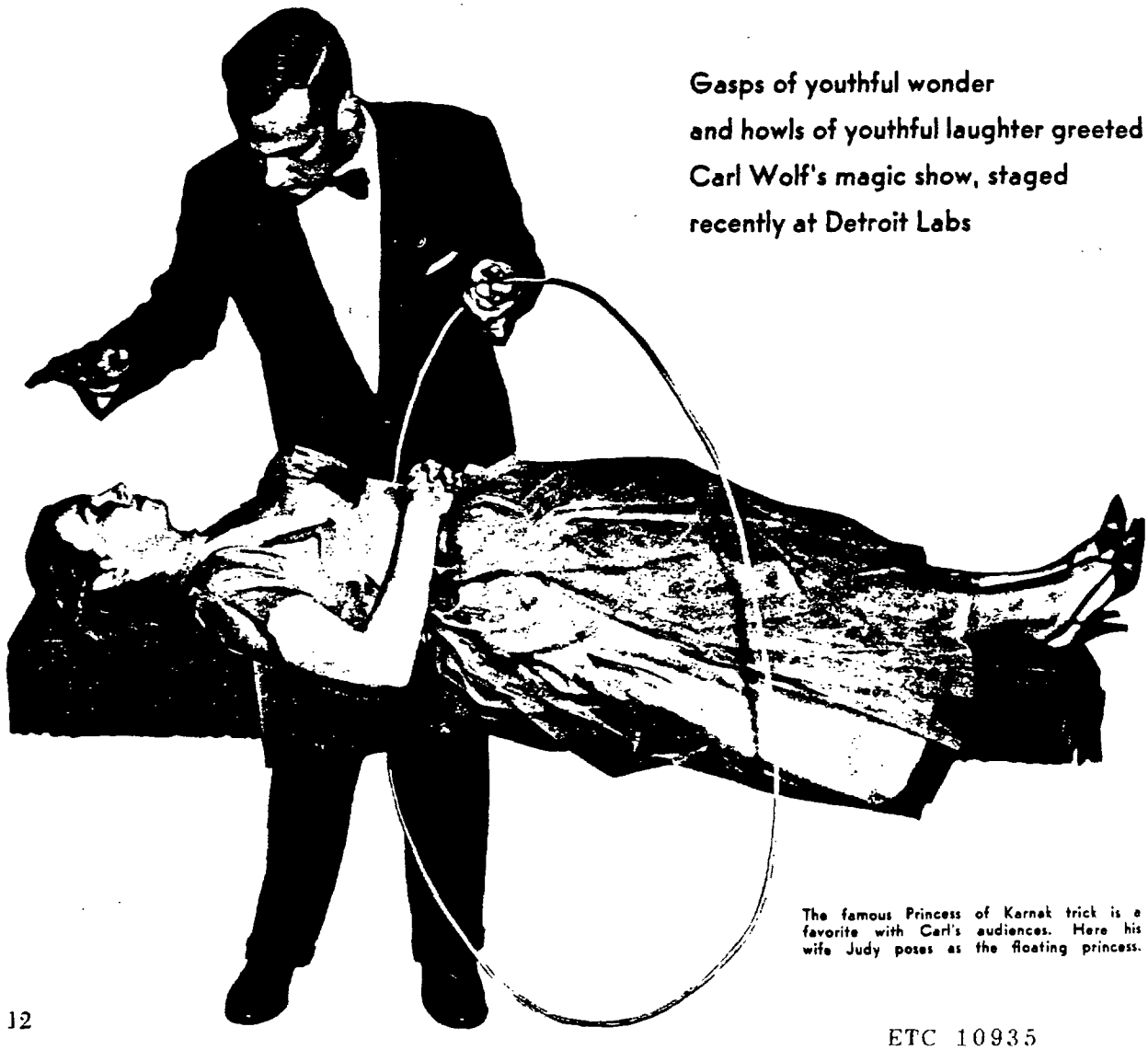
ETC 10934

Mister Magic



This hand-puppet rabbit wiggled and acted realistically for child

Gasps of youthful wonder and howls of youthful laughter greeted Carl Wolf's magic show, staged recently at Detroit Labs



The famous Princess of Karnak trick is a favorite with Carl's audiences. Here his wife Judy poses as the floating princess.

ETC 10935



Children and adults alike responded enthusiastically to the performance. Eager young hands were raised when Carl asked for some volunteers.

If you were to poll the children of employees at the Detroit Laboratories you would find that the most popular man thereabouts is not, as you might expect, either Santa Claus, Superman or Hopalong Cassidy. Nor would the Tigers' own Harvey Kuenn win on the ballot. Though they all rate high with the local younger set, chemist Carl Wolf, an amateur magician who periodically entertains the small fry with his bag of accomplished tricks, is unquestionably the man most likely to succeed.

Carl, who feels that magic goes along with circuses, Christmas and western movies in a child's life, finds entertaining the young as exciting for him as it is for them. "They really and truly believe," he reflects, smiling as he recalls their spellbound faces, "and that's the better half of magic. But," he warns with a laugh, "don't ever slip up on a trick."

According to Carl, in the eyes of youthful beholders a magician is capable of practically everything from chasing Martian invaders off the earth to turning the Rockies into peanut butter, and he's had some pretty staggering requests. "They'll ask for the moon," he says, "but they'll also settle for green cheese." Their favorite is the one in which he pulls a rabbit from a top hat. They watch it as eagerly as the chemists themselves watch their experiments, and each wave of the wand is a personal invitation to leave school and routine to follow Carl into the delightful and mystifying world of vanishing objects. "It makes me feel a little like the Pied Piper," Carl ventured, and added, "There's a kind of magic just in entertaining children that makes magicians believe in their own sleight of hand." Whenever he performs for a young audience, he feels that his shows gain something extra and even the usual routine tricks seem more incredible.

At a recent lab performance, after Carl had sprinkled some "whiffle dust" on an empty top hat and a moment later pulled a plump, wriggling rabbit from it, one freckle-faced lad jumped up enthusiastically and exclaimed, "I can do better than that—I can make a bunny fly to the sky!" And so it is with magic—the sky's the limit when children watch.

Carl, whose enthusiasm for magic started when he himself was a boy, spends a great many hours perfecting his tricks, but the faces of happy youngsters make it well worth the time. One of his as well as his audiences' favorite tricks is the famous deception of the Princess Karnak, in which a woman apparently floats in thin air. Whenever he performs it, he is assisted by his wife, Judy, who both enjoys watching and participating in Carl's hobby.

The Wolfs' own children, Lynne, aged two, and Carl Junior, nearly a year, haven't as yet reached that advanced stage of childhood where magic can be the most real thing in the world. However, for the time being they have the white rabbit as a house pet and in a couple of years a herd of wild horses or even one of those Michigan tornadoes won't be able to keep them from Carl's show.

As a matter of fact, many of Carl's adult friends at the labs and in the Detroit suburbs feel much the same way and join in the fun, almost as abandoned as the children, for magic is catching and everybody needs a little whiffle dust now and then.

ETC 10936

...when the

True, as the song says, living is easy in the summertime. We've put away our overcoats and galoshes, taken down our storm windows, and loading the car with beach chairs and umbrellas, we answer the call to the open road.

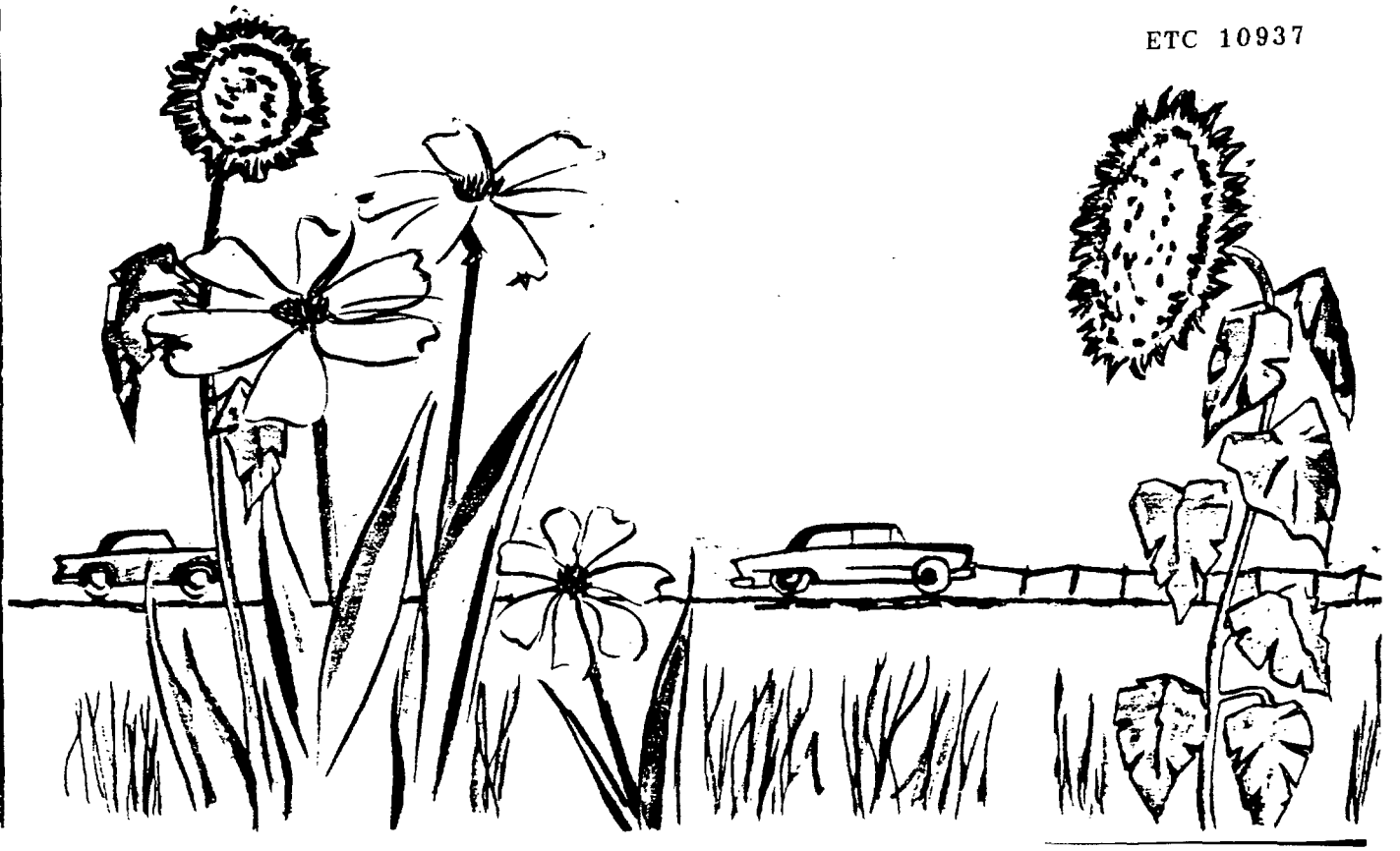
Yet the ideal driving conditions of summertime sometimes make the foot a little too itchy on the accelerator. Clear vision and roads and highways free of ice and snow, coupled with alluring vistas and delightful pursuits, have a way of transforming many of us into the young-at-heart and the fleet-of-wheel.

By and large, summer isn't fraught with dangers for us, as we've been trained to steer clear of the common hazards—sunburn, bee stings and poison ivy. And when we drive during the other three seasons we're on our guard against traffic mishaps: we proceed with caution in autumn's fogs, winter's blizzards and spring's rains. However, according to traffic experts, speed is truly the demon—speed lurks in the background of most automotive accidents.

If we stop to think about it for a moment, we will readily realize that pleasure driving over summer weekends, holidays and vacations can be a lot more pleasurable at leisurely speeds than at breakneck ones. Cruising along at a moderate pace, we can enjoy the sights and the summer around us, but opening up the throttle only creates a green-gold blur of sunlit leaves, and around the next turn in the road may be the blur of oncoming cars or the shadow of a pedestrian crossing over. No matter how good the vision, the road conditions and the car's brakes and horn, demon speed can reveal itself in one tragic instant as a terrible companion and playmate.

Summer driving has its innate disadvantages and hazards even as winter driving has its frosted windshields and slippery roads. For one thing, you'll very often have your whole family—and maybe a few neighbors—in your car while en route to the beach or picnic area. Backseat drivers, people lighting cigarettes and the youngsters' arms and legs flailing about are not aids to safe, serene driving, and all that beach or picnic paraphernalia getting in the way as you try to shift, steer and brake doesn't help much either.

Another traffic hazard of the season is the nice long boat that many drivers attach to a trailer on the back of their cars. These fellows may be real John Paul Joneses on the waterways, but they're probably not used to driving with a trailer and boat attached and



ETC 10937

livin' is easy

their seamanship doesn't extend to congested highways and crowded intersections.

Now the chances are that the short drive down to the local beach, tennis courts or ball park won't tempt you to excessive speed. It's those jaunts into the countryside on weekends or the overnight safaris at vacation time that contain the seeds of highway disaster. It is tiring to drive by the hour in the heat and glare and in the heavy traffic caused by all those who, like yourself, are enjoying the great outdoors.

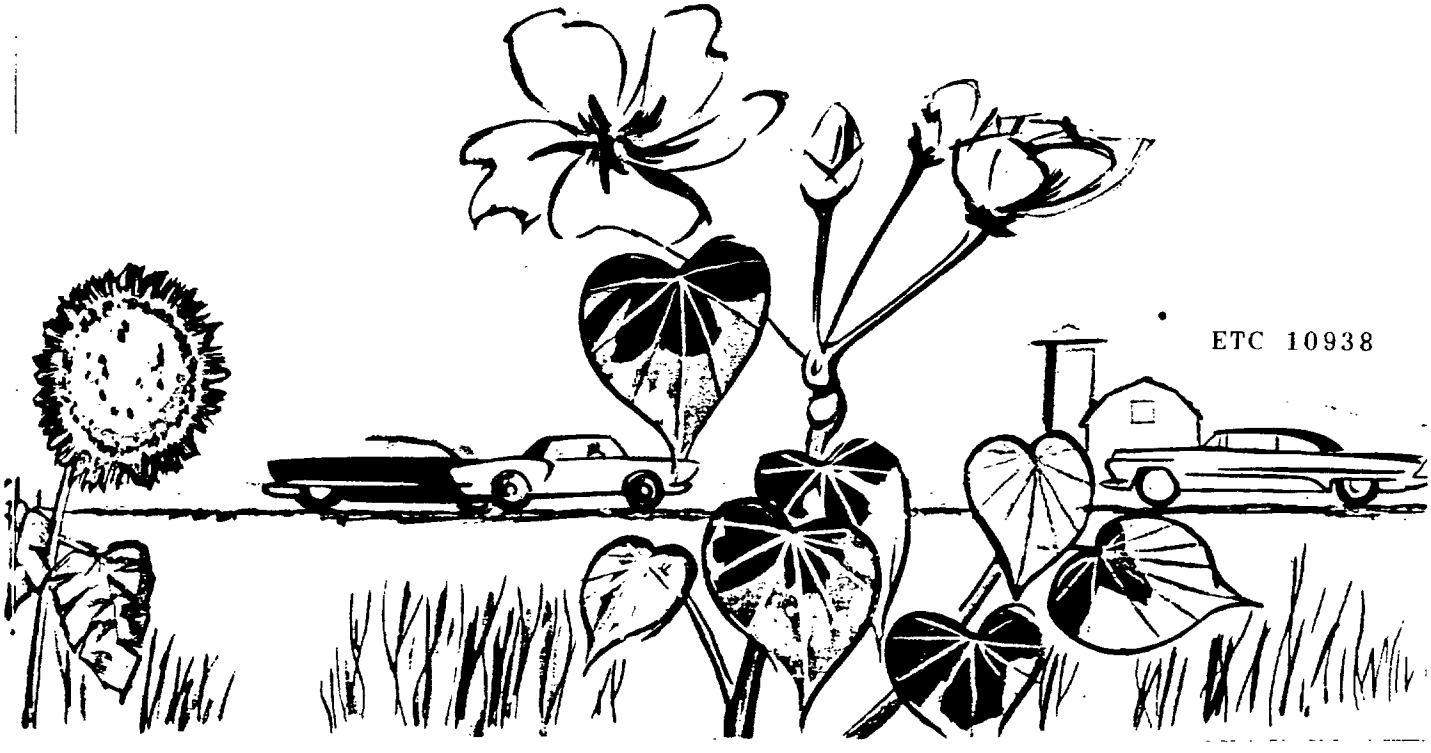
Don't forget yourself; you can't enjoy your vacation if you try to put 500 miles behind you when perhaps 300 is the safe and comfortable distance to cover in a day's travel. Night driving is of course more hazardous than daytime motoring, and the shapeless, bodiless dark can turn into the altogether too solid tree trunk or the very real trap of a roadside ditch with surprising rapidity. If you become sleepy at the wheel, either stop and rest or have a relief driver take over.

Perhaps you like a little beer or a highball or two while on your vacation—only remember that alcohol has a fatal attraction to speed and speed has an attraction to fatality itself. Apply the same rule to drinking as to sleepiness: when drinking, don't drive.

Even as we should leave the supersonic speeding to jet planes and guided missiles, we should also keep in mind the good old-fashioned virtues of highway courtesy. The heavy traffic of summertime requires extra attention on our part, as pedestrians as well as motorists, and whether we're walking across a busy street or driving down a congested parkway, we should obey all traffic laws and use our own common sense to remain sound of limb and happy of mind.

Ethyl has an interest in us while we're on vacation or off on a long weekend even as it does while we're on the job. The Company no more wants to lose the services of a good worker due to a traffic accident than the employee himself wants to end up in the hospital. Not only that—all of us as representatives of Ethyl owe it to ourselves and the Company alike to maintain the very best traffic safety record possible. After all, with our close ties to both the oil and automotive industries, we should certainly set a good example on any roads that we use.

There's no hurry. By obeying the posted speed laws and using good driving sense, we'll be around hale and hearty, to enjoy other easy-living summers that will arrive just as surely as the sun arises every morning.





Former president and new chairman of the board, Edward L. Shea, awards certificate to orchid-wearing Alice Wygand of Purchasing and Traffic department.



Earl Bartholomew, left, of Technical Services, Detroit Labs, receives his certificate with a warm handclasp from Dick Scales, general manager of Labs.



Ted Littlefield, manager of Western Region, presents one of the rare 30-year certificates to Hume Chenault, chief safety engineer of Western Region.

COMPANY DINNER

Good times at Ethyl are the main requirement for membership in the growing 25-Year Club

The recent 25-year dinners staged at Company locations throughout the country proved to be more satisfying and more fun than class reunions or meeting the old gang who helped depose the Kaiser and celebrate the victory on the boulevards of Paris. The dinners were such a big success because the men and women who were feted and honored had never ceased having mutual experiences and had worked together through the years as a team.

They didn't have to leap over blank years and try to dig up buried memories of homecoming football games or frontline trenches in France. They had 25 years to reflect upon, to discuss, to nod and shake their heads over, to laugh and feel emotional about. A quarter century of working for the betterment of Ethyl was their common bond.

At dinner parties across the nation a happy, friendly and nostalgic mood prevailed as gold watches, pins and 25-year certificates were awarded employees.

Whether the event was held at the Commodore Hotel in New York City, the Park Shelton in Detroit, the Bellemont in Baton Rouge, the Statler-Hilton in Dallas, the Jonathan Club in Los Angeles or the Netherlands Plaza in Cincinnati, the goodwill and fellowship were as evident as the menus were appetizing.

Twenty-five years ago Ethyl was an "infant" corporation and these employees being honored at the second annual 25-year dinners were young and inexperienced too. These men and women had the rare distinction of growing up with the Company for which they work, of expanding their personal horizons as the Company's were expanded by their joint efforts, of becoming more mature, adaptable and successful as the Company itself developed these attributes. As awards were presented, and hands warmly shaken, it was pleasant to look back on good times, and forward to a future as compatible.

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Wallace Armstrong, assistant general manager at the Baton Rouge plant, shakes hand of Chuck Colvin of Purchasing and Traffic as he makes presentation.

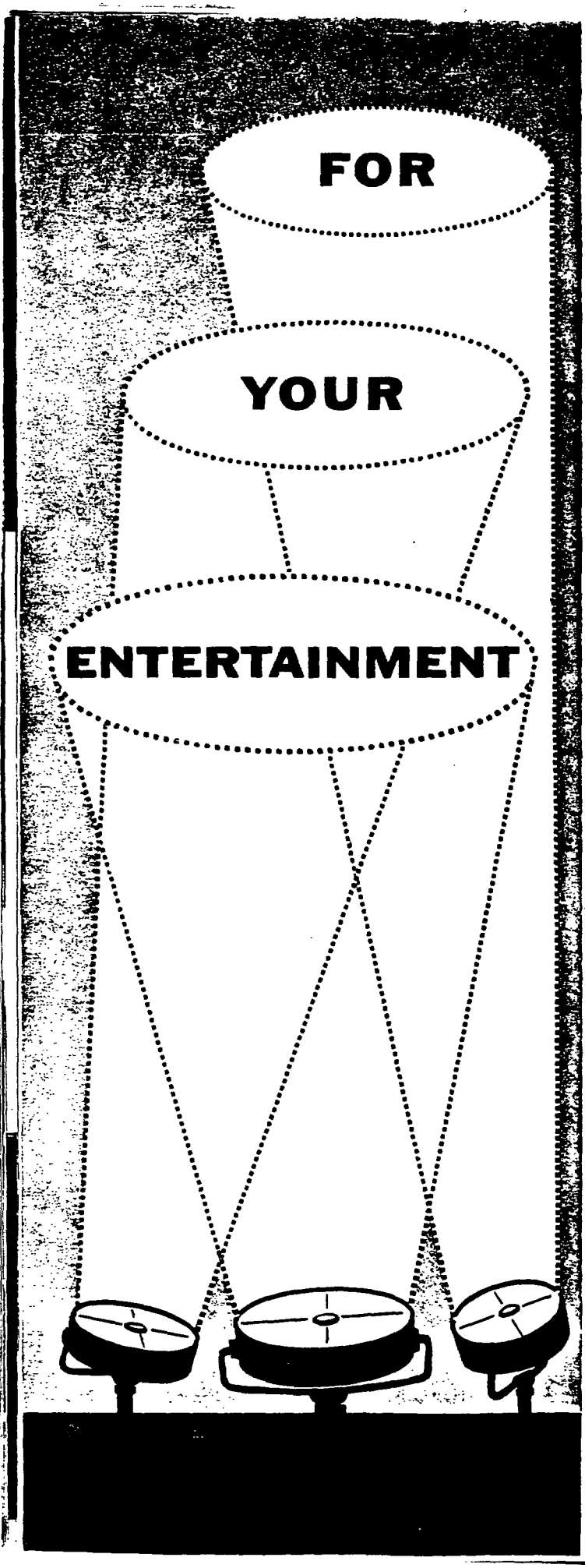


Harry Mack, marketing advisor, Dayton, watches as Dr. Karl Kitzmiller, assistant medical director, gets award from Dr. Robert Kehoe, medical director.



Carl Bartholomew, left, operations manager of Southern Region, Jake Belzer, manager of Houston district, and Russ Schell, manager of our Dallas district.

ETC 10940





BOOKS

If mystery fiction is your choice in reading, there's a big and satisfying serving of murder, larceny and other big-scale violations of the law in the eleventh annual edition of THE BEST DETECTIVE STORIES OF THE YEAR, culled from the magazines by David C. Cooke for Dutton. The stories include just about every approach to crime writing from the tough private eye to the psychological character study, and they're all far better than average cops-and-robbers fare.

Shirley Watkins has recreated a fine and flourishing atmosphere of the Biblical lands in the new Doubleday novel, THE PROPHET AND THE KING, a plausible fictional account of what may have gone on behind the scenes when the Israelites took arms to drive out the barbarous Philistines. Samuel is the prophet of the title and Saul is the king, and they head up a distinguished cast of ancients in the lively panorama.

HARVEST ON THE SHORE, written by Grace Carstens and recently published by Macmillan, is basically a love story, one of those two people affairs in which the twain have quite a difficult time getting together, though neither of them can quite put his finger on precisely what keeps them at arm's length. This time it all happens on Cape Cod amid a lot of sand, sky and water, and it comes off reasonably well.

Norah Lofts, an English novelist whose fame in this country rests largely on her bestselling *Bless This House*, has put together an eighteenth-century circus with all three rings engaged in her novel for the feminine trade, AFTERNOON OF AN AUTOCRAT, published here by Doubleday. There's a maharajah, a manor house, demon rites, romantic intrigue and a girl named Damask, which ought to give you an idea of things.

DEATH IN RETIREMENT, a Cock Robin Mystery from Macmillan, comes from the accomplished and bloody pen of Josephine Bell and concerns some foul deeds in an English cottage in which a neurotic female doctor has come to spend her last days after 40 years of prescribing in India. The poor old girl didn't know when she was well off, but her misfortune makes for a lot of shuddering in this tempestuous pot of tea.

The third edition of THE OXFORD COMPANION TO AMERICAN LITERATURE, is an important book for all avid readers, almost a library in itself. A comprehensive volume of information on American writing, it includes biographies of authors, summaries of novels, keys to style, listings of magazines and numerous facts and details on the literary horizon. At a mere glance, one can select a baker's dozen of novels he has always meant to read, and something about it makes him, at least, plan to get around to them soon.

Gentle is the word for Dutton's BEYOND THE GATES, a pleasant little novel of family life in Yorkshire by Dorothy Evelyn Smith. Three generations pass in quiet review, all good folk and healthy children who start life in the old homestead, forever hold it dear and haven't a shady deed or a mental quirk among them. Pivotal through it all is the kind of superb, lasting housekeeper that suburban housewives dream of.

ETC 10941

Herbert R. Mayes, the editor of *Good Housekeeping*, has put up a prize package of the best short stories from that magazine for Random House's EDITOR'S CHOICE, an anthology that is surprisingly diverse. So-called feminine fiction is practically excluded and most of the stories are powerful stuff, including a ghastly tale by Daphne Du Maurier and superior pieces by Budd Schulberg, William March, John P. Marquand and Somerset Maugham.

Thomas B. Dewey's THE BRAVE BAD GIRLS, an Inner Sanctum Mystery from Simon and Schuster, is a tough whodunit with a tough private eye and a bevy of equally tenacious females who manage to entangle him in several pecks of trouble, including homicide. With Chicago as a background, it moves about with all the mobility of Graziano and with just as much punch.

John O'Hara, who recently won the National Book Award for fiction and whose books are usually pleasing plump, has written an appealing new novelette for Randon House—A FAMILY AFFAIR. Actually, it's a long speech delivered at a testimonial dinner in a small Pennsylvania town—within it, though, is the story of a man and his era. It isn't an oil painting by any means, but it's quite a pleasant little watercolor.

Allan Seager, whose short stories are among the country's best brief fiction, has produced a fine, probing novel for Simon and Schuster. In HILDA MANNING he depicts with vitality and insight the adventures and misadventures of a handsome Midwestern farm woman married to an older man, a woman whose good looks have a way of causing trouble, despite her reserve.

OVER THE BRIDGE, which Dutton has just published in this country, is the autobiography of Richard Church and it was awarded the prize for an outstanding work of literature by *The Sunday Times* of London. It was not cited by accident, for it is a rich, interesting and informative book about the growing up of a boy in Edwardian England. Everything is there in detail; each sensation and each thought is a real experience, and truth is forever astonishing.

Within the past year, the French have contributed greatly to our reading pleasure, and the imports are sure to continue successfully with Henri Troyat's AMELIE IN LOVE, from Simon and Schuster. Concerned primarily with the growing up of a small-town girl, it's a kind of rural *Kitty Foyle*, what with the lass having to choose between a boy her own age and a more sophisticated senior from Paris.



MOVIES

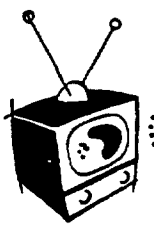
Quite a few years ago, movie audiences laughed merrily at *The Philadelphia Story*, which Metro-Goldwyn-Mayer has now set to an original Cole Porter score and lavishly decked out with Bing Crosby, Grace Kelly, Frank Sinatra, Celeste Holm and Louis Armstrong at the helm. This version of the fable about a poor little rich girl who couldn't make up her mind about men is called HIGH SOCIETY, and it's high fun. Everybody involved is in top form, and Miss Kelly sings admirably.

Though Hollywood has frequently misused enormous adjectives to describe its product, it has just cause to apply them to the Paramount production of WAR AND PEACE, a motion picture of such magnitude that it makes most films look like third-rate programs in the early days of television. Audrey Hepburn, Henry Fonda and Mel Ferrar star in the Tolstoy classic, which was filmed in Italy in Vistavision and Technicolor and which is sure to take its place among the monumental films of all time. Seldom have the cameras produced a more spectacular entertainment.

Rudolf Friml's popular operetta, THE VAGABOND KING, has been pulled out of cold storage by Paramount, and it has thawed into a handsome spectacle, all done up in Technicolor and as big as the law of Vistavision allows. Paris in the 15th century never looked more colorful, and five new songs have been added to make it more melodious. Most of them are pleasantly rendered by Kathryn Grayson and a European import, Oreste, who plays the dashing poet Francois Villon.

Based upon the successful stage play which Maxwell Anderson adapted from the successful novel of the late William March, Warner Bros. THE BAD SEED has Nancy Kelly and young Patty McCormack repeating their Broadway roles in the chilling shocker about a child murderess. Though you may not go along entirely with its premise, you'll still find it one of the best melodramas of the year, and you won't guess at its ending unless you've been tipped off in advance.

Joan Crawford, whose films are always liberally supplied with trouble, has her problems again in Columbia's AUTUMN LEAVES, a woman's picture that has the popular actress falling in love with a man quite a few years her junior. The young man is newcomer Cliff Robertson, and he has quite a few complications of his own. They see it through arm in arm while Nat "King" Cole sings the title song all around them.



TELEVISION

Warning to Wantons is the J. Arthur Rank film slated for viewing over THE HOUR GLASS on August 2, and it's a romantic drama with a stiff-upper-lip English cast. HOLLYWOOD SUMMER THEATRE replaces I REMEMBER MAMA for the season beginning August 3, with Joanne Dru starring in *Waiting Game*. On August 4, THE GAME OF THE WEEK takes us to Cleveland, where the Cleveland Indians will try to out-pitch and out-slug the Boston Red Sox.

YOU ASKED FOR IT, on August 12, will feature everything from escape artistry to square dancing on roller skates; everything, that is, except the political fireworks of the Democratic Convention in Chicago, which will be televised beginning August 13, and the Republican Convention in San Francisco, beginning August 20. A 90-minute spectacular for the children, THE RED GOOSE, will originate on August 25 from the St. Louis Zoo, where there are dancing elephants and acrobatic monkeys.

ETC 10942

MILESTONES

30 years



EARL BARTHOLOMEW
Research & Engineering, Detroit

25 years



RAYMOND R. FALLER
Industrial Relations, New York



J. GEORGE RICK
Sales, New York

20 years



LOUIS M. SLACK, JR.
Sales, Central Region

15 years



ANNA M. DAUL
Finance, New York



SIGURD O. RUE
Research & Engineering, Detroit

10 years

WILLIAM A. FANGERT
Research & Engineering, Detroit

STANTON P. NICKERSON
Public Relations, New York

KARL R. SCHMID
Engineering, Detroit

HERBERT J. SEWELL
Research & Engineering, Detroit

CECELIA F. THOMPSON
Research & Engineering, Detroit

5 years

BERTHA C. SNYDER
Research & Engineering, Detroit

CATHERINE STEVENS
Research & Engineering, Detroit

EDWARD L. VAILE
Research & Engineering, Detroit

ETC 10943

Ethyl Welcomes



Gwendolyn B. Eyland is a secretary in Export-Sales, New York office. She's married, has a son and a daughter and lives in New York City.



I-Ming Feng, an engineer at the Detroit Labs, was born in Shanghai, China. He took his B.S. degree in China and his Ph.D. in Michigan.



Normand C. Hebert, a chemist at Detroit Labs, is a graduate of St. Anselm College, N. H. He's a veteran, is married and has a daughter.



Oskar E. Klopfer, a chemist at the Detroit Labs, is a native of Germany, where he received his Ph.D. He is married and has seven children.



Danny L. LaPoint, a mail clerk at the Detroit Labs, was born in Canton, N. Y., and enjoys basketball, baseball, football and swimming.



Kay Ann Munson is a new stenographer at the Detroit Labs. She attended Michigan State University and her hobbies include sailing, tennis.



Louis D. Marker, Jr., a lab technician in Sales-Gasoline Testing, Kansas City, was born in St. Louis, Mo., and likes to fly and build boats.



Ann M. McNerney is with General Services, New York office, and lives in New York City. She was an honor student at college and likes music.



William E. Morrison has joined Finance in New York as an auditor. Bill graduated from Lehigh University and was an Army sergeant.



Louise P. Peterson, a secretary at the Detroit Labs, went to Michigan State University where she won medals for swimming. She's married.



Marcella M. Sizen, is with Chemical Research, Detroit Labs. A native of Detroit, Marcella is a graduate of University of Detroit.

SUCCESSFUL SUGGESTERS

Suggestion awards were made to the following employees in Detroit, the Gasoline Testing Laboratories, New York and the Sales department and Regional offices:

DETROIT: FRANK FOREST, $15.00 (Bin for collecting waste paper under shredder. Will provide better and safer installation of paper shredding machine); CHARLES E. GRAHAM, $10.00 (Reverse the opening of the door at B-1 to the B mezzanine. Will facilitate movement of long stock on this stairway) and $10.00 (Stock aggertaler drill extractors in B-1 stockroom. New, improved tool will increase efficiency); CLARA E. MARA, $10.00 (Mail cards to suppliers requesting cash terms. Will assure this advantage and reduce paper work); WESLEY J. MCLEAN, $15.00 (Eliminate 1" step at top of ramp at entrance to "I" building to provide easier movement of hand trucks at this point); LOUIS J. OLSEN, $30.00 (Use metal inventory tags instead of present decals); CLYDE SHEPPARD and HAROLD F. HILTZ, $10.00 (Protect pit under C-wing exhaust stack. A light switch outside the door will improve safety in this area); WILLIAM A. TREWHELLA and DURELLE L. GUTHRIE, $20.00 (Emergency lighting system. Battery powered lights will be actuated upon failure of regular current. To be applied to tunnels only); A. J. TUOHY, $15.00 (Exhaust fan in F building men's room) and $10.00 (Mark room numbers on air inlets in DAN wing plenum chambers. Will simplify identity of room services); MERL V. WATSCHKE, $15.00 (Improve floodlighting of front of building. Present floodlights will be replaced with modern clusters that are more effective and more easily serviced).

GASOLINE TESTING LABORATORIES: JOHN T. JONES, Kansas City, $15.00 (Gas testing CFR engine reports be hand printed in duplicate by technician performing overhaul with carbon copy to be forwarded to Yonkers Central and original to be retained for laboratory record purposes); E. N. GARNSEY, Yonkers, $30.00 (Device for reducing the occasional bubbling in the fuel line of the knock testing engines); A. V. MORSCHAUSER, Yonkers, $10.00 (Title of *Monthly Report of Gasoline Sales* include words *in U.S.*); DEAN A. PAINTER, San Bernardino, $10.00 (Drawing of a CFR carburetor bench support be included in the *CFR Engine Knock Testing* looseleaf book).

NEW YORK: R. C. BURNS, $25.00 (Revise recording of tax return filing and payments); LILLIAN CAMPBELL, $25.00 (Carbonless paper for sales order forms); ANDREW G. SCHMITT, $25.00 (Chemically treated paper for company forms to eliminate carbons).

SALES DEPARTMENT AND REGIONAL OFFICES: FRANCINE H. FOUNTAIN, $15.00 (Revision of Adoption Notification Form, which includes Adoption Notification Follow-up Form); H. B. GREENUP, $10.00 (Improve communications between the BULLETIN BOARD and its correspondents); W. Y. HANCOCK, $10.00 (Motivated a covering letter explaining Ethyl's place in the TEL market for a brochure which will be sent to refinery construction companies); GEORGE F. O'CONNELL, $10.00 (Examples used before Fire Power Show showing results of fire or explosion in a terminal, bulk plant or refinery); JOHN M. ROLLINS, $10.00 (Motivate advising the Regional Operations Managers that our men use their name badges even for small gatherings in addition to large conventions); R. G. SCOTT, $40.00 (Two-minute focusing strip on our new films); R. L. SMITH, $20.00 (Special label to be attached to pictures presented to customer executives stating, "Compliments of Ethyl Corporation").

BIRTHS

Central Region

DICK and NANCY HUSTA—a son, Peter Andrew, born on March 12. Dick is an account representative in the Central region.

Detroit

JIM and MARGARET BURNS—a son, William Gerard, born on May 18. Pop is a chemist at the Labs.

ROY and NANCY DELANEY—a son, John Patrick, born on May 30. His brother Michael is almost two. Roy is a technician in the Analytical section.

PAUL and ELIZABETH ELSEY, a daughter, Rebecca Jean, born on June 21. Paul is a chemist in Research and Engineering.

JOHN and PEGGY LANE—a daughter, Anne Elizabeth, born on April 15. John is staff assistant in the Information Services group at the Labs.

ARTHUR and MARI LYNN ZEITZ—a son, Arthur H., III., born on June 12. Dad is in Technical Services and Mom formerly worked for the late C. D. Hawley.

Southern Region

HANK and PATSY GODBEY—a daughter, Sharon Elizabeth, born on May 21. Hank is a fleet engineer headquartered in New Orleans.

Western Region

CAL and JAN DUNBAR—a daughter, Elizabeth Dustin, born on June 16. The proud parents have nicknamed her "Dusty." Cal is a field rep in the Western Region.

New York

BILL and CLEO ALEXANDER—a son, Bryan William, born on July 1. Pop is a safety engineer headquartered in New York.

PEOPLE IN THE NEWS

HENRY K. BALL has been appointed manager of Products Service and Safety for the Company with headquarters in New York. He succeeds the late Levan R. Fleck, who died in May.

JOHN M. ROLLINS has been named to Mr. Ball's former position as chief safety engineer of the Southern region, whose headquarters are in Tulsa.

The appointment of JOHN L. MCCARTNEY as Purchasing and Traffic Agent for Ethyl Corporation of Canada Limited was recently announced by ALAN C. TULLY, president.

John will headquarter at the Company's manufacturing plant which is now under construction near Sarnia. He was previously associated with the Sarnia Bridge Company Limited in the capacity of General Purchasing Agent. He holds the office of president of the Sarnia District Purchasing Agents Association and is a director of the Canadian Association of Purchasing Agents.

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NORMAN J. LINSTROMBERG has been named district manager of the Dayton office. He succeeds ROBERT R. MEAD, who is on special assignment at the Company's Central Region headquarters in Chicago.

WALDEMAR J. DISTLER was recently appointed manager of Sales Administration for Ethyl.

Wally has been associated with the Company for 21 years and has held various sales positions.

WEDDINGS

Detroit

JOANNE JANUSCH and WILLIAM PAUL NELSON were married on June 9 in St. Mary's of Redford, Ferndale. Joanne is a secretary in Product Development at the Labs.

ELIZABETH ROBINSON and RICHARD P. RENIUS were married on June 2 in the Mayflower Congregational Church, Detroit. After their wedding trip through Northern Michigan, the couple will reside in Ferndale. Elizabeth is a clerk in the Central Files section at the Labs.

New York

ELIZABETH BARNES was married on June 16 to MICHAEL SANICOLA in St. Rose of Lima Church, New York City.

A surprise luncheon was given in Betty's honor by 25 of her co-workers. She was presented with an electric fryer, stemware and an electric serve-it. Betty is in the New York Finance department.

NEWS BRIEFS

A re-grouping of several of the operating functions of the Company was recently announced.

Under the realignment, the Purchasing and Traffic division has been made a part of a new Purchasing and Traffic department, which now operates under the direction of Joseph A. Costello, vice president.

All manufacturing operations at both the Baton Rouge and Houston plants will continue to be directed by John H. Schaefer, vice president in charge of Manufacturing. Since 1948 Ethyl's manufacturing facilities have been continually expanded, and the Manufacturing department has grown to a force of nearly 5,000 people. The new organizational alignment will give the Manufacturing department greater flexibility in meeting the steadily increasing requirements for "Ethyl" antiknock compounds.

Eagle Barracks, Veterans of World War I, have adopted the Ethyl Road Bird, the Balding Eagle, as their club mascot. The Balding Eagle is to be used on the club's stationery, newsletter and other material. The artwork which was presented by the Advertising department to Eagle Barracks, located in Jefferson City, Missouri, has been framed and hung in the club's headquarters.

EXTRACURRICULAR

ADELINE FURST, San Bernardino, is now recording secretary of the Secretarian Chapter of the National Secretaries Association.

GENNY JOHNSON, daughter of ART JOHNSON field representative in Kansas City, took third place in the diving competition held recently at the Homewood Country Club in Kansas City.

JACK MORTON at Salt Lake City has been very active with Utah Oil Company in presenting Motor Maintenance Clinics to 4-H Club groups.

FRED SCHROETER, safety engineer, Detroit, is the new president of the Ferndale Exchange Club.

ROSS STEVENSON, project engineer at the Detroit Labs, was recently named secretary of the American Institute of Chemical Engineers, Detroit section.

STEVE HENRY, director of Community Relations, Baton Rouge, has been named a member of the National Defense Committee of the Chamber of Commerce of the United States.

MARY LEVERING, secretary in the Philadephia District office, has been appointed Hospitality Chairman of the William Penn Desk and Derrick Club.

ON THE ROSTRUM

"A Case Study of the Shortage of Scientists and Engineers in the Chemical Industry," was the paper presented recently by GEORGE BESTE at the Second Meeting of the National Committee for the Development of Scientists and Engineers. George is in Chemical Research and Development at the Baton Rouge plant.

GEORGE ECKE recently participated in a seminar on alkylation reactions held at the University of Notre Dame. George is assistant research supervisor in Chemical Research at the Detroit Laboratories.

MARVIN RUSSELL, field representative headquartered in Los Angeles, recently made an excellent presentation on flame propagation to the student body of Northrop Aeronautical Institute. Ethyl Demo equipment backed up by our films was used to convey our specialized knowledge in this field.

Marv also prepared and presented a Fuels and Engine Program to the automotive students from one of Los Angeles' largest trade schools.

At the annual convention of the Michigan Society of Professional Engineers, TED CARRON, Director of Employee Training and Development, Detroit, gave a talk on "How the Engineer in Industry Can Foster His Own Professional Development."

ED ELLERBE, chief automotive engineer in the Los Angeles office, was a key speaker at the University of California Motor Vehicle Maintenance sessions held in Los Angeles.

At the Society of Automotive Engineers meeting held recently in Atlantic City, HOWARD HESSELBERG discussed three papers on Laboratory and Road Antiknock Quality Ratings by Texas, Esso and Standard Oil of Indiana. Howard is headquartered at the Detroit Labs.

E. C. PAIGE also of the Labs gave another paper at the SAE meeting titled "International Harvester's Approach to the V-8 Engine Program."

ETC 10946



During the filming of the movie *Picnic* in Hutchinson, Kansas, 11-year-old Patti Kay Welch made friends with lovely Kim Novac, star of the film. Patti, daughter of Charles Welch of the Kansas City District Office, also went horseback riding with actor Cliff Robertson and is now corresponding with both of the Hollywood stars.

PEOPLE and PLACES



JUNIOR QUEEN

Pretty Sandy Carson, 12-year-old daughter of Ed Carson, Fuel Technology, Detroit Laboratories, was selected as 1956 Junior Roller Skating Queen recently. Sandy, who has been practicing her figure-8's for years, will now compete for the state championship. Expert instruction, native ability and perseverance are credited with the youngster's skating success.

ETHYL SPONSORS FELLOWSHIPS

Theodore Griffin, left, and Leo Fuqua are two high school science teachers receiving Ethyl-sponsored fellowships this summer. The fellowships have been provided for these selected teachers to attend a special course at Louisiana State University. It is expected that the program will lead to increased interest in the sciences by high school students.

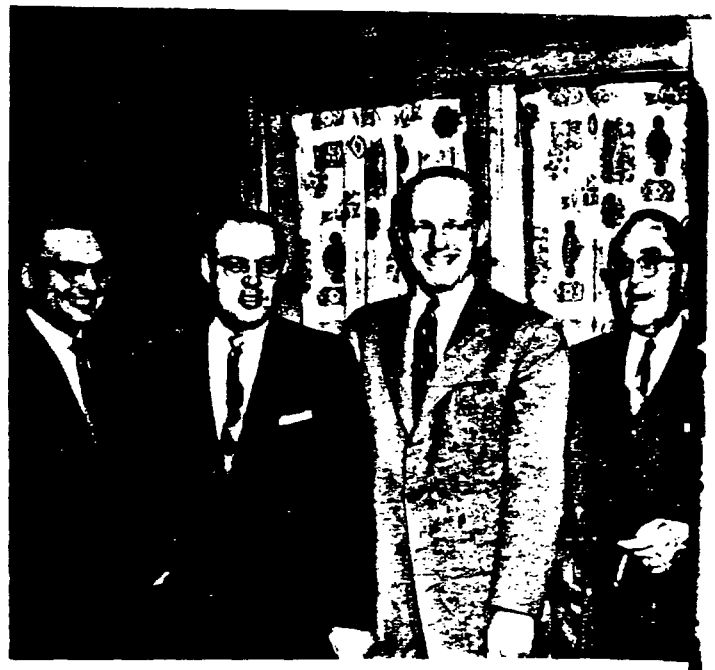


ETC 10948



ETHYL ASSISTS ECONOMY RUN

Marvin Russel of the Los Angeles District Office and Frank Elliott, former Chief Automotive Engineer for the Western Region and now retired, served on the technical committee for the annual Mobilgas Economy Run. The technical committee rules on mechanical conditions and determines penalties. Marvin and Frank rode with Frank Verbeck racer.



JOINT MEETING

Ethyl's Joe Hopkins attended a recent joint meeting of the O.I.I.C.-Joliet Oil Men's Club. Joe is vice chairman of Press-Radio-TV for the Oil Industry Information Committee. Shown left to right are Howard Hoelter, O.I.I.C. representative; Walter Mertz, Joliet-Kankakee O.I.I.C. area chairman; Joe; and R. N. Mullin, chairman of the Illinois O.I.I.C.

JONES ADDRESSES CLUB

B. R. "Casey" Jones of the Detroit Labs spoke on "Current and Future Trends in the Automotive Industry" at one of the largest assemblies to date of the Houston Plant Management Club. Shown here, left to right, are J. C. Klock, acting assistant plant manager; Casey; J. F. Elliott, Club vice president; and Jack Koonce, program chairman.



DESK AND DERRICKERS VISIT PLANT

Wearing helmets for "protection", members of the Texas City Desk and Derrick Club recently toured the Houston plant and, according to a letter written by the club president, were impressed with the various facilities at the Ethyl installation. Acting as guides for the group were D. F. Agnew, left below, Ken Jost and Ray Hodgkinson, right.



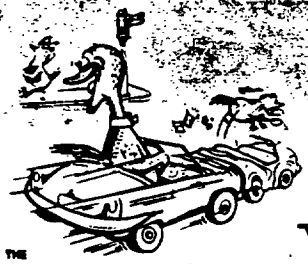


Harry Dittmar of Automotive Products-Development, Detroit Labs, regards a "robot" that several fellow workers made and put at his desk to do his monthly progress report for him. The MPR robot was not the work of a Frankenstein, but of Carl Wolf, Marge Baylerian and Lee Furrow.

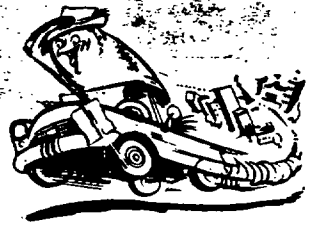
ETC 10950



THE Wild Flicker



THE Wide-Eyed Gander



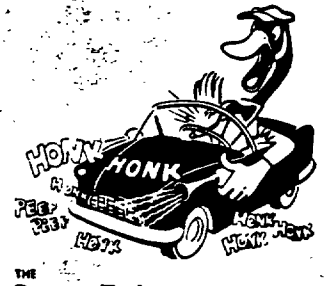
THE City Swift

WORTH TELING

Since the spring of 1956, these and other "Road Birds" from the Ethyl aviary have been appearing in leading national publications. More than 250 million magazines will carry the Ethyl ads this year. Commended by a number of civic organizations, the series has won several awards. Two of the "Road Birds"—the Wild Flicker and the Uncooth Coot—have also been used by the Keep America Beautiful organization in their cleanup program. Readership studies show that the series is one of today's outstanding national advertising campaigns.



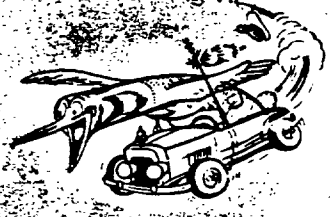
THE One-Winged Lovebird



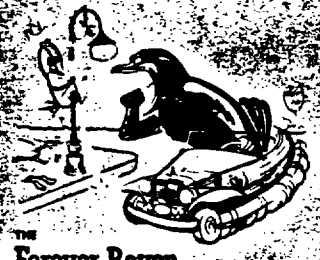
THE Raucous Honker



THE Screeching Tern



THE Low-Flying Loon



THE Forever Raven

ETHYL bulletin board

SEPTEMBER 1956



ETC 10952

ETHYL

bulletin board

Published monthly for the people
of Ethyl Corporation and Ethyl
Corporation of Canada Limited

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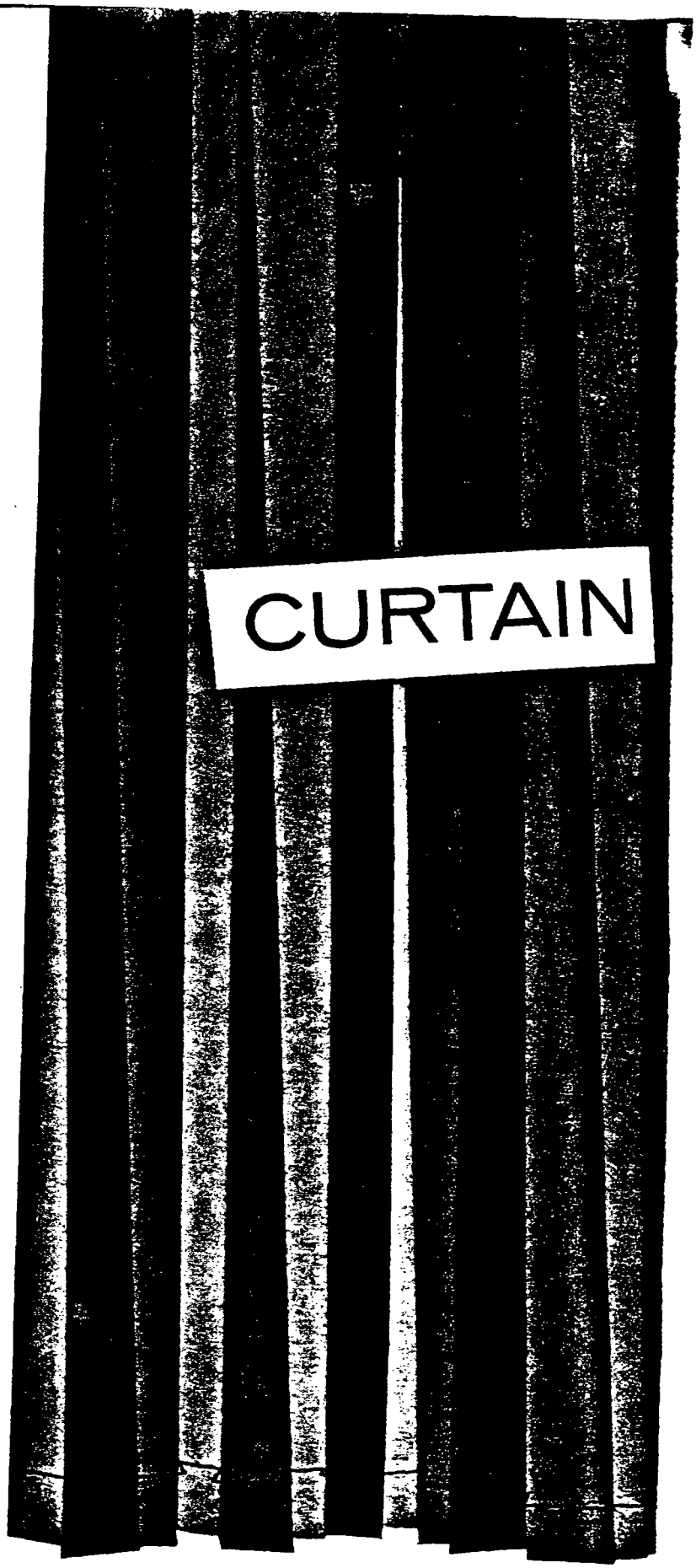
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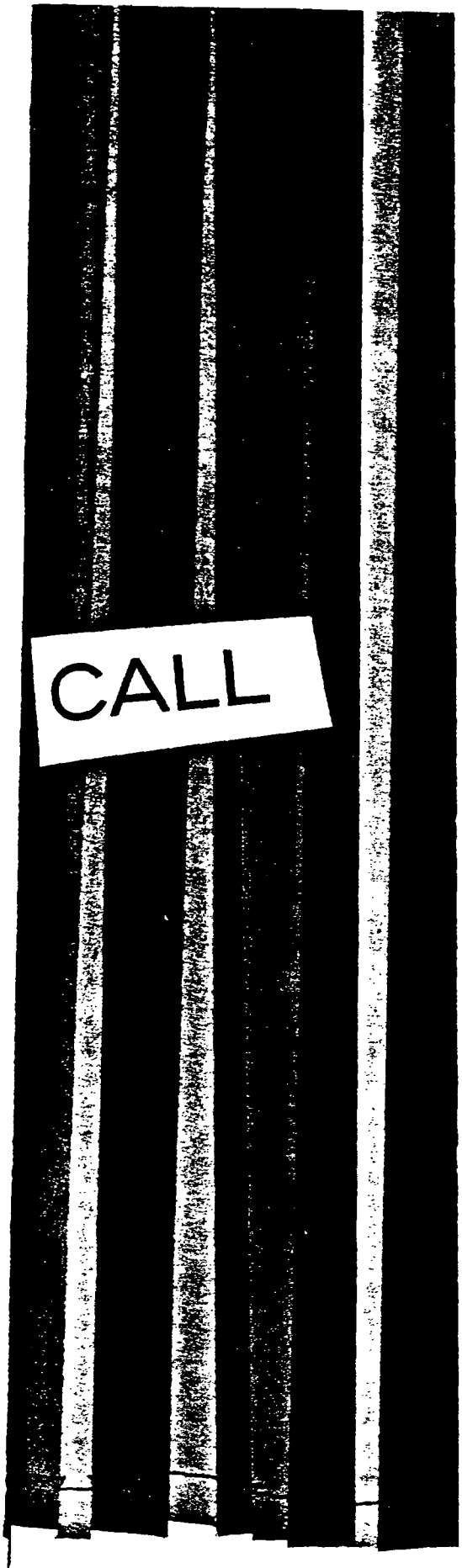
ON OUR COVER: With the summer heat way up on the thermometer in Baton Rouge, Ethyl employees and their families cool off in the new ERA pool. In the foreground, J. E. Kelly gives his young daughter a swimming lesson. The story of the new ERA center is on page 6.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, Chairman of the Board; B. Bynum Turner, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.



ETC 10953



Behind this curtain waits a precious right—the right to vote, to select of your own free will the men and women you wish to represent you in our government. Like most worthwhile things in life, it didn't come easy. It took a lot of fight, long before our time. But because a new nation of men desired above all else to be free and to govern themselves, it has been handed down to us on a silver platter. We accept it as a mere part of things, something that is simply there, like the sun in the morning and the familiar streets we walk. We seldom think how rare it is because it is such an integral part of our government that we cannot imagine ourselves without it. What we have is ours, and it is only natural that we should not want to think of it endangered.

When it has been threatened, we have seen it for its true worth and mustered up all the power at our command to defend it. In those times, we shined up the platter and held it high for the world to see.

We should do the same without the threat.

Though most of us have been taught never to look a gift horse in the mouth, there are people who shun the vote on pretenses as flimsy as a house of straw. They don't like the color of a candidate's hair or they have put stock in a libelous rumor. They are looking for perfection, and there is no such thing. There is only the best—and we've got it.

The important thing is to learn which is the best, to vote informed and not because a movie star on television tells you to or because your friends see things differently. Only in that way do the people speak and can democracy continue to be the outstanding form of government. Each of us in our own vote is as important to the outcome of the elections as a beam in a large building. Without it, the building may continue to stand but the structure is definitely weakened.

In this year's presidential election, we want to surpass the all-time voting record of 1952, when 62 million voters, or 63 percent of the adult population, went to the polls. That still leaves 37 percent who have shied away from a voice in government. Though we strongly feel that we are one of the mainstays of the free world, other free countries around the globe have surpassed us in exercising the franchise to vote. Recent elections in Sweden, Italy, England and Belgium indicate votes ranging from 80 to 95 percent.

Our curtain is made of cloth, spun and woven by the people. There is no metal in it, no barrier of iron. It hides no skeletons behind its folds. Instead, it houses freedom.

BUBBLES, BOTTLES



George Kosty comes from a glass-blowing family—his father, his five brothers and himself worked at the craft in Corning, N. Y.

There's one employee at the Detroit Labs who can sing "I'm forever blowing bubbles" without having his boss tell him to stop daydreaming and get back to work. That's George Kosty, the Labs' glass blower, who blows larger bubbles than any child can manage to stretch from a wad of bubble gum.

For most of us, glass must seem a strange, confusing, almost magical substance with which to work. Sometimes you can scarcely see it, yet of course it is very much there. It is extremely brittle when formed and yet most volatile and flexible when melted. Composed of such common ingredients as sand, potash and lime, it is nevertheless as clear and sparkling as a sunlit mountain stream.

To George Kosty, though, glass is no mystery. After working with it for 25 years, he regards it in the same light that a bricklayer regards his bricks or a mason the cement he pours into a foundation he is laying. It is simply a dumb material of great potential, one which he has thoroughly come to know and has mastered to the extent that he can make it perform and accomplish anything that it is essentially capable of.

And this is just what George does at the Labs. Taking due pride in his artisan's skill and ability, he creates only the glassware that cannot be procured for lab use from standard products. What would seem a giant challenge to a beginner is only a day's interesting absorption for George.

ETC 10955

Joe Paruch, left, and Bill McCracken, chemical operators, put to use apparatus fashioned by George in his modern glass workshop.



George had an exhibit of his glassware at the well-known Greenfield Village museum and sometimes makes ornate objects for friends.



and BEAKERS

Supplying Labs with glassware is an art as well as a craft

Here's what happens: A chemist brings to the workshop a blueprint of glassware that he needs for his lab experiments and George and he go over it together, making sure that what the chemist has asked for is practicable and is really what he wants and needs. Next George will assemble whatever standard pieces can be used for the apparatus and then begin shaping new pieces and joining and sealing the parts together. A full day's work with the Corning torch, the glass-blowing lath and the glass-cutting machine usually suffices for even the most complex apparatus.

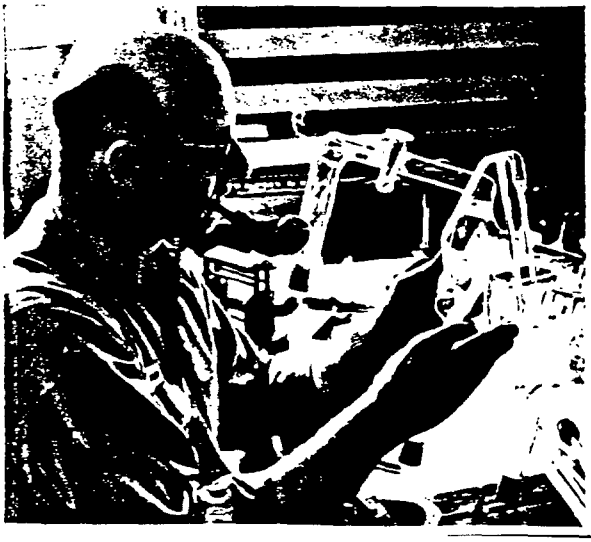
A child will blow his bubble gum until it bursts. He hasn't the faintest notion how big the bubble will become or when it will burst. The difference between the child blowing his gum and George blowing his glass is the difference between a playful amateur and a responsible professional. George always knows both the scope and the limits of his craft. He has been at it so long now that he is not only a thorough master of his materials, but he also has gone a long way toward overcoming the waste of time and duplicated effort. Errors of miscalculation are rare. If the blueprint calls for a column or flask of such-and-such a size, that specific size is created exactly, flawlessly and swiftly. Safety? In a quarter century of working with fire and glass, George has suffered only minor cuts . . . probably less than the average housewife or amateur carpenter.

It is the kind of professional competence that we admire and respect wherever we see it. It's akin to Ben Hogan's genius on the golf links or Helen Hayes' on the stage. The glass blowing looks easy only because many years of patient training, practice and experimenting have perfected the techniques.

Craftsmanship is the key to understanding George's special ability. In spirit he perhaps is derived from the fine artisans of the Middle Ages whose guilds were great schools of learning and perfecting crafts. In reality he comes from an environment where glass blowing is not just an occupation but actually a way of life. Born in Corning, N. Y., George, his father, his five brothers and nearly every other able-bodied man in town worked in the local glass works. There his apprenticeship was hard but rewarding—learning on the job.

George is happy with Ethyl. When he left the East and came to Detroit with his wife Geraldine and their two sons, Tom, seventeen, and Mark, six, he at first did some outside work for Ethyl and then joined the Labs as its glass blower. Four years there haven't dampened his enthusiasm for creating special glassware on order rather than turning out standard items by the hour, and he is gratified to know that his work is one of the significant contributions to the success of the many research ventures as he blows bubbles for bottles and beakers and complex tubing.

Some interesting glass designs result as George bends and seals tubes together while following specifications from a blueprint.



It looks as if Donna Fillmore, left, of Personnel, and Mary Ann Pope of Chemical Research are crystal gazing as they admire glass.



A New Era for ERA



Mossy oaks shade the picnic area of ERA's new 73-acre recreation center.

In a sense this summer really began in Baton Rouge back in February of 1955, when a new era began for the Ethyl Recreation Association. At that time ERA members agreed to increase their monthly dues from 50 to 75 cents (an amount matched equally by the Company) to pay for a new recreation center that would be one of the best of its kind in the country. Barely had the era begun when the association purchased a 73-acre tract of land for $80,000 and plans were drawn up for a center that would include a 100-foot swimming pool, a picnic area with tables and barbecue pits, a golf range and putting green, tennis courts, casting pond, softball diamond and a large recreation building.

Though the new center is not yet complete, its big pool was finished in time for ERA members to enjoy it this summer, and Ethyl employees and their families have flocked to the cool water enthusiastically. Others have sought the shade of the nearby oak grove, where many of the picnic tables and barbecue pits have been completed.







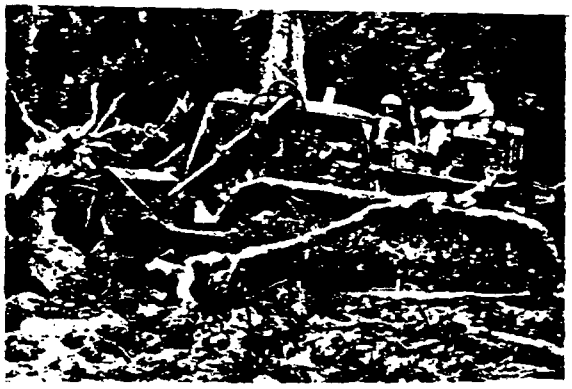


In the panel of photographs at right, a number of steps involved in the building of the new ERA center are depicted. In the top picture, Harry Triche sketches the shelter house, which he designed for the group. In the second photograph, ERA members meet with property owner and realtor to sign the bill of sale. The third picture shows members of the permanent facilities committee inspecting the grounds and planning center after signing of the bill of sale. Fourth picture is of shelter house during construction period.

ETC 10957

Good businessmen, ERA financed its pool with a loan from a local bank and plans to pay off in monthly installments over a period of approximately three years. The rest was largely up to members, who mustered up a lot of muscle and skill to clear the land, design the areas, construct the buildings and whip into shape the pleasure ground. Volunteers hove to—engineers, pipefitters, plumbers, laggers and cement finishers, riggers, iron-workers, welders, carpenters, electricians and practically anyone who could help fell a tree or dig a sizeable hole. On many a Saturday and Sunday, mowing machines and tractors beat away at the tangled brush and bulldozers butted their tough heads against some pretty stubborn oaks. Trucks whirred into gear and saws hummed steadily. Man and machine, working together, saved ERA thousands of dollars.

Hardly an Ethyl family would not agree that the effort has paid off handsomely. What's more, it promises even more for future summers when ERA's nearly 3100 members will have the use of increased facilities for fun in the sun. Pleasure was the goal, but teamwork is what did it.







In the panel of photographs at right, ERA members are shown at work and play. In the first photograph, a volunteer helps to clear the area where swimming pool now beckons. Just below, two more volunteers make mincemeat of a big oak. In the third picture, swimmers check in at the bathhouse, while in the fourth, a mother and her young son express their approval at new ERA facilities.





Ever since the new swimming pool opened, ERA members have spent a great many hours of their free time in the water.

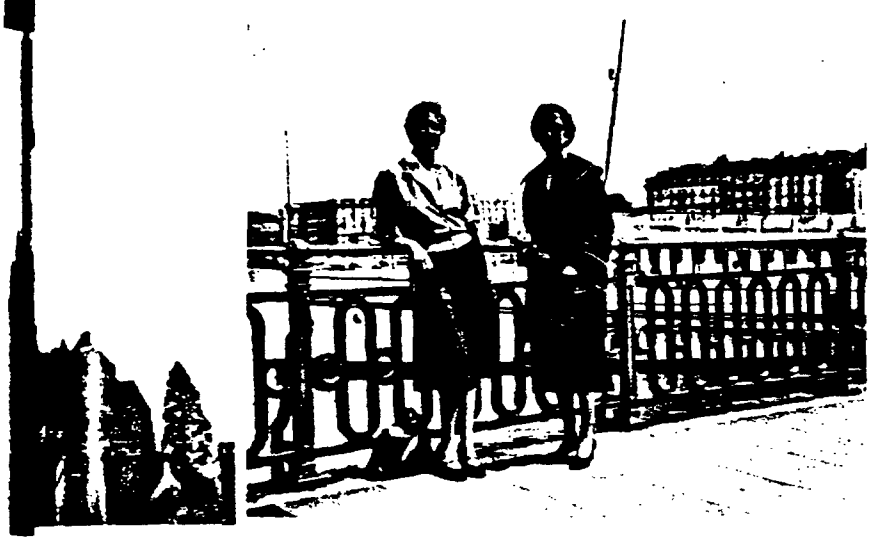
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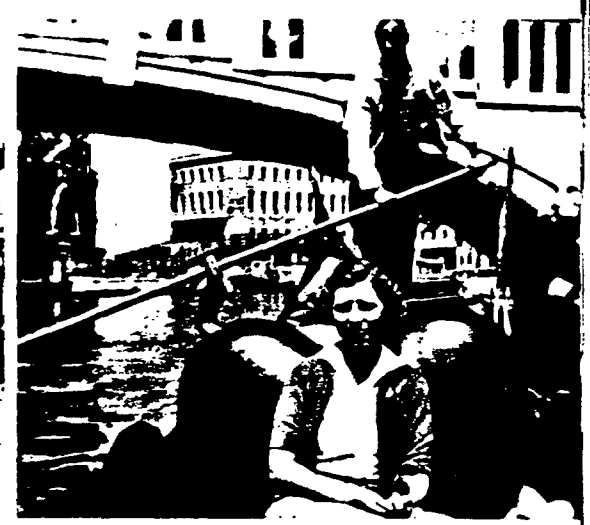
EUROPE '56



ETC 10959

A camera is almost as essential to the tourist in Europe as his toothbrush, and the snapshots he proudly shows to his friends are sure to lure many of them to make the journey soon. The three pictures below, from left to right, came from European vacationers Bill Perdue, Anne Daul and Mary Gartland, all of New York. The first is of famous Saint Michel; the second shows Anne in Geneva; the third finds Mary in Venice.





By now Europe is probably pretty much accustomed to the annual spring and summer invasion of visiting Americans, but we Americans still aren't indifferent to Europe. We keep on descending upon that continent in great numbers and keep on gazing up at Gothic cathedrals, walking down crooked Parisian streets and trying out our high school Spanish on the natives of Madrid.

However, unlike Americans of the past, most of us today don't voyage or fly to Europe to commune with the scenes of our own origins. We're more purely sight-seers now and less seekers after the English hamlet from where great-great grandfather came, or the Swiss chalet where a fourth cousin lives. Our past has become deeply rooted in American soil and we no longer really expect to find one of our ancestors haunting a Norman castle.

As usual, a number of Ethyl people made the Atlantic crossing, some of them wide-eyed and excited on their first trip and others looking forward to extending their itineraries beyond the range of previous visits. Today, actually, the Atlantic crossing has the same tourist attraction from either continent. While Anne Daul, secretary to Bill Perdue, vice president and treasurer, gazed in awe at St. Peter's in Rome, Italian vacationers were gazing with equal wonder at the United Nations building in New York City. While Ernie Lange of Finance was appraising the gigantic web of old London, a Londoner was likely shaking his head over the sudden growth of Los Angeles.

Ernie Lange of New York Finance took the picture from which our background was made while in London.

If Mary Gartland of Finance was impressed with the watery beauty of Venice, then a Venetian would be as much impressed with the watery beauty of Miami Beach. And if Bill Perdue enjoyed the lakes of the Scottish Highlands, the Highlanders in turn would find enjoyment in viewing similar lakes in any of our northern states.

Ethyl travelers noted the strong sense of tradition in Europe—social, educational, architectural and other traditions. They felt it was in marked contrast to their own country, where precedent is always set aside when a more effective means of accomplishing something is found. Ernie Lange, for instance, was surprised how little Paris had changed since he was there during the war. He said the Parisians were living and eating better, and there was more traffic on the boulevards, but the city's appearance hadn't changed at all.

Ethyl people traveling in Europe said they had a wonderful time and would like to return soon and stay longer. Anne Daul, seeing Paris for the first time, was enchanted despite four days of steady rain. The Grand Tour has been, is, and will doubtless remain an enchantment for us.

But it's a thrill for vacationers alone. It seems safe to say that 99 and 44/100 per cent of Amercians would choose the good life we have created for ourselves in the New World over the ancestral life in the Old World. And above all, the tourist is sometimes grimly reminded by sections of Europe that prosperity and plenty are at their peak in our land.

ETC 10960

AUTHOR, AUTHOR!

Tommy Thompson, male nurse at the Baton Rouge plant, is also a successful author, a prolific writer who has sold 23 of his novels to publishers and who manages to produce 10 manuscripts a year



Tommy, who has been writing fiction since he was nine years old, spends a great deal of leisure time working at the typewriter.

Writing fiction, either for a pastime or for a living, is something many people aspire to do but which few ever manage to get around to. Even when they think they have the plot for a bestseller nestled in their minds and have tested it verbally on encouraging friends, they rarely sit down to write a single word of their proposed epic. What happens to budding authors? Well, among other things, they soon discover that what's in the head is not so easy to put on paper as it may seem and that applying the seat of the pants to the seat of the chair requires far more discipline than most people are able to demand of themselves.

Tommy Thompson, male nurse in Baton Rouge Medical, has been through it all, from growing pains to achievement, and, despite the fact that he often felt like throwing in the towel, he has stuck with it because, as he explains, "It was just something I had to do." Though he has not as yet come up with a bestselling novel, the possibility is not at all remote, for Tommy has written a lot of novels and many of them have been published.

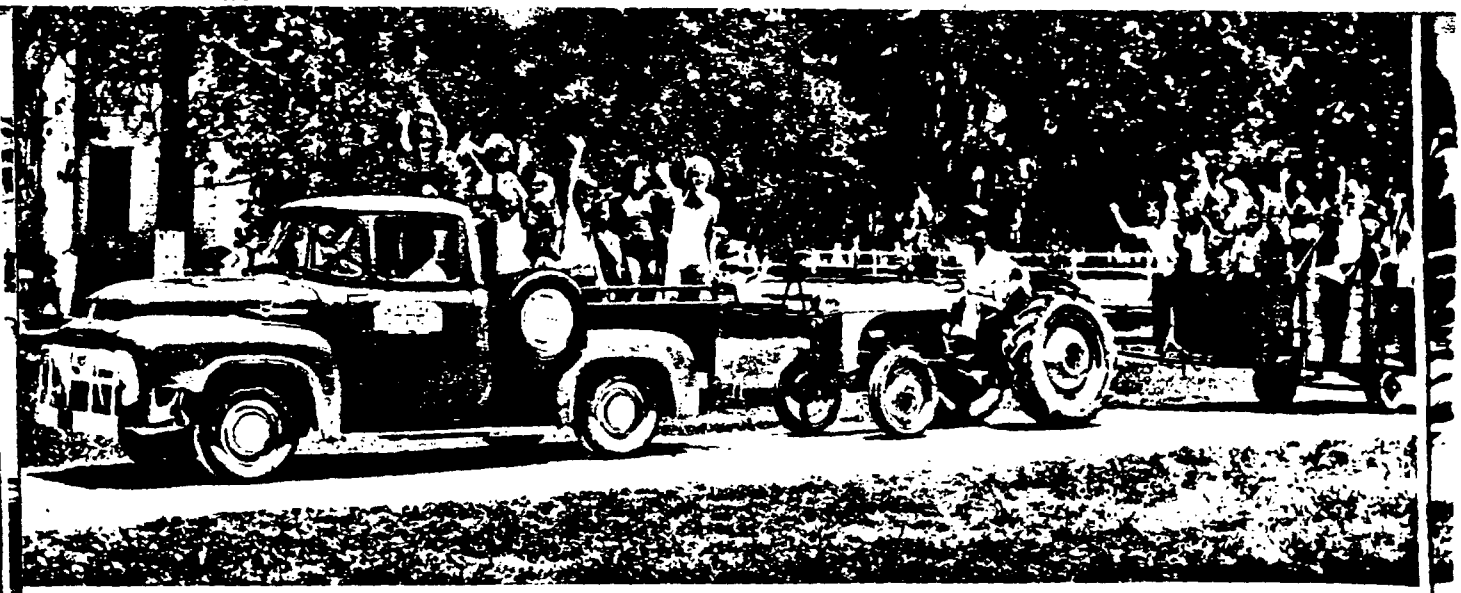
It all started, according to Tommy, when he was a child of nine or so, a youngster with a vivid imagination. From that time on, writing was both a hobby and a goal. In 1945, he began to take it seriously, hoping that he would some day sell what he wrote but resigned to the hazards of writing as a profession. By 1950, he had sold his first novel, but only after he had written a hundred or more short stories and seven other novels. Since then, though he still doesn't think writing is the way to make a living, he has sold 22 other novels.

A rapid writer and a stern disciplinarian about his time at the typewriter, Tommy has turned out 10 novels a year for the past six years—an average that most professional writers would envy him. His latest published novel, which appeared as a "Giant paperback" in bookstores and bookstands, is a Western called *Gunman's Spawn*, an action story that took plenty of action on Tommy's part and kept him busy at the keys during his leisure hours. Since its appearance last year, he has written four more Westerns and one historical, all of which are awaiting their fate in the offices of New York publishers.

Tommy's novels have been greatly varied, ranging from tales about Africa, the Far East and the South Seas to others about the American West and the ancient Mayan civilization. Reared on a Louisiana plantation, he's now thinking out the story-line for a novel about Mississippi River pirates who pounced upon fur traders from the Ohio Basin. Like Alfred Hitchcock, who always manages to appear briefly in the films he directs, Tommy usually tries to get something about the medical profession in his books.



Though writing takes up much of his time, Tommy is a man of numerous interests. From top to bottom in the panel of pictures at the right, he occupies himself with his work in the plant Medical department, cleaning his rifle for hunting and selecting a favorite recording from large collection.



The girls got a big kick out of several rides around the 50-acre ERAH Park during their camp period, August 1-3. A total of 127 daughters of Houston plant employees participated in the Summer Camp, storing up plenty of sunshine and fresh air in preparation for their return to school.

THE OLD CAMP GROUND

If there's one thing more thrilling for children than just plain old wonderful summer itself, then it's probably attending a summer camp. It's like school turned inside out—from organized winter lessons to organized summer fun.

Thus over 260 sons and daughters of employees at the Houston plant had the time of their young lives this summer attending the first full-time Summer Camp sponsored by ERAH (Ethyl Recreation Association, Houston).

A frolicsome holiday spirit prevailed as the boys swarmed over the ERAH Park for three days in late July, followed by the girls during a like period early in August. And there was plenty of space in which to swarm and plenty of exciting activities in progress

Swimming was the keynote of both summer camps. Basic swimming instructions were provided at pool by summer camp director, Jim Spruill.



Pitching horseshoes was but a single activity for the small fry at the camps. Others included soccer, rope climbing, racing, swimming.



ETC 10963



The wading pool at the ERAH Park was the focal point of many pleasant hours for the girls. This 30-foot diameter pool was constructed last year by volunteer ERAH members, and it has paid many dividends since. Aside from the fun it affords, it is of course safe water for youngsters.

throughout the 50-acre park. None of the youngsters could complain of insomnia. When the long active day was over, the last campfire extinguished and the goose-flesh induced by ghost stories had reverted to normal skin, the children slept like the proverbial log.

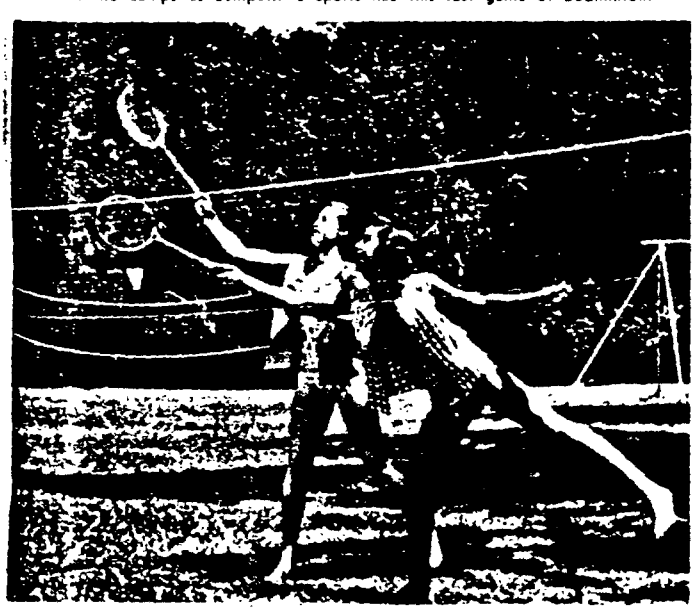
Just having the feeling they were sort of on their own during the three days and nights of the camps gave the youngsters a big thrill. For many of them, of course, it was the first time away from the safety of their own homes and the guidance of their parents. Actually, the camps marked one of their first, and major, ventures in independence.

Under careful supervision, the youngsters responded eagerly to the old-fashioned, time-honored pastimes of youth that still can very much rival the modern wonders of a Disneyland. Diving into the new swimming pool, splashing around in the new wading pool, horseshoe-pitching, see-sawing, foot races and badminton were a few of the unceasing activities. Perhaps the most popular moment arrived when the holler, "Chow time!", resounded across the park and all the children dashed to the barbecue pit, remodeled to accommodate cafeteria-type meals, and there put away gobs of food and gallons of milk.

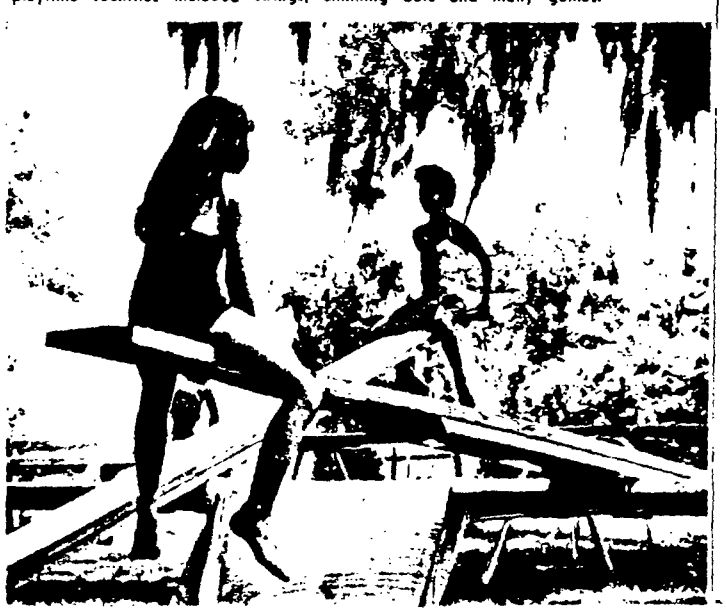
As a result of the happy shouts and contented slumber that proclaimed the success of this first Summer Camp, E. L. "Doc" Crunk, president of ERAH, and Bill Wilkinson, plant recreation director, are more than confident that other outings in future summers will prove themselves equally wonderful.

ETC 10964

Making new friends and continuing old friendships were as much a part of the camps as competitive sports like this fast game of badminton.



Moss-covered trees made a lovely setting in which to see-saw. Other playtime facilities included swings, chinning bars and many games.




amey
IS CAPTAIN KIDD
HIDING IN YOUR
BATHROOM?
ETC 10965

Though our title kids of Captain Kidd, the subject of this article is no laughing matter

In this day and age of confidential magazines, private detectives, government investigations and cloak-and-dagger espionage, not many stones are left unturned or many dark alleys left unilluminated and unexplored, and yet there is a small area in most homes where the lurid life goes on unabated—where the Jolly Roger flies and pirates search the horizons for victims.

This usually disregarded area is the medicine chest, and it very likely contains some strange and desperate characters—poisons (with the pirates' skull and crossbones on the labels), deteriorated drugs, old cosmetics, rusted razor blades and last year's toothbrushes. Too many of us hoard these objects, not realizing that some of them are as deadly in their way as were the marauding pirates of the past.

The modern medicine chest—unlike the bulging caskets of gold and silver secreted by Jean LaFitte and Captain Kidd—should be uncrowded and well-ordered with well-defined contents. Your children may get their hands and then their lips on poisons or old drugs and you yourself may make a grave mistake shuffling through all the clutter of bottles in the middle of the night. In the dark and in your sleepy state, you may claim strychnine rather than bromide.

So our advice is simple: clear out your medicine chest. Throw out everything that is old, useless or harmful and put your toilet articles in a separate cabinet. After performing this worthy though probably long-delayed feat, you may find you have almost nothing left. If this is the case, go to your druggist and buy the medicinal and first-aid supplies you'll actually have need for.

These supplies should include: thermometer, eye cup and dropper, cotton swabs, mineral oil, iodine, liniment, boric acid ointment, hot water bag, roll of absorbent cotton, bandages, adhesive plaster, epsom salts, aromatic spirits of ammonia, antiseptic, ointment for burns, ice bag, baking soda, castor oil, vaseline and rubbing alcohol.

Like the general assault of spring housecleaning, the medicine cabinet should receive a thorough going over at least once a year. Things accumulate, old prescriptions pile up, bottles lose their corks and caps and many remedies lose their value with age. It may seem wasteful to throw out an almost full bottle of some expensive concoction, but holding onto medicine like heirlooms is a dangerous business. The layman hasn't sufficient knowledge of drug action and should never experiment with it. Doctors tell us to beware of having prescriptions renewed on our own initiative. Don't argue that the cough medicine which the doctor prescribed when your wife or husband had bronchitis last year will be just as good for junior's croup now.

Throw out all old medicine where no one—adult, child or animal—can possibly get hold of it. Certain drugs deteriorate with time; iodine, for instance, becomes stronger as it ages and may cause a burn. Label all poisons, seal their caps safely with adhesive tape and remove them to a separate location well above the reach of inquisitive young fingers.

Beware of cure-alls. There are plenty of pretty jars and bottles being sold, allegedly full of wonder drugs and other miraculous cures. Undoubtedly the recommended way to keep the home medicine chest stocked with safe and sound remedies is to consult your doctor. He won't hesitate to suggest the best indigestion remedy or the best pill for relief of pain, for doctors have no desire to be called in at any hour of the day or night for a headache or a touch of sore throat that will pass away easily with rest and some relieving drug. But anything that persists or becomes worse after the first home remedy should have the doctor's attention.

A first-aid kit and first-aid book should be kept on hand and you should have some first-aid training to go along with them. It's not that you'll be playing at doctoring when there's trouble—it's just that you'll have to do the best you can until a doctor arrives.

You'll find that these simple efforts and precautions will double in brass. Not only will they help insure your continued well-being and safety, but they will also give you peace of mind because you'll know you are as prepared as possible for accidents and illnesses of any nature.

MILESTONES

30 years



JOHN H. SCHAEFER
Manufacturing, New York

25 years



EMMA A. BROWN
Sales, New York

20 years



MELVIN L. OLSON
Sales, Central Region



W. WHITNEY SWEENEY, JR.
Sales, Eastern Region

15 years

CHARLES POLK
Research & Engineering, Detroit

10 years

JAMES F. BELL
Research & Engineering, Detroit

GEORGE H. CARPENTER
Gasoline Testing, Yonkers

DONALD J. CHAPMAN
Sales, Eastern Region

EILEEN P. CHARMAN
Sales, New York

ELEANOR P. ESKOLA
Research & Engineering, Detroit

CLAUDE R. GUINN
Research & Engineering, San Bernardino

SHIRLEY L. TRAPP
Research & Engineering, Detroit

ARTHUR H. ZEITZ, JR.
Research & Engineering, Detroit

5 years

CHARLOTTE M. ALLEN
Research & Engineering, Detroit

ROBERT S. CARLETON
Sales, Western Region

LEWIS F. GILBERT
Research & Engineering, Detroit

MAURICE E. GILBERT
Finance, New York

CHARLES E. GRAHAM
Research & Engineering, Detroit

HOWARD R. HAMAKER
Sales, Gasoline Testing, Tulsa

JAMES G. JOLLY
Research & Engineering, Detroit

LOIS M. MARENTETTE
Research & Engineering, Detroit

KATHLEEN D. PAGEAU
Research & Engineering, Detroit

MARTIN PERKINS
Research & Engineering, Detroit

WILLIAM F. PURCELL
Sales, Central Region

PATRICIA A. WILSON
Research & Engineering, Detroit

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ETHYL WELCOMES



CARL R. BARTHOLOMEW, JR., is a sales trainee in Central Region. A recent U. of Oklahoma grad, he enjoys jazz and semi-classical music.



DOLORES BRATTA, nicknamed Dee, is a steno-clerk at Detroit Labs. She lives in Farmington with husband Ted and daughter Kathleen Ann.



CADE C. CLOVER, JR., is a technician at the Tulsa Lab. A navy vet and graduate of the University of Arkansas, he is interested in hunting.



BEVERLY JO GROTEWOHL, steno-clerk in the Detroit Patent division, is a graduate of Southfield High. She likes water skiing and skating.



JOHN V. HANLON is a field engineer in Eastern Region. He and wife, Cecile, reside in Manhattan. He is interested in music, art and sports.



DUANE C. HARGIS is a chemical technician at Detroit Labs. He attended Wayne University and enjoys skiing, fishing and mountaineering.



SANDRA HYATT, a stenographer in Detroit, was born in Evansville, Ind., attended Western Michigan College and likes to read and swim.



CONSTANCE KNOWLES is a steno-clerk in Detroit. She attended U. of Detroit. A recent bride, Connie, now resides in Detroit with husband.



JOHN R. LURCOTT, known as Jack, is a field engineer in Eastern Region. A U. of Rochester graduate, his hobbies include golf and tennis.



JOAN M. MURDOCH is a secretary at Detroit Labs. She was born in Detroit, attended schools and worked for Glenfield & Kennedy in Scotland.



MARY FRANCES RAY, Detroit chemist, attended Marymount College and U. of Oklahoma. Girl Scout work takes up her spare time.



BARBARA ROWLAND is a steno-clerk in Detroit. Her pastimes include teaching piano and attending Detroit Business Institute.



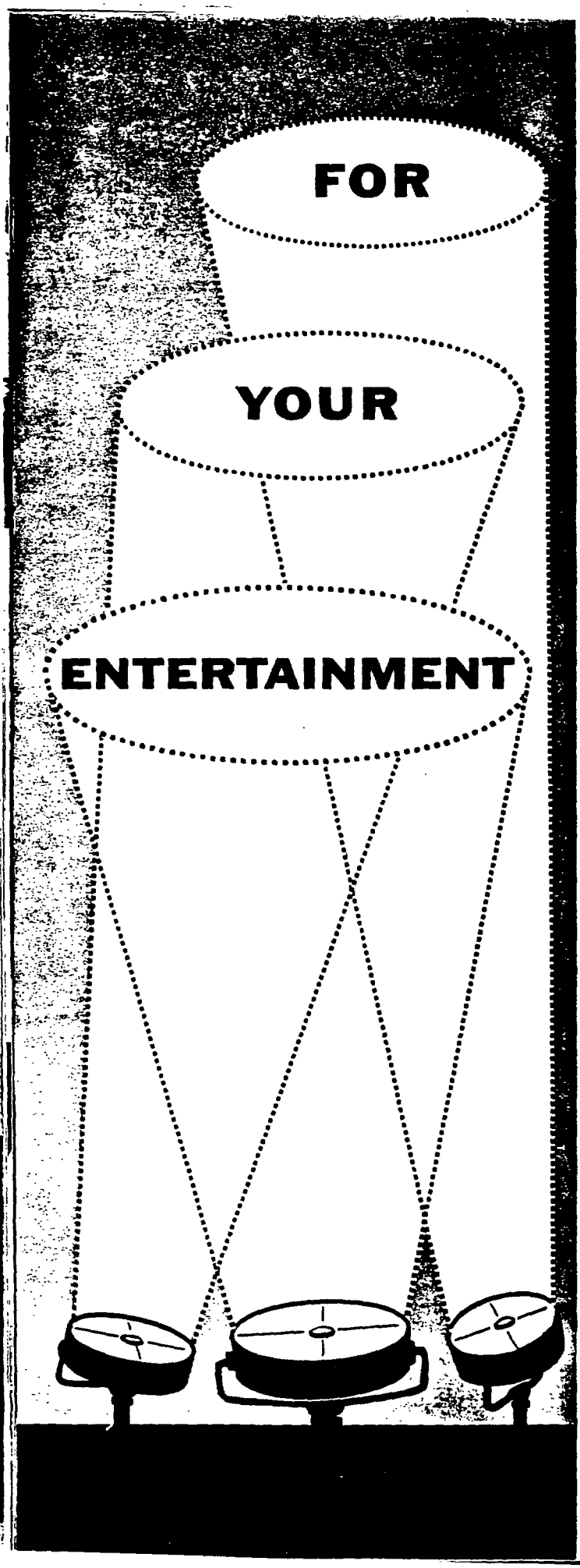
ALBERT M. SANDLIN, Tulsa Lab technician, is married and has two children, Dean and Debra. Hobbies are hunting and fishing.



ROBERT WALKER, called Bob by his friends, is a mail clerk at Detroit Labs. A native of Michigan, he graduated from Hazel Park High.



DOROTHY A. YOUNG is a steno-clerk at the Yonkers Gasoline Testing Lab. A high school honor student, she likes golf and bowling.





BOOKS

In World's NOT FAR FROM THE JUNGLE, Abner Dean, whose pen has produced some of our funniest drawings, has come up with a new collection of satirical sketches that are as humorous and perceptive as any he has yet done. Accompanied by terse verse, his drawings laugh at man's emotions and commotions and ought to provide him with a hearty chuckle at himself.

John P. Stevenson's THE CAPTAIN GENERAL (Doubleday) is a fairly apt historical novel that has to do with the Spanish in the Netherlands and, though it's a colorful enough journey back, it never manages to create much of a stir. Everybody conspires and the Dutch are as valiant as the little boy who put his finger in the dike, but the important characters don't seem to have much blood of their own, Dutch or Spanish.

A RESTLESS BREED, indeed, are the people who inhabit the Ohio town of New Hartford in J. William Terry's novel just out from World, but they go through the growing pains on the Ohio Land Reserve in the mid-nineteenth century with a good bit of reader interest and, between them, they manage to produce several entwined episodes that are meritorious. The author has made a fairly comprehensive collection of types to be found in growing America and he has given them a busy lot to do.

Modern Mallorca is the exotic setting of William Converse Haygood's THE IDES OF AUGUST, a World publication, and an exemplary novel of life on the Mediterranean. Chiefly concerned with expatriates, it presents a number of interesting characters against an equally interesting background where the rest of the world seems to be shut out and life is like too many lazy days at a country club. Mr. Haygood's people do what they must and he observes them without malice or scorn, but not entirely without humor or pity.

Though prediction has it that the twain shall never meet, Chang Hsin-hai has written a skillful novel about Orientals in the occidental world at the turn of the century, and he has managed to be both informative and entertaining on home ground as well as foreign field. In Simon and Schuster's THE FABULOUS CONCUBINE (in China, be it noted, it merely means a second spouse), he depicts the intriguing diplomatic society in Germany, where the subject travels with her ambassador husband. Golden Orchid, as our girl is called, gets herself into situations worthy of our best American heroines.

An extension of a series of pieces that originally appeared in *The New Yorker*, Robert Rice's THE BUSINESS OF CRIME (Farrar, Straus and Cudahy) is quite a fascinating bit of reading composed of five case histories involving illegal ways of making money on a big scale. Though no guns flash and no bodies sink into the East River, these true stories have a special eeriness of their own and reflect better than any crime fiction the strange mechanism of the criminal mind. From the basketball fix to the narcotics racket, the group is uniformly informative and absorbing.

The pace is fast and there are plenty of crescendos in DEATH TO SLOW MUSIC, a new Dutton Guilt Edged Mystery by the crime school's popular Beverly Nichols. At an English seaside amusement park, a foul fiend does his dirtiest and murder is again a messy, complicated business for Scotland Yard. Mr. Nichols' well known amateur detective, Horatio Green, helps the Yard men and comes through with the key to the puzzle.

Far be it from us to strike a sour note, but tax time isn't too far ahead. If you haven't yet started to think about it, you may save yourself a headache or two by reading J. K. Lasser's HANDBOOK OF SUCCESSFUL TAX PROCEDURES, just off the press of Simon and Schuster. Just about anything you can think of pertaining to the subject is included in the volume and you'll unquestionably be a wiser, more informed man when you've read it.

Based upon a true story that sold a lot of British newspapers a few years back, Michael Alexander's THE RELUCTANT LEGIONNAIRE, a Dutton book, is a very amusing account of the rescue of a young Briton from the French Foreign Legion, a task that for a time seems as impossible as escape from Devil's Island. The author personally leads the way through red tape and desert sands until he finds his friend and helps him escape from a life not nearly as glamorous as he had imagined.

Twenty-six eminent authorities on the contemporary scene have contributed to Simon and Schuster's comprehensive new volume THE NEW OUTLINE OF MODERN KNOWLEDGE, edited by Alan Pryce-Jones, editor of *The London Times Literary Supplement*. In concise and fairly uncomplicated selections, the twenty-six authors have managed to make clear a considerable amount of information on a number of current sciences and arts, and they have collectively produced an excellent reference book for the home library, a sort of pocket book college course.

The author of *To Catch a Thief*, David Dodge, has turned out a new and equally exciting piece of escapist fiction in the current Random House novel, ANGEL'S RANSOM, a lively bit of hokum that also takes place along the Mediterranean route. In it Monte Carlo, a luxurious yacht, a $100,000 ransom, murder and several magnums of champagne figure prominently, and, though the people involved in the mayhem are one dimensional, they are a glamorous, sinister and glittering lot.

Bernard Botein, at present an Associate Justice of the Appellate Division of the State Supreme Court of New York, has written a powerful and disconcerting new novel for Simon and Schuster. THE PROSECUTOR of Justice Botein's title is an unscrupulous young district attorney who sacrifices defendants to the wolves in order to make a name for himself. In the public eye Edgar Bailey is a respected man, but his misdirected brilliance finally backfires within his own legal world.

FIVE A. M. is a strange and yet compelling novel translated from the French of Jean Dutourd for Simon and Schuster, and it's so full of thought that it often trips over itself and lands flat in the middle of nowhere. Nonetheless, its ideas are something to think about, even though they are sometimes grotesque. It's about a man who doesn't really like what he is and creates another character of himself during the restless night, a change you may not be sure is for the better.

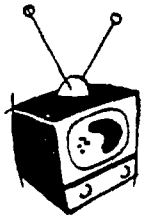


MOVIES

20th Century Fox not only nabbed the Broadway bonanza BUS STOP for itself but insured its boxoffice receipts by starring Marilyn Monroe as the shabby nightclub singer who falls in love with a lonesome cowboy, played amiably by Don Murray. Directed by Joshua Logan, the film has a lot of vitality, plenty of MM and a goodly share of the original wit that kept playgoers laughing.

Columbia Pictures has turned out a dramatic and thought-provoking film in STORM CENTER, which stars Bette Davis at the head of a cast of fine actors, including Kim Hunter, Paul Kelly and Brian Keith. It all has to do with a librarian's refusal to remove a certain book from her shelves, even at the cost of her job. In trying to preserve what she considers a basic freedom, she loses the backbone of her life, until a book burning helps her win back her cherished desk.

Metro-Goldwyn-Mayer has gone all out for THE OPPOSITE SEX, a splashy musical based on Clare Booth Luce's successful Broadway play and film, *The Women*. This new Technicolor version stars practically everybody in Hollywood—June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller, Joan Blondell, Leslie Nielsen, Charlotte Greenwood, Agnes Morehead and Sam Levene. On the whole, it's a pretty gay affair with plenty of songs, silk and satire.



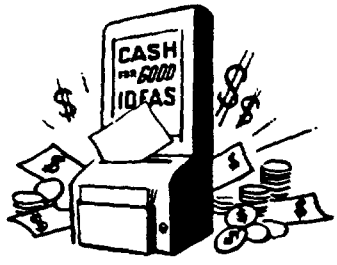
TELEVISION

The traveling circus may be dying, but as grand old American entertainment it will long be lovingly remembered in such musicals as "The Lord Don't Play No Favorites", PRODUCERS' SHOWCASE gem for September 17, starring Robert Stack, Kay Starr, Dick Haymes, Buster Keaton and the King of Jazz himself, Louis "Satchmo" Armstrong. Autumn's football time, and the University of Kentucky will try to harvest more touchdowns than the rambling wrecks from Georgia Tech when the teams clash on September 22.

Jackie Gleason and his comic cohorts will resume their spirited one-hour "live" shows beginning September 29. A new dramatic series, WIRE SERVICE, depicting the struggles and adventures of newspapermen, goes on the screens October 4; also new, THE CHEVY SHOW, starring songstress Dinah Shore, makes its debut on October 5. A review of Cole Porter's splendid, sophisticated tunes is on the agenda of FORD STAR JUBILEE on October 6.

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SUCCESSFUL SUGGESTERS

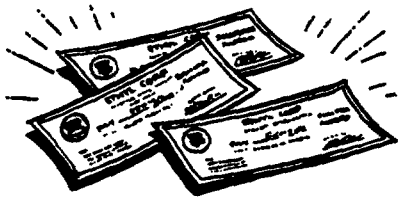


Suggestion awards were made to the following employees in Detroit, New York, Sales department and Regional offices and Yonkers:

DETROIT: RICHARD ABOWD, JR., $20.00, (Portable "Around-the-neck" speaker and amplifier to permit demonstrations in noisy areas such as engine rooms); JAKE BOSS, $15.00 (Construct work platform for forks of lift trucks to permit safe use of lift trucks for elevated work); L. DALE CHRYSLER, $10.00, (Install arms to support magazine shelves in library to make storage space behind shelves more accessible); CLAUDE HOFFMAN, $10.00 (Public address speaker between G & U buildings will cover area not presently reached); JAMES S. JACKSON, $405.00 (Method of permitting one man to operate 2 CFR engines will result in considerable increase in production in this one operation); ROBERT W. JOHNSON, $10.00 (Better method of keeping track of tools used with drill press); GILBERT D. MATTHEWS, $15.00 (Additional electrical outlets in B wing mezzanine. Will provide for electric power or auxiliary light in this area); ROBERT R. MONTGOMERY, $15.00 (Improved method for disodium biphenyl halogen analysis will save time); ETTA L. SAPORTA, $10.00 (Separate multilith plates for long and short circulation lists to permit running only the one needed); RONALD TWEEDIE, $10.00 (Revised method of identifying laboratory note-books); NORA W. WIRICK, $10.00 (Stock detachable label holders for binders to permit neater labeling which can be removed).

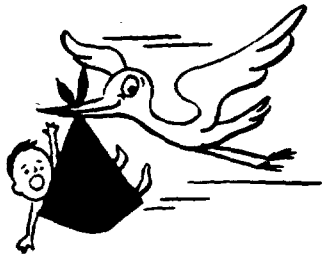
SALES DEPARTMENT AND REGIONAL OFFICES: J. S. COLE, $10.00 (Page entitled "Altitude Effects on Octane Requirements of Cars" from the 1955 *Annual Review of Gasoline Quality* be reproduced separately for specific use); J. H. CONNER and P. J. FITZPATRICK, $65.00 (Three dimensional moving displays for the Drive More campaign); ALICE LAHN, $20.00 (Changes for the lower portion of the Expense Account form); MADGE LOFTHOUSE, $30.00 (Form and/or procedure to indicate to the regions and districts the number, description, and suggested distribution of routine material sent out by the Advertising department).

YONKERS: CATHERINE F. HENDERSON, $10.00 (Motivated a bulletin which will be sent to all locations having teletype machines advising them of the availability of soundproof booths for their machines if they wish to purchase them); L. A. HUNT, $15.00 (Method for removing deposits from the shroud of the intake valve); ELMER F. MAHLKE, $20.00 (Wording of "Termination of Employment" form coincide with that in the *Industrial Relations Policy Manual*); F. W. RAMIN, Certificate, (Addition of specific wording on the "Shipper" form used by Gasoline Testing).



NEW YORK: LILLIAN CAMPBELL, $20.00 (Eliminate three sales order forms from set); MOLLIE S. HOUGHTON, $10.00 (Paint "Pull" signs on reception area glass doors).

BIRTHS



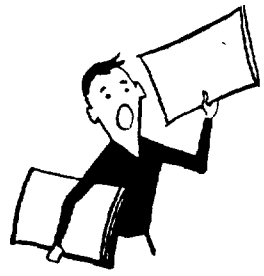
CENTRAL REGION

CHARLES and BARBARA GORDON—a son, JEFFREY PAUL, born on July 29. Chuck is a field representative in the Central Region.

SOUTHERN REGION

JACK and KATHRYN LAUBACH—a daughter, Kristin Jane, born on August 20. Jack is an account representative in the Southern Region.

PEOPLE IN THE NEWS



NEW DIRECTOR ELECTED

MARION W. BOYER has been elected a member of the Board of Directors of the Company.

Mr. Boyer has been associated with the Standard Oil Company (N.J.) and with Esso Standard Oil Company since 1927.

Joining the Esso Laboratories in Baton Rouge, Mr. Boyer became head of the Labs in 1930 and the following year was made head of the Technical Services Division of the Baton Rouge Refinery. Two years later he was appointed general superintendent of the Refinery and in 1936 he was elected vice president of Esso Standard.

In 1945, Mr. Boyer became head of all of Esso's Baton Rouge operations. Transferred to New York in 1949, he assumed responsibility for all manufacturing operations. He was executive vice president of Esso Standard prior to his election as a director of the Jersey Company in 1955.

Mr. Boyer also served as general manager for the United States Atomic Energy Commission from 1950 through 1953.

MANUFACTURING ANNOUNCES SEVERAL CHANGES IN POSITIONS

Promotions and new assignments in Ethyl Corporation's Manufacturing department effective September 15, have recently been announced by J. H. SCHAEFER, vice president in charge of manufacturing.

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CLINTON W. BOND of Baton Rouge, general manager of Manufacturing, will transfer his headquarters to New York. Mr. Schaefer stated, "Mr. Bond is joining me in New York with increased responsibilities brought about by a considerably broader program in the management of the Manufacturing department, pointing toward plans now under way for considerably expanded production and related operations."

THOMAS M. SMYLIE of Baton Rouge has been appointed manager of Manufacturing Department Coordination, a newly created post, and will be transferred to New York in this new position. BENJAMIN D. HARRISON of Baton Rouge has been named director of Controls and Standards reporting to Mr. Smylie, and also is being transferred to New York. "The creation of the manufacturing department coordination function under Mr. Smylie," Mr. Schaefer says, "will continue him in a position of being part of the general management team in the coordination of activities of the department. Much of this work has been located in Baton Rouge, but with the increased scope of Ethyl's manufacturing activities and with the transfer to New York of the general management of all these activities, the coordination function becomes more important. The new assignments carry increased responsibilities for Messrs. Smylie and Harrison. Their broad background in the planning of our various activities qualifies them for the increased responsibilities they will have in the new assignments in New York."

JAMES M. GILL will be on special assignment reporting to the general management of Manufacturing.

WALLACE F. ARMSTRONG has been named resident manager in charge of all of Ethyl's manufacturing department functions in Baton Rouge. JAMES J. BERGIN has been named assistant resident manager.

Other Baton Rouge appointments include R. N. CLOTHIER as manager of Operations, Tetraethyl Lead and Related Products; F. L. PADGITT as manager of Operations, Vinyl Chloride; and J. C. KLOCK as manager of Maintenance and On-Plant Construction.

G. O. HAYES, formerly of Baton Rouge, has been named Resident Manager in charge of the Manufacturing department activities in Houston. M. C. HUDGINS, assistant Plant Manager in Baton Rouge, will become Assistant Resident Manager at Houston.

WEDDINGS



NORTH KANSAS CITY

CAROLYN KAY HILTON and LOUIS D. MARKER, JR., were married on July 2 in the Gladstone Community Church, Kansas City. After honeymooning at the beautiful Lake of the Ozarks, the couple have established residence in Kansas City. Louis is a technician in the Gasoline Testing Lab.

ON THE ROSTRUM

"Fueling Future Engines" will be one of the oil industry problems which will be discussed by CASEY JONES of Detroit Laboratories at the seventh annual convention of the New Mexico Industries in Albuquerque during September.

LEW BARNUM, Community Relations, Baton Rouge, was guest speaker at a meeting of Ascension Parish Parochial School teachers. He also spoke with St. Tammany Parish teachers. At both meetings, Lew discussed "What Industry Wants From the High School Graduate."

In the August issue of *Petroleum Processing*, an article entitled "The Problem of Sulfur in Gasoline—An Economic Appraisal" written by MARSHALL SITTIG, Advertising, New York and GEORGE UNZELMAN of the Tulsa Regional Office appeared. Ben Weil's article, "Synthetic Rubber Today" will be published in the September issue. Ben is manager of Detroit's Information Services.

At the American Chemical Society meeting being held during September in Atlantic City, a number of papers by Detroit personnel will be presented. "Particulate Lead Compounds in Automobile Exhaust Gas" written by DAN HIRSCHLER, LEWIS GILBERT, FRANCES LAMB and LEONARD NIEBYLSKI will be given. "The ortho-Alkylation of Phenols" and "The ortho-Alkylation of Aromatic Amines" both jointly authored by ALFRED KOLKA, JOHN NAPOLITANO, GEORGE ECKE and ALLEN FILBEY will also be published in the "Journal of Organic Chemistry."

KEITH PFUNDSTEIN of the Detroit Laboratories presented a prepared discussion on "Future Fuels for Agriculture" by Hobart Young, Sinclair Research Labs, at a meeting of the Society of Automotive Engineers. The meeting was held on September 13 in Milwaukee.

"Development of A Two-Stage BHC Photo-chemical Reactor," a paper written by L. J. GOVERNALE, Process Design, and J. T. CLARKE, Chemical Research, both in Baton Rouge, appeared in the July issue of *Chemical Engineering Progress*. The paper was also presented at a meeting of the American Institute of Chemical Engineers in New Orleans.

EXTRACURRICULAR

LOWELL DOLLAHAN, Kansas City District Manager, has been appointed to the executive committee of the Oil Industry Information Committee of the American Petroleum Institute for the Missouri-Iowa-Nebraska district.

DEANE BIRKES is serving on a committee in his neighborhood, Grand Rapids, Michigan, which is studying plans for a new school. Deane is a field rep in the Central Region.

JIM SOUTHWICK, New York Finance, has been elected treasurer for the New York Chapter of the American Society of Insurance Management.

J. B. LERAY, *The Echo* editor, Houston, has been elected a director of the board of the Society of Associated Industrial Editors, Gulf Coast Chapter.

CLIFF LENINGTON safety engineer, Southern Region, is chairman of the Oil Progress Week program which will be held in Amarillo, Texas. This program is part of the nation-wide observance to familarize the public with contributions made by the petroleum industry.

LEO J. MARTIN, Industrial Relations, is general chairman of the OPW committee in Baton Rouge. Oil Progress week will run October 14 through 20.

ETC 10972



Sixteen-year-old Helen Hendrick, daughter of J. E. Hendrick, account representative, stole the show at the annual convention of Humble Oil's service station managers in Houston, Texas, this summer. Helen received a big hand for her speech, "Your Customers of Tomorrow", concerning the future buying power of teen-agers.

PEOPLE and PLACES

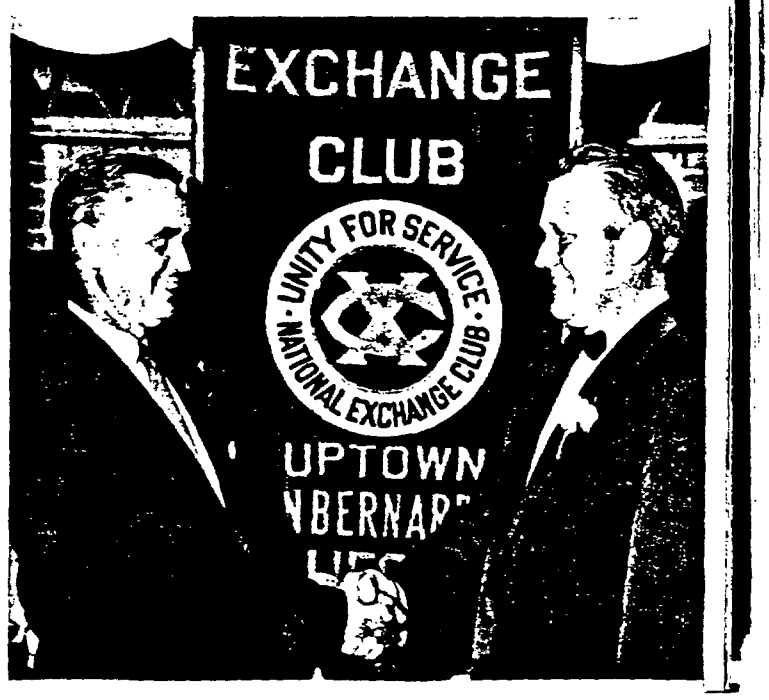


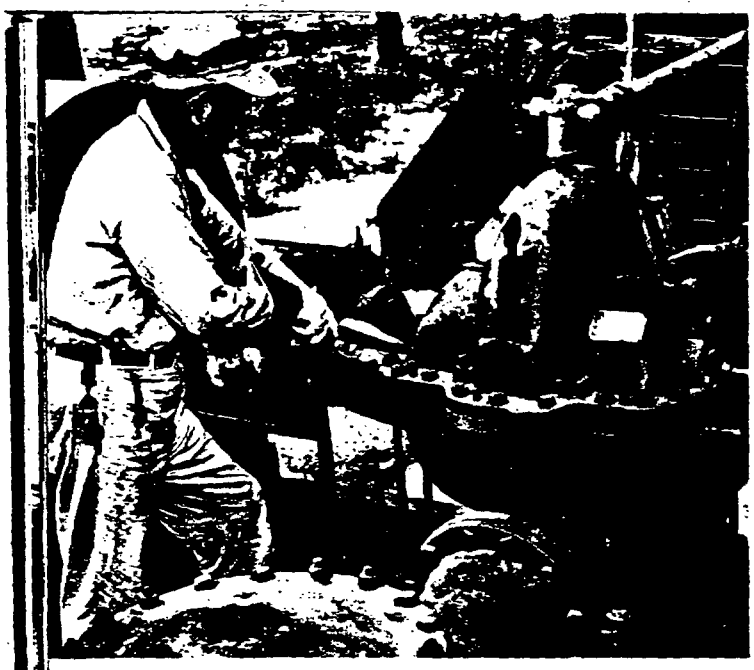
BIGGEST DETROIT AWARD

Who wouldn't flash a big, happy smile if he had just received $405 for a suggestion accepted by the Suggestion System? Jim Jackson of Chemical Research, Detroit Research Laboratories, is the pleased recipient pictured here. His suggestion of a method which increases the output of sample ratings won him the $405—highest award to date at Detroit.

NEW PRESIDENT

Fred Green, left, of Automotive Products, San Bernardino Labs, was recently installed as president of the Uptown Exchange Club, San Bernardino. Congratulating Fred in the picture below is Paul Marsch, district governor of the Exchange Club. Like Fred, numerous Ethyl employees participate actively in various civic, charitable and fraternal groups.







IMPROVED RECORDING SYSTEM

Simply by picking up a telephone and "talking" to a tape recorder, employees at the Baton Rouge plant have discovered that they can maintain their equipment records in the easiest and also the best way possible. This method—a telephone recorder system—has proved successful in keeping the equipment records up-to-date and allowing supervision to keep in close touch with equipment performances. In the past, the Maintenance group did not have equipment records that could be readily maintained and used. As a result of information supplied through the telephone recorder system, a mechanic, in the picture to the left, makes final packing adjustments on a piece of mechanical equipment. In the next picture, a mainte-

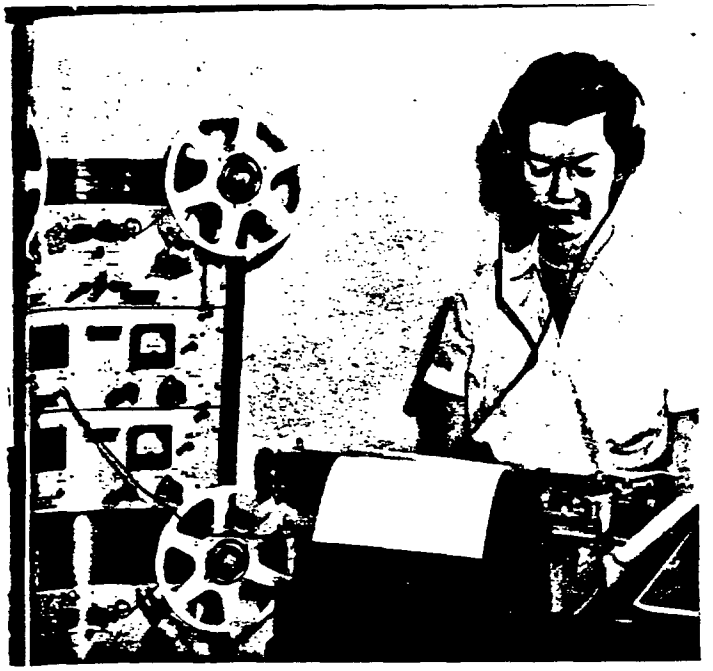
more people, more places

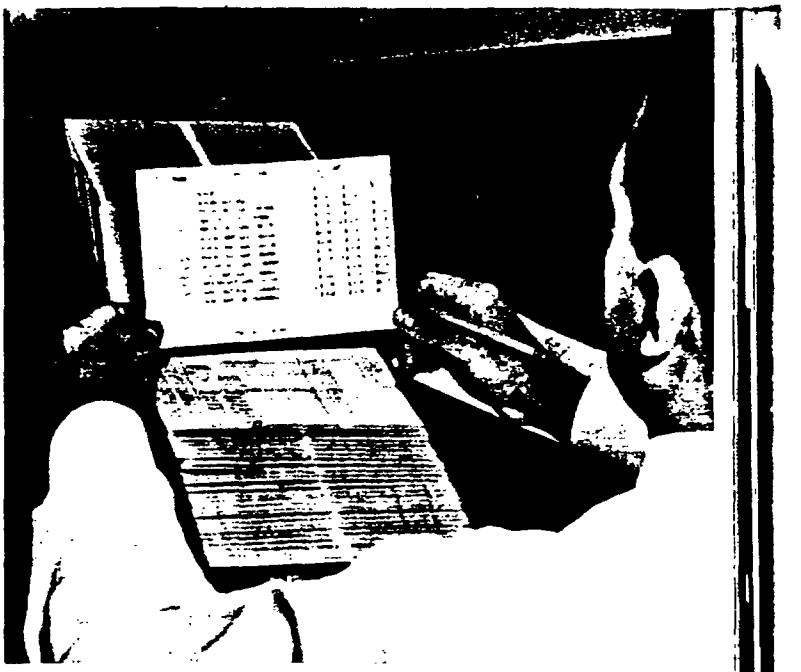
"OPERATIONS ALERT" AT HOUSTON

Should disaster ever strike along the Ship Channel in Houston., Texas, our Houston plant and other nearby plants will be ready to meet the crisis with trained men and equipment. A number of the plant's employees participated in Civil Defense's nation-wide "Operations Alert for 1956" on July 20. Realism was stressed in the operation, as is shown in picture below of Boy Scout "victims" of the mock bombing attack being treated. In the second picture from the left, an Ethyl car stands ready for assignment to the disaster area and in the third picture from the left, four employees, Ruth Warren, Bennie Lange, R. C. Johnson and M. Player, Jr., man vehicles that are to be dispatched to the scene of the "bombing." Mem-









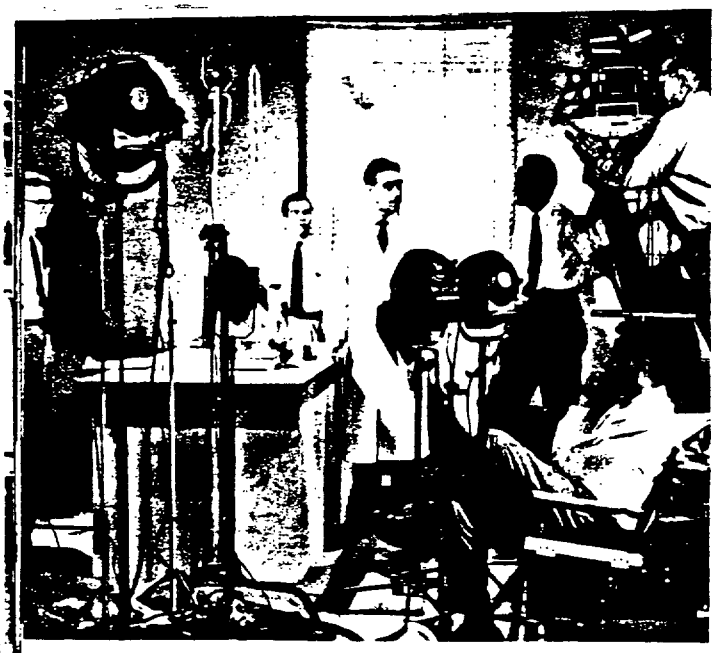
nance field foreman uses telephone to call into electronic tape recorder each job done on the pump under study. He relays a short, concise description of the work done to the recorder. Next, a stenographer in the Central Maintenance office transcribes from tape recorder the information called in by field foreman. She types all reports which have been phoned in from all areas of the plant. This information is transcribed on individual equipment record Kardex file cards which are kept in the area supervisor's office. The area supervisor, shown in the righthand picture, studies record card showing complete maintenance history of equipment to ascertain if any changes in operation or maintenance should be made.

bers of the recently organized Channel Industries Disaster Aid group are shown in the picture to the far right. H. R. Cunningham, at left, safety supervisor at the Houston plant, is assistant committee chairman of the group. The channel Industries Disaster Aid group provides mutual aid in the event that a serious situation might develop at any one of the various plants along the Ship Channel. In such a case, other plants would send emergency equipment as requested to help the stricken plant. The group also cooperates to the fullest extent with the Civil Defense authorities. Part of Ethyl's contribution to the group's efforts was the recent installation of a two-way radio at the plant's main gate.



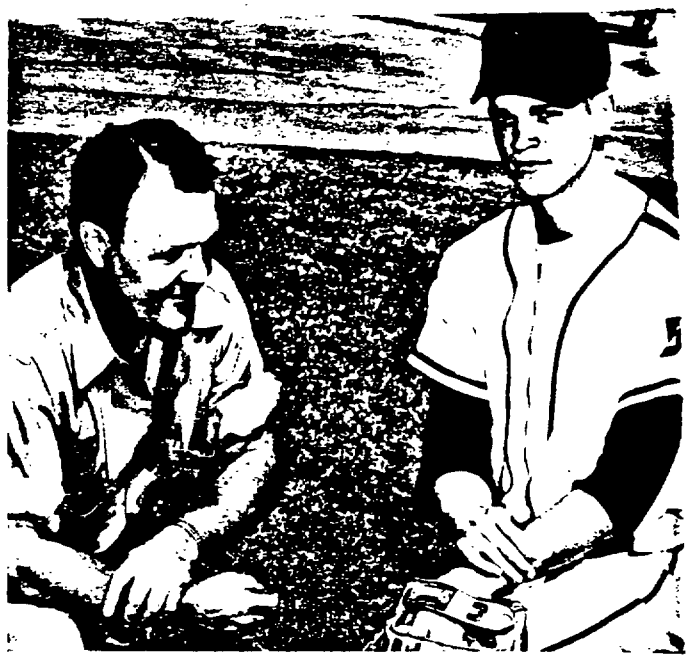


ETC 10976



"UNLOADING ETHYL TANK CARS"

A new Ethyl motion picture on safety practices, "Unloading Ethyl Tank Cars", is now being filmed in New York City. Jim Beckwith, far left, of Safety, is technical adviser and Bill Spierer, seated, manager of Sales Promotion, is producer of the film. Others in the picture are, left to right, a prop technician, actor, director and cameraman.

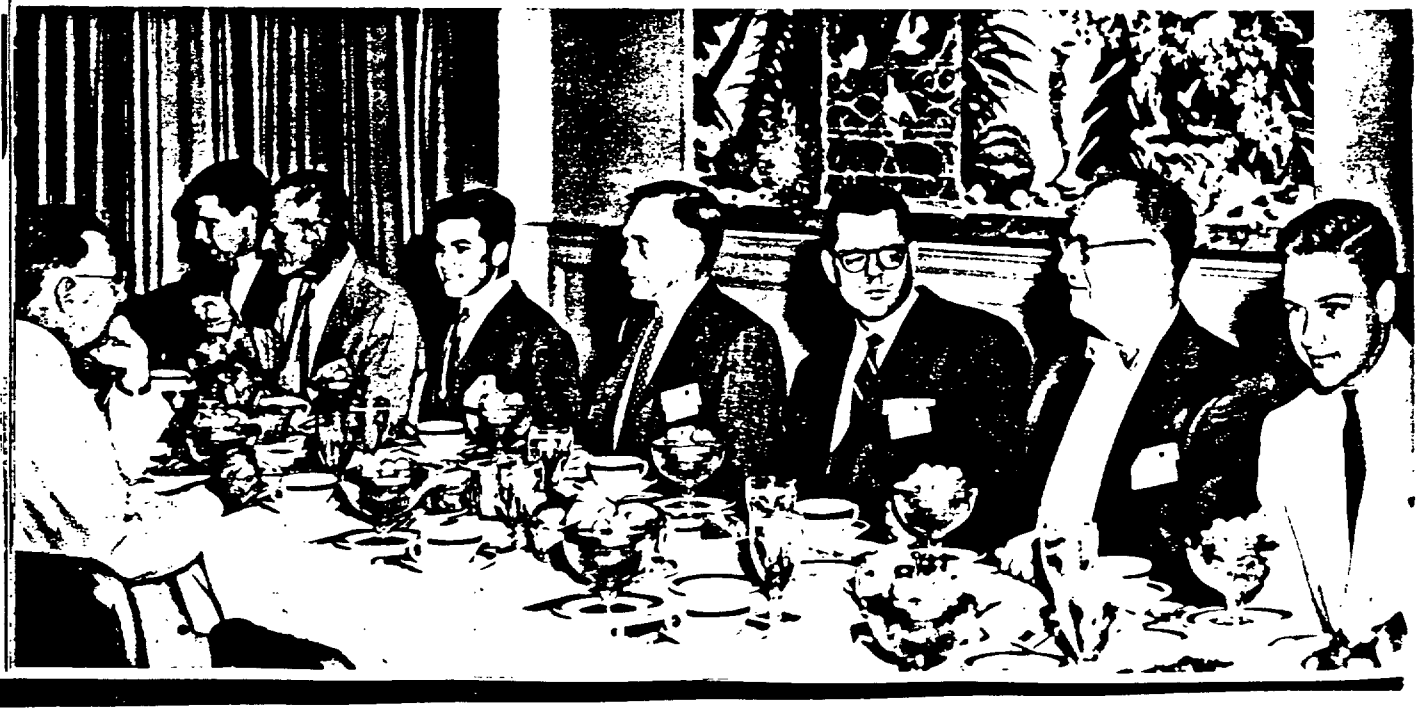


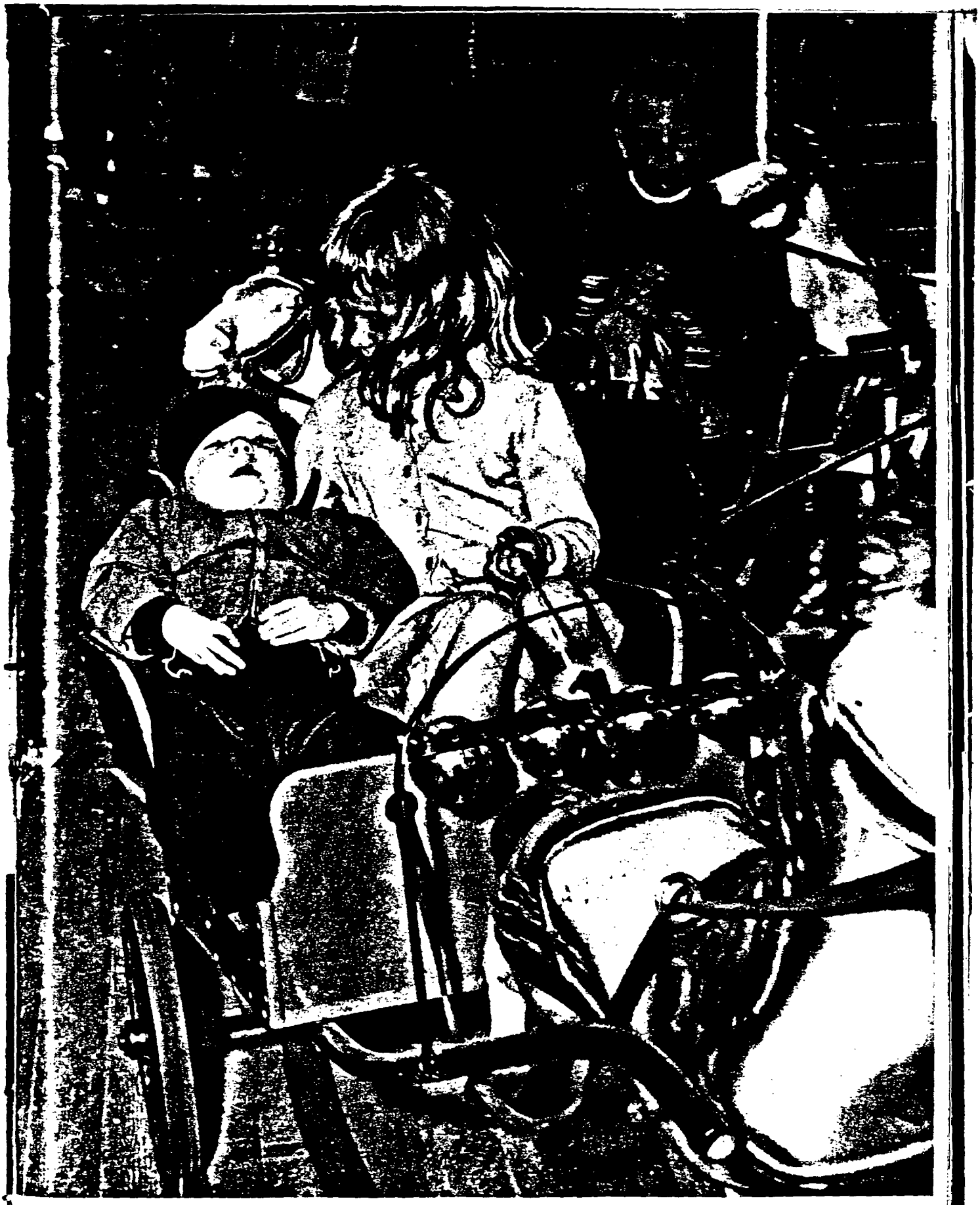
LEAGUE LEADERS

With young Larry Kitchen pitching a no-hitter, the Ethylite baseball team at San Bernardino had little trouble leading their league this summer. The boys, aged fifteen and sixteen, were managed by Claude "Shorty" Guinn of Products Application, shown here with his star pitcher. Coaches for the team were Ethyl men John Robertson and Bob Bickhoff.

SUMMER EMPLOYEES FETED

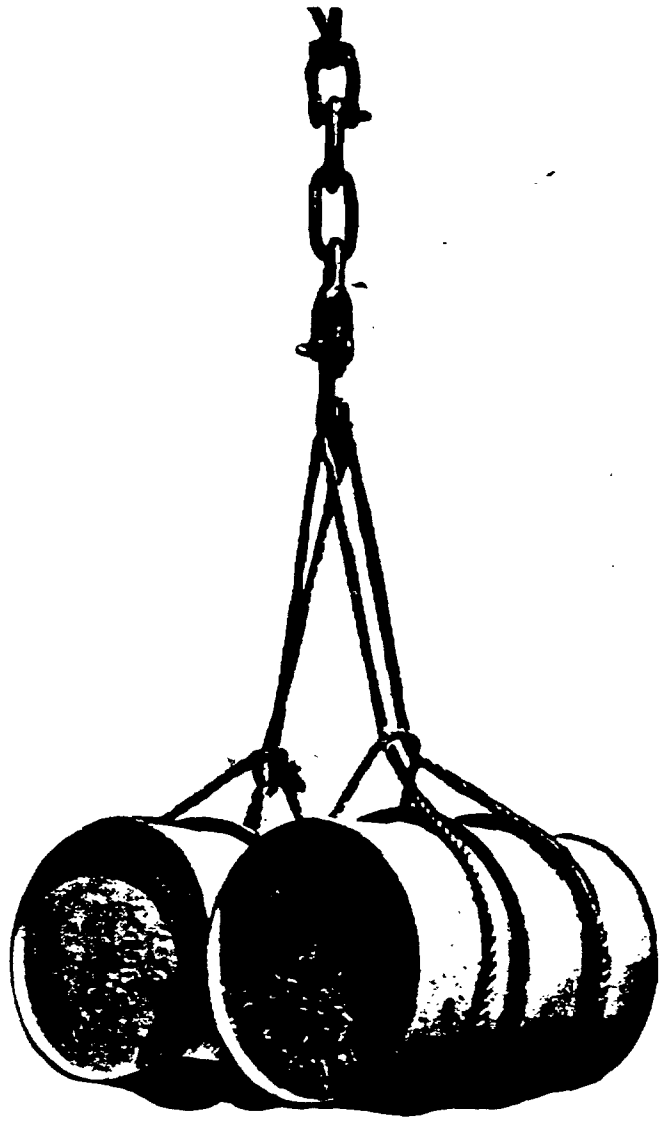
A dinner for 30 college students, summer employees at the Detroit Research Labs, was held at the Park Shelton Hotel, Detroit. The students are attending colleges and universities throughout the country and are majoring in a variety of fields. As a result of their summer experience, a number of them are expected to join the Company after graduation. Shown at the dinner, from left to right, are Coleman Davidson of Products Application, Gene Moulton of the University of Michigan, Bernard Jones of Chemical Research, John Hawley of Swarthmore College, Harold Soroos of Administration and Services, Art Jennings of Personnel, Dan Guy of Technical Services and Raymond Wetzsteon of Cornell University.





Children and adults alike played hard and happily at the annual picnic sponsored by the Detroit Labs' Ethyl Society. Shown on merry-go-round are nonchalant John Seppanen and his sister Jane, children of Siegert Seppanen of Plant Operations and Maintenance. Girl at rear is a friend.

ETC 10978



DISTANT DRUMS

Unlike Indian tom-toms, which no doubt got a sound beating every time the braves were on the warpath, the drums pictured above receive almost as gentle, loving treatment as a newborn babe. These are the drums that contain "Ethyl" antiknock fluid for shipment overseas, and though they have an adventurous existence, traveling to the four corners of the globe, they very seldom are the worse for wear when they reach their destinations. This remarkable safety record in handling thousands of drums is due only to careful planning and strict adherence to safety regulations. To begin with, they're hoisted into the ships differently from other cargo. The Company insists that its 55-gallon drums made of specially designed 12-gauge steel be loaded and unloaded in single rope slings, with no more than two drums per hoist. The full drums, weighing about 860 pounds gross, are then stowed on the vessels so that there can be no possibility of their shifting or colliding with each other. Specific instructions, both oral and written, are given the ship's captain and first mate on safety procedures to be followed in the event of leakage during the voyage and at the unloading at the port. Whether they are destined for a two-day trip to Cuba or a 45-day voyage to Formosa, the drums during loading operations are looked after by an experienced Ethyl marine supervisor who knows the ropes in handling the shipment.

ETHYL bulletin board

OCTOBER 1956



ETC 10980

ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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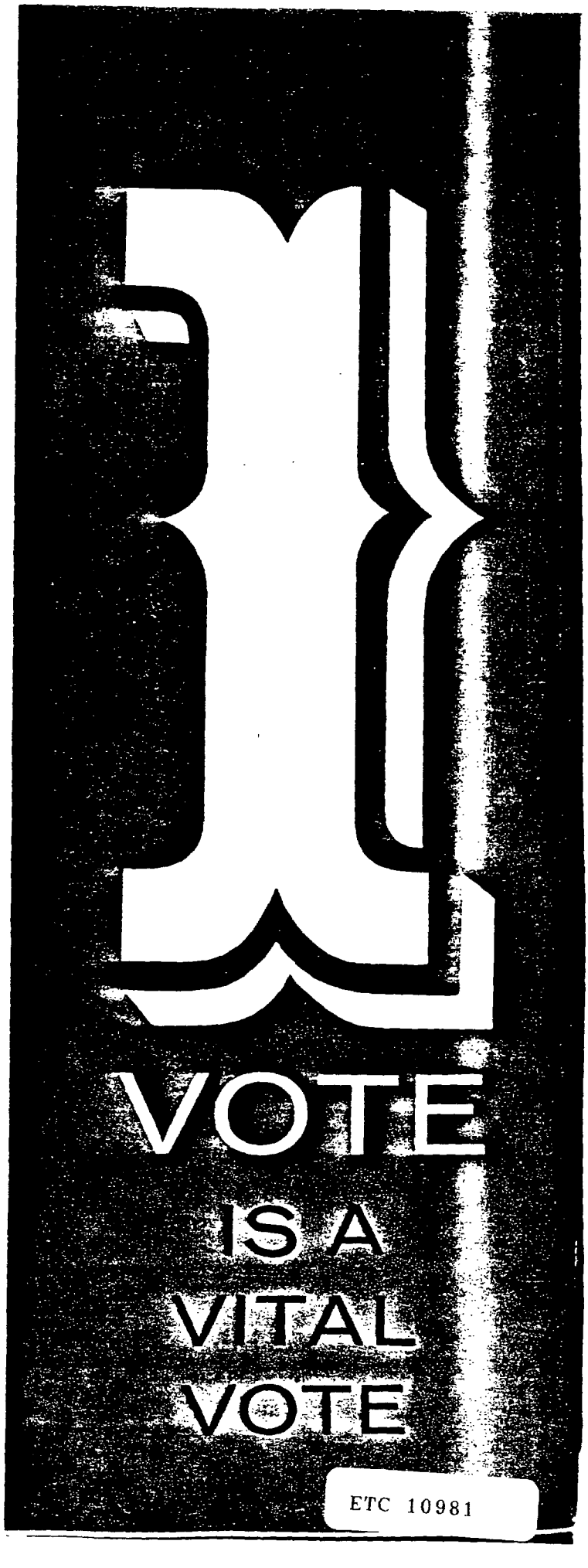
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ON OUR COVER: Barbara Johnson of Eastern Region, who went with two other Ethyl employees to see the recent outdoor art show in Greenwich Village, tries to make up her mind about a pair of handmade earrings. The story of the exhibit begins on page 4.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, Chairman of the Board; B. Bynum Turner, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.



ETC 10981

ONE VOTE made Texas a state of the Union

ONE VOTE once gave GOP Senate control

ONE VOTE saw California into United States

ONE VOTE was the indirect cause of World War II

ONE VOTE prevented James Monroe from unanimous electorate vote

ONE VOTE put Oregon over as a state

ONE VOTE made Rutherford Hayes the President

ONE VOTE in the electoral college decided Jefferson's term

ONE VOTE was responsible for Idaho's statehood

ONE VOTE added Washington to the States

ONE VOTE in the House put John Quincy Adams in office

ONE VOTE is your vote...a vital vote!



A fence of pictures attracts Ethyl's Barbara Johnson, Jayne Carlson and Agnes Ryan, who spent a diverting lunch hour at outdoor art show.

ETC 10983



A colorful outdoor exhibit of paintings gives New York employees a chance to stroll in autumn sun while brushing up on art

Ten minutes away and less than a dollar by taxi from Ethyl's New York offices in midtown Manhattan lies famous Washington Square in equally-famous Greenwich Village, picturesque home of more artists than you can shake a Rembrandt at. Twice a year, in the early spring and again in the ascending fall, beard and beret desert the palette and brush to display their handiwork in the Washington Square Outdoor Art Show, one of the biggest doses of art in all outdoors. For a dozen or more city blocks, thousands of canvases present a colorful spectacle of flora and fauna, sea and sky, daydream and nightmare. Fences and walls that usually drip ivy suddenly drip art, and the public eye—an orb as sharp as a quick retort and as critical as an old-fashioned schoolmaster—observes the display with a mixture of appreciation, confusion and utter astonishment. There are paintings for every taste: some gentle as April rain, others as wild as a September storm, a few that cry havoc and confound the senses. Some of it is art with a capital A; much of it less.



Agnes, an amateur painter herself, presents peanuts to pigeons.

ETC 10984



Jayne Carlson, a secretary in the office of the vice president in charge of Manufacturing, is greatly amused by a pair of exotic earrings. She didn't buy them.



Jayne and Agnes pause in the tour to browse through the portfolio of an artist specializing in watercolors.

On week ends there are more people than paintings, and the milling mob doesn't get quite such a good look at art as it does at life. During the week, however, a leisurely stroll permits the wanderer to pause and ponder. For some Ethyl employees it offers a pleasant change from routine lunch hours in crowded restaurants, a chance to be out in the open for an entertaining and enlightening hour. One of the biggest attractions for women is the row of tables displaying handmade jewelry, where obliging craftsmen have thoughtfully put mirrors within easy reach of their customers. Woodcarvings, metalware, ceramics and other forms of art that combine both obvious and indeterminate materials are all in sunny view. Along the route any number of sidewalk artists stand ready to draw portraits or caricatures for as litttle as a dollar and in a matter of minutes. One rising painter, a young lady of seven years, specializes in drawing the dogs of strollers—ten cents for small ones and a quarter for anything from a standard poodle to a Great Dane. Art at the outdoor exhibit may not be what it is at the Metropolitan but it's worth its paint in pleasure.



No stroll in park or square is ever complete without roasted peanuts. Barbara, who works in Eastern Region, makes the purchase from one of the many vendors.



The ceramic and metal jewelry glitters like artificial fishing flies and lures Agnes as the simile might well tempt trout.



Along the route, many artists and craftsmen continue to work while trying to sell art. Above, Jayne and Agnes watch a metal sculptor.



Homeward bound, Barbara, Agnes and Jayne stroll toward a taxi stand under a canopy of leafy trees in Washington Square.





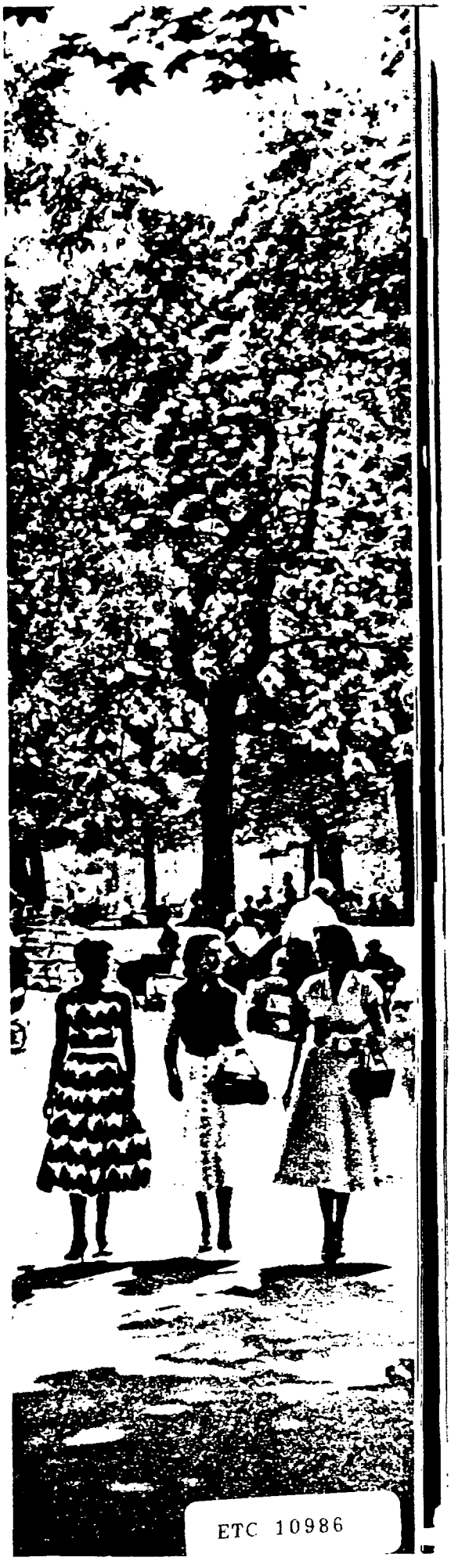


A number of the artists set up shop on the street and paint or draw portraits. Jayne has her profile done in charcoal.

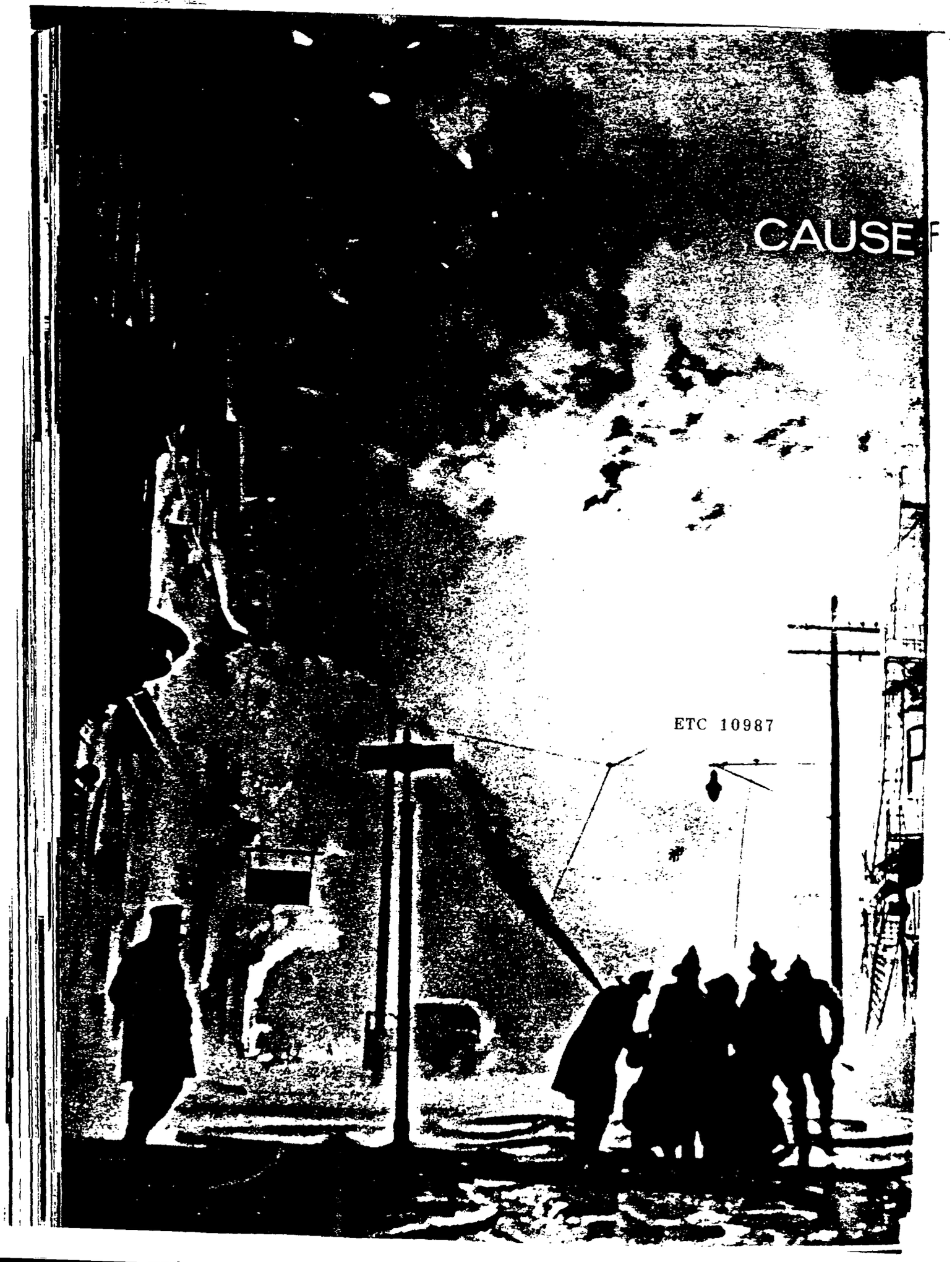




Enterprising children also capitalize on art show. Two youngsters with an eye for business sold Jayne and Agnes rides on scooters. Later, tired and fairly saturated with art, the trio drinks pink lemonade in one of Village's nearby sidewalk cafes.



ETC 10986


CAUSE F
ETC 10987

The Dr. Jekyll and Mr. Hyde of the natural elements, fire is man's most faithful servant one moment, but the next moment is his ancient enemy and destroyer

FOR ALARM

Far too many people, it would seem, have assumed toward fire the attitude of resignation so commonly accorded another natural element, the weather. When they hear the sirens scream and see the red trucks roar past, they shrug as if they believed nothing whatsoever could be done about the situation. They give the impression that fire will come when it comes, like rain or snow, and that you can't very well stop it from coming or do much about it when it does come.

They're dead wrong—in fact, it's this kind of negative attitude toward fire prevention and fire-fighting that sometimes leaves this kind of person as dead as he is wrong. It's to this kind of person, indeed, that the strong message of Fire Prevention Week—October 7 through 13—was directed.

Generally speaking, there have been big advances in fire prevention since the diastrous Chicago fire of 1871. Fire-fighting techniques have been greatly improved and people and their belongings less prone today to sudden attacks by sly old fire. The banner that is carried on our crusade against the flames is a tried and proven one—"An ounce of prevention is worth a pound of cure."

Perhaps in this case the saying should be altered to read "two pounds of cure", for even first and second degree burns can be so painful that the preventing of them is worth an awful lot.

It may be hard for us to look at the gracious white-frame facade of our house or our apartment's attractive furnishings and imagine them as being so much smoldering ashes. We may tend to become lax about complying with safety regulations on the job or we may unthinkingly throw a lighted cigarette out the car's window.

If this is the case, then Fire Prevention Week's message is for us. It tells us in no uncertain terms to fire-proof our house or apartment, obey those safety regulations that have been established for our own protection on the job and crush out our cigarette in the car's ashtray.

We individual employees would do well to take a few tips from the Company. The Company is acutely conscious of fire—of its prevention and its treatment. Fire prevention methods and devices are in general use at the Detroit Labs and the plants as well as at other Company installations. Fire-fighting equipment is plentiful on a company-wide basis, as are employees trained as fire-fighters. In short, the Company has its guard up and is ready to meet any fire emergency.

But are we? Is each of us as relatively prepared in his own home as the Company is at its various installations? Do we have our own safety regulations about smoking in bed and letting children play with matches? Do we have fire extinguishers on hand and do we know how to use them? Do we clear out debris from the attic and cellar, guard outside fires, check fuses, stoves and heaters, and have defective wiring repaired?

Remember, Ethyl doesn't spend so much time, effort and money on fire preparedness just for business reasons—just to save property from going up in smoke. It is of course vitally concerned with our welfare and safety as employees. Should we be less concerned about our own welfare and safety?

Our final bit of advice on the subject of fire comes from our Company doctors and deals with the treatment of burns. They say that even first-degree burns should receive treatment and that second and third degree burns should not only receive emergency treatment but also a physician's attentions as soon as possible. Use sterile vaseline on minor burns and vaseline impregnated in gauze, wrapped in gauze, for serious burns.

Keep your butter for your toast—its salt content is irritating to burns. If you haven't got vaseline or some other soothing ointment on hand, use a plain shortening from the kitchen, and remember next time not to start a fire with kerosene, or strike a match without first closing the matchbook's cover, or let the bonfire of autumn leaves get out of control.

ETC 10988

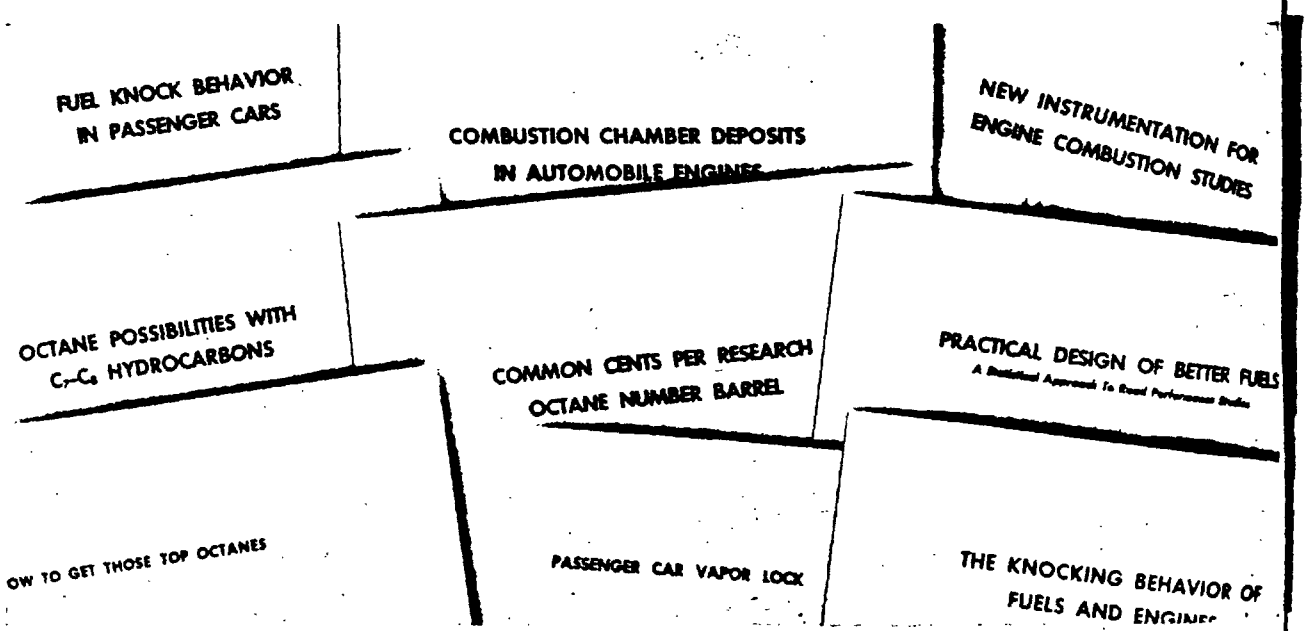
SOME OF THOSE THINGS



Ethyl works continually and zealously to supply customer companies with the best services possible. Pictured here are some of the many services now being shown as a slide presentation to oil companies by Eastern Region

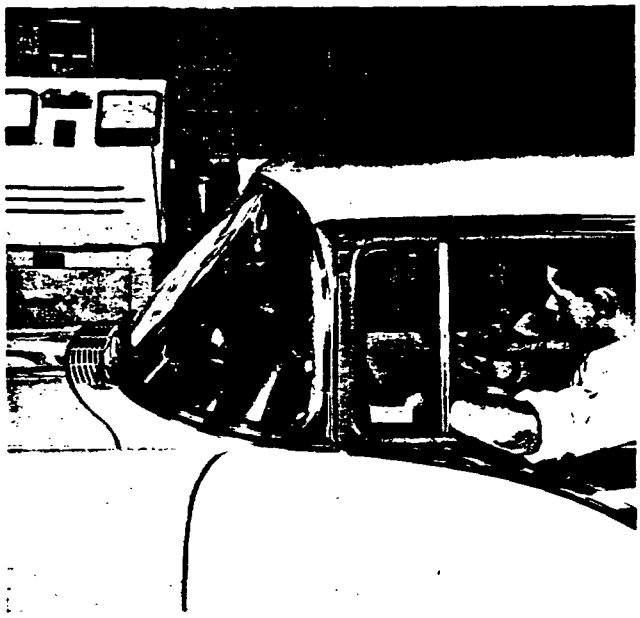
Shown here are a few of the 60 slides on Ethyl services to customer companies now being exhibited by Eastern Region. Other regions have similar slide presentations or booklets on Ethyl services that are given to customer companies. Above, Jim Conner, field representative, explains Product Sales Clinic, which deals with fuels and lubricants as used in a car's engine.

Below are the title pages of some of the publications supplied to customer companies. A steady volume of printed material is made available to oil companies so that their personnel can readily keep abreast of the numerous trends in fuel and engine performance. These studies are prepared by Ethyl technical personnel who devote their time to such ventures.





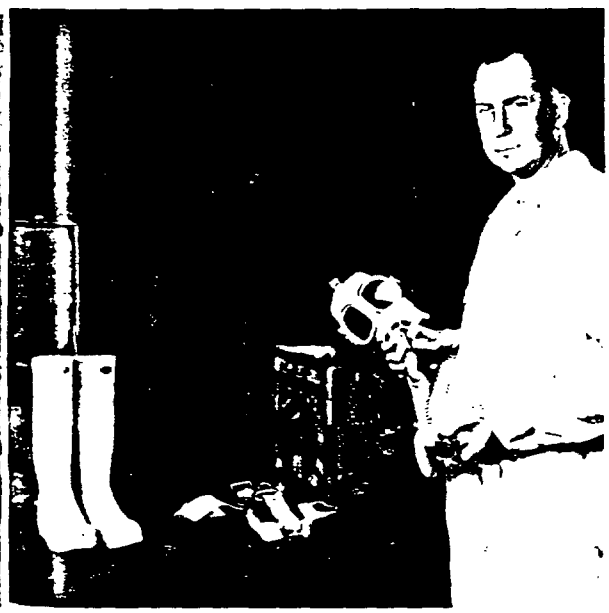
George O'Connell, product service-engineer in Safety, demonstrates the machine that performs the lead-in-air test in gasoline tanks. A safety measure in our customer services, the test determines the degree of lead in the air after the tank has been cleaned. Use of the device is another of the many precautions against contamination in handling of lead.

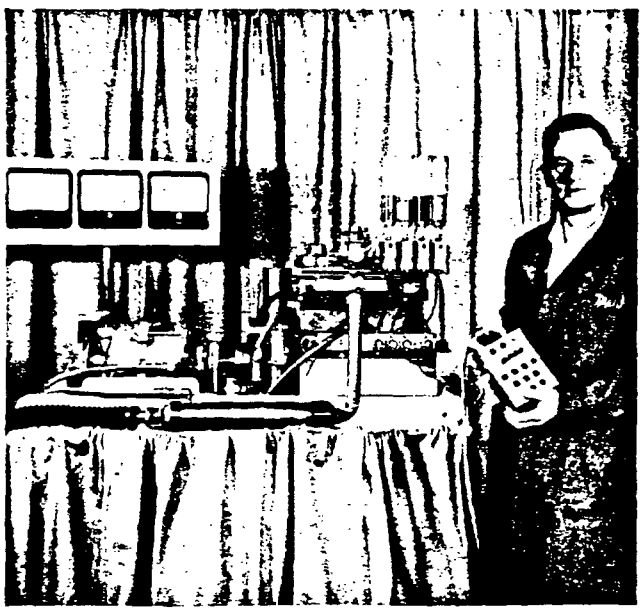


Jim Connor conducts a chassis dynamometer test at the 39th Street auditorium in New York City. This test has proved itself one of the basic points in our customer service program. It is used for tune-ups, road-rating to obtain octane requirements of vehicles and for settling of complaints on fuel problems. Like dynamometer tests are given customers in other regions.

Safety equipment used in tank cleaning operations is exhibited by George O'Connell. He is holding a fresh-air hose mask, such as is used by operators cleaning out a tank. Approved by the U.S. Bureau of Mines, the mask supplies fresh air from a hand-operated blower. The mask, boots, change of clothes and shower are necessary precautions in this work.

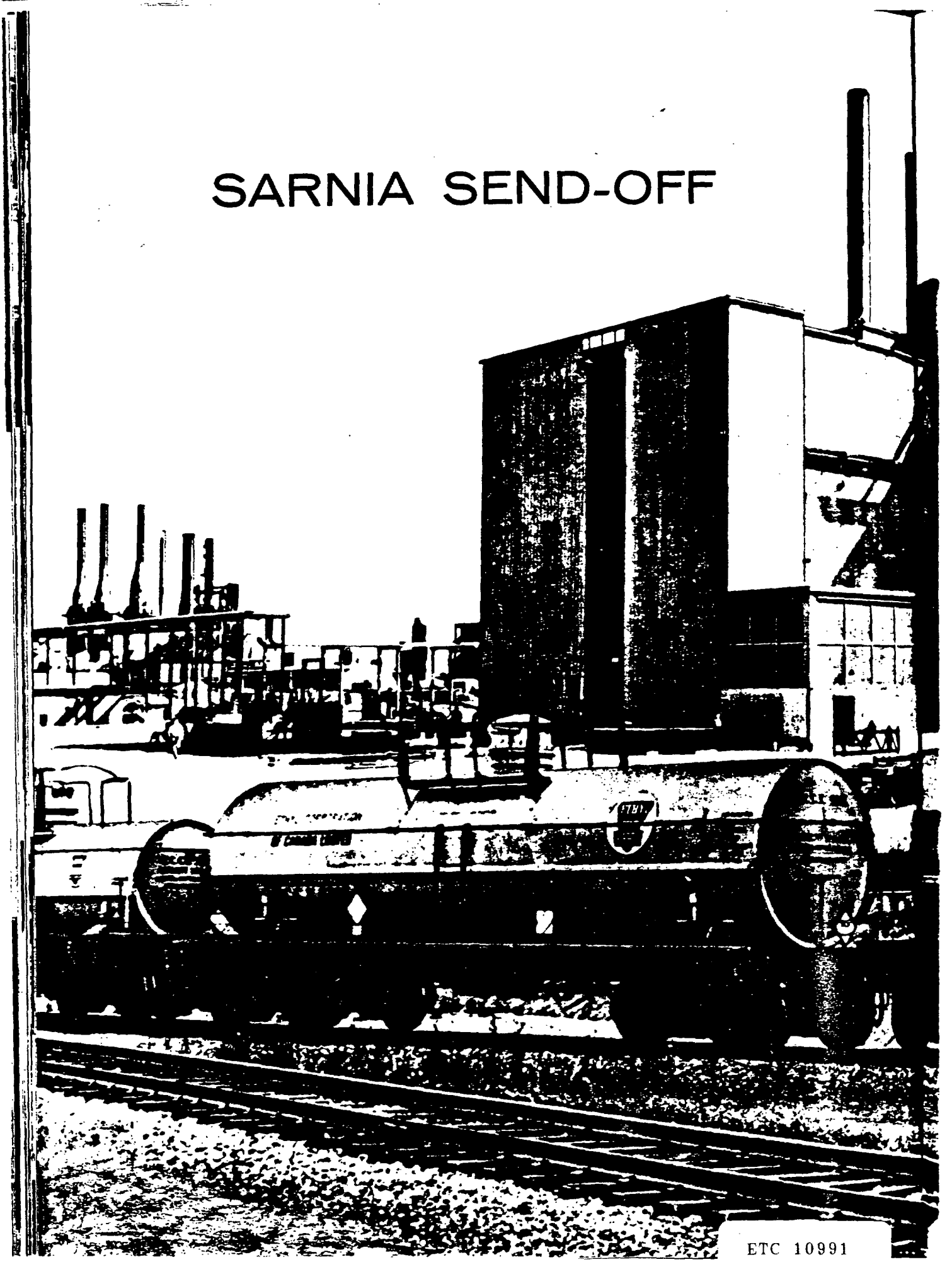
Harold Mehler of the Yonkers gasoline testing lab demonstrates the new four-cylinder demonstration engine now being used in all four regions. An improvement over the single-cylinder engine formerly used, this one more closely approximates the operations of an engine in a car. The new engine was developed by Harold and others at the Yonkers lab.



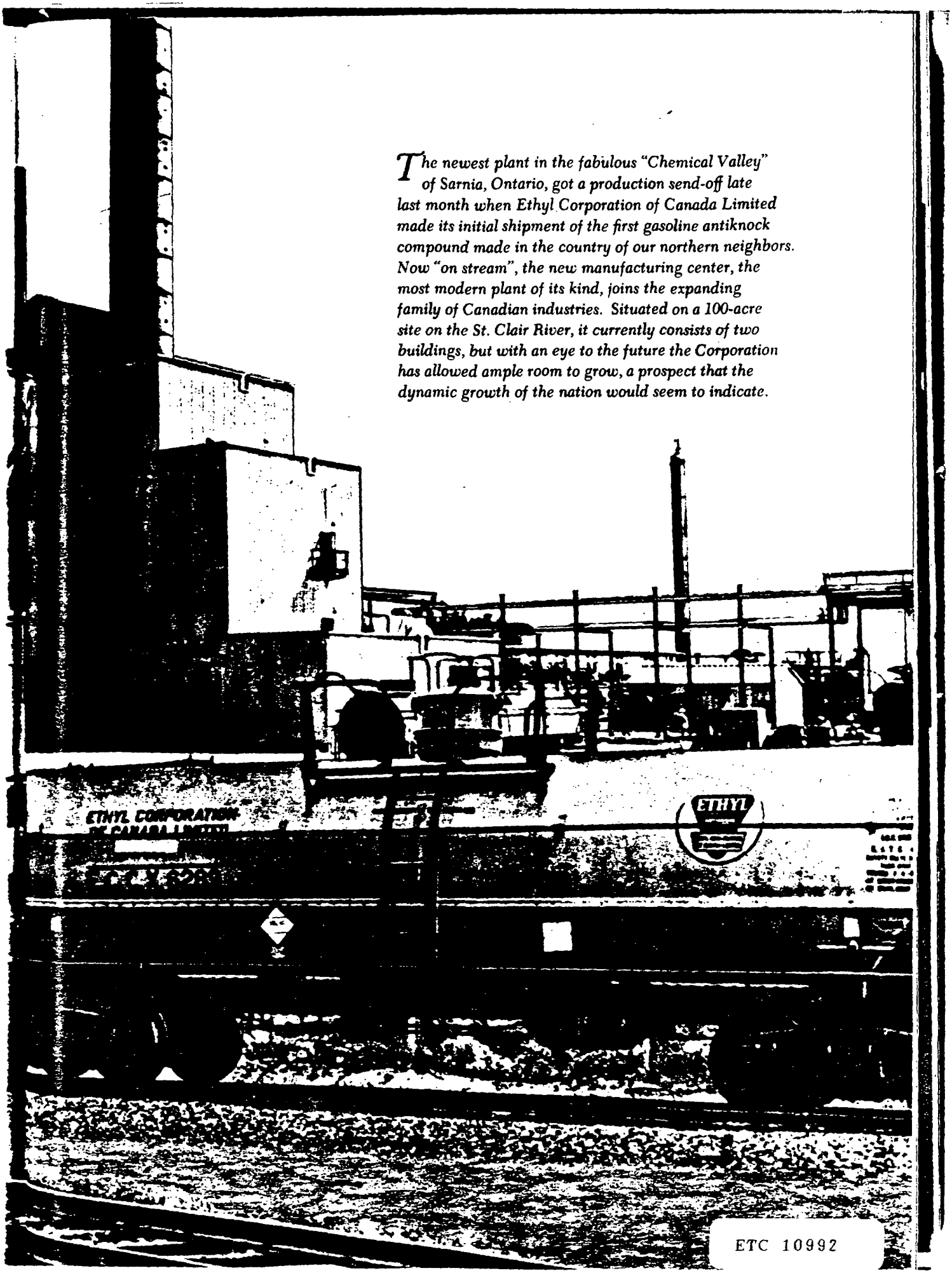


ETC 10990

SARNIA SEND-OFF

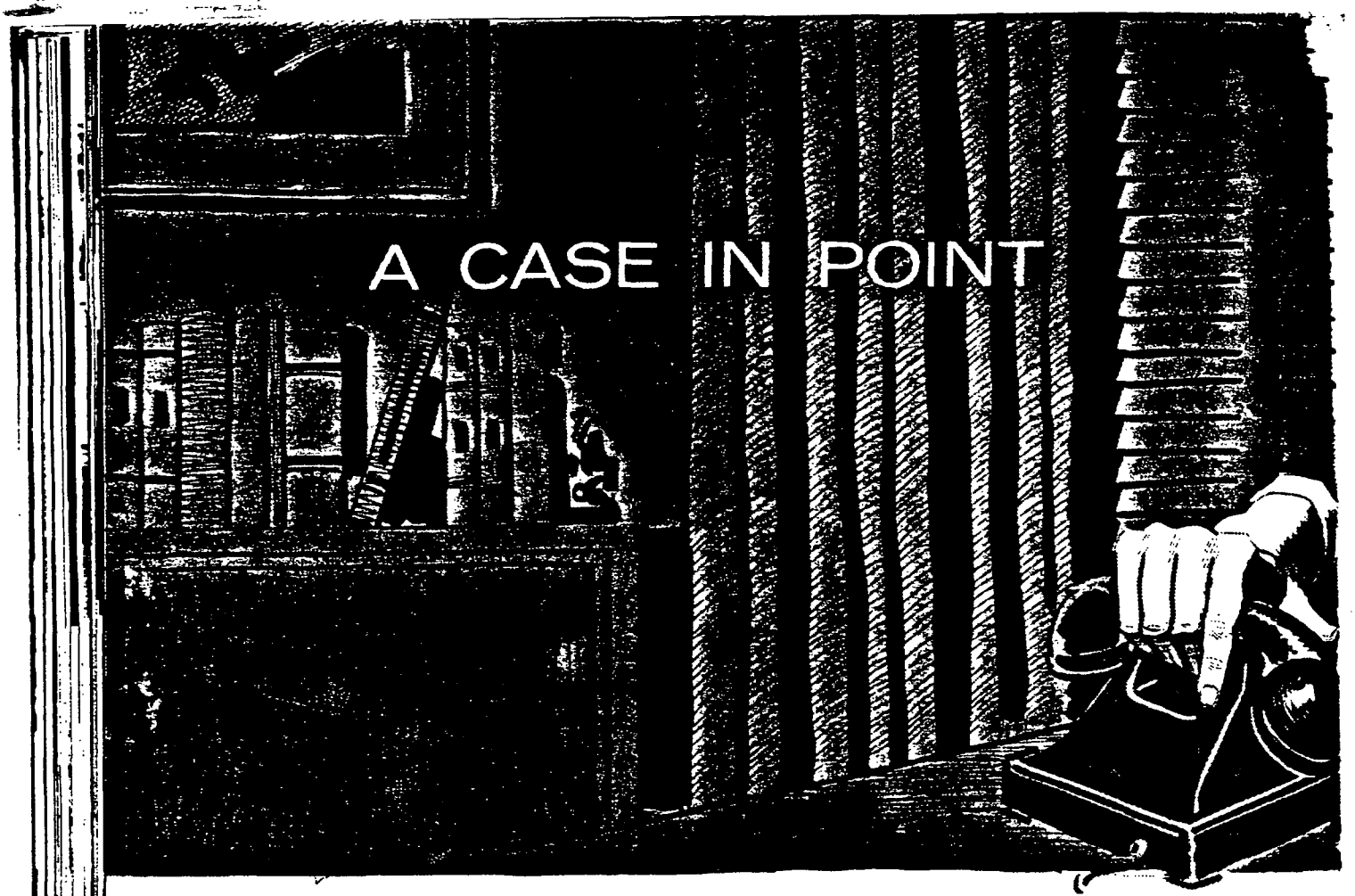


ETC 10991



The newest plant in the fabulous "Chemical Valley" of Sarnia, Ontario, got a production send-off late last month when Ethyl Corporation of Canada Limited made its initial shipment of the first gasoline antiknock compound made in the country of our northern neighbors. Now "on stream", the new manufacturing center, the most modern plant of its kind, joins the expanding family of Canadian industries. Situated on a 100-acre site on the St. Clair River, it currently consists of two buildings, but with an eye to the future the Corporation has allowed ample room to grow, a prospect that the dynamic growth of the nation would seem to indicate.

ETC 10992



A CASE IN POINT

All of us look forward to summer, not just because it means vacations and weekends at the beach, but also because we instinctively feel safer in those warm, pleasant months. We don't have to worry about breaking our bones from a fall on icy pavement, and we feel less subject to catching the common cold.

However, our instincts aren't too accurate in this matter. There are plenty of illnesses and accidents lying in wait in the good old summertime – health hazards don't play favorites with the seasons.

This sad truth was brought home forcefully to Stan Nickerson of Public Relations three summers ago. It was brought home so forcefully, indeed, that he missed most of that summer. He was unconscious as a result of three cerebral clots that hit him without warning. They put him out of commission for a painfully long time, they cost a small fortune and left him heavily in debt, and they created havoc with just about every aspect of his previously well-planned life.

This past summer marked a kind of anniversary for Stan—the third year of his recovery. It was also a financial milestone, as he had by then paid off the majority of the indebtedness incurred by the sudden illness. Of equal importance, however, was the perspective last summer was able to give him on his terrible summer of 1953. From the vantage of 1956, he could see it clearly, and while it still wasn't a pretty picture, at least there was comfort in knowing that such an experience would never find him as helpless, disorganized and unprepared again.

Today Stan has every reason to believe his good health is assured for a long time ahead, but he's not going to take a gamble on it, anyway. In the letter that follows – written last summer to Jim Boudreau, director of Public Relations – Stan tells why he has peace-of-mind on the subject of serious illness.

Here's the letter:

"Recently I attended one of the employee meetings where the new Major Medical Insurance Plan was explained. After having undergone such a trying illness three years ago, including its financial burdens, it goes without saying that the plan struck a most responsive chord in the heart and mind of Yours Truly. Once more I find myself moved with respect and admiration for a company so much concerned with the welfare and security of its personnel.

"If you can bear with personal reminiscence, here is one guy who really knows how tough financial problems can be in a time of duress. Needless to add, I signed for the new medical plan immediately.

ETC 10993



"It is understandable, I hope, when I say there is now deep comfort in realizing that as long as I am at Ethyl, never again shall I be obliged to see savings not only vanish, but find myself burdened with unavoidable indebtedness as well. Others who have had comparable experiences must share my own feelings, but I wonder how others who have been more fortunate so far can be made to appreciate fully the secure bulwark which the Company is making available.

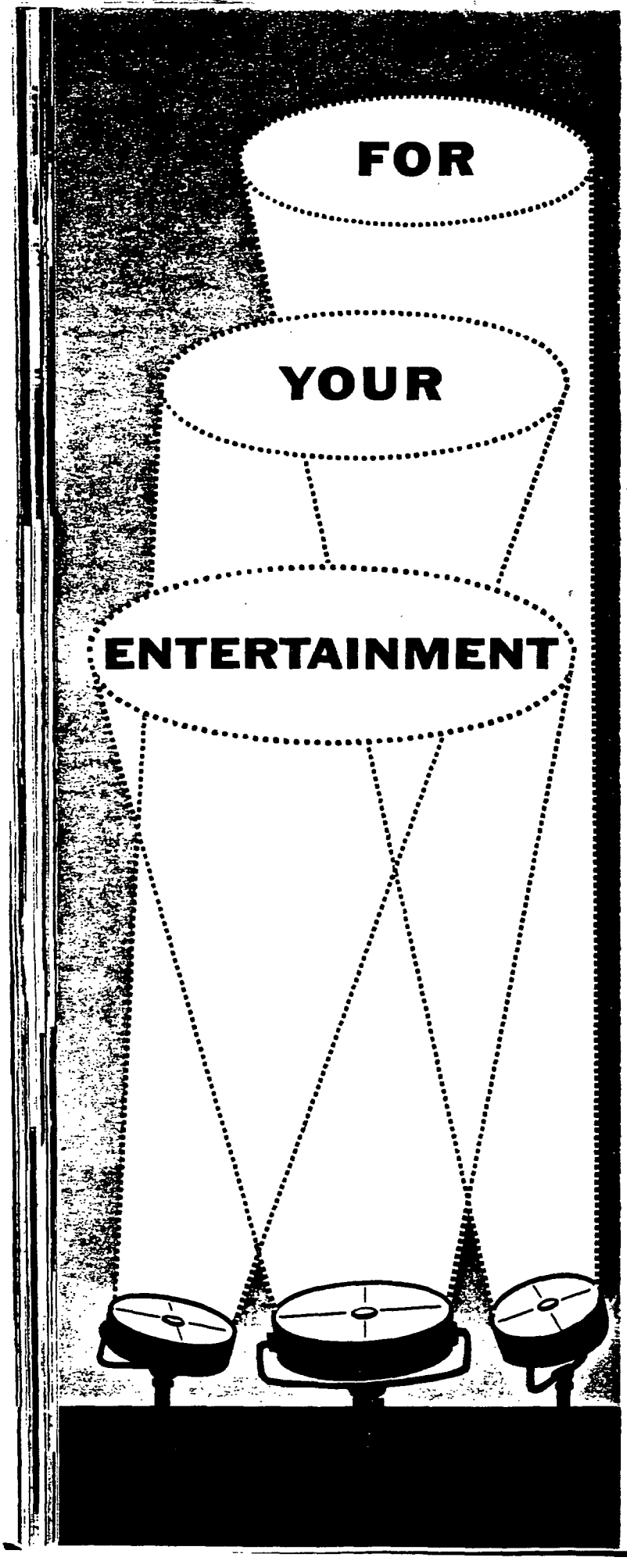
"There is the axiomatic daydream-wish, of course, that such protection had been available when I was under the weather: more resources would be on hand today instead of receipts. But in a very real sense I feel that an individually tailored plan was provided to cover my circumstances in the best possible way at the time. I don't know how I could have managed the tab end of things without the considerate and protective interest of Ethyl management, especially by Mr. Shea, yourself and others whose concern and efforts were offered with such practical understanding.

"This brings me to a gratifying personal matter. As of now, I have paid off all indebtedness to Ethyl apropos the Company loan extended to me at a time when it was critically needed. As you are aware, repayments have been made regularly by monthly payroll deductions, under a schedule arranged and approved by the treasurer's office. By autumn, my last medical bank loan will have been liquidated, too. It's good to see the end of it.

"This summer I am passing my tenth milestone as an Ethyl employee. With my doctor having assured me a year ago that my illness of 1953 is safely behind and that there is no chance of recurrence nor risk in continuing with anticipated responsibilities, I am looking forward toward contributing in whatever ways I can to the work of Ethyl Corporation in the years ahead.

"Meanwhile I want to express once more my gratitude and appreciation for all the Company and its management have done to help me over the hurdles. These feelings will endure with more depth and meaning than I am able to convey.

"One last thought: I understand that approximately 95 percent of eligible employees had enrolled in the new major medical plan by the end of August. If the remaining 5 percent of this group only realized the gamble they are making on their health and future, the hazards and even the tragedy they are needlessly exposing themselves and their families to, I'm certain that subscription would be 100 percent."





BOOKS

Anyone who has an interest in the Far West and practically everyone who enjoys tales from history will have a rousing good time in the new Doubleday volume, MEN TO MATCH MY MOUNTAINS by Irving Stone. The author, who has made a solid reputation for himself with such books as *Lust for Life*, *The President's Lady* and *Love is Eternal*, has done himself proud. Here is the west as it surely must have been, the west of the Gold Rush and the Mormons and the honky tonks and the cattle barons and the silver kings—here is the wild and woolly west, all wool and a yard wide.

Helen Howe has written a first-rate story of a particular type of American woman in Simon and Schuster's THE SUCCESS. Above all things Margot Fraser has to be successful; no matter where, what or how, Maggie had to call the plays and they had to be the right plays. She dressed impeccably; she charmed and captivated; she rushed about from coast to coast to pull together all the loose ends of her life, marriage and career. She was big time, but her success was all a shining sham. Whether you like her, hate her or merely feel sorrow for her, Maggie is terribly real.

Fast on the heels of *Bonjour Tristesse*, young French authoress Francoise Sagan has written another small but skillful novel about the joys and pains of early love. This new variation on a theme (Dutton's A CERTAIN SMILE) is perhaps not quite up to her previous exploration but her story of a young woman in love with an older, married man has weight and substance, and she handles it with simple effectiveness.

Marguerite Steen, who has to her literary credit any number of successful novels, plays and biographies, has written an unusual little volume about one of her favorite cats. LITTLE WHITE KING, which is published by World, is a gentle and sensitive piece of prose that will both touch and delight lovers of pets. Miss Steen knows, loves and understands the domesticated felines and her observations are among the best written on the subject.

A Book-of-the-Month Club selection, Simon and Schuster's THE KING OF PARIS by Guy Endore is outstanding historical fiction. Based upon the life of Alexandre Dumas it contains all the brilliance of the famous author's works, all the dash and the adventure. You might liken it to the bit of red velvet that appears on the book jacket, for it's a bright and plush piece of work. For downright entertainment you'll find it hard to beat this season and perhaps a few more.

Primarily a woman's book, Doubleday's THE SLEEPING PARTNER by Winston Graham is an adult novel of a domestic rift, and it manages to create a consistently good impression. When Lynn Granville leaves her husband with a "thank you" note and disappears in London, the tongues begin to wag and the story they tell is considerably suspenseful. Who's to blame and why is cleverly unfolded.

Simon and Schuster's SHOULD IT GURGLE?, a new book of cartoons by mirthful Alan Dunn, is a truly funny book, the kind of cartoon collection that has you going back for a second helping of laughter. In it, Mr. Dunn kids mostly about some of the national and international goings-on between 1946 and 1956. Among them, as you might well expect, are television, the Russians, picture windows, men from Mars and psychiatrists. If you don't laugh, by all means see the latter as quickly as possible.

One of the most fascinating women our country has yet to produce is THE AMAZING NELLIE BLY, the subject of Mignon Rittenhouse's new biography just issued by Dutton. Nellie, indeed, was a corker, and this account of her colorful life and times is as exciting and interesting as any novel about any fictional newspaperwoman. When she opened the doors of the newspaper world to her sex, she did it in a big way. As a reporter exposing social wrongs, she's hardly been bested; as a fabulous character she'll long hold her own.

Nadine Gordimer, a young woman who lives in and writes about South Africa, is an international writer who has made a distinguished mark in a previous collection of short stories and a novel. In SIX FEET OF THE COUNTRY, a Simon and Schuster release, she presents a perceptive group of new stories that explore and probe into the hearts of her characters. She is not a writer to be taken lightly. She is wise and compassionate, and she writes with a knowing skill.

Fairlawn Acres is a housing development in which the houses are all much alike and in which the gag of entering the wrong abode turns out to be very unfunny in Lionel White's new Guilt-Edged Mystery from Dutton, THE HOUSE NEXT DOOR. Not only does Len Neilsen wake up in an unfamiliar house but he awakens to find a dead man beside him. After that a babysitter is found murdered and the Law points its accusing finger at Len. Proving his innocence is no easy job but it makes a highly suspenseful mystery.



MOVIES

Columbia's THE SILENT WORLD is an outstanding documentary of life in the deep, photographed in color in the Mediterranean, Red Sea, Persian Gulf and Indian Ocean. Winner of the Grand Prize at the 1956 Cannes International Film Festival, it covers the exciting marine explorations of the Calypso Oceanographic Expeditions.

Metro-Goldwyn-Mayer has turned out a daring and powerful drama in their version of the hit Broadway play, TEA AND SYMPATHY. Deborah Kerr and John Kerr (no relation) repeat their stage roles in the story of a student in a boy's school befriended by the wife of a professor when he is threatened from all sides, and they are both superb in this strong contender for the Academy Award.

An almost sure bet for movie musicals, the riotous twenties once again come to the screen in 20th Century-Fox's THE BEST THINGS IN LIFE ARE FREE, a tuneful film biography of the famous songwriting team of De Sylva, Brown and Henderson, who wrote such nostalgic favorites as *Button Up Your Overcoat*, *You're the Cream in My Coffee*, *Sonny Boy*, the title song and more others than you can shake a stick at. Gordon MacRae, Ernest Borgnine and Dan Dailey play the trio and Sheree North is the girl who sings most of what they write.

Spencer Tracy, a favorite of almost everybody and an actor who knows his profession from way back, stars in the new Paramount production, THE MOUNTAIN, a solid hunk of cinematography about an Alpine mountain climber and his worthless young brother. The story is tight; the performances are good; the photography is excellent; and the mountain climbing is harrowing. Robert Wagner plays the youngster with the bad blood.

Some years back, *It Happened One Night*, made movie history. Now, Columbia Pictures has taken a good thing, added some sprightly new tunes, changed the title to YOU CAN'T RUN AWAY FROM IT, and come up with an appealing version that, though short of the real McCoy, is full of spirit. June Allyson plays the heiress originated by Claudette Colbert, and Jack Lemmon pinch-hits for Gable as the reporter. They are both amiable.



TELEVISION

The Letter, by that old master web-weaver, W. Somerset Maugham has been adapted for PRODUCERS' SHOWCASE on October 15, and will star the celebrated Irish actress Siobhan McKenna, recently acclaimed for portrayal of Shaw's *St. Joan*. A musical version of *Jack and the Beanstalk*, with Celeste Holm and Cyril Ritchard, is scheduled for viewing over the same program on November 12. A song-and-dance series, WASHINGTON SQUARE, premieres on October 21, when light-footed Ray Bolger and blonde Elaine Stritch share stardom against the background of New York City's well-publicized Greenwich Village.

Beauty contests will desert Atlantic City, Hollywood and elsewhere and come to television beginning October 22, when THE MOST BEAUTIFUL GIRL IN THE WORLD, emceed by Hal March, will give the viewing public a chance to judge on beauty, intelligence and talent. Another musical tribute to the big town, *Manhattan Tower*, will appear on October 27, featuring Ethel Waters, Pete Marshall, Helen O'Connell, Phil Harris and Caesar Romero. AIR POWER, the story of flight and its impact on modern man, bows in on November 11, as narrated by newsman Walter Cronkite. Almost everyone, we're sure, will want to curl up with his T.V. set for the election night coverage on November 6.

ETC 10996

MILESTONES

20 years



MARTIN ALSPAUGH
Sales, Southern Region



ELMER F. MAHLKE
Yonkers Central



ROBERT R. MEAD
Sales, Central Region



LAURENCE D. REIS
Sales, Southern Region



HYMIN SHAPIRO
Research, Detroit



JOSEPH F. SESSIONS
Gasoline Testing, Houston

15 years



BAYARD D. BROWNE
Export Sales, New York



HAROLD D. FAUCHER
Research, Detroit



HARRY B. HOLLINGSWORTH, JR.
Sales, Southern Region

10 years

DURELLE L. GUTHRIE
Research, Detroit

ROBERT W. JOHNSON
Research, Detroit

JOHN B. ZAWADSKI
Research, Detroit

5 years

VICTOR B. ALLING
Gasoline Testing, Yonkers

ARTHUR A. SCHILLER
Research, Detroit

ETC 10997



WILLIAM BURNS, lab technician in Detroit, was born in Renfrewshire, Scotland. Bill enjoys ice skating and ice hockey.



GENE COWPER, drafting technician in Detroit, is a member of the Air Force Active Reserve. He likes to fly and paint.

Ethyl Welcomes



WEIR GOODWIN is a field engineer in Southern Region. He resides in Bellair, Texas, with his wife, and their son.



PATSY J. HENSON, steno-clerk in Detroit, attends Detroit Business Institute. She likes to sew, ski and bowl in spare time.



DOROTHY A. MARTIN is a stenographer in Detroit. A native Detroiter, she holds a B.A. from Wayne University.



LEO NORMILE is a trade helper in Detroit. A Navy vet, he lives in Royal Oak with his wife and children, Norm and Nadine.



GERALD F. SIEGER is an auditor in New York Finance. A graduate of Fordham University, he served in the army in Japan.



DOROTHY STUMM is in General Services, New York. Her pastimes include youth work, amateur dramatics and sailing.

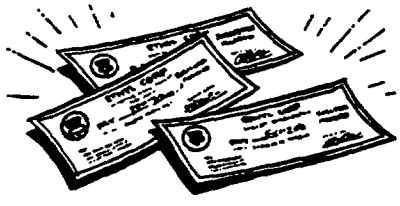
SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees in Detroit, the Gasoline Testing Laboratories, New York and the Sales department and Regional Offices:

DETROIT: MARGARET CARRINGTON, $10.00 (Ash tray in telephone room in DAS wing to protect desk surface); HARRY EDGAR, $20.00 (Revision to cylinder storage arrangement to prevent mixing of full and empty gas cylinders); ELIZABETH RENIUS, $10.00 (Revised signing out procedure for slides in central files).

GASOLINE TESTING LABORATORIES: S. F. JOHNSON, Houston, $10.00 Combine the sample log form and the daily work form—to be used by Houston Gasoline Testing Laboratory only); E. N. GARNSEY and L. A. HUNT, Yonkers, $10.00 (CFR carburetor bowl cooler—to be used by Yonkers Testing Laboratory only); L. A. HUNT, Yonkers, $40.00 (Motivated the use of silicone treated neoprene bellows type tubing on the new Demo engines) and $35.00 (Cover projecting terminals on the CFR engine panel with neoprene spark plug jackets).



SALES DEPARTMENT AND REGIONAL OFFICES: A. H. CHENAULT AND W. O. VAN WYCK, Certificate and $20.00 (Motivated the preparation of aluminum Motor Plus signs which are affixed to the weight-o-graph); ADELINE EDWARDS, $30.00 (Destroy the green copy of the Sales Order form after the shipment has been made); J. D. FULLER, $35.00 (Provide a sample of a Gasoline Testing Services booklet which will be used as reference material by those people who are actively working on this project); F. M. JOBES, $35.00 (Promote to Sinclair Refining Company certain Sales department gimmicks which would tie in with their current advertising programs particularly in relationship to the introduction of their new gasoline. Sinclair's Sales Promotion department was very favorably impressed and possibly will use some of these ideas in future campaigns); J. S. MORTON, $50.00 (Presentation be developed from the "Story of Gasoline" for OIIC use); W. J. RUSHER, $40.00 (As a customer service, distribute an enlarged World-wide Quality map which will be kept up to date yearly by overlays).

NEW YORK: MARGARET FURMAN, $25.00 (Send company publications carrying notices of death of employees to their families to show the respect which their relative had earned and how fellow workers have felt the loss).

ON THE ROSTRUM



DOUG COOPER of the Detroit Laboratories will present his paper "A Carbon-14 Tracing Distribution of Fuel Components in Automotive Engines," before a symposium sponsored by Tracerlab, Inc. "The Application of Gamma Spectrometry to Simultaneous Chromium and Iron Piston Ring Wear Studies," a paper authored by DICK ABOWD and CARL ALSTERBERG, Detroit Labs, will also be given. The meeting will be held in Boston, Mass., late in October.

JOHN FLENIKEN, Finance, Baton Rouge, was recently one of a panel of three speakers at a meeting of the Baton Rouge Chapter of the National Association of Cost Accountants.

BERNARD SOBEL, R&E Adm., Baton Rouge, spoke at a recent meeting of the Baton Rouge Chapter of the American Institute of Industrial Engineers. His topic was "Linear Programming and Its Applications."

E. M. JONES, Tech. Serv., and A. O. WIKMAN, Proc. Dev., Baton Rouge recently spoke to students in six chemistry classes at Baton Rouge High School. They discussed "Opportunities in Science as Seen by a Young Engineer."

PEOPLE IN THE NEWS



MARSHALL SITTIG, technical writer in Advertising and Sales Promotion, is the author of a book entitled "Sodium, Its Manufacture, Properties and Uses." A chapter in the book on physical and thermodynamic properties of sodium was co-authored by GEORGE THOMSON of the General Managers Office, Detroit Labs, and EDWARD GARELIS, formerly with Ethyl. The book was published by Reinhold Publishing Corporation this summer.

EXTRACURRICULAR

The Baton Rouge plant has received the Joseph A. Holmes Safety Association Certificate of Honor for completing 1,845,679 manhours without a time-losing injury during the period October 6 through December 31, 1955.

The Holmes Safety Association is sponsored by the Bureau of Mines of the Interior Department in honor of Joseph A. Holmes, who was a pioneer in industrial safety.

Because of the wide interest on the part of employees and their many requests, Ethyl will again sponsor broadcasts of the Louisiana State University football

games this fall. The Company will join Kaiser Aluminum and Chemical Corporation as a co-sponsor of the broadcasts on a state-wide basis in Louisiana.

"The Story of Gasoline," authored by BILL BALL, New York Public Relations, as a reference book on the manufacture, characteristics and uses of gasoline, has been in wide demand by oil companies all over the country. To date, distribution has run well over 36,000 copies.

W. W. MERRITT, P&ES-Safety, Baton Rouge, was named chairman of the 1956 Fire Prevention Week program for Baton Rouge recently. Fire Prevention Week was observed October 7-13.

The Southern California Oil Information Committee Workshop was recently held in Ethyl's Los Angeles auditorium. Over 100 West Coast oil executives attended. TED LITTLEFIELD, regional manager, Los Angeles, handled the arrangements.

NEWS BRIEFS

"Drive More—it gets cheaper by the mile," the unique market-expansion program for the oil, automotive and allied industries shifted into high gear this year, a cumulative study of the response to the promotion shows.

During the 1956 season to date, some 60 oil, automotive and allied companies have participated in this successful promotion, spearheaded by Ethyl Corporation, to demonstrate to America's motorists that their automobile is the greatest "magic carpet" man has ever known, and that paradoxically, the more a car is driven, the cheaper its operation becomes by the mile.

Commenting on the program, advertising manager Russ Weston listed five accomplishments of "Drive More".

1. It has given the oil industry a common theme to use, particularly those companies whose advertising-promotion budgets are somewhat limited.

2. It has helped, we believe, to stimulate the thinking of others toward developing programs of their own of a similar nature.

3. Through our direct efforts in advertising and promotion, we have carried the story of "Drive More" to many millions of motorists.

4. We have secured the support for the overall program from the automotive and allied industries.

5. By pointing out, in our breakdown of car operating expense, that the cost of gasoline and oil is a relatively small item, we are performing a real public relations service for the oil industry.

TANK CARS ORDERED

The Company has ordered 95 new tank cars for conveyance of antiknock fluid to customer installations. Thirty of the new tank cars will have capacities of 9,000 gallons and 65 will have capacities of 6,000 gallons. Delivery of the tank cars is expected next spring.

BIRTHS

CANADA

GEORGE and SUSAN HAYES—twins, MURRAY and JOHN, born on August 8. George is a sales representative headquartered in Edmondton, Alberta.

DETROIT

RICHARD and SARA ABOWD—a daughter, ELIZABETH MARIE, born on August 30. Dick is a project engineer in Chemical Research.

DENIS and SUZANNE LENANE—a daughter, KAREN PATRICIA, born on September 2. Denis is an engineer in the Engine Performance and Duribility section.

RALPH and MARTHA LOU LOEHR—a daughter, KATHLEEN NANCY, born on August 29. Pop is an engineering technician in Chemical Research.

AL and JOANNE PALMBY—a son, WILLIAM GARNET, born on August 23. Al is a chemist at the Labs.

EUGENE and VIRGINIA TAYLOR—a son, MICHAEL SHERWOOD, born on August 30. Dad is a lab technician in Chemical Research.

DAVID and DOLORES YATES—a daughter, JEANNE, born on August 7. Dave is in Chemical Research.

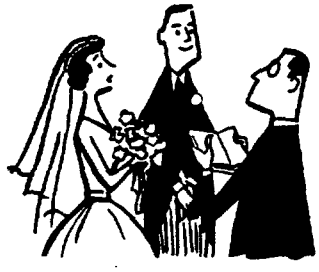
NEW YORK

AYMON and MIRIAM DI MARCO—a son, Robert Aymon, born on August 25. Miriam was formerly secretary to Frank McNally in the Tax division of Finance.

SOUTHERN REGION

ART and ROSEANN DELAUNE—a son, THOMAS WAYNE. Art is a field engineer in the Southern Region.

WEDDINGS



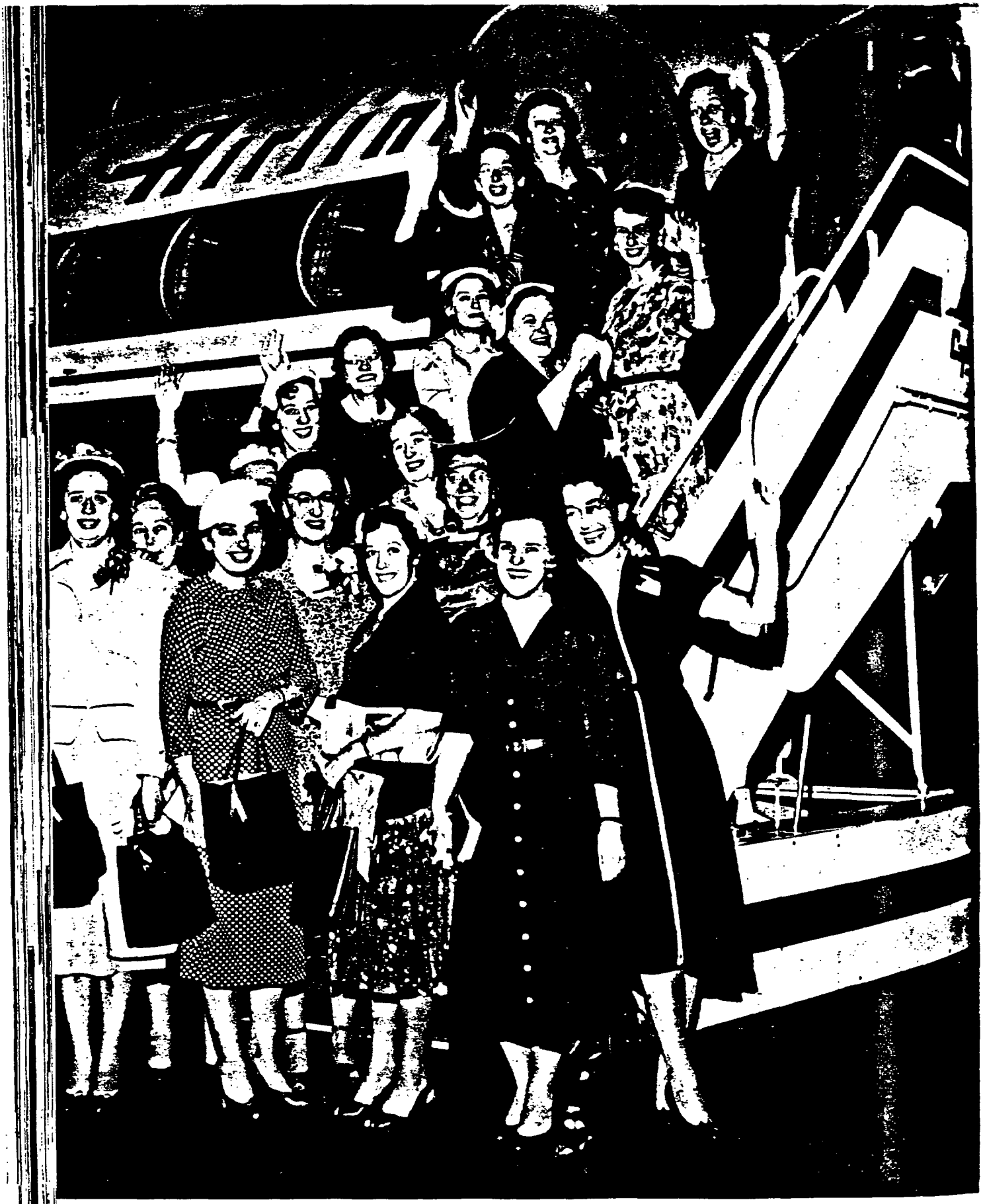
CENTRAL REGION

SHIRLEY LOUISE STOEKLIN was married to ROBERT DALE BINGHAM, son of AL BINGHAM, account representative in the Central Region, on September 8. The couple will make their home in Cincinnati, where Bob is taking post graduate work in Forestry.

BLOOD DONORS NEEDED

Blood donors are needed to help a two-year-old girl suffering from leukemia. The child, FRANCES ELLISON is the niece of Eleanor Frawley of Industrial Relations, New York. She will need periodic transfusions for a considerable amount of time. Donors from the New York office are requested to donate blood at either Memorial Hospital or the Red Cross blood bank located at Park Avenue and 38th Street. When doing so they are to mention the child's name so that her account can be credited.

ETC 11000



Over 1,300 women from this country and Canada attended the annual convention of the Desk & Derrick Club, held early in September in New Orleans. Shown here, about to board a plane at LaGuardia Field, are some of the New York City members, including Ethyl women Erna Harris (*right, bottom*) and Jessie Halton (*right, top*).

PEOPLE and PLACES



ETHYL BEAUTY

Pretty Silvia Phillips, right, who has been adorning our New York offices as a receptionist, has now won official recognition of her attractiveness. Silvia was a runnerup in the Miss Westchester beauty contest recently held at a Yonkers theater. The pretty brunette is the daughter of Lynn Phillips, who manages the Ethyl office in Mexico City.

ROCK-A-BY BABY

A "Baby-Saver" car seat has been invented by Larry Banta of Maintenance at the Houston plant. The seat, made of plywood base and upholstered, is designed for children aged three months to four years, and can be used in the home as well as in the car. Larry has applied for a patent on his invention, in which local parents have shown interest.







OPEN HOUSE IN CANADA

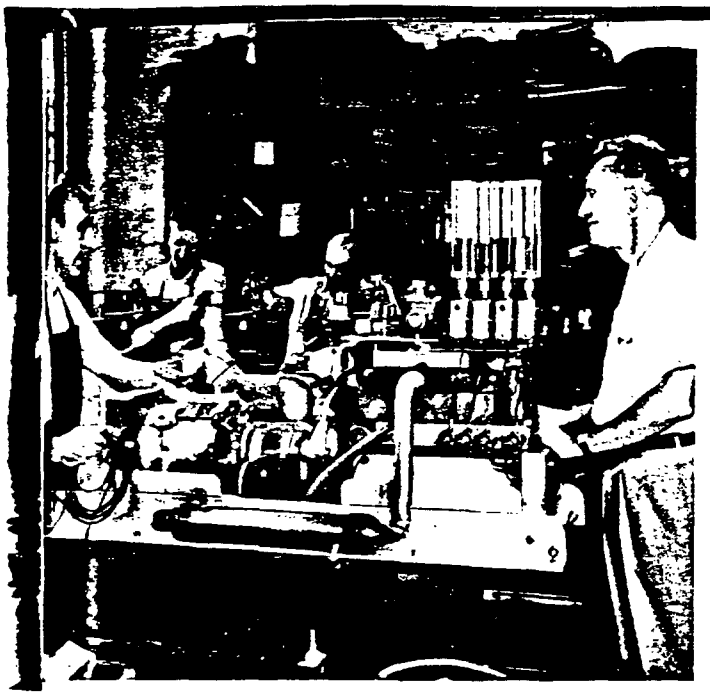
Some 160 employees and their wives or husbands attended an Open House at the new plant of Ethyl Corporation of Canada Limited last month. Upon arrival at the plant outside of Sarnia, the women were presented with corsages and souvenir notebooks. Bob Edgar, plant manager, welcomed the group, C. L. Weeks explained the operating process, and the film, "This is Ethyl," was shown by Maurice Siverns. The group was then taken on a tour of the plant, after which a buffet lunch was served. Shown at left are G. R. Mills, D. C. Shaw, Mr. and Mrs. C. E. Clemens, (in background) J. A. Jones and Mrs. D. J. Vantroost. At right are Dr. and Mrs. A. C. Houston, W. J. Fowler, C. E. Finlay and Mr. and Mrs. G. Goguen.

FIRST ANNUAL PICNIC

The first annual picnic for employees of Ethyl Corporation of Canada Limited was held late last summer near Sarnia, Canada. Employees and their families—like the ones shown below—enjoyed entertainment, games and plenty of good food at the outing. There were games and contests for both young and not so young, with worthwhile prizes for the winners. The picnic committee consisted of Ralph Dailey, chairman; Claude Clemens, Bruce Carruthers, Ray Turner, Bill Fowler, Dave Manning, Bill Scharf, Jim Lambert, Tom Labutte, Al Sharp, Chuck Finlay and Bob McClean. Mike Dodds was in charge of the ball game between two shifts at the plant. Employees were welcomed by Bob Edgar, plant manager.







NEW DEMONSTRATION ENGINE

New four-cylinder demonstration engines designed to more closely approximate the performance of an engine in a car are now being shown to customer companies in all four regions. The new engine supersedes the single-cylinder engine formerly used. Shown are Harold Flood, Gil de Malvalain, Walter Bauer and Harold Mehler, assembling engine at Yonkers.



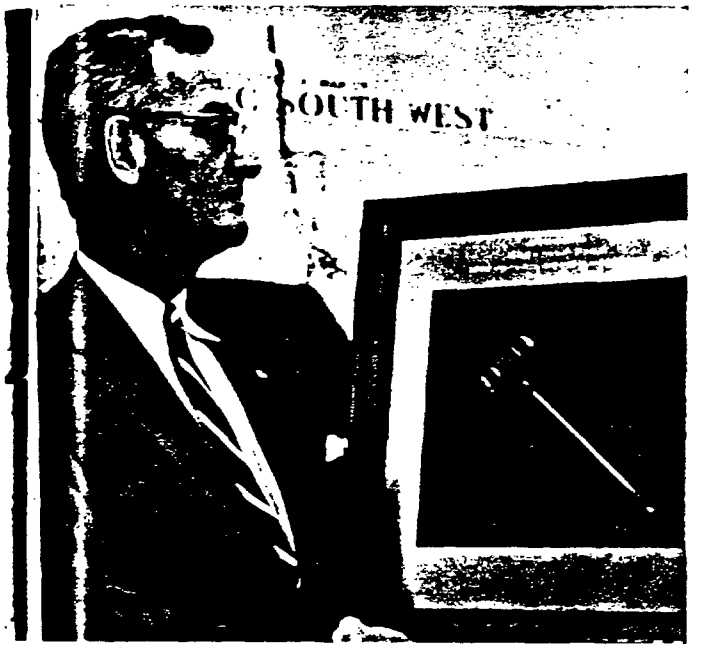
ONE THAT DIDN'T GET AWAY

Ross Rife, Administration and Services, Detroit Research Labs, takes a ribbing from Emil Gillig and Ed Zelda of the Instrument section on his prize, a five-pound black bass caught while on vacation last summer. Ross had the big fish mounted—perhaps as a reminder of the good fishing in the waters around an island he owns in a Canadian lake.

ETC 11004

COLE HONORED BY RMOGA

The refining committee of the Rocky Mountain Oil and Gas Association recently presented the plaque shown below to Jack Cole, district manager at Salt Lake City. Jack received the plaque for his "untiring effort, warm friendship, and outstanding ability in organizing, counciling and fostering the growth" of the committee while serving as its chairman.



GRAND CHAMPIONS

Shari Hubner, daughter of Bill Hubner of Planning and Coordination, New York office, won seven blue ribbons and one red ribbon with sheep that she showed at a county fair in Rhinebeck, N. Y. Here is her fat and fleecy Dorset ewe, which won the 4-H and open-class grand championship. For some time, Shari has helped raise the sheep on her father's farm.





NEW STEERING COMMITTEE

The Ethyl Society of the Detroit Research Laboratories recently elected a new steering committee. New committee members include: (front row, left to right) Al Palmby, sports chairman; Lois Marentette, publicity chairman; Gordon Saxon, general chairman; Jean Davis, secretary-treasurer; Chuck Penninger, social chairman; (second row) Tom Murray, Jerine Peterson, Harry Dittmar, Adele Rozek, Joe Weaver, Carl Kline; (back row) Ed Myron, Jim Burns, Sue Gendernalik, assistant social chairman; Ed Zelda and Russ Unangst. Absent when the picture was taken were Denis Lenane, Joe Odenweller and Claude Hoffman. The Ethyl Society, a sports and social organization, serves to form friendships on and off the job.

ETHYL SUPPLIES CITY MAPS

A new map of the Baton Rouge area, published by Ethyl as a public service, has been distributed through the offices of the Baton Rouge Chamber of Commerce. The Chamber of Commerce distributed approximately 50,000 of the two previous editions of the map sponsored by Ethyl in 1950 and 1953. The picture at the left, taken in the EtCl office building at the plant, shows M. H. Hardy, personnel scheduling clerk, giving maps to R. H. Whittington, T. M. Howze and J. A. Carr, all EtCl operators. In the other picture, Opie L. Shelton, left, executive vice-president of the Baton Rouge Chamber of Commerce, accepts Ethyl's new city map from Wallace Armstrong, assistant general manager of Manufacturing.







This Burpee hybrid cantaloupe—a first generation hybrid—won a blue ribbon for its grower, Herb Neal of Chemical Research, Detroit Laboratories, at a fajr sponsored recently by a local garden club. Herb grew the winner in his half-acre home garden.

ETC 11006

NOV. 6

VOTE

ETC 11007

ETHYL bulletin board

NOVEMBER 1956



ETC 11008

ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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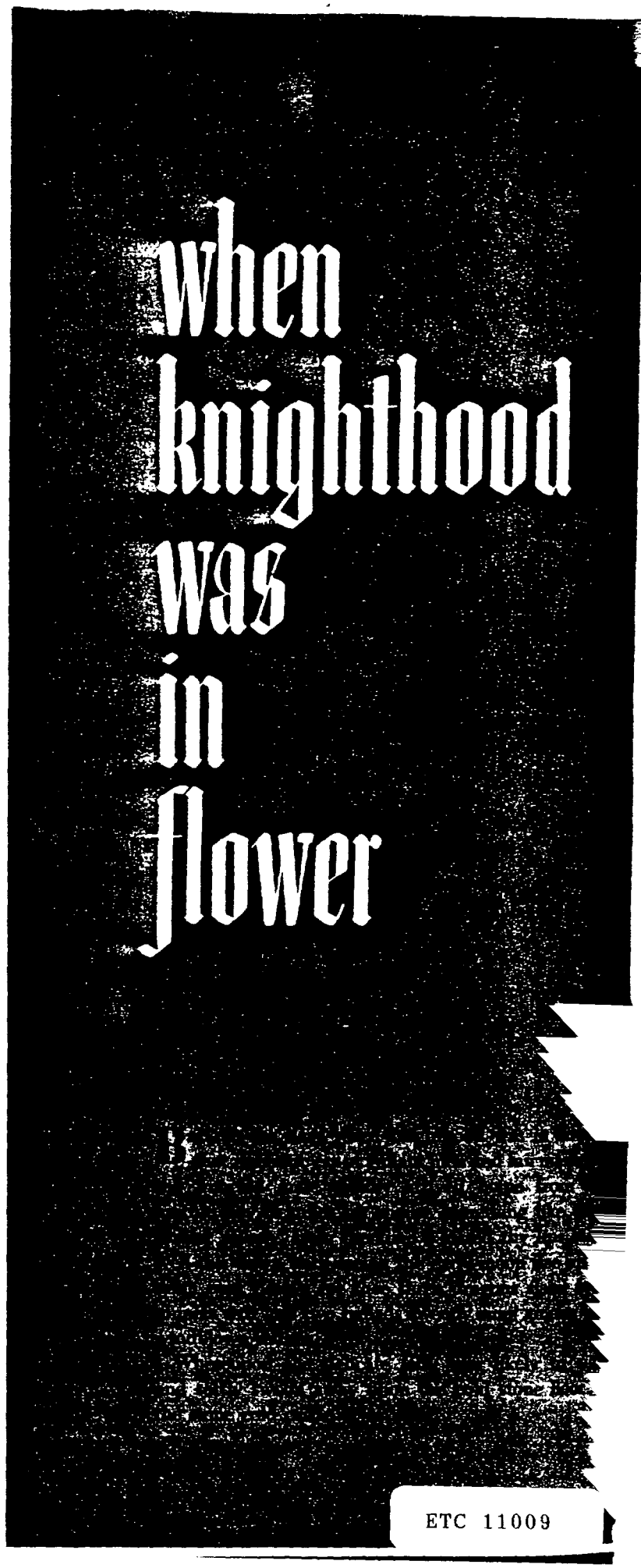
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ON OUR COVER: It's time for turkey—and time for the man of the house to do the customary job of carving the bird. Jim Lonergan of Advertising gets ready to attack from one direction while an anxious onlooker studies the other front.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, Chairman of the Board; B. Bynum Turner, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.



ETC 11009



ETC 11010

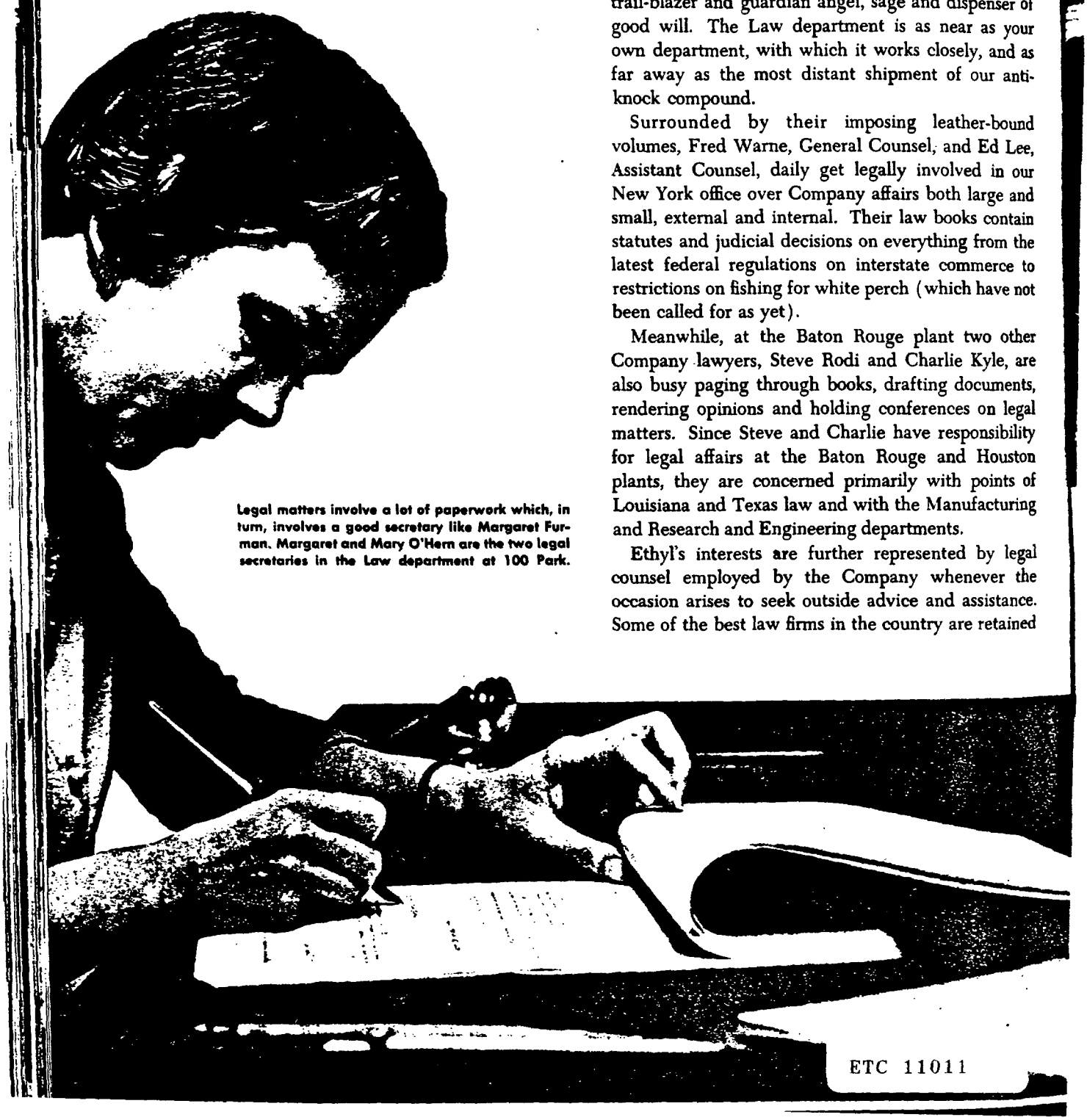
LEGAL BRIEF:

Here at Ethyl a vigilant Law department helps maintain order and fair-dealing both within our organization and in our outside relations. It separates the law from the illogical and keeps a sensitive finger on the pulse of every Company operation. It serves as trail-blazer and guardian angel, sage and dispenser of good will. The Law department is as near as your own department, with which it works closely, and as far away as the most distant shipment of our anti-knock compound.

Surrounded by their imposing leather-bound volumes, Fred Warne, General Counsel, and Ed Lee, Assistant Counsel, daily get legally involved in our New York office over Company affairs both large and small, external and internal. Their law books contain statutes and judicial decisions on everything from the latest federal regulations on interstate commerce to restrictions on fishing for white perch (which have not been called for as yet).

Meanwhile, at the Baton Rouge plant two other Company lawyers, Steve Rodi and Charlie Kyle, are also busy paging through books, drafting documents, rendering opinions and holding conferences on legal matters. Since Steve and Charlie have responsibility for legal affairs at the Baton Rouge and Houston plants, they are concerned primarily with points of Louisiana and Texas law and with the Manufacturing and Research and Engineering departments.

Ethyl's interests are further represented by legal counsel employed by the Company whenever the occasion arises to seek outside advice and assistance. Some of the best law firms in the country are retained



Legal matters involve a lot of paperwork which, in turn, involves a good secretary like Margaret Furman. Margaret and Mary O'Hern are the two legal secretaries in the Law department at 100 Park.

ETC 11011

Our Law department seeks to maintain order and fair-dealing and benefit the Company, our customers and the individual employee as zealously as philosophers pursue the eternal truths



In conference are, clockwise, John Schaefer, vice president of Manufacturing; Charlie Wasserman, Wage and Salary coordinator; Curt Holton, director of Industrial Relations; Walt Cosgrove, Manager, Employee Benefits and Services; and lawyers Ed Lee and Fred Warne.

on a regular basis and firms in Toronto and Sarnia, Canada, are currently being retained. Our lawyers who cannot be everywhere at once, do not practice their profession in court, and thus litigation is also "farmed out" to law firms.

"Preventative law—meaning the prevention of adverse legal consequences—is what we practice," according to Ed Lee. "We try to anticipate what legal problems may arise and prepare for them so as to prevent their arising, if possible, and to be properly prepared to meet them if they should arise."

No mere word-magicians and scroll-signers, Ethyl's attorneys strive for the general betterment of the Company's business and business relations. Preparing contracts for the purchase of raw materials and equipment; helping to formulate the Company's patent structure; preparing sales' agreements for sale of our products; labor relations activities; cooperating with the Tax section on its affairs; helping the Finance department with payroll, auditing, accounting and insurance problems; product liability work; copyrights and trademarks; reviewing advertising and public relations programs—all these are the Law department's responsibility and everyday concern.

It also reviews all Company publications, including BULLETIN BOARD. In fact, as a matter of routine as well as personal interest, the department checked this article about itself (and recommended a few changes which were duly adopted). No Company affair is too small to engage our attorneys' attention and none is too big to discourage their attention. They are as much concerned with the individual employee himself as with his section or his department or the business generally.

ETC 11012

A good example of how the department works for the benefit of employees was the obtaining of a smoking permit at the Yonkers gasoline testing lab last year. Employees there weren't allowed to smoke because the New York Department of Labor ruled that smoking was prohibited in areas in which gasoline was stored and used. For the non-smokers working at the lab this of course meant no sacrifice, but for the heavy smokers and even those who like to enjoy a cigarette or cigar occasionally, it was an actual hardship. However, Fred and Ed got to work on this thorny though small problem and managed to secure the smoking permit after the Department of Labor had been convinced that gasoline was not hazardous when handled by experts under the lab's controlled conditions.

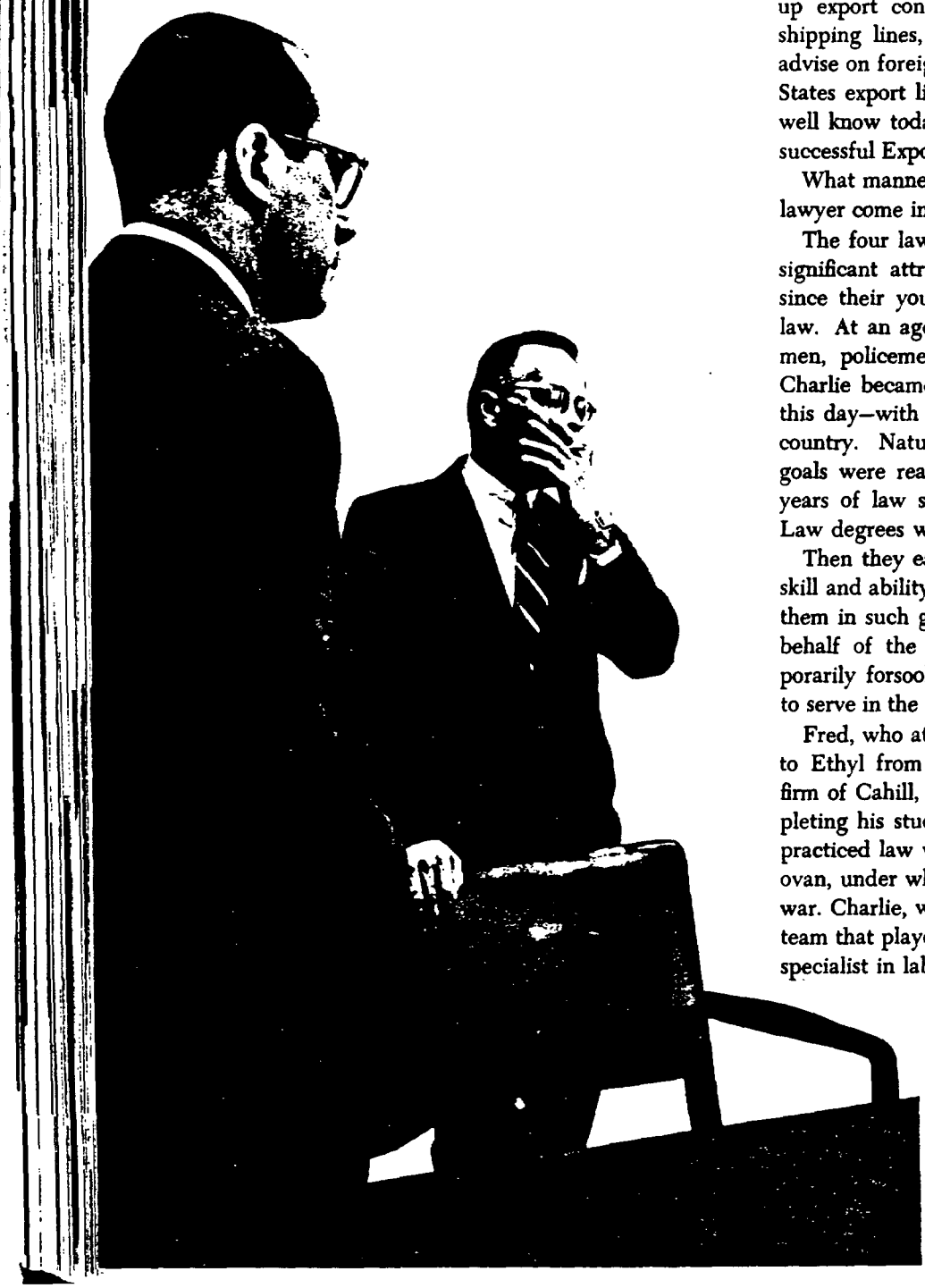
To illustrate the department's participation in Company activities on the grand scale, let's go back to 1952, when the now active Export section was established. After the Company received an inquiry from Japan regarding the sale of tetraethyl lead there it was agreed that the time had come to go into foreign sales in a big way. When Nick Carter of the Sales department had returned from Japan with contracts for 300,000 pounds of "Ethyl" fluid, the faithful standby, the Law department, was called in to draw up export contracts, help make arrangements with shipping lines, study Japanese laws on imports and advise on foreign exchange regulations and on United States export licensing regulations. The result, as we well know today, was the establishment of the busy, successful Export section of the Sales department.

What manner of men are our lawyers? How does a lawyer come into being? What is he like as a person?

The four lawyers who work for Ethyl have several significant attributes in common. First, all of them since their youth wanted very definitely to practice law. At an age when most boys aspire to being firemen, policemen or jet pilots, Fred, Ed, Steve and Charlie became fascinated—and remain fascinated to this day—with the theory and practice of law in this country. Naturally, it was some time before their goals were realized: four years of college and three years of law school before the coveted Bachelor of Law degrees were bestowed upon them.

Then they each went into practice, developing the skill and ability and gaining the experience that stand them in such good stead in their present activities in behalf of the Company. Later each of them temporarily forsook the pursuit of their careers in order to serve in the Armed Forces during the last war.

Fred, who attended Dartmouth and Harvard, came to Ethyl from our general outside counsel, the law firm of Cahill, Gordon, Reindel and Ohl. After completing his studies at Princeton and Yale, Ed in time practiced law with the firm of General William Donovan, under whom he served in the O.S.S. during the war. Charlie, who was Captain of the Tulane football team that played Temple in the 1934 Sugar Bowl, is a specialist in labor law, and prior to joining Ethyl was



During a legal discussion Fred, left, and Ed seem to stare off into the future, and it may well be, as one of their chief aims is to prepare in advance for legal problems.

an attorney with the National Labor Relations Board. Loyola University of the South is Steve's alma mater. He is co-author of a survey on revenue and taxation in Louisiana, published as a special commentary in the Louisiana revised statutes.

Fortunately, the Law department has competent secretaries—Margaret Furman, Mary O'Hern and Martha Monroe—who keep the mass of law books, files and legal documents in order and help to regulate the constant flow of activities. Conferences, jangling telephones and a steady parade of visitors seeking advice and services also keep the small department hopping. When a big project like Ethyl Corporation of Canada Limited is added to the normal burden, all the competence, training and knowledge that the Law department possesses are mustered to the fore.

A breakdown of its participation in the establishing of the new plant in Canada provides ample evidence of the complexity and functional importance of corporation law today. All four of our lawyers worked with the Manufacturing department on acquisition of property, which involved zoning matters, rights of ways, easement and rights of access to the St. Clair River. For the R&E department they prepared construction contracts, and with the Finance department and outside counsel they incorporated Ethyl Corporation of Canada Limited and dissolved its predecessor, Ethyl Antiknock Limited. They helped Sales prepare new sales' agreements, continued to work with Manufacturing and Finance on immigration matters affecting transfer of personnel from this country to Canada and ironed out some knotty problems under Canadian Tariff Law so as to secure minimum customs' duties.

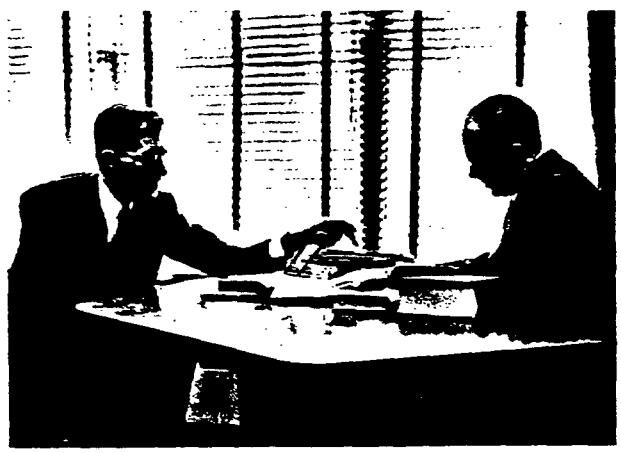
Small wonder, then, that our lawyers haven't had time or occasion to concern themselves with the fishing restrictions on white perch. Taking legal care of Ethyl's ever-expanding business interests doesn't leave them much time for fishing itself.



Steve Rodi, at desk, and Charlie Kyle are legal watchdogs for the plants. They deal with aspects of Louisiana and Texas law and with affairs of the Manufacturing and R&E departments.



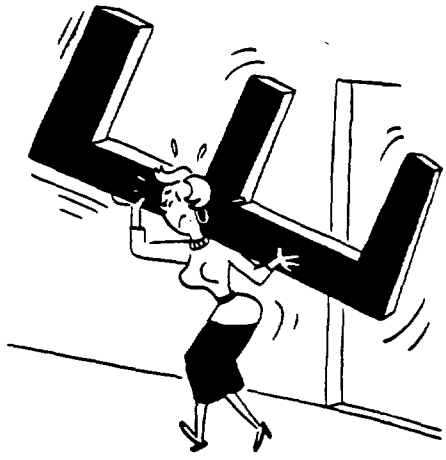
Ed Lee and Ed Gresslin, consultant on Traffic, talk over a knotty problem together. Discussions, correspondence, telephone conversations and conferences are numerous and varied.



Jud Biehle, general coordinator in the Manufacturing department, seeks Fred Warne's advice. Through association with all departments, Company lawyers know Ethyl inside and out.



Mary O'Hern, Ed Lee's secretary, types legal correspondence. Behind her are volumes of Corpus Juris—with such titles as *Mayhem to Money Land* and *Homicide to Husband and Wife*.



TAKING A LETTER



SALES PITCH

BUSINESS BANTER



GETTING A RAISE



PUNCHING THE CLOCK



OFFICE POOL

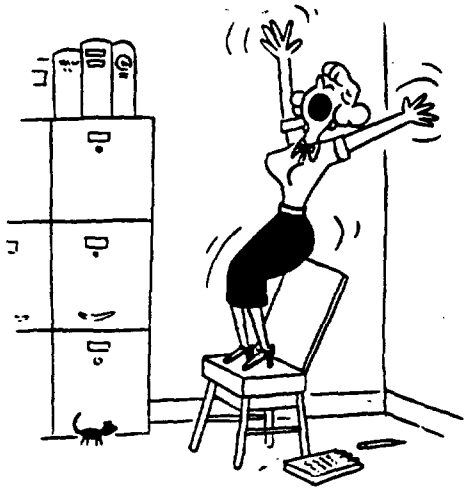


BALANCING THE BOOKS

Our language is an active one, constantly changing. For example, the man in the armed service during World War II added a lot of colorful speech to our native tongue, phrases that have stuck with us and become part of our everyday usage. Business, too, has contributed to our verbal color, and any number of expressions that originated with offices and plants now roll trippingly from the tongue. Some of them are very graphic; all of them are precise and definitive. The graphic ones have often connoted very literal scenes to us, and we thought it would be fun to have our artist depict a few.



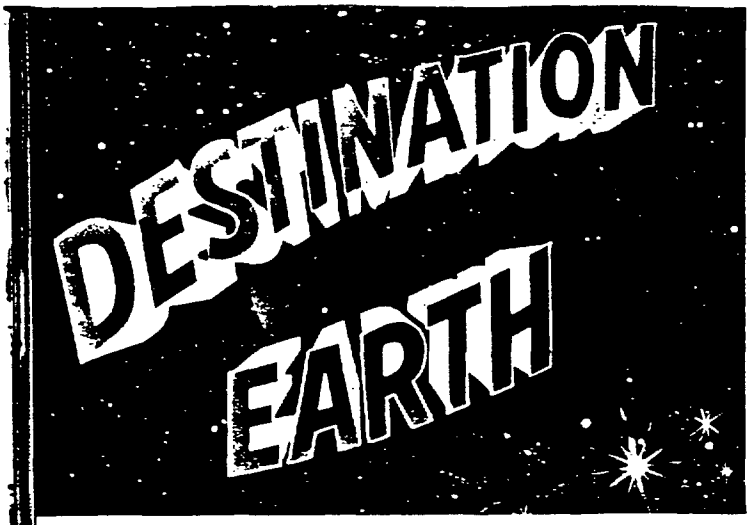
TOUGH COMPETITION

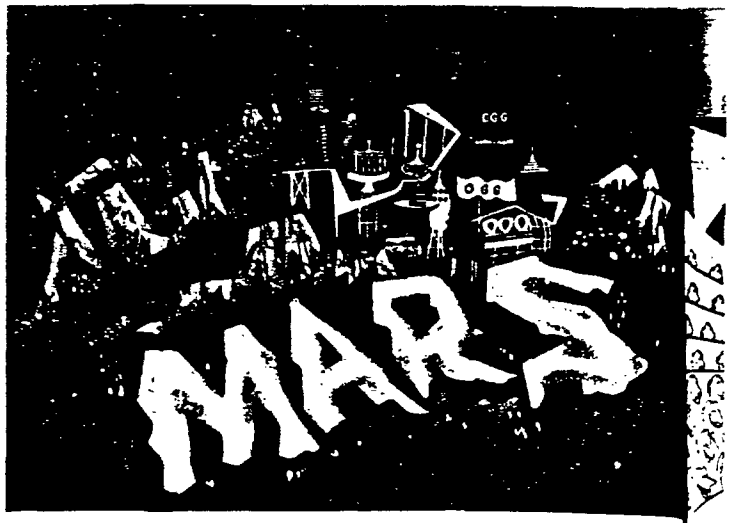


SECRETARIAL HELP

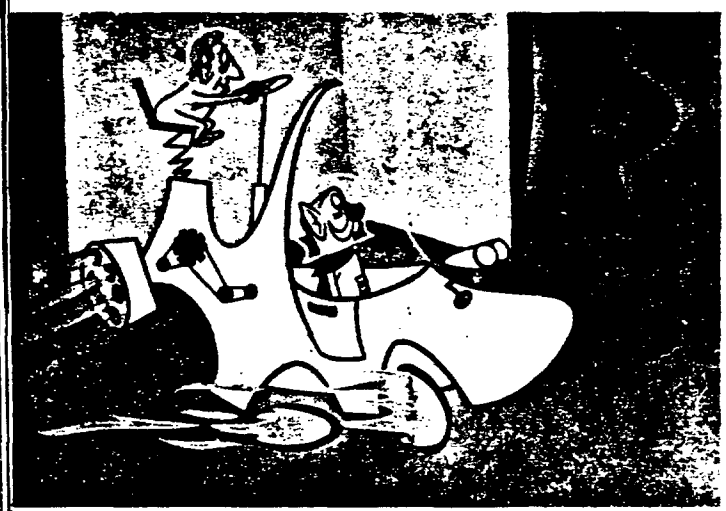
Illustrated by Frank Ridgeway

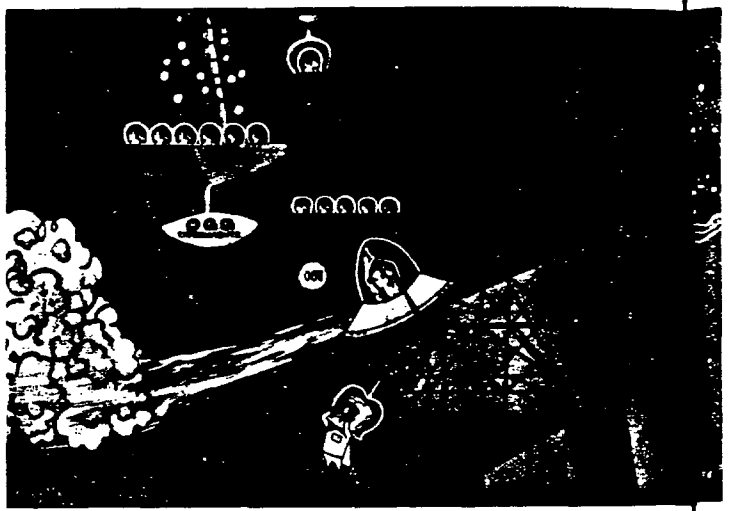
ETC 11016





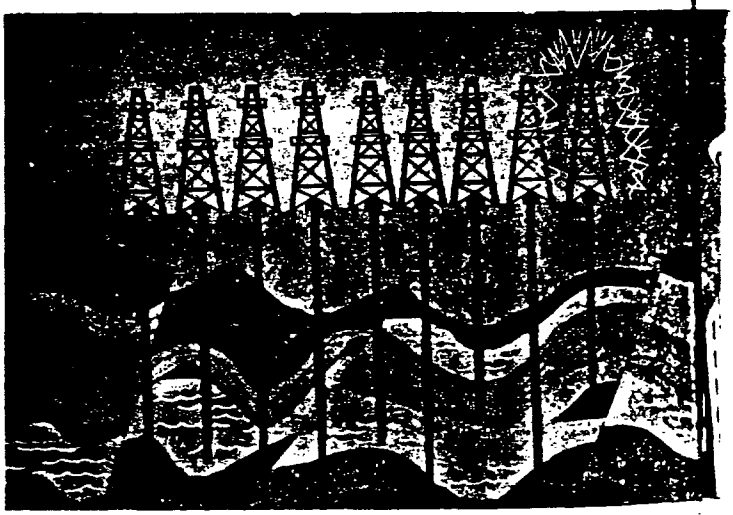
Destination Earth, a color cartoon produced by the American Petroleum Institute, was shown to employees of the New York office during Oil Progress Week. The new film, a fantasy loaded with truth, begins on Mars, where a dictator named Ogg is in



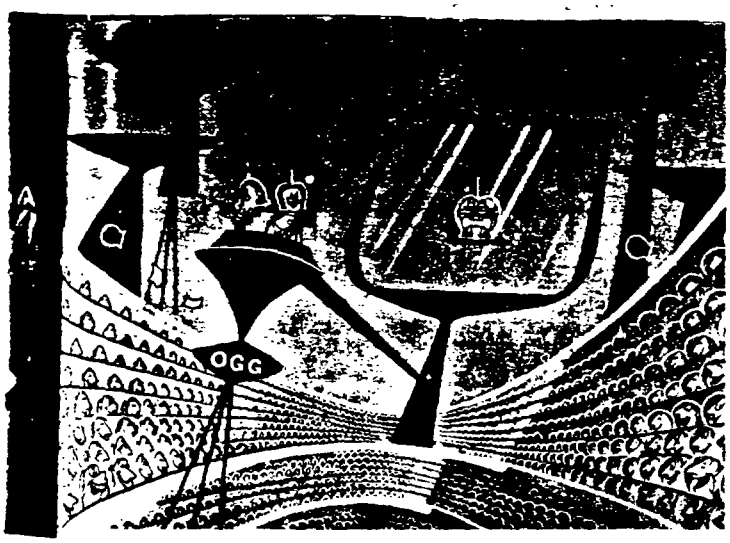


what a wonderful leader they have but that the great Ogg has a problem—the royal limousine belches fire and bucks like a *wild broncho. For that reason he had been recently sent on an* expedition to find a remedy for this mechanical insult to the





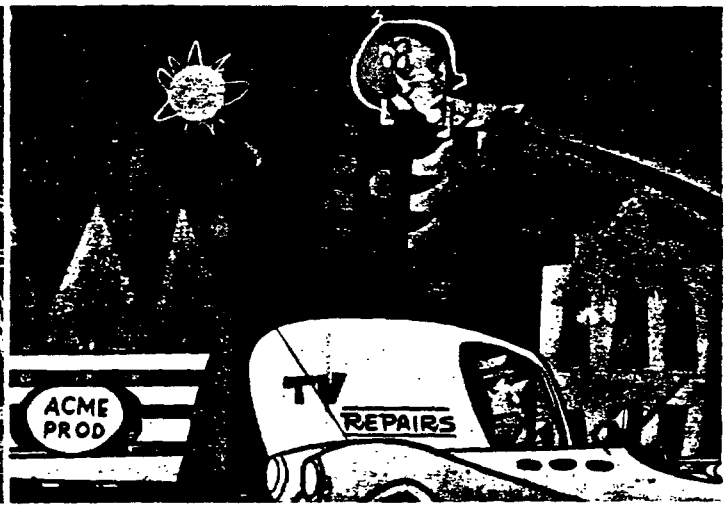
day cars of everybody. Impressed, he begins to research his project and finds out that the reason for the outstanding performance is our superior gasoline. He learns, too, that the oil industry takes a lot of chances in the search for oil and that





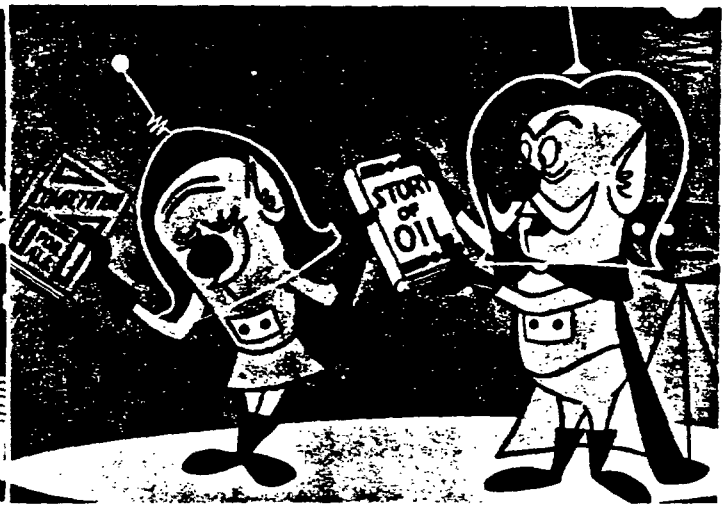
power. Ogg bids the oppressed people to attend a rally at the mammoth stadium, where he demands applause and praise. To further his aim, he presents his chief explorer, Colonel Cosmic, to the people. With Ogg at his back, the colonel tells them





marvelous Martian leader. Whizzing through space in his saucy flying saucer, the colonel spots land and lowers his craft in the United States, where he is amazed by the efficiency of our automobiles, which are not even royal limousines but the every-

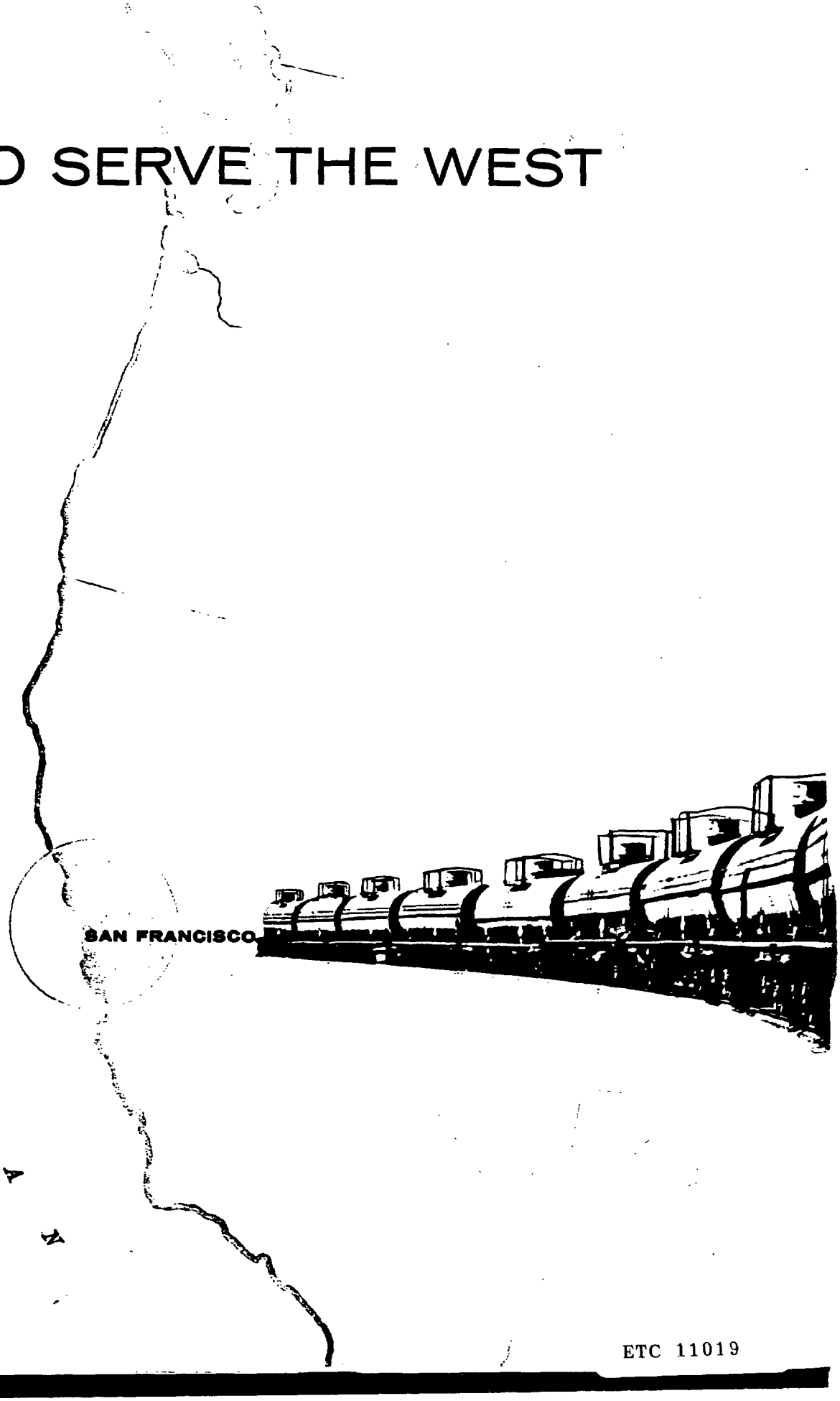




competition in a democracy has a lot to do with giving the public a superior product, one that heats homes and has hundreds of uses. The United States has the right ideas, he imparts to Martians, who rebel against their yoke and unseat Ogg.

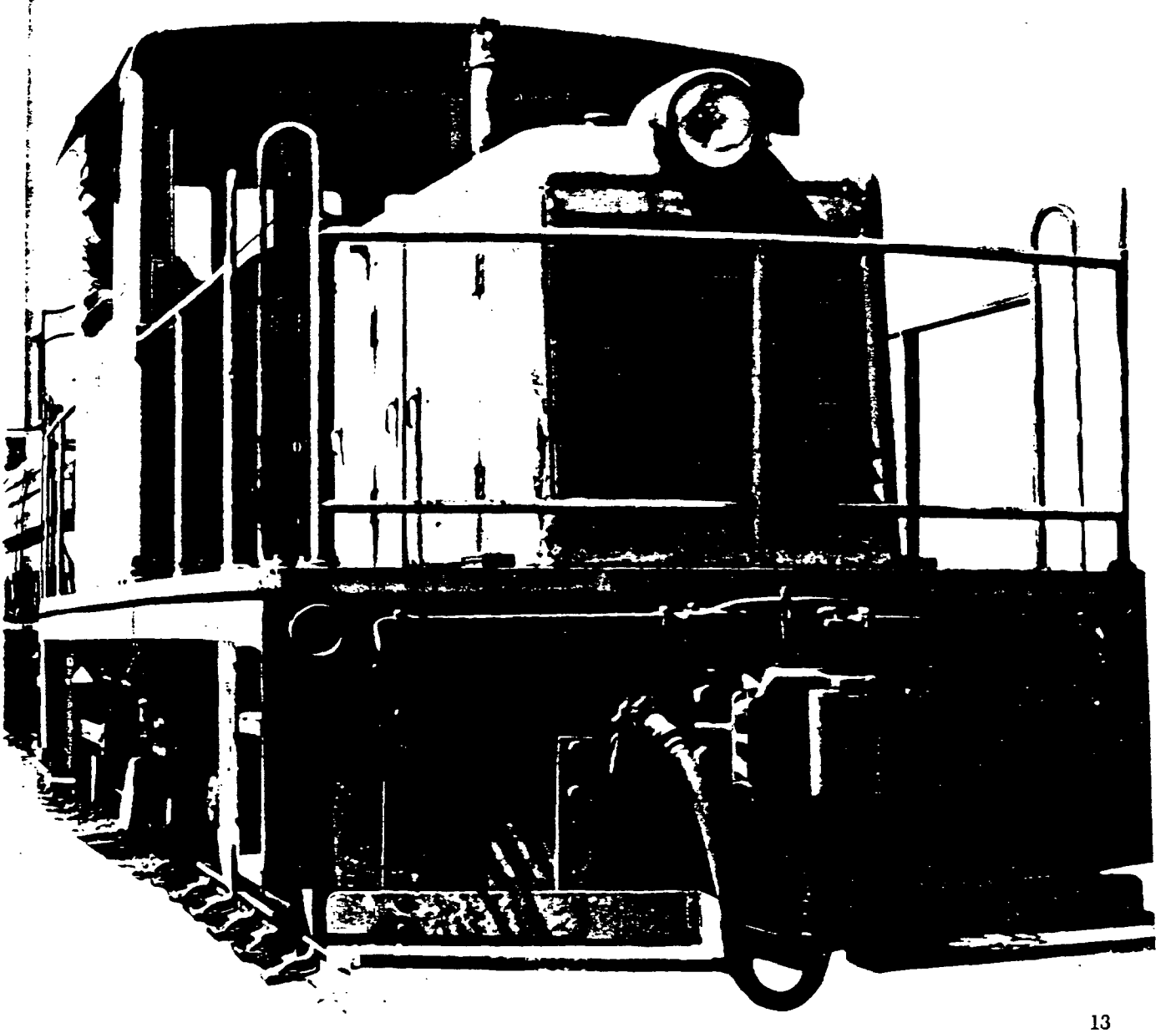
ETC 11018

TO SERVE THE WEST



ETC 11019

Continuing its program of nationwide expansion, the Company recently announced plans for a new antiknock compound manufacturing plant in Pittsburg, California. The new plant will be located in the San Francisco Bay area, and will be large enough to serve the growing needs of the West Coast oil industry for "Ethyl" antiknock compound. Commenting on the action, Mr. Shea said, "We are carrying forward our long-range program of establishing new antiknock facilities for two reasons. One is to locate antiknock compound plants in major refining areas throughout the country as required, in order to be of increasing service to our customers. The second is to achieve a further dispersal of antiknock compound manufacturing plants and supplies in the interest of national defense."





ETC 11021

Since most deafness can be corrected, don't lock yourself in silence and wait until the shouting starts to have your hearing checked

Does that leaky faucet in the kitchen get on your nerves? Do the happy shouts of the boys down the block playing catch remind you of your own carefree youth? Did your friend on the telephone say he would meet you at eight-thirty?

Are you sure? Many of us, according to ear specialists, are a little deaf without knowing it—we're borderline cases which may turn into serious cases of deafness unless we seek professional treatment.

Although it is estimated that one out of every 10 people in the United States has some hearing trouble, most of those affected never seek medical help. To otologists—ear specialists—this failure to seek treatment is the most frustrating aspect of the nation's hearing problem. For, they say, almost everyone with a hearing loss can be helped.

We no longer have to use a hearing trumpet like the one being wielded by the old lady in our illustration. Nor, for that matter, need we bother with bulky tubes and batteries any more. The modern hearing aid is equipped with a transistor, a device no larger than a kernel of corn. Amplifying electrical impulses 100,000 times, it is not only a major improvement over the vacuum tube models, but it even costs less and is much more economical to maintain.

Unfortunately, hearing can fade so gradually and over so long a period that people with hearing deficiencies are often unaware of their condition. Also, hearing tends to fade with advancing age. Everyone over 50 suffers some loss, although it is usually minor, affecting only the very high and very low extremes of audibility.

A simple test devised by the American Hearing Society can help you check your hearing. Do you actually hear that leaky faucet in your kitchen? Do you frequently ask that words or phrases be repeated? Do you strain to hear the speaker?

If your answers indicate that something is wrong, see an ear specialist. Home remedies are rarely helpful, and often dangerous.

Deafness has many causes. It may be inherited. It may be brought on by diseases such as scarlet fever, chicken pox, diphtheria and influenza. Overgrowths of adenoidal tissue can produce deafness.

Some hearing ills are prenatal in origin. For example, if a woman contracts German measles during the first three months of pregnancy, chances are even that her child will be born deaf.

Medical men divide deafness into two types: conduction deafness (failure of the outer ear, middle ear or both to conduct sound vibrations); nerve deafness (failure of inner ear nerves to carry sound to the brain).

Nerve deafness can't be helped by medical treatment, but conduction deafness generally can be. Infection of the middle ear—biggest culprit in conduction deafness—is often readily controlled by antibiotics and drugs.

For those with moderate hearing loss, lip-reading alone will usually bridge the sound gap. Lip-reading ability can be acquired in as few as 25 or 30 lessons.

Very few people are really stone deaf. A popular misconception, for instance, holds that the hard of hearing can "feel" music through vibrations in the floor. Actually, loud bass tones are almost always audible—no matter how faintly—to the deaf. That explains why many of them are surprisingly good dancers. They can hear the bass fiddle and the drums as they beat out the rhythm.

While deafness is serious in an adult, in a child it is tragic. Most parents, failing to recognize symptoms of hearing impairment, ascribe their child's shortcomings to stupidity or other causes. Some typical danger signs in children are general inattentiveness, extreme lateness in beginning to speak, repeated use of garbled words and sentences or a painful slowness in learning.

When a child exhibits any of these characteristics, his hearing should be tested without delay. Treated early, most deafness in children can be cured or checked.

None of us, of course, want to miss the sounds of life around us. We want to hear most things and we have to hear others—like the alarm clock in the morning. If you suspect you have ear trouble, see your personal physician or your Ethyl physician. He can readily advise you whether or not you should consult an ear specialist.

ETC 11022

LET'S TALK TURKEY

Thanksgiving is one of our proudest traditions. No holiday observed in our relatively young land is more uniquely and totally ours. Born practically at the birth of our nation, the national day of feasting is commemorated in millions of homes from shore to shore. Throughout our land of plenty, families gather to give thanks for all that is ours and sit together at a bountiful table to eat their fill of traditional turkey. In the prosperous present, the humble past is vividly brought to mind as the plump, aromatic fowl fills the platter of a luckier generation. Like most good things,



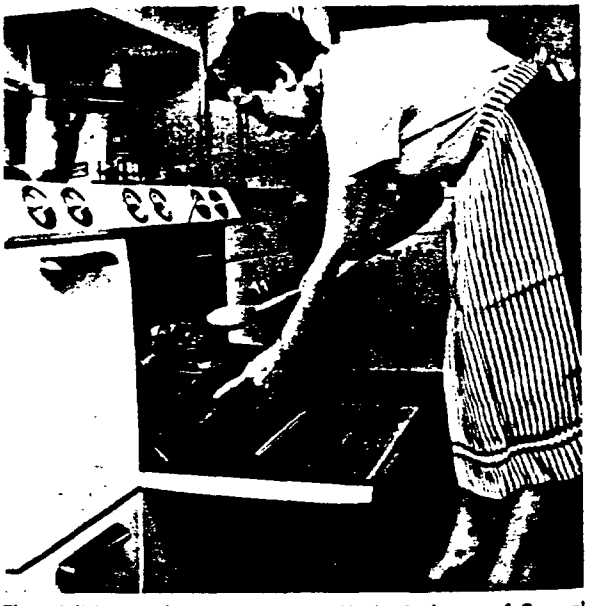
At a turkey farm, Kay Munson of Personnel, Detroit Labs, is interested in this fat specimen although leery of its aliveness.



Like most of us, Elaine O'Connell of Chemical Research, Detroit Labs, prefers to encounter the turkey frozen at a supermarket.



A cook at the Detroit Labs' cafeteria, Zelda Heil grinds bread for the stuffing—to many the most toothsome part of the feast.



That delicious turkey aroma greets Marie Anderson of General Services, New York, as she opens the oven to baste the bird.

turkey is far easier to come by today than when it flapped its wild wings over the frozen coast of New England. Domesticated, even frozen for immediate use, turkey is as accessible as the corner supermarket. Though no blunderbuss is required to acquire the gobbler, it still takes a bit of doing to put together the Thanksgiving meal. For the housewife, the day is a busy one. Even with her abundant shopping done, there is still a kitchenful of work to do and all available female hands are called upon to chop, mix, season, mash and peel. For the children, the day is made of anticipation and old reliables such as bubble gum lose prestige as the smell of roasting turkey permeates the house. For the breadwinner himself, the day has a very special meaning. It is a symbol of accomplishment, a day on which he sees fulfilled his success as the family provider. In sharpening his knife for carving, he also sharpens his sense of security, and those about him are keenly aware that the man of the house, like his Pilgrim ancestor, has worked to give them the best in life. And when it comes to feasting, you just can't beat the taste of turkey.



It s turkey soup and turkey gumbo for diners at the Baton Rouge plant cafeteria. Here cook leader Darby James makes the soup.



Who wants white meat? Who wants dark? Lillian Rusestine gets to the pleasant task of carving at the Detroit Lab's cafeteria.



Stuffing in the making: Elizabeth Mergner of General Services, New York office, puts in a pinch of this and a pinch of that.



The big smile on the face of Wilma Hansa, Finance, New York, reflects those of her family who are eager to devour turkey.

Though it has long been a favorite delicacy of the season, turkey still takes some knowing and a lack of knowledge in buying and preparing it has sent more than one culinary novice fleeing from the table in a burst of tears. No really good cook ever trusts to luck when she's buying the main course of her big Thanksgiving dinner. She shops as carefully for her turkey as she does for a new fall hat.

Here, for the less experienced housewife, are a few rules recommended for purchasing turkey:

1. Make sure that the bird is plump. White meat is the favorite and turkey breeders have concentrated on providing you with more of it.

2. Whether fresh or quick frozen, turkey should have a clean, waxy skin. Make a point of seeing that it does.

3. Buy a turkey with as few pinfeathers as possible, or you'll be faced with the tedious job of singeing or plucking them out.

4. Be absolutely sure that the turkey you choose has no discoloration.

5. In buying your turkey allow three-quarters of a pound of dressed (fresh) turkey and a half pound of ready-to-cook (quick frozen) turkey for each of your dinner guests.

6. Ask the meatman to tell you the drawn weight in order that you can compute cooking time.

7. If buying frozen turkey, be sure to have delivery made in time to allow at least six hours for defrosting the fowl. (This can be done by simply placing it in the refrigerator overnight or by putting it in a pan under cold running water for several hours.)

8. Whether buying dressed or frozen turkey make sure that giblets have been thoroughly cleaned, tendons pulled and all unedible parts removed.

Cooking turkey, of course, depends on individual taste, and every family has its preference for roasting the bird. One of the newer methods is to wrap the turkey in aluminum foil to seal in the juices. Another method is to cook the turkey uncovered, in the bottom of the roasting pan only, while still another is to cover the bird and baste frequently. In any case, rub the skin generously with butter or shortening, and place the bird, breast side up, in a shallow roasting pan. Some cooks advocate covering the fowl with cheesecloth dipped in melted shortening. All suggest a preheated oven. As a general rule the following timetable should help you to gauge cooking time for ready-to-cook turkey in an oven heated to 325 degrees:

8 to 12 pounds	4 to 4½ hours
12 to 16 pounds	4½ to 5 hours
16 to 20 pounds	5½ to 7 hours
20 to 24 pounds	7 to 8½ hours

Dressing or stuffing is also a question of taste. In the South, oyster and cornbread dressing is a big favorite, while in the East chestnut stuffing is favored. Some cooks stuff their turkey with a mixture of pecans and rice; others use fruit stuffings. The most popular dressing, however, is the one made with bread. Here is the one used by Betty Mergner, New York office:

Chop finely one cup of celery and one cup of onions and saute in ample melted butter. Add to the mixture either chunks or small cubes of toasted or stale bread, two whole eggs, two apples sliced thinly, thin slices of green pepper. Salt and pepper the mixture and mix thoroughly. In the meantime, boil neck, liver and gizzard of turkey. Use a portion of this to moisten the dressing and the rest for gravy. Stuff turkey tightly with the bread dressing and proceed to roast.

Turkey is by no means through after Thanksgiving. Turkey hash is a further treat made with leftovers. Evelyn Lilley of Administration and Services at the Detroit Laboratories offers this old family recipe.

Put 3 raw potatoes, 1 medium sized onion and 1 green pepper through food chopper. Brown in 3 tablespoons of melted butter. Add 1 cup of turkey gravy, salt and pepper, and cook for 20 minutes. Add 2 cups of chopped turkey and cook for 20 minutes more.

The elasticity of turkey is further proved by this recipe for turkey soup. It's the one used in the cafeteria at the Baton Rouge plant, but it's been cut to family-size dimensions.

Bring to a boil a quart and a half of turkey stock. Add to it about 2 ounces of finely chopped onions and 2 ounces of finely chopped celery, salt, pepper and 2 ounces of diced turkey. Bring to a boil, then add 2 ounces of noodles or rice. Simmer for 10 minutes.

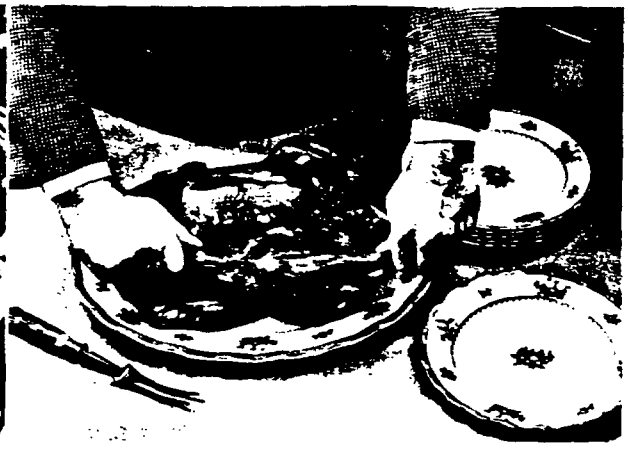
And there you have it—turkey from Thanksgiving to soup.



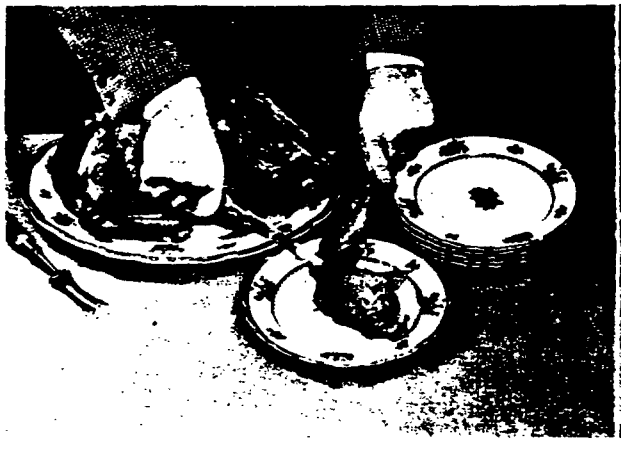
The three daughters of Eric Owen, who heads the Photographic Section at Detroit Laboratories, mix turkey and television.



At this tempting sight, Thanksgiving guests anxiously await the host's part in the ceremony—that of carving the turkey.



When the man takes over, he holds the drumstick firmly, pulls it outward and cuts through the skin between the leg and body.



He removes the leg and thigh to a service plate and cuts through joint to separate them. To cut, he slices parallel to the bone.



Next, the experienced carver dissects the wing in much the same manner, pulling it firmly away as he cuts through second joint.



He then makes a sharp cut into the body just above the wing and proceeds to slice downward about halfway up front of the breast.



From then on it's easy if he has followed the above instructions from Ticonderoga Publishers' booklet on how to carve a turkey.

FOR YOUR ENTERTAINMENT

BOOKS



The second World War has furnished us with a lot of good reading, and it continues to be a lively source of supply in Duell, Sloan and Pearce's NEVER A SHOT IN ANGER, the often hilarious and always interesting wartime chronicles of public relations officer Colonel Barney Oldfield. Peopled with some of the biggest, brightest names of the day, it is obviously written by a man who likes what he's doing and can stand far enough back to laugh at it.

Marjorie Rawlings is one of our most distinguished writers, and it stands to reason that the new volume of her work—THE MARJORIE RAWLINGS READER, a Scribner product—is a distinguished achievement. Edited by Julia Scribner Bigham, it contains all sorts of Rawlings. The Florida that the author knows, the human heart that she understands, the simplicity and honesty with which she writes make this a rare reading experience.

The editors of *Fortune*, a group of men who have done a thorough reconnaissance of the business terrain, have assembled a unique and fascinating book in THE ART OF SUCCESS, a recent release from Lippincott. Twenty-one profiles of important American businessmen comprise the volume, among them Harlow Curtice, Clinton Murchinson, William Prince and the Rockefellers. Each is a vivid study which reflects strongly on the American scene.

Truman Capote, a young man who's an old hand at fiction, has produced a first-rate account of his trip to Moscow with the *Porgy and Bess* troupe that recently entertained the Kremlin. A Random House book, THE MUSES ARE HEARD is splendid reportage, full of all the eye can see, the ears can hear and the mind can absorb. Mr. Capote has the touch. He has produced a narrative as good as his novels.

World traveler Lowell Thomas has written a big and wonderful verbal travelogue, SEVEN WONDERS OF THE WORLD, for Hanover House. In this armchair tour of practically every place accessible to man, Mr. Thomas reflects on such intriguing places as a school for elephants in the Belgian Congo, Mount Olympus, the Bahrein oil fields, the Holy Land and a host of other unusual and phenomenal sites. It's a whale of a wonderful book for young and old.

THE RESURGENT YEARS, a new Harper release, is of special interest to the oil industry and its associates. A history of the Standard Oil Company (New Jersey) from 1911 to 1927, it is the story of the decree that dismembered the company and the adjustments that were necessarily made to comply with the decision. The job the company did in coping with the explosive charge is an important economic story, well told by George Sweet Gibb and Evelyn H. Knowlton, and a special part of our industrial history.

Herbert Kubly, who won the National Book Award for nonfiction last year, has done another outstanding job in Simon and Schuster's EASTER IN SICILY, a verbal trip around the Italian island that fairly makes you believe you are there during the spring celebration. Not only does he make the island enchanting but he peoples it with Sicilians who have to be real and whom he loves and understands. Mr. Kubly knows how to write in Technicolor.

THE BURNED MAN, a new Dutton Guilt Edged Mystery, by Christopher Monig is as neat a job of suspense and excitement as you are likely to encounter this season. Brian Brett, an insurance investigator, is the man who sleuths this one and the trail leads him to complications from New York to Tangier to Paris. Murder and millions are involved in the puzzlement.

Fall is for parties, particularly when there's a teen-ager around the house. In SEVENTEEN PARTY BOOK edited by Enid A. Haupt and published by Lippincott, there are ideas for all sorts of party fun and food. The suggestions are all designed to make preparations easier on everybody.

What makes a newspaperman? Louis B. Seltzer, the renowned editor of *The Cleveland Press*, speaks for himself in World's THE YEARS WERE GOOD, an autobiography that explains a man's dedication to his job and the purpose of his life. The author was born to his trade; he had no choice but to follow the profession that intrigued him. In his honest and humble book, he'll intrigue you as well.

The desperate world of a European sanitorium is the background of a beautifully written novel by Eva Boros. THE MERMAIDS, a Farrar, Straus and Cudahy release, is Miss Boros' first book, and it is worthy of authors with far, far more experience. Delicate, sensitive, sometimes sad, often gay, it captures a haunting truth in a kind of misty light. Love can't win here but it makes a touching try.

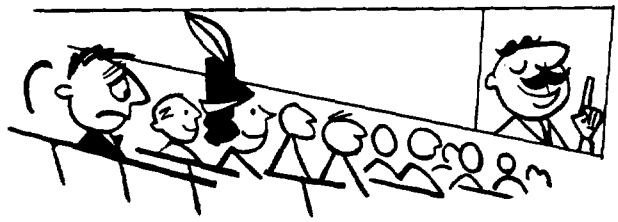
If you have the kind of mind that can cope with mathematics and logic, you'll find infinite hours of entertainment in J. A. H. Hunter's FUN WITH FIGURES, a maddening collection of puzzles from Oxford. You may also have a few sleepless nights with a few of the more perplexing torturers . . . unless, like us, you feel no twinges of conscience in peeking at the answers.

The mysteries of that old devil sea, its frantic personality and its strange fascination has always interested both writer and reader, and it again proves exciting in Scribner's POSTED MISSING by Alan Villiers. The new book relates a series of true incidents about ships that put out from port and were never heard from again. Most of them are eerie episodes and all of them are compelling.

If you care about cars as much as most Americans, you'll enjoy Hanover House's FAMOUS AUTO RACES AND RALLIES by Erwin Lessner, a comprehensive journey back to the beginning of it all, including all of the memorable events on the famous courses of the world. Among the people are Barney Oldfield, Juan Manuel Fangio and Tazio Nuvolari, all of whose racing blood is legend.

Warmth, humor, colorful characters and a good old fashioned plot are the substance of Doubleday's THE ADVENTURE OF "HORSE" BARNSBY by Phil Stong, a man who has produced almost as many books as GM has produced cars. His new novel, like most of its predecessors, is about simple people with simple pleasures. Its chief character is a thirteen year old lad who's handy with a gun and who meets up with some good folks and some varmints in the California of the Gold Rush.

MOVIES



Cecil B. DeMille, who has made more films than anybody, has produced and directed THE TEN COMMANDMENTS for Paramount. Had he done but one commandment it would still have been as big as all outdoors, but working with 10 he has managed to make even his own spectacular films look like picture postcards. The story of Moses is the basis of his biggest project, and to increase its dimensions he has studded it with more stars than there are in a constellation. Among the shining lights are Charlton Heston, Anne Baxter, Yvonne DeCarlo, Yul Brynner, Edward G. Robinson, John Derek, Sir Cedric Hardwicke, Judith Anderson and Martha Scott.

Metro-Goldwyn-Mayer has produced a nail-biting melodrama in its new production, JULIE, which stars Doris Day, Louis Jordan and Barry Sullivan. It's about a wife whose husband is trying to do her in and he goes to great lengths to succeed. Even though the culprit is revealed early, the action keeps you edging forward.

THE SEARCH FOR BRIDEY MURPHY, which Paramount has made from the recent bestseller about reincarnation, is a fascinating film that is certain to create strong teams for both the pro and con. The much-publicized excursion into hypnosis stars Louis Hayward and Teresa Wright.

Metro-Goldwyn-Mayer's THE TEAHOUSE OF THE AUGUST MOON is sure to be one of the best and most popular motion pictures of the year. Adapted from the stageplay, the new comedy about American army officers and the Okinawans is so funny that it barely gives you time to finish one laugh before provoking another. Marlon Brando and Glenn Ford are starred respectively as Okinawan and American with Japan's first lady of the screen, Machiko Kyo.

Based upon the long-run Broadway play, the movie version of THE SOLID GOLD CADILLAC is a very funny film which profits enormously from the comedy performances of Judy Holliday and Paul Douglas. Miss Holliday portrays a small stockholder whose ignorance of business all but upsets our entire economic structure. Mr. Douglas is one of the executives who tries to explain things to the scatterbrain, and he finds that the easy way out is to fall in love with her.

TEENAGE REBEL, a Twentieth Century-Fox production, also comes by way of the stage to the screen. A celluloid version of the Broadway play, *A Roomful of Roses*, the drama stars Ginger Rogers as a divorcee trying to win the affection of the daughter she lost in the settlement. It's a rather contrived piece but the performers all make the most of it and manage to convince you that it matters to them.

TELEVISION



Heritage of Anger, whose title suggests its dramatic violence, is scheduled for viewing over PLAYHOUSE 90 on November 15, starring Ralph Bellamy, Nina Foch and Lloyd Bridges. On the following evening, *The Unlighted Road*, featuring the bobby-soxer's matinee idol, the late James Dean, will be rebroadcast for the third time by SCHLITZ PLAYHOUSE. The 18th offers a rich variety of video entertainment, including La Boheme on the OPERA THEATRE and the STEVE ALLEN SHOW, with guests Olson and Johnson, Duke Ellington and his band, dancer Gene Nelson, comedienne Betty Walker and the cast of *Father Knows Best*.

Children and adults alike will want to turn on the set when U. S. STEEL HOUR presents a musical version of *Tom Sawyer* on November 21. As traditional as turkey, MACY'S THANKSGIVING DAY PARADE will march down Broadway in New York City on the 22nd. Viewers inclined to relax after that day's feast should enjoy watching the gridiron efforts of collegiates, Penn versus Cornell, or professionals, Green Bay Packers versus Detroit Lions. Filmed in darkest Africa, *Medical Missionary* is the story over MARCH OF MEDICINE on the 27th. Fight fans will be looking toward Chicago on November 30, when aging Archie Moore struggles with young Floyd Patterson for the heavyweight crown of the world.

30 years



HUME CHENAULT
Sales, Western Region

20 years



ALVIN J. BALDWIN
Sales, Eastern Region



WILLARD R. BARNES
Sales, Southern Region



DOROTHEA HELD GODWIN
Export Sales, New York



ARTHUR F. JOHNSON
Sales, Central Region



ELLIS K. LOCHER
Sales, Central Region



JOHN S. MAYNARD
Sales, Central Region



FRITZ Y. MERCER
Sales, Eastern Region

15 years

ALFRED T. BASYE
Sales, Central Region

GEORGE J. BURCAL
Research, Detroit

LAUREL C. WILKINSON
Research, Detroit

10 years

JESSIE W. HALTON
General Services, New York

5 years

MARGUERITE S. BAYLERIAN
Research, Detroit

ELEANOR E. CLUM
Purchasing & Traffic, New York

MIGUEL K. ESPINOSA
Export Sales, Mexico

EDMUND W. LEE
Administration, New York

SALLY A. MCCOY
Research, Detroit

MERL V. WATSCHKE
Research, Detroit

ETC 11029



ROBERT O. DIERKS, Iowa State grad, is a field representative in Kansas City. Bob's hobby is building and flying gasoline-powered model airplanes.



MARGARET ANN EVANS, nicknamed Maggie, is a steno-clerk in Detroit. Her hobbies include interior decorating, reading and ice skating.

Ethyl Welcomes



MARJORIE W. FLECK, familiarly known as Marj, is a receptionist with New York General Services. Marj is interested in painting, ceramics and music.



LOWELL R. GOODWIN is a fuel technician at the Detroit Laboratories. He attended the Chrysler Institute, is married and has a daughter, Linda.



GLORIA M. HERZFELD has taken a position as a stenographer in Detroit. She attended Detroit Business University, is married and has two daughters.



HENRIETTA LEDUC is a chemist in the Detroit Labs. A graduate of Wayne University, she expects to receive her Ph.D. from Michigan State in the near future.

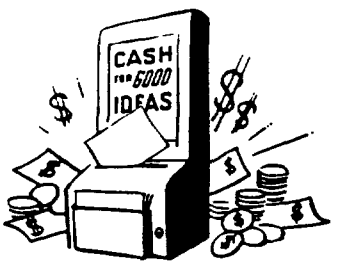


JO LIPUMA recently joined Ethyl's Los Angeles office. She graduated from high school in Cleveland and likes to spend her time bow and arrow hunting.



EVELYN MCLEOD, secretary to Hume Chenault in the Los Angeles office, resides in San Fernando Valley with husband and two sons, Don and Steve.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees in Detroit and the Sales department and Regional Offices:

DETROIT: R. RUSSELL BROWN, JR., $30.00 (Provide electronic protractor and tachometer on instrument panel in chassis dynamometer room. Will improve conditions for fuel rating in the cold room); THERESA BUYAN, $10.00 (Add index and page numbers to bound monthly progress reports, eliminating divider sheets); EDWARD J. CARSON, $20.00 (Install lights in cylinder storage building. Will improve safety conditions); DOUGLAS E. COOPER, $10.00 (Mark Central Files material for return when not in use. Will identify material that has been withdrawn from file); LILLIAN A. MCDONNELL, $15.00 (Routine procedure for notifying personnel or new and obsolete forms. Will promote the use of up-to-date forms); JAMES O'NEILL, $20.00 (Build service walk east of D wing to facilitate moving gas cylinders located outside adjacent laboratories); W. E. RASMUSSEN, JR., $365.00 (Two channel oscillograph for rating spark plugs. Reduce man hours required for this job and considerably improve quality of data. Also is of considerable interest to laboratory visitors) and $25.00 (Device to record throttle opening and closing points on oscillograph used in spark plug rating. Improves data); ETTA L. SAPORTA, $20.00 (Identify translated technical articles. Stamping or otherwise marking foreign technical articles will prevent duplicating this effort); PHILIP THOMAS, $10.00 (Secure a tenoning jug for use in the carpenter's shop. Will promote safety and improve quality of work); W. A. TREWHELLA, $10.00 (Conduit vise in electrical stockroom. Will facilitate providing conduit in desired lengths); LYNDON K. WELCH, $10.00 (Extend water service by-pass to DAN wing. Will permit providing water service when booster system is out of service).

SALES DEPARTMENT and REGIONAL OFFICES: H. E. HARRIS, $10.00 (Combine the Mixing Installation Parts list and the Bill of Materials for use by New York Product Service and Safety Section and the chief product service engineers); R. P. HUSTA, $25.00 (Metal disc indicating valve port position be installed on all volumetric mixing burettes); KENNETH C. JOST, $85.00 (Mixing Plant Performance booklet for distribution to customers and Ethyl product service engineers) and $60.00 (Data and Work Sheet forms for use in solving jet mixing problems); W. F. PURCELL, $25.00 (Stamp the date on chemical reagents used in the Lead-in-Air Kits at the time of packaging).

WEDDINGS



Chicago

DOROTHY HYDZIK and ARTHUR J. GERLICH were married on August 18 in St. Turibius Church. The couple honeymooned in Denver, Colorado. Dorothy is a receptionist in the Chicago office.

New York

JOAN MCCABE was married on October 20 to ROBERT H. GRAB in the Immaculate Conception Church, Irvington-on-Hudson, New York. After their honeymoon trip to Sea Island, Georgia, the couple will reside in New Rochelle. Joan is secretary to DR. CHARLES SMITH, Administration.

Western Region

NITA BURNETT and BURL S. WATSON were married in the Temple Methodist Church, San Francisco, on October 4. The couple will live in Seattle, where Burl is a field representative.

ON THE ROSTRUM



MALCOLM P. MURDOCK, vice president in charge of sales, recently spoke to the Cleveland Petroleum Club concerning new developments in refining processes being used to make gasoline. The changing fuel composition, he said, together with the steadily increasing antiknock quality, will result in fuel that will actually perform better on the road than octane numbers indicate.

Detroit personnel assisted in the preparation of two technical papers presented at the SAE Fuel and Lubricants meeting held in Tulsa. HARRY TOULMIN, Products Application, aided G. T. Moore and R. D. Young of Standard of Indiana with "Starting and Warm-up Characteristics of New Automobiles," and GILBERT WAY, Technical Service, assisted Standard of Ohio authors with "Vapor Lock Characteristics of Selected 1955 Cars."

At the same meeting ELLIS RIFKIN presented "A Basis for Understanding Antiknock Action." This paper was written by ELLIS and CLEVELAND WALCUTT, both of the Detroit Laboratories.

At the New York meeting of the Association of Technical Writers and Editors, BEN WEIL, Detroit Labs, discussed "The Role of the *Information Group* in Internal Company Communications."

JOHN B. FURR, Industrial Relations, Baton Rouge, was speaker at the monthly meeting of the New Orleans Training Council. He spoke on training methods and organization and conduct of a regional training conference.

GEORGE P. SMITH, Technical Service, Detroit, in observance of Oil Progress Week, addressed three civic groups in Baton Rouge.

ARTHUR B. WINTRINGHAM, Adm., R&E, was guest speaker at a recent Baton Rouge Desk and Derrick Club meeting. Art conducted a session and demonstrated creative thinking technique.

ETC 11031

PEOPLE IN THE NEWS



J. H. SCHAEFER, vice president of manufacturing, announced recently that PETER W. SHERWOOD and JUDSON T. BIEHLE, formerly assistant to the vice president, have been appointed general coordinators on the Manufacturing department general staff.

In these new assignments, Mr. Sherwood's and Mr. Biehle's duties will be expanded to include formulation and coordination of general plans and programs of overall department scope. They will report directly to T. M. SMYLIE, manager, Manufacturing department coordination, at New York.

CHARLES H. ZEANAH has been appointed assistant director of public relations for the Company. He replaces RALPH S. CLARK, who has been on a medical leave of absence from the Company since last February.

CHRISTOPHER C. VOGEL has been named associate director of public relations in charge of publicity and related functions, and WILLIAM G. BALL, JR. has been named associate director of public relations in charge of administration.

A. C. HOPPER has been named to succeed Mr. Zeanah as acting superintendent of Industrial and Community Relations at the Houston plant.

ANNE MANSFIELD, secretary in chemical research at the Detroit Labs, recently gave "The Magic Suitcase" for the Ecorse Women's Club, Ecorse, Michigan. Her presentation was part of Desk and Derrick activities in support of the OIIC.

The Echo, Houston's plant paper, took third place in its class in a six-state publications competition that saw 500 publications entered. Editor J. B. LERAY received the certificate of award at a convention held in Dallas by the Society of Associated Industrial Editors.

Robert D. Bloodwell, son of R. C. BLOODWELL, Finance, Baton Rouge, was one of 16 medical students in the United States chosen to attend the Clinical Congress of the American College of Surgeons in San Francisco. Robert is presently a senior at the Baylor University College of Medicine.

CARROLL A. HEBERT, Safety, has been named vice president of the Baton Rouge Society of Safety Engineers.

BIRTHS

Detroit

RICHARD and MARY JONES—a daughter, ELIZABETH ANN, born on October 2. Dick is a research chemist in Detroit.

JOE and JEAN PARUCH—a daughter, SUSAN born on September 8. Joe is in the chemical engineering section at the Labs.

Eastern Region

GELSTON and KATHERINE HOWELL—a daughter, MARY, born on September 30. Gel is an account representative headquartered in New York.

WALTER and JANE STRANGE—a daughter, MARY, born on October 5. Walter is a field rep in the Eastern Region.

New York

EMMA and CHARLES BROWN—a granddaughter, BONITA CHRISTINE, born on October 2, to their son Theodore and his wife Rose. Emmy is secretary to Jack Pruitt of the New York Sales department. Bonita is Emmy's tenth grandchild.

MATTHEW and GERTRUDE TAYLOR—a granddaughter, KATHY, born on September 25, to their daughter Carol and her husband Jules Zeph. Mat is manager of Sales Operations. Son-in-law, Jules, formerly worked in New York General Services.



FRANK J. STABLEIN

IN MEMORIAM

FRANK J. STABLEIN, a tractor engineer with the Company, died suddenly in Rochester, N. Y. on October 16 while on a business trip. He was 63 years old.

It is with deep regret that the Company, his associates at Ethyl and this magazine note his passing. He was an exemplary man, dilligent in his work, thoughtful of his colleagues and mindful of the humorous side of things. Those of us who knew him will remember and miss the sound of his laugh.

Associated with Ethyl for 24 years, Frank was widely known through the farm equipment field and assisted in the development of the gasoline-burning tractor. At his death, he was Eastern Regional tractor engineer for the Company.

A native of Edina, Mo., where he was born on March 11, 1893, he received his B.S. degree in engineering from the University of Missouri. Before joining Ethyl Corporation, he was associated with Holway Engineering Company of Tulsa and with the Shell Oil Company.

He was a member of the American Association of Agricultural Engineers, the Knights of Columbus and the American Legion.

He is survived by his wife, the former Elizabeth Hader, and two children, William H. Stablein and Nancy Ann Stablein.

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Captain Valentine Brown (Don Chapman of Eastern Region) waits in anguish as the love of his life, Phoebe, reads a tender poem he has written for her. The scene is from James Barrie's "Quality Street," which an amateur group in Don's hometown of New Canaan, Conn., staged recently. It marked Don's acting debut.

PEOPLE and PLACES



AID TO BLIND

The Lighthouse, which sponsors an annual charity drive in behalf of the blind of metropolitan New York, always gets a helping hand from Ethyl women. A record sum of about $900 was collected in October. Pictured are Gen LeRoy of Eastern Region and Ann McNerney of General Services collecting from Harry McGraugh and Jack Boyd of Public Relations.

SECOND HIGHEST AWARD

Ralph Wahrenbrock, left, research supervisor in charge of Engine Operations, Detroit Research Laboratories, presents a $365 suggestion award to Bill Rasmussen, Jr. The award, second highest to date in Detroit, was for an improvement to the instrumentation of spark plug tests which not only saved time but provided more accurate data.





AIDS TO EDUCATION

Deane Birkes, field engineer in the Central Region, is lending education a hand by serving on both a college and a school committee. Above, Deane, second from lift, confers with officials of Western Michigan College in his capacity as chairman of the college's job placement committee. Deane also serves on building committee of a local school.



SHANK ADDRESSES DETROIT CHAPTER

Lou Shank, manager of the Suggestion System, spoke before the Detroit Chapter of the National Association of Suggestion Systems on the subject "Legal Aspects of Suggestion Systems." Pictured at the October 10 luncheon are, left to right, Horace Cooke, president of the Detroit Chapter; Lou, and Ethyl's Ross Rife, director and program chairman.

WORKSHOP AT ETHYL

Members of the Southern California division of the West Coast Oil Information Committee recently met for a workshop session at the Ethyl auditorium in Los Angeles. The group discussed their plans to tell oil's story and gain more friends for the industry. In the photograph below, S. F. Bowlby, vice president of Shell Oil Company, addresses the group.



OIL PROGRESS WEEK

The annual observance of Oil Progress Week was, as usual, promoted on a company-wide basis last month. Pictured below is Paul Fitzpatrick, field engineer in Eastern Region, addressing a gathering of educators at the Commodore Hotel in New York City. Paul, chairman of the metropolitan New York educational committee of the Oil Industry Information Com-







CLINTONS BEAT THE CLOCK

By successfully performing various antics on the television show "Beat the Clock", Ernie Clinton of Chemical Research, Detroit Labs, and his wife won a refrigerator. Time ran out on the Clintons on the first show and they came back to New York City a week later. Friends Al Filbey, left, and Bud Goddard spoof Ernie's T.V. fame in above picture.

HENRY IN ADVERTISING SKIT

Steve Henry, director of community relations at the Baton Rouge plant, participated in a parody of a give-away program during the first session of the seventh district American Federation of Advertising convention held recently in Baton Rouge. Shown in the isolation booth, Steve answered questions pertaining to the economic outlook of the South.

mittee, informed the educators of the availability of OIIC information and material for schools and other interested groups. In the picture below, Governor Herter of Massachusetts signs the proclamation for Oil Progress Week in his state. Don Forsdick, field representative, Eastern Region, stands at right. Ethyl employees at Baton Rouge were also active on the affairs of Oil Progress Week. Shown below, seated left to right, are W. W. Merritt, chairman of the employees' committee; Leo Martin, OPW general chairman; W. Q. Hall, chairman of the speakers' committee. Standing, left to right, are Don Robertson, publicity manager and chairman of farm committee, and Syl Lange, chairman of special events committee.







BUSINESS-EDUCATION DAY

Fifteen teachers from primary and secondary schools in Sarnia, Canada, were guests of Ethyl Corporation of Canada Limited last month. Called Business-Education Day, the affair was arranged by the Sarnia Chamber of Commerce so that teachers could learn something of the problems, techniques, conditions and outlooks of business and industry by visiting business establishments and plants in the area. Bob Edgar, plant manager, welcomed the group and explained aspects of the operation. A plant tour, round-table discussion and a luncheon in Sarnia followed. Ethyl of Canada men shown in the above picture with the teachers are C. G. Manore, far left, second row, and Bob Edgar and J. L. McCartney, far right, second row.

more people, more places

ETC 11037

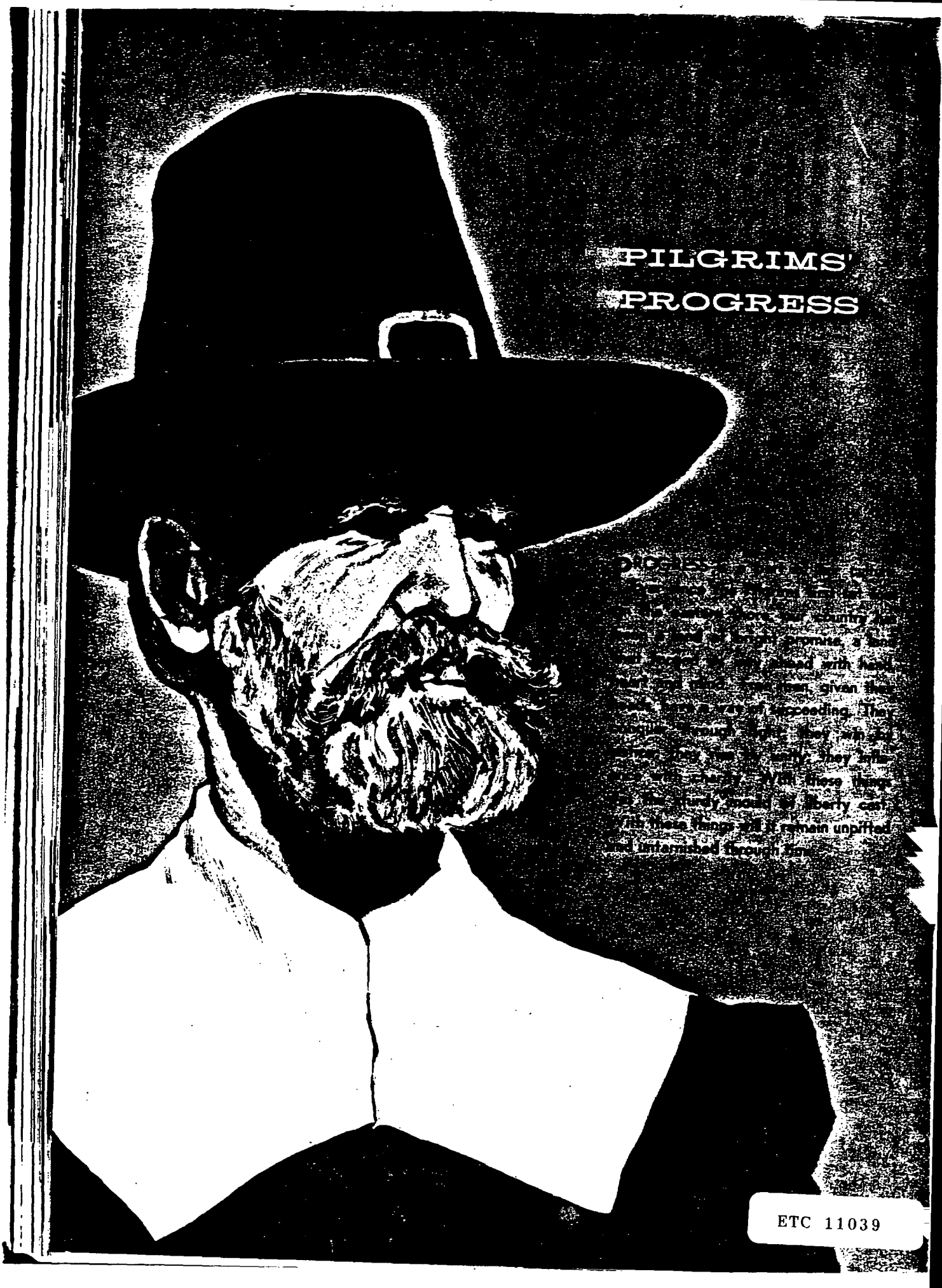
DETROITERS LEARN FIRE PREVENTION

Over 300 employees at the Detroit Labs recently learned or brushed up on how to perform a very important function—fire-fighting. Men who usually operate a dynamometer and women who usually operate a typewriter learned to use fire extinguishers on fires set on the Labs' grounds. This fire extinguisher course has been given before and will doubtless be given again, just to make sure as many employees as possible will know what to do should a fire break out in any area of the Labs. As further training in safety measures, most of the research personnel saw Ethyl's new color film, "Fire Power." Shown below are cafeteria, janitorial, maintenance and research personnel practicing with the extinguishers.





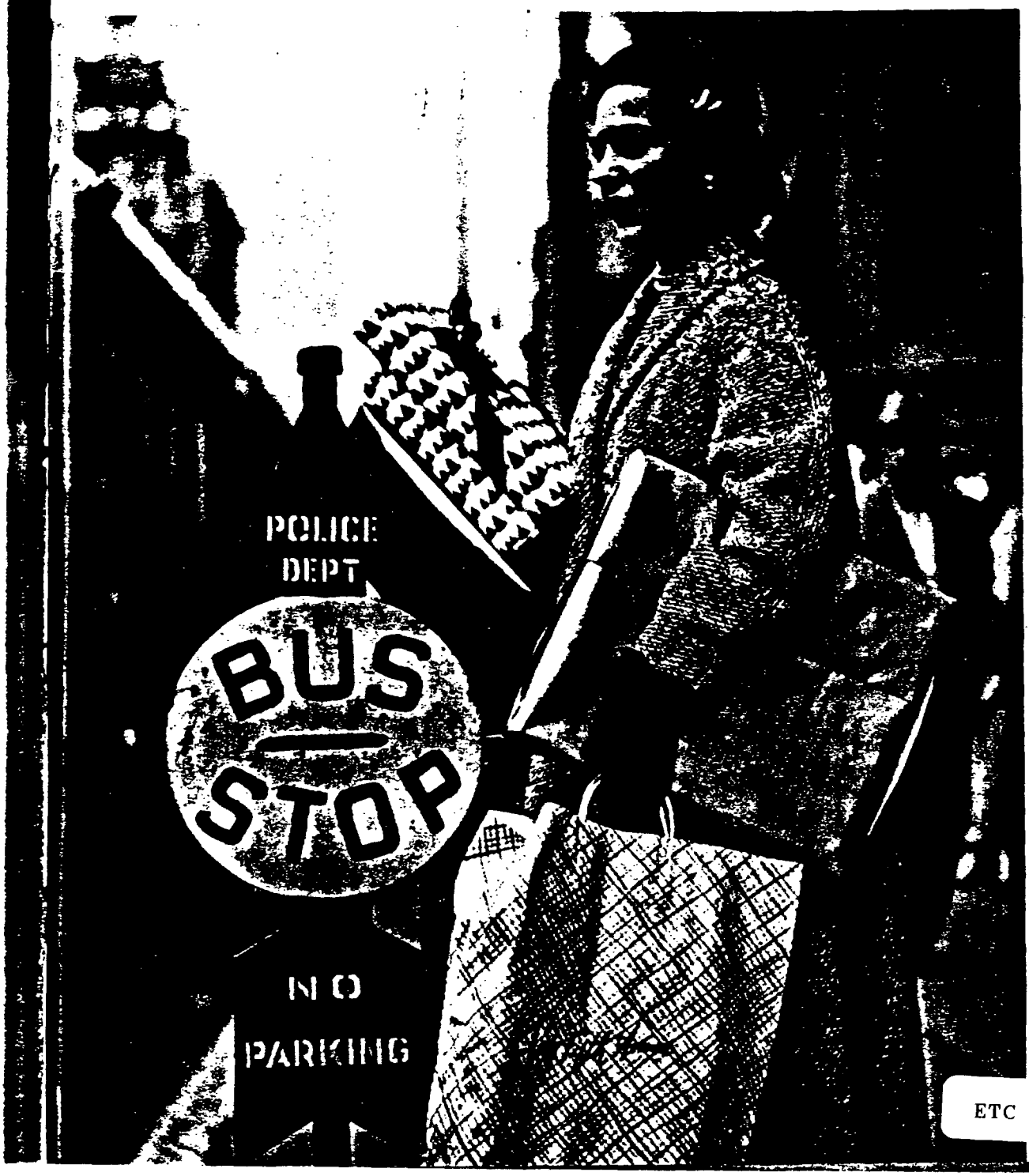
There is nothing square about these square dancers who attended the recent hoedown sponsored by the Ethyl Society from Detroit Laboratories. Promenading to the fiddler's music are Inge Arlington of Technical Service and Calvin Cook of Products Application.



ETC 11039

ETHYL bulletin board

DECEMBER 1956



ETC 11040

ETHYL

bulletin board

Published monthly for the people of Ethyl Corporation and Ethyl Corporation of Canada Limited

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Leonhard Dowty ..... *Editor*
Jean Caputo ..... *Editorial Assistant*
Layout and artwork by S.P.M. Studios

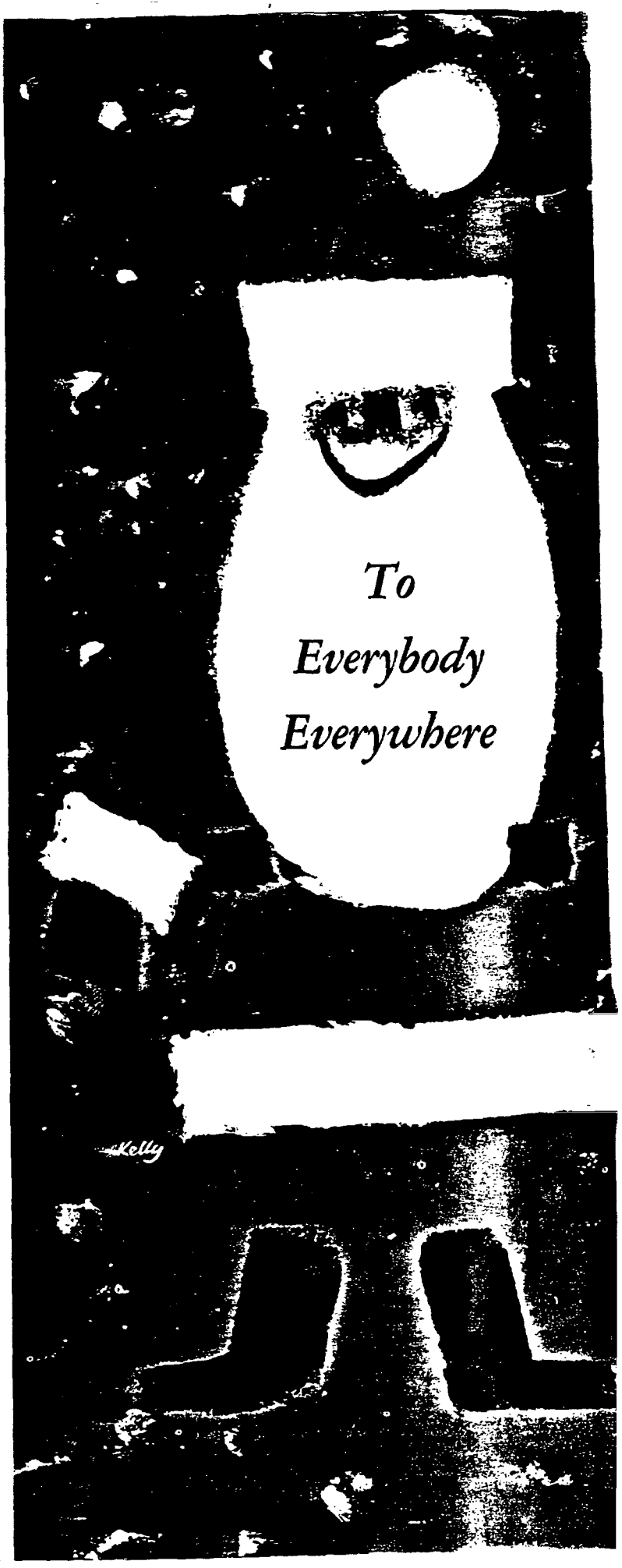
Contributing Editors — *Atlanta:* Louise Moffet; *Chicago:* Ham Greenup; *Dallas:* Ann Selfridge; *Denver:* Ed Smith; *Detroit:* Helen Carrico, Anne Mansfield, Lillian McDonnell, Les Motson, Andy Pallay, Kathleen Raley, Ross Rife, Adele Rozek, Karl Schmid; photographer: Eric Owen; *Dayton:* Lou Slack; *Houston:* Ken Jost, Guy Keller, J. B. LeRay; *Kansas City:* Glenn Babcock, Vida Ciniber; *Los Angeles:* Harry Manning; *Mexico:* Lynn Phillips; *New Orleans:* Maxine Blue; *New York:* Jim Donohue, Wilma Hansa, Erna Harris, Bud Harris, Mollie Houghton, Gertrude Melloh, Dorothy Locke; *Philadelphia:* Mary Levering; *Pittsburgh:* Leona Rasmussen; *Salt Lake City:* John Morton; *San Bernardino:* Adeline Furst, Judy Schaub; photographer: Fred Green; *San Francisco:* Will Hancock; *Tulsa:* Carl Bartholomew, Howard Hamaker; *Yonkers:* Catherine Henderson, *Gasoline Testing;* Gil de Malvilain, *Central Office; Ethyl Corporation of Canada Limited; Toronto:* Nancy Hewitt.

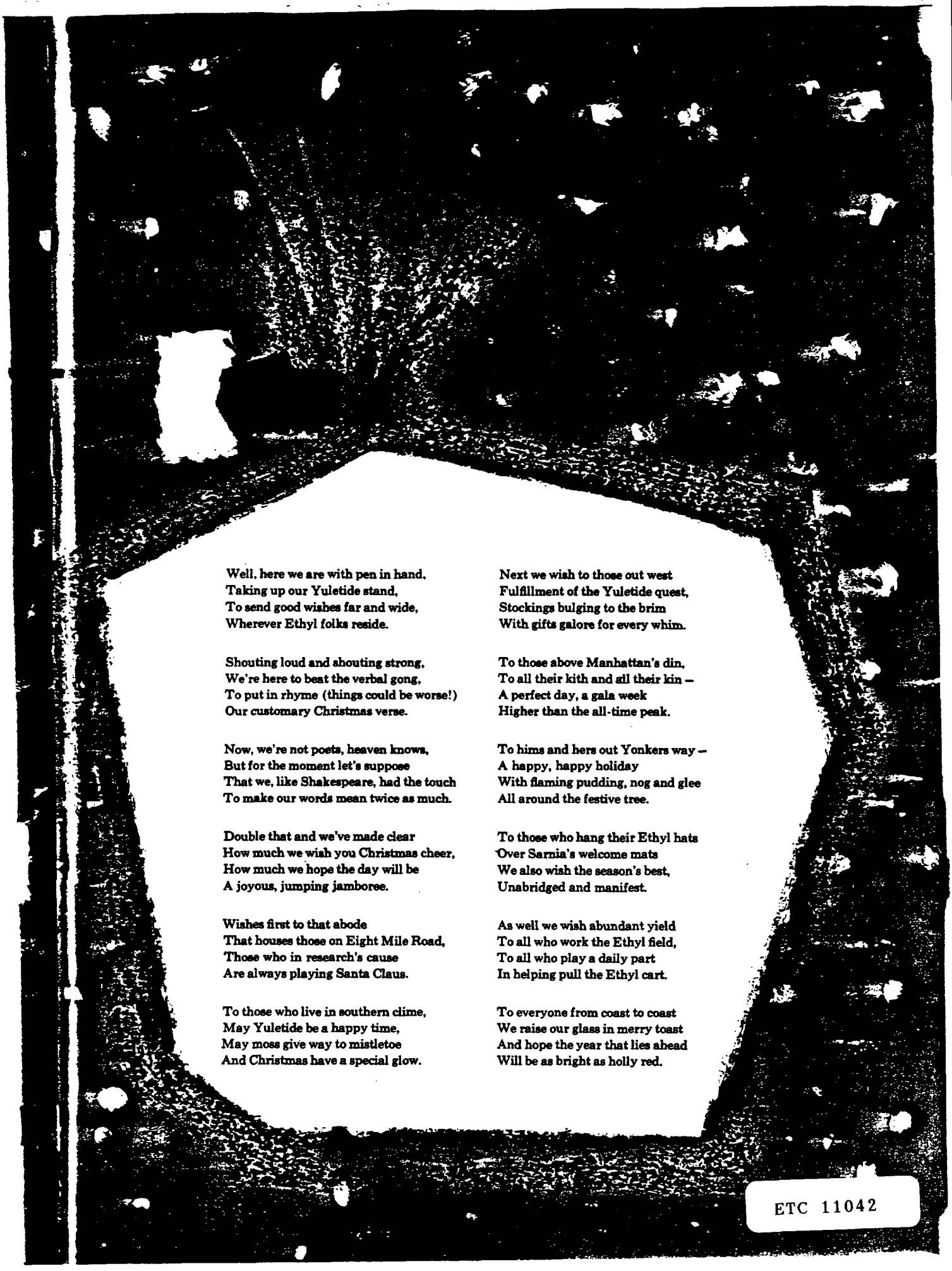
ON OUR COVER: Ladened with bags and boxes containing Christmas purchases, early shopper Dorothy Stumm of New York Stenographic awaits a bus in front of the Ethyl offices at 100 Park Avenue. The story of holiday hullabaloo begins on page 6.

Published by Ethyl Corporation, 100 Park Avenue, New York, New York. Edward L. Shea, Chairman of the Board; B. Bynum Turner, President; William R. Perdue, Jr., Vice President and Treasurer; Herbert A. Savage, Secretary.

Printed in U.S.A.

ETC 11041





Well, here we are with pen in hand,
Taking up our Yuletide stand,
To send good wishes far and wide,
Wherever Ethyl folks reside.

Shouting loud and shouting strong,
We're here to beat the verbal gong,
To put in rhyme (things could be worse!)
Our customary Christmas verse.

Now, we're not poets, heaven knows,
But for the moment let's suppose
That we, like Shakespeare, had the touch
To make our words mean twice as much.

Double that and we've made clear
How much we wish you Christmas cheer,
How much we hope the day will be
A joyous, jumping jamboree.

Wishes first to that abode
That houses those on Eight Mile Road,
Those who in research's cause
Are always playing Santa Claus.

To those who live in southern clime,
May Yuletide be a happy time,
May moss give way to mistletoe
And Christmas have a special glow.

Next we wish to those out west
Fulfillment of the Yuletide quest,
Stockings bulging to the brim
With gifts galore for every whim.

To those above Manhattan's din,
To all their kith and all their kin –
A perfect day, a gala week
Higher than the all-time peak.

To hims and hers out Yonkers way –
A happy, happy holiday
With flaming pudding, nog and glee
All around the festive tree.

To those who hang their Ethyl hats
Over Sarnia's welcome mats
We also wish the season's best,
Unabridged and manifest.

As well we wish abundant yield
To all who work the Ethyl field,
To all who play a daily part
In helping pull the Ethyl cart.

To everyone from coast to coast
We raise our glass in merry toast
And hope the year that lies ahead
Will be as bright as holly red.

ETC 11042

HOW HIGH HI-FI?

Even though the fee gets higher with the fi, Detroiters go in for high fidelity in a big way

If clothes make the gentleman, then the listener makes the music. That is, according to some electronic experts at the Detroit Labs, you should let your ear decide how much money to invest in a hi-fidelity phonograph system.

For some of these engineers in the Labs' Instrument section this means quite an outlay. Their ears have expensive tastes, and what might start out as a $300 system winds up as a $2,000 one. However, before you're frightened away from this article let us hasten to add that most ears—hence most listeners and music lovers—can be satisfied with a lot less than a $2,000 system. Indeed, there are ears and ears, as there are clothes and clothes, and some of us don't even feel rebuffed if we listen to a $75 system.

It is perhaps well to remember that the personnel in the Instrument section are professionals, thus perfectionists. Ed Zelda, for instance, claims that you can't even have hi-fi under $300, and for that price you get a kit that has to be assembled. Ed and his fellow technicians contend that the "layman" can spend upward to a thousand dollars for a finished manufacturer's system and still not have true hi-fidelity.

However, Russ Brown of the Vehicle Test section at the Labs believes that "good" fidelity can be obtained for $150. Russ started his system with that sum, then, like many others, his ears became educated and discriminating and he now has a system worth $550 and has plans to pour another thousand into it.

A figure of $150 for a "better than average" system is cited by Harold Stevenson of the Instrument section, but this entails building your own speaker enclosure and assembling a kit. Non-technical people may have some trouble trying to follow the directions on these kits. The directions look like a cross between a Chinese puzzle and the design of a Medieval labyrinth. But don't let this bother you, the tone that comes out is completely modern.

General agreement in the Instrument section has been reached on one point. The engineers favor tapes to records; the tapes, they say, last indefinitely, in contrast to the 50 to 100 playing hours that constitute a well-cherished record's life expectancy.

Binaural? Again the dispute rages. One of the engineers has literally built a new ceiling in his living room, installing some 20 speakers in it plus two others in the basement, while another engineer feels that a binaural system is like having a train passing through the house.

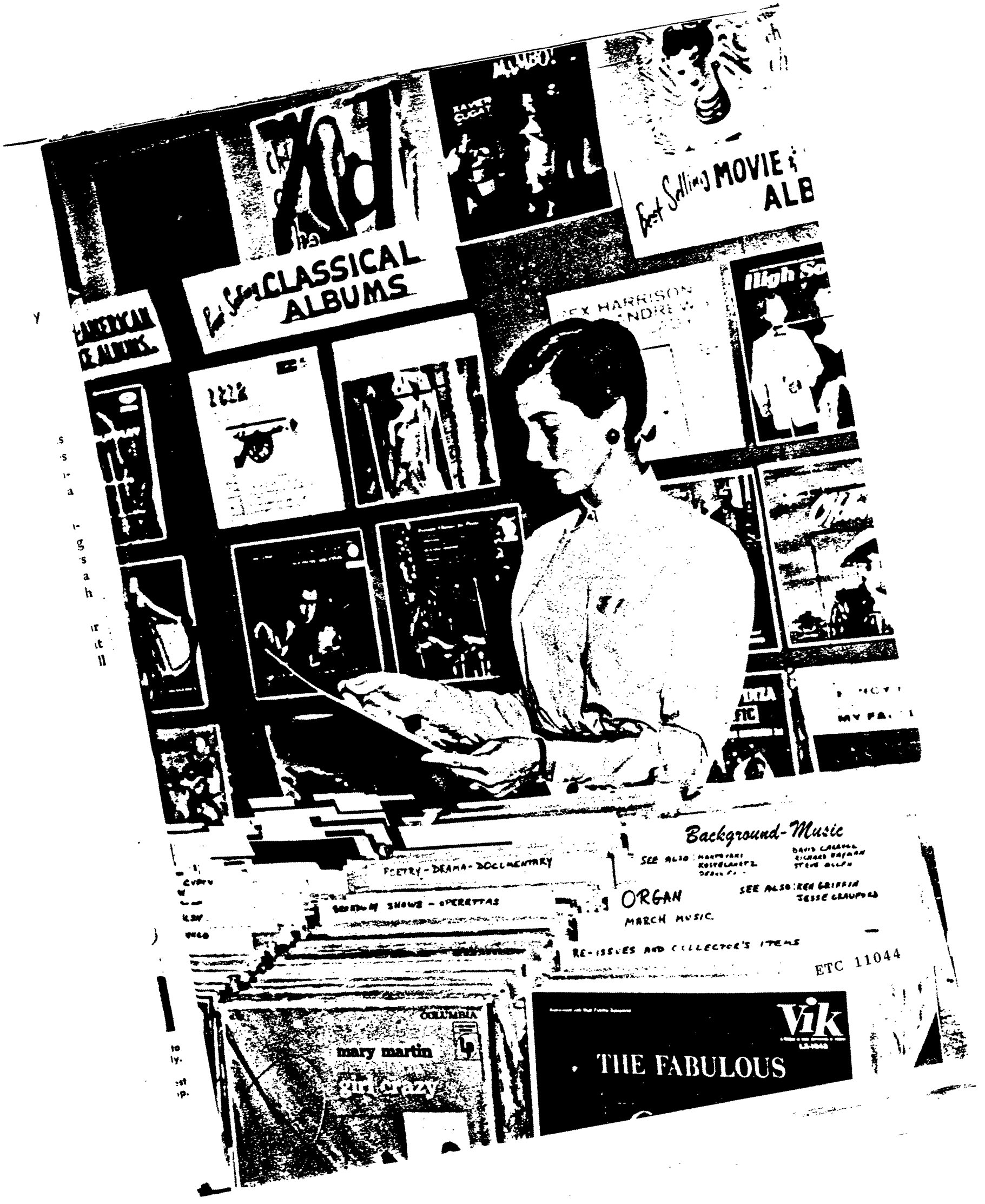
Of course, about all a lot of us can do is let our pocketbook decide on a system, and then hope that our ears agree. After all, music appreciation can still be engendered by "low" fidelity or even the radio.



Russ Brown of Vehicle Testing plays the tapes he prefers to records. Tapes cost more, but don't break, last indefinitely.

For Nancy Jo Kimble of Business Services, one of the biggest pleasures of high fidelity is selecting records in a shop.

ETC 11043


CLASSICAL ALBUMS
Best Selling MOVIE
ALB
REX HARRISON
Background-Music
SEE ALSO
ORGAN
MARCH MUSIC
SEE ALSO: REG GRIFFIN
JESSE CRAWFORD
RE-ISSUES AND COLLECTOR'S ITEMS
ETC 11044
POETRY - DRAMA - DOCUMENTARY
COLUMBIA
mary martin
Vik
THE FABULOUS

COME CHRISTMAS



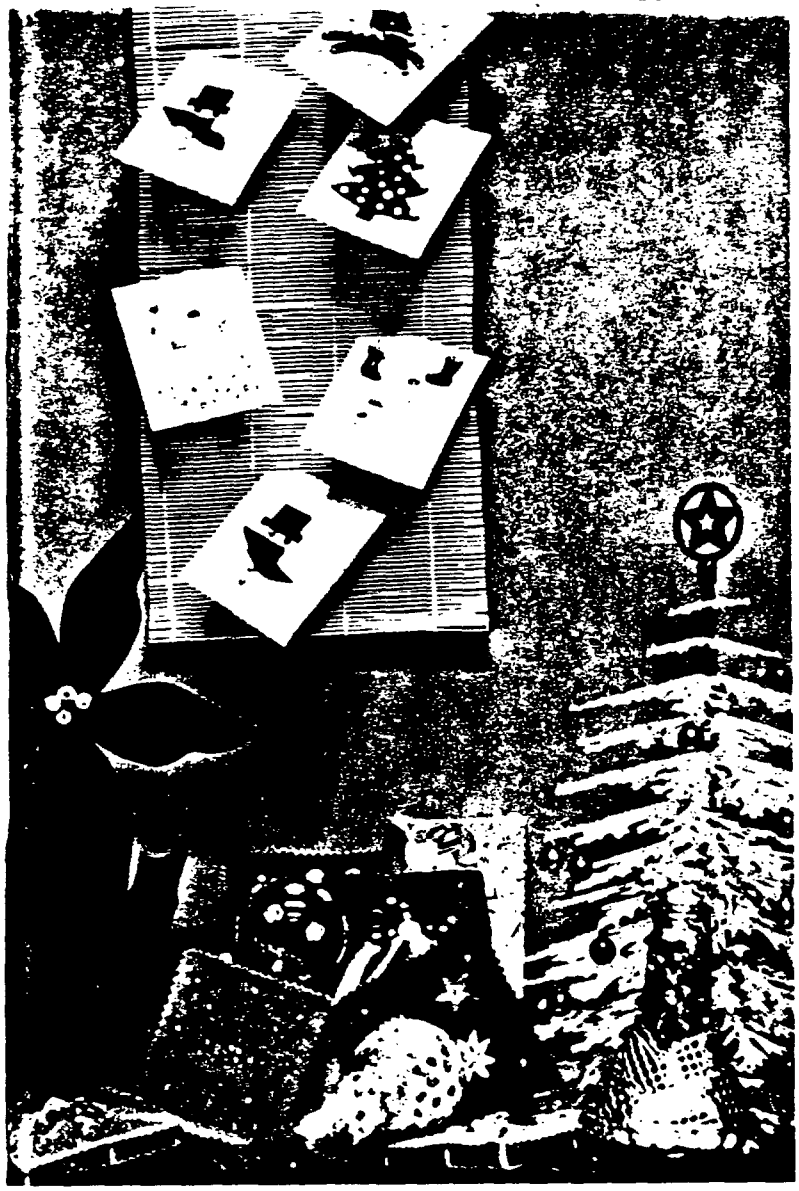
Christmas stocking was knit by Mary Gartland and matches were designed by receptionist Mollie Houghton, both of whom are in the New York office.





Come Christmas and the holiday mood, young and old alike find themselves caught up in the hurly burly of the season and it's a busy time for all. As the days race forward, those decreasing shopping days, the packages pile up in secret places and the pulse quickens while the purse stretches. Some enterprising Ethyl people do it themselves for Christmas, and they produce a variety of interesting and attractive gifts for family and friends. Others, in the charitable spirit of the season, contribute their time to institutions for poor children. In Detroit, as they have been doing for a number of years, Ethyl women dress dolls for the Goodfellows, and in Baton Rouge the members of the Ethyl Management Club each bring a gift package for a needy child. New Yorkers, too, bring toys for tots to their annual Christmas party and deliver them to worthy children's homes throughout the city. Happy with good jobs in our land of plenty, Ethyl people have shared the spirit of Christmas with those less fortunate themselves and tried particularly to brighten the holiday of some deserving child. With charitable hearts, they have tried

S





Glenn Smith, son of Marvin Smith of Products Application, Detroit Labs, looks a little bewildered by doll shown him by Jeanne MacLeod, receptionist. Some needy girl, however, will treasure it and others made by Detroit women.

Dorothy Locke, receptionist at 100 Park, tries her hand at all sorts of handmade Christmas gifts. Her imaginative designs and detailed work always delight the receivers of these personal presents. Her work is at the left.

ETC 11046

An annual pre-Christmas custom at the Detroit Labs is the dressing of dolls by Ethyl women for distribution to needy children. Below, four of the doll-dressers are shown with 100 of the dolls later sent to join a display of thousands at the Ford Rotunda.

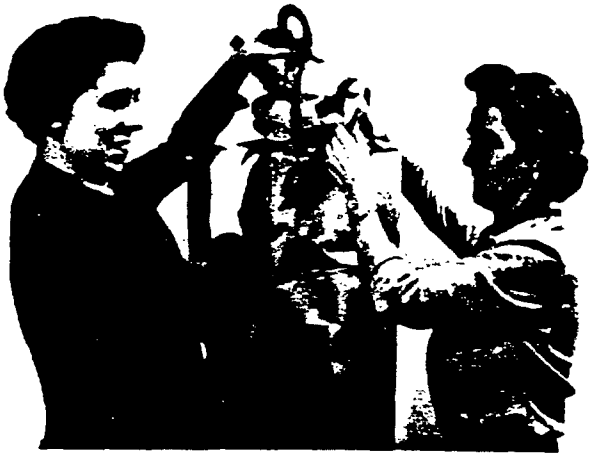


to make it a happy holiday for all. Across the country, women of the Desk and Derrick Club have also been doing their bit to brighten Christmas. Playing Santa Claus, they have bought specific toys that children in orphanages and hospitals have written to the North Pole for. Jessie Halton of New York Stenographic and social chairman of the New York Desk and Derrick chapter is in charge of the program in Manhattan and Erna Harris, receptionist at 100 Park, is a member of the committee.

Already offices and reception areas at Ethyl have begun to take on a festive air. Imaginative employees have contributed ideas for decorating, and plain doors and windows have suddenly become as gay as a Christmas package. Despite the visual aspects, Christmas is mostly something you feel, something that seems to permeate the air and bring quick smiles to meeting faces. More than all else, it is the wish for peace on earth and good will toward men, for a world in which all people are free and as lucky as we.



Christmas packages almost got away from Lynn Thiry of Product Service and Safety before she can put them under tree.



Eileen King and Helen Day of General Services are not playing grab-bag, but are unpacking decorations far file room.

Tree Tips

Half the fun of Christmas is the Christmas tree, shining with bright color and glittering with tinsel, bringing the seasonal scent of pine and fir into the home and gladdening the heart of every boy and girl who awaits the merriest morning of the year with uncontrollable eagerness.

Choosing a tree, however, takes some knowing and should be done with the same care used in buying that special holiday gift. For one thing, trees are deceptive and look considerably larger outdoors than inside your house or apartment. Keeping that in mind, you'll find it a practical idea to take a rough measurement of the area in which you plan to use the tree,



Christmas greens are as essential to the season as gifts. The face of Silvana Tomei, Finance, is momentarily framed as she hangs a wreath.



Agnes Morgan of Advertising and Sales Promotion doesn't find writing Christmas cards a chore—at least not when she gets in the spirit of it.



That look of delight on the face of Kathy Fay of Advertising and Sales Promotion relates to the Christmas gifts she'll buy with her paycheck.

and thereby avoiding a tree that looks cramped and crowded and is a hazard. In the same vein, buy a tree appropriate to the size and shape of your room—high and narrow rooms look best with tall, slender trees, and vice versa. Be sure, too, that your tree is symmetrical and that it has springy, pliable branches without brown areas at the tips. Don't worry about flattened branches; they'll shake down when the tree is decorated.

When you get your tree home, shake it before bringing it into the house. This will save you a lot of sweeping. It is also a good idea to make a fresh cut at the bottom of the tree, then stand it in water to prevent further falling of needles. Above all, do not put the tree near an open fire or flame and make sure that all electrical connections are in good condition. For safety's sake, also use a sturdy ladder when decorating and dispose of the tree within two weeks.

For the easiest decorating, start at the treetop and work your way down to a Merry Christmas.

Here is a tried and proven sequence to follow: (1) Put the lights on first. Then check for balance and defective bulbs. Place the bulbs inside the tree for maximum effect and have one white bulb near the top, to shine on the top piece. (2) Put your strands of tinsel on, looping it from branch to branch around the tree. (3) Hang the ornaments from the tips of the branches. (4) Sprinkle plastic snow from the top down through the tree. (5) Place cotton-batten "snow" around the base of the tree. (6) Arrange the packages around the bottom of the tree so as to take advantage of their color and to hide blank spaces in the lower branches. Then stand back, admire your artistry—and wait for the big day.



Mollie Houghton, 17th floor receptionist, knows an evergreen is as big a part of Christmas as a turkey is of Thanksgiving.



A little down at the mouth, Bill Alexander of Product Service and Safety writes checks to pay for the many good things he has bought his family.

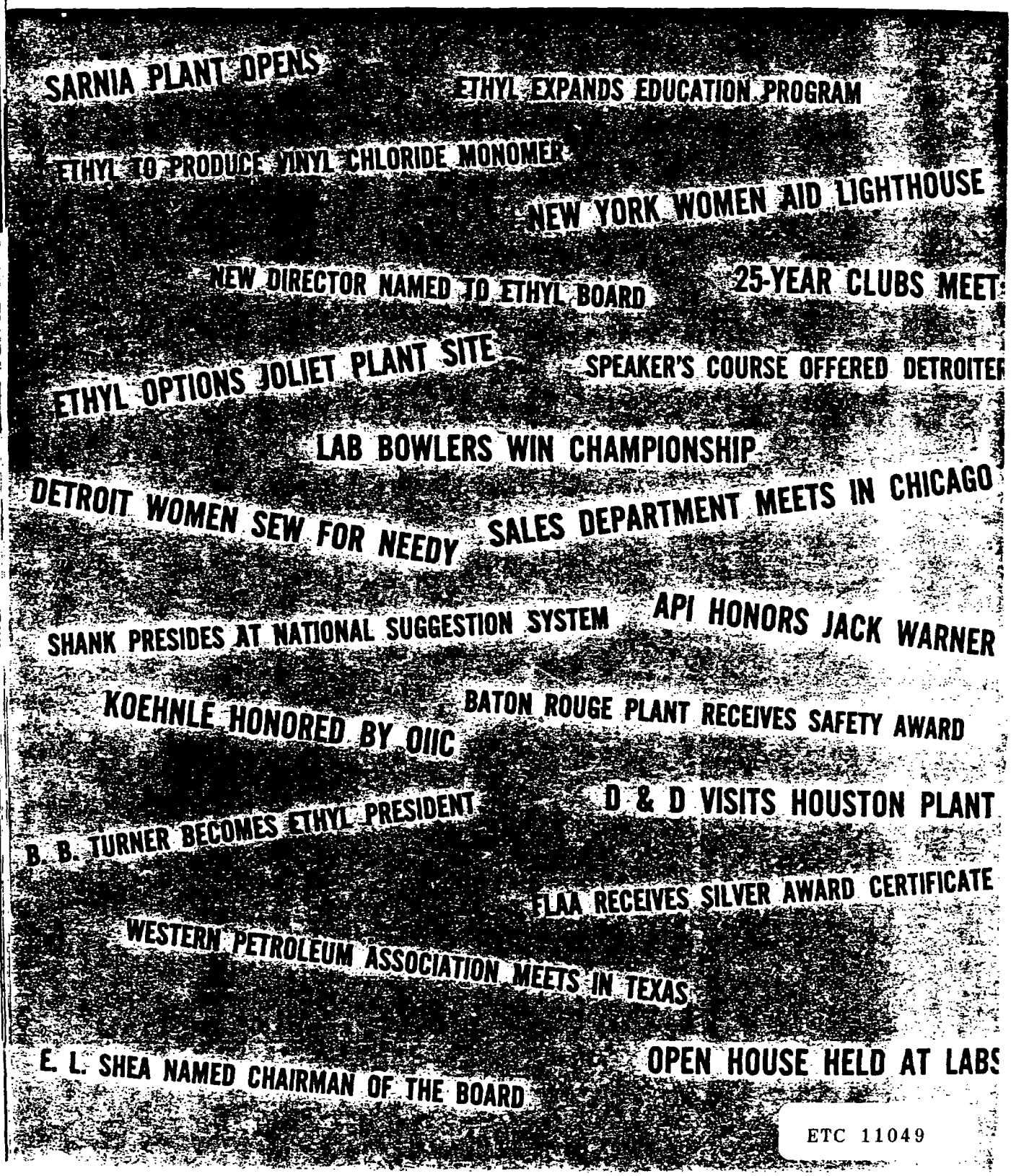


Unique ornaments are hung on this tree in the Stenographic office. Anne O'Neill cut out all the pictures in "The Face Is Familiar" for it.



There are three boys who'll become All-Americans overnight if they get this football Bill Cleary of Industrial Relations is considering buying.

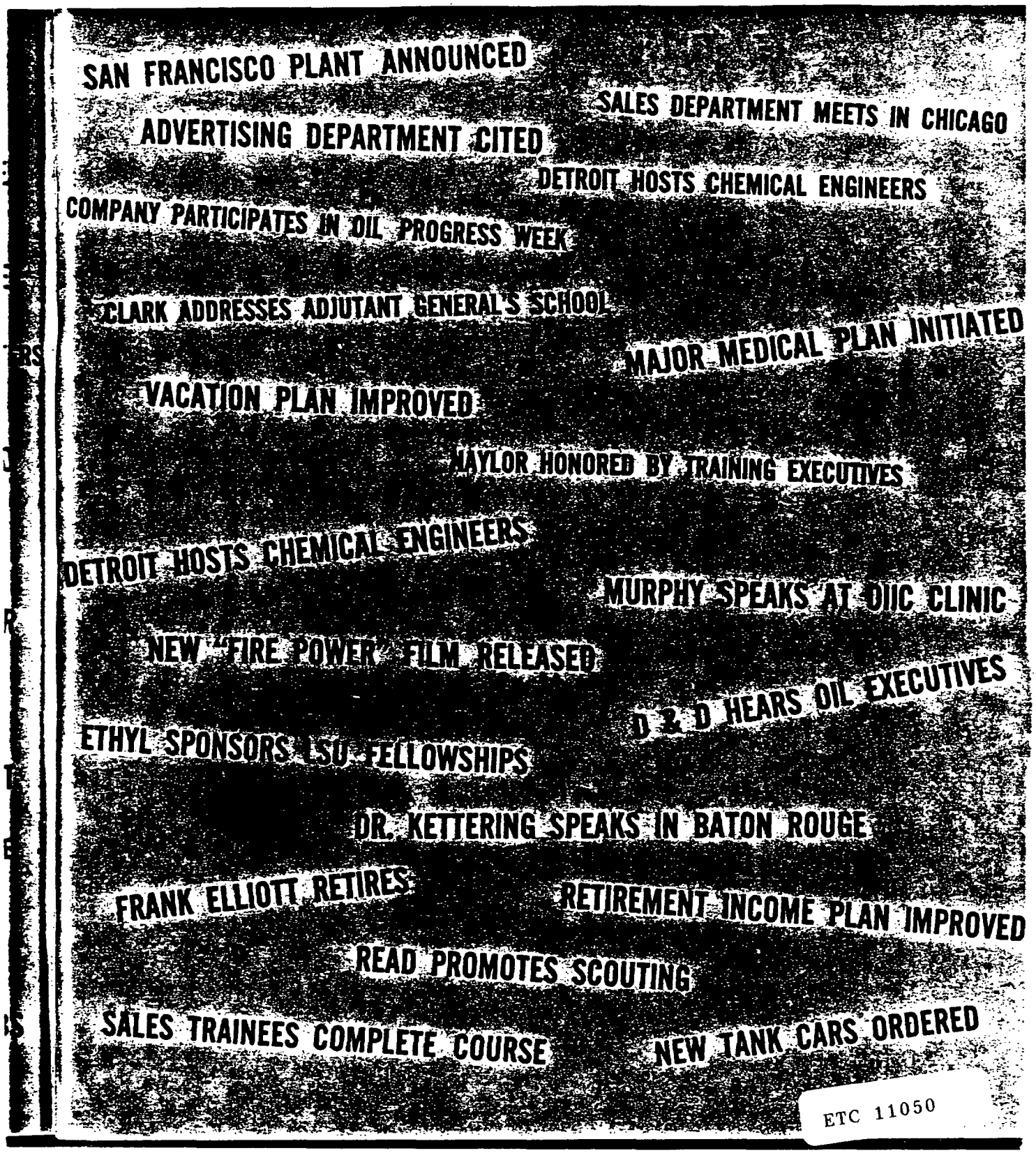
HIGHLIGHTS OF 1956



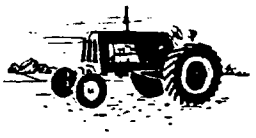
ETC 11049

As 1956 draws to a close, it ends another chapter in the history of the Company, a chapter that, like the others before it, is significant of progress. In many ways the year was one of advanced ideas, improved methods, new services, and general betterment. In all respects, it was another proud year.

As always, people played an important part in the year's headlines, heavily contributing to the advancement of the Company, devoting time and energy to civic causes and working together in general harmony and concord. Again and over and over, Ethyl proved itself a good industrial citizen.



PRODUCT OF THE TIMES



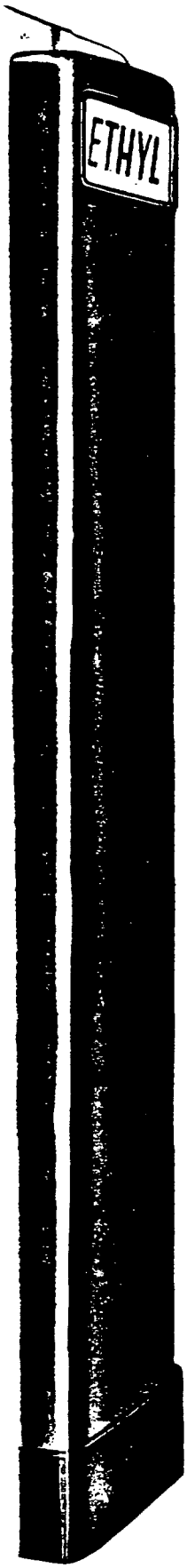




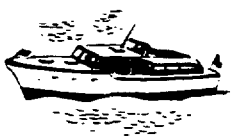
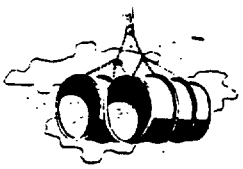
Our times are superior times, times in which superior products, enlightening ideas and provocative thought have come to the fore and established themselves as a basic part of our everyday lives. We live in a day that has narrowed the gap of space and that has reduced the world's dimensions many sizes. In our times, we are definitely in touch and in tune. Like the times, our product is superior. It is liquid economy, power and performance. It is progress and pleasure, dependability and comfort, ability and mobility. Born of ingenuity, it has not only improved itself but has brought improvement to an age of incredible advancement and become an essential part of an era of perpetual motion. Over these accelerated years, unceasing manufacturing advancements have brought economies to all concerned – to our consumers, the refiners, and to their consumers, the motor-



ETC 11051



Although never seen by the public, our antiknock compound does a big job night and day, year in and year out, the world over, helping to run modern engines



ing public. Today, refiners buy "Ethyl" antiknock compound at only a fraction of the original price. And the public gets better gasoline – 10 and more octane numbers better, thanks to our product – than would otherwise be the case. Our product helps today's high compression engines to operate smoothly, quietly and efficiently – in fact, it has helped make them possible. Less than half the cars on the road could operate satisfactorily without gasoline containing antiknock compound, and very few would run at all without suffering from knock and its attendant evils of engine overheating and power loss. The gasoline consuming public saves over $4 billion a year – every year! – on its gasoline bill, because of the cheaper and better transportation brought about by tetraethyl lead. Gasoline-powered farm tractors have come into being–and grown to nearly 5 million – in large part because Ethyl engineers convinced people in the agricultural field that the distillate burning tractors of 25 years ago were inferior vehicles. Although our product is never seen by the public, its use in gasoline (over 99 percent of all gasoline consumed in the U. S. is improved with TEL) has brought us higher into the air, deeper into the country, and further along the road to progress and plenty. And besides doing a big job today, our product is geared to the even larger job that lies ahead. Oil and automotive technologists know the way to still more efficient and economical transportation: through higher compression ratio engines. Those engines will need higher octane gasolines than are generally available today. Our product will help make those better gasolines – and engines – possible, to the great benefit of the American public.

ETC 11052

THE INSIDE STORY

Whether or not suggestions are adopted, each and every one receives careful study and consideration. Shown here are the birth, processing, investigation, judging, awarding and usefulness of one suggestion



Lillian Campbell of General Services, New York office, jots down an idea that she thinks worthwhile to submit. Thinking it up took some time. Jotting it down took her less than five minutes.



the contents of all suggestions and brings them to Howard Gulick, supervisor of the New York committee, who sees if the suggestion is complete, codes it and determines the area for



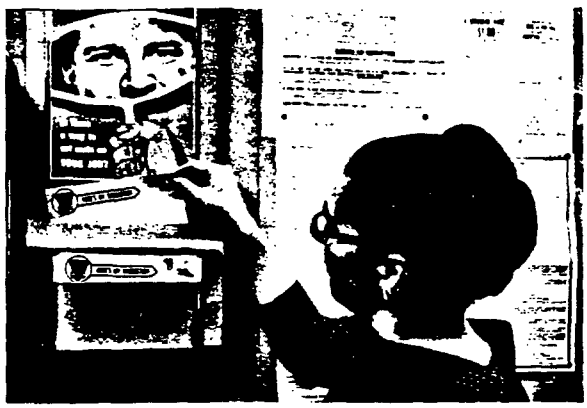
investigation. If the suggestion is complicated or unusual, he reviews it with Lou Shank, manager of the Suggestion System. They may find it conflicts with a previous suggestion or that



submitted. New York committee consists of, left to right, Ralph Hutchinson, Wally Distler, Howard Gulick, Bill Ball (chairman), Andy Anderson and Jud Biehle. (Jim Kirby is the seventh member.)



Mabel Gerster of the Finance department types up Lillian's award check after approval of the committee's recommendation by a member of management. Lillian received an award of $75.



It took even less time for Lillian to walk to the suggestion box on her floor and deposit the possible winner. She reasoned that the chance of receiving an award was well worth the time.



On the same day that Lillian submitted her suggestion, Marilyn Sax of the Suggestion System office collected it, as she does every day. After collections, she dates, numbers and records



the wording can be improved. From them, a suggestion passes to Sonja Huestis of the Suggestion System office, who types up acknowledgement, file copies and correspondence necessary.



All suggestions are referred to one or more investigators — in Lillian's case, Gerry Forsdick of Sales. Next, the local Suggestion System committee confers on the merits of the idea



The check, a letter of congratulations from her department head and a certificate of award constitute the presentation made to Lillian by her supervisor, Randy Charlton of General Services in



New York. Soon after receiving award Lillian has the satisfaction of seeing her idea put into use and of utilizing it herself in the teletype room, where she works as a teletype operator.



HANDBILLS FOR FREEDOM

In an effort to get out the vote, Ethyl enlists the aid of Girl Scouts and Boy Scouts to remind employees of the rare privilege

ETC 11055

All Scouts who participated in the program at New York were children of Ethyl employees. Below, Ann Boudreau and Randy Charlton, Jr., hand a "be sure to vote" message to Willis Lankenau, of Advertising. Above, a closeup of young Randy, armed with literature.



While the recent presidential campaign was being waged full force, Ethyl Corporation was also waging a campaign of its own as an industrial citizen —a thorough campaign to get out the vote on election day. At most of its locations, the Company made a concentrated effort to remind its employees and, wherever possible, the general public of the importance of a single vote to the cause of freedom. Hallways were decked with posters emphasizing the privilege of the vote, and bulletin boards stressed and accented the theme. Company publications carried articles and editorials on the vital subject, and to those who had come of age since the last presidential contest in 1952, reminder cards were sent by department heads to increase their awareness of their individual responsibility in our government by the people. Favoring no candidate, the Company urged its employees to acquaint themselves with the issues of the race, to weigh and decide with the strong conscience of a free people. One article—*Which Voter Are You?*—which appeared in ETHYL NEWS was subsequently run as an ad in *The Oil Daily,* in which an offer was made to supply copies free of charge. Over 30 different companies requested more than 70,000 copies. A BULLETIN BOARD editorial was enlarged greatly and used as a lobby display by a large California insurance company. On every front, the Company vigorously promoted its message to the voting public. Employees at all locations were reminded by letter of registration dates, and later the date of November 6th was indelibly imprinted on the minds of all. A few days before the election, all Ethyl employees received at their homes a letter signed by both Mr. Shea and Mr. Turner, reminding them to "vote . . . but don't vote in the dark." During the campaign a special booklet—*How to Get the Best for Your Ballot*—was put on all reading racks, and it proved to be one of the most popular issues to date. Following the notion that the way to a man's heart is through his stomach, table tents were put out in cafeterias to keep the subject before employees, and bumper banners were placed on Company vehicles and private automobiles. All Ethyl mail carried the message as well as Ethyl tank cars and broadcasts. Perhaps the biggest single effort was made by Boy Scouts and Girl Scouts, whom the Company arranged to post at entrances of its installations. The youngsters distributed pasteboard Liberty Bells to employees and general public alike and presented "Get Out the Vote" matches to Ethyl offices. Eager young citizens, the scouts worked avidly for the cause they already understand as future voting citizens. Coordinating the project, Thom Yates of Public Relations handled arrangements in New York and helped set up programs in other areas. The results of Ethyl's "Get Out the Vote" campaign paid off in a big Ethyl vote.

Explorer Warren Shank and Mariner Nancy Ball were among the Scouts who distributed Liberty Bells to employees of all companies at the 100 Park Avenue Building. The Scouts' full day began at 8 o'clock on the morning of November 5, the day before Election Day.





Smiling for the camera from an overhead balcony after luncheon at the Overseas Press Club are Louise Pruitt, Nancy Ball, Steve Shank, Warren Shank, Susie Shank, Peter Cosgrove, Ann Boudreau, Tom Distler, Jeb Boudreau, Randy Charlton and Betsy Cosgrove.

Scout Peter Cosgrove pays a personal visit to Bill Meyer, of Industrial Relations, to urge him to be sure to cast his ballot the following day.



Table tents were also put on all reception desks at the Baton Rouge plant. Above, sign on desk of Gladys Gilmore reminds a visitor to vote.



Houston's Buck Wright and Joan Gore smile over "Voter's Pledge" cards sent to all employees who were 21 since previous election.



Scouts Warren Shank and Tom Distler peer out of a bus window at one of New York's famous skyscrapers en route to United Nations Building.



ETC 11057



Detroit Laboratories enlisted the aid of a Ferndale Scout troop to remind employees to vote. Scouts distributed pamphlets at main gates.



At the Baton Rouge plant, Mrs. M. G. Stuart, assistant cafeteria supervisor, places cardboard reminders on all cafeteria tables.



Bumper stickers reading "See You at the Polls" were placed on vehicles at the Houston plant. Above, Bill Verrett tags one on his automobile.



Mary Stanley and Terr Hughes of Baton Rouge plar read special voting book Over 3,800 of them wer taken from the reading raci

Tom
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ing.

With a big smile, Betsy Cosgrove delivers "please be sure to vote tomorrow" message while Bill Ball and daughter Nancy look on approvingly.



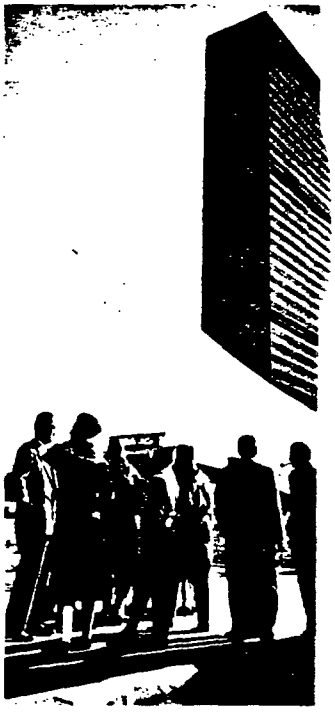
Charles F. Kettering made a surprise appearance at the Scouts luncheon and praised the boys and girls for the patriotic job they were doing.



Emma Koster, of Sales, listens attentively as one of the Scouts cites the need for all Americans to exercise their free voting privilege.



A tour of the United Nation ended the Scouts' busy and fruitful, day. Here is pa of the group outside th world organization's building



FOR YOUR ENTERTAINMENT

BOOKS



Year Incorporated has released through Simon and Schuster a giant and impressive volume that is beautiful, extravagant and praiseworthy—YEAR'S PICTORIAL HISTORY OF THE WORLD. A welcome edition to any library, it contains over 2,000 illustrations, many of them in full color, on the progress of man from primitive times. A college course within itself, it is fascinating both verbally and pictorially, and it struck us as just the kind of thing we'd like to find under our Christmas tree.

Tom Tullet, chief of the *Sunday Pictorial* (London) crime staff, has reported one of those incredible stories that again proves truth stranger than fiction in Rinehart's PORTRAIT OF A BAD MAN. The criminal life he traces belongs to Ronald Chesney, as complete a blackguard as you can possibly imagine, so black in fact that even the films wouldn't dare to attribute so much evil to a single character. Chesney stops at nothing, and if you like reading about crime you won't either.

Ruth McKenney, whose *My Sister Eileen* has been making people laugh in all media for more than a decade, has quite successfully switched to historical fiction in Farrar, Straus and Cudahy's practically-Cinemascopic novel, MIRAGE. The place is mostly Egypt; the time is the early 19th century; in support of the large French and Egyptian cast are such capable performers as Napoleon, Josephine, Lord Nelson and Talleyrand. Everybody loves, fights and dies with accomplishment.

Simon and Schuster's LEGENDS OF THE BIBLE by Biblical authority Louis Ginzberg is a shorter, simplified version of the original seven volume work, and it is a rare and distinguished book to be read, enjoyed and savored. As exciting as any fiction—and sometimes more so—it is peopled with some of the most fascinating personalities ever known, and its frequently told stories are more powerful, more intriguing, more complex than any produced since.

With all of the beat and excitement of jazz, Marshall W. Stearns has written a comprehensive history in Oxford's THE STORY OF JAZZ, a book that abounds in colorful characters in such colorful places as the West Indies, New Orleans, Chicago and St. Louis. Mr. Stearns, who is a founder and Executive Director of the Institute of Jazz Studies in New York, knows his subject from Bongo to Banjo and he reports on it with enthusiasm and skill.

Crown, in association with Lothrop, Lee and Shepard, has produced a fine volume of Americana in the amply-illustrated CAVALCADE OF AMERICA, which Carl Carmer has edited. Practically everybody who had a finger in the making of our nation is represented in an individual narrative. Through the people responsible for our greatness, our history unfolds in a number of striking portraits.

Dutton's THE SOUND OF SILENCE is a first novel by Mary Rickwood, a young Englishwoman who has made a name for herself on the Isles in the field of the short story and who is certain to gain domestic approval with her initial entry into the longer form of fiction. Her novel, a tale of marital complexity, is probing and arresting, and her characters are exact and mobile. What they do and what they don't do is both right for them and the reader.

THE STORY OF AMERICAN GOLF, Herbert Warren Wind's big compendium of the popular sport, has been brought out in a new edition at popular prices by Simon and Schuster, and it's a handsome volume indeed. Anyone who ever struggled to break par will enjoy the book Bobby Jones called "truly monumental." Some 100 photographs of the golfing greats illustrate the text.

From Garden City Books comes an outstanding children's book for the youngsters of our mobile age—Edward Stoddard's THE STORY OF POWER, a Life-size edition that traces the harnessing of nature in clear, simple text illustrated with equally understandable illustrations by Lee Ames. A lot of the questions that plague parents are answered for the child who's bursting with scientific curiosity.

Cotton, like petroleum, has had a major effect on life in America and is a part of our national history. In THE LIFE AND TIMES OF KING COTTON, an Oxford book by David L. Cohn, the men and women who picked, ginned and sold cotton are brought to life in a proud saga of the South. Along with them, the economic, social and political story of "the white king" unravels in an entertaining history.

Under the simple title of STORIES, Farrar, Straus and Cudahy serve up—like breast of pheasant under glass—some of the finest short stories of our times by four of the finest writers of our times: Jean Stafford, John Cheever, Daniel Fuchs and William Maxwell. Not one among them has a flaw. Technique abounds in all, and human understanding and compassion dominate each. Our favorite of the group by half a hair—John Cheever's *The Country Husband.*

A good laugh has a special value of its own, and there is plenty of both laughter and value in Crown's A TREASURY OF AMERICAN FOLK HUMOR, edited by James N. Tidwell. In a sense, it's a history of laughter and humor in our country, from way on back up to the present, and our national character is revealed in all of its good-naturedness. An invaluable aid for anyone who may address any kind of audience, it's an excellent reference book and a gay vaudeville.

ETC 11059

The world of the circus has always fascinated both young and old, and its recent demise was a loss to all who thrilled beneath the big top when aerialists somersaulted in space and human cannonballs gushed from inside the barrel. In CENTER RING, a Doubleday release composed of a group of interesting articles Robert Lewis Taylor wrote for *The New Yorker*, the circus gives a glittering and tinseled performance, before the public eye and behind the scenes.

There is plenty of fun in Rinehart's THE GREATEST LOVER IN THE WORLD by Alex Austin, an inventive young man who apparently had quite a good time conjuring up this comic novel about a kind of a dud of a dentist who discovers he is loaded with sex appeal. For good measure, there's a prototype of Valentino, an incendiary star with all the earmarks and trademarks of Lollobrigida and a spectre of the late Lord Byron who's very free with advice on his favorite subject . . . amour.

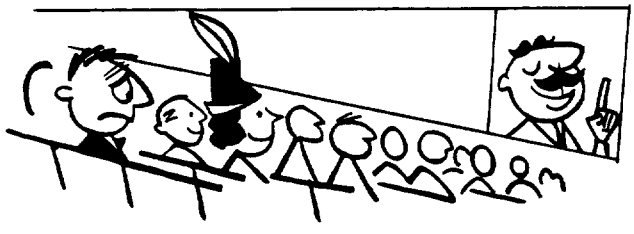
OUR FLIGHT TO ADVENTURE, Doubleday's latest entry in the "We did it ourselves" field of narrative, is the account of Tay and Lowell Thomas, Jr. of their recent aerial trip to some remote and exciting places. No mere sightseers, the younger Thomases go all out to learn about the people and customs of the lands they visit, and they occasionally find themselves a little too close to the end of a limb. There are, for the record, pygmies, nomads, jungles, deserts, caravans and blue waters.

Bob Hope and Katherine Hepburn, a somewhat unlikely combination, are teamed in Metro-Goldwyn-Mayer's THE IRON PETTICOAT, a spoof about an American air force pilot and a Russian aviatrix he has shot from the skies. Reminiscent of the very funny *Ninotchka* but never quite up to its uproarious comedy, the new film still supplies a goodly quantity of humor. Robert Helpmann of the celebrated Sadler Wells Ballet is also on hand to aid in the antics.

The same Miss Hepburn is also on hand in the Hal Wallis production of the Broadway hit, THE RAINMAKER, and she fairs considerably better in the new Paramount film, so well in fact that she's already being predicted to be a nominee for the Academy Award for her portrayal of a shy spinster who falls for likeable con man Burt Lancaster. It all takes place on a farm in the southwest, and it makes for a very humorous and highly romantic movie.

The stage success ANASTASIA has been made into an outstanding film by Twentieth Century-Fox. Based partly on fact, it stars Ingrid Bergman in the title role of the daughter of the late Czar of Russia, Helen Hayes as the Dowager Empress and Yul Brynner as the leader of a group of White Russians living in Paris after the First World War. All done in the grand manner, it is enhanced by superior performances by all concerned in determining whether or not Anastasia is really the Grand Duchess or an impostor.

MOVIES



Michael Todd, whose productions are always lavish if nothing else, has outdone even himself in the celluloid version of Jules Verne's classic, AROUND THE WORLD IN EIGHTY DAYS, as lavish a potpourri of splendor, color and talent as you are ever likely to feast your eyes upon. Filmed in the new Todd-AO process that's bigger than Rhode Island, with a screen curved to take you right along on the journey, it stars practically all Hollywood, some of Broadway and a goodly group of international talent, among them David Niven, Marlene Dietrich, Mexico's comic Cantinflas, Ronald Colman, Charles Boyer and Shirley MacLaine. To gild the lily just a bit more, Mr. Todd has also crammed in Noel Coward, Fernandel, Sir John Gielgud, Jose Greco, Sir Cedric Harwicke, Buster Keaton, Beatrice Lillie, Peter Lorre, Ed Murrow, George Raft, Cesar Romero, Frank Sinatra, Red Skelton, etc., etc., etc.

Funnyman Tom Ewell, who made a hit as MM's downstairs neighbor in *The Seven Year Itch*, is teamed with voluptuous Jayne Mansfield in Twentieth-Century-Fox's production, THE GIRL CAN'T HELP IT, a hardboiled comedy-melodrama about theatrical agents, thugs and assorted cads and gals. Edmund O'Brien plays the heavy who wants to put his girl over as a singer and doesn't mind using his money or his gun.

TELEVISION



Popular family fare, MAMA returns to the air waves on December 16, once again starring Peggy Wood as the benevolent matron. On the 23rd, ALCOA HOUR will stretch its program to an hour and a half in order to present *The Stingiest Man In Town*, a musical version of Dickens' *A Christmas Carol*. It features singers Vic Damone, Johnnie Desmond and Patrice Munsel. Christmas Eve will bring Menotti's opera *Amahl and the Night Visitors* over ROBERT MONTGOMERY PRESENTS, followed by Midnight Mass from St. Patrick's Cathedral.

A holiday show for G.I.s, the BOB HOPE CHEVY SHOW will be filmed in Alaska for the 28th, with Ginger Rogers, Hedda Hopper and baseball's Mickey Mantle putting in well-wrapped-up appearances. Football has a fling on the 29th, when the *Blue-Gray Game* between top collegians from the North and South is played, followed by the *Shrine Game* between the East and West collegians. Then, on January 1, football has its last fling, including the famous *Rose Bowl Game* in Pasadena, Cal., between Iowa and Oregon State. The equally famous *Tournament of Roses Parade* precedes the gridiron contest. Prokofiev's opera *War And Peace*—not to be confused with the novel and movie of the same title—premieres over TV OPERA THEATRE on January 13.

20 years



YVONNE L. GUERTIN
Sales, New York

10 years

WAYNE A. NEWMAN
Finance, New York

WELLINGTON R. O'NEILL
Research, Detroit

ALGIRD A. PAULS
Research, Detroit

5 years

VIRGLE HARRIS
Research, Detroit

EDWIN D. REID
Research, Detroit

BRUNO V. WALCZAK
Research, Detroit

MARTHA E. WISEMAN
Research, Detroit

15 years



JACK D. FULLER
Sales, Western Region



ROSS E. RIFE
Research, Detroit



JOHN C. WATT
Sales, Eastern Region

ETHYL WELCOMES



JOHN C. CLOSE, known as Jack, is a sales engineer in Southern Region. A graduate of Northwestern Technological Institute, he was in the Army.



CATHERINE H. CORBETT is a secretary in Product Service and Safety at 100 Park. Sports, painting and the piano occupy much of Cathy's leisure time.



CHRISTIAN V. HOLLAND, Virginia Military Institute graduate, is a product service engineer in Eastern Region. He's married and has two daughters.



EDWARD J. KETTEL, new assistant insurance manager in New York, holds his M.A. from Columbia University. Ed and his wife, Janet, live in Wantagh.

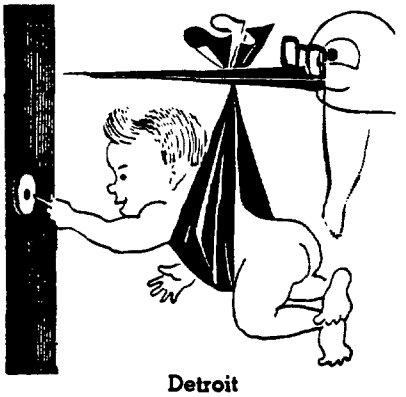


ELEANOR MOSS has taken a position as a steno-clerk in New York Finance. Ellie, who enjoys cooking and sports, attended the Wood Secretarial School.



NANCY C. TEALE is a secretary in the Tulsa office. Nancy attended Tulsa U., where she was a member of Phi Alpha Theta, an honorary historical group.

BIRTHS



Detroit

GARLAND and KAROLINA SMITH – a daughter, Susan, born on October 27. Garland is a chemist in the Analytical Section.

DELIEU and FAITH STEINKE–a daughter, Karen Ruth, born on October 26. Dad is a chemist at the Labs.

ROBERT and MILDRED YOUNG– a daughter, Marcia Ann, born on October 26. Bob is assistant purchasing agent in Detroit.

Eastern Region

BOB and MARGRETH RICHARDSON – a granddaughter, Deborah Anne, born on September 26, to their daughter Julie and her husband C. W. Phillips. Bob is district manager in Philadelphia.

New York

JIM and ANASTASIA CUSACK–a son, James George, born on September 16. Jim is assistant on benefit plans in the New York Industrial Relations department.

JIM and CECILIA DONOHUE – a son, John Francis, born on October 12. Jim is an accountant in the New York Tax Division.

FRANK and ELEANOR MCNALLY–a son, Thomas Joseph, born on October 3. Frank is tax counsel and head of the Tax Division.

Sarnia

JOHN and SHEILA SHIRRIFF – a son, Michael, born on October 31. John is chemical engineer in Sarnia, Canada.

NEWS BRIEFS

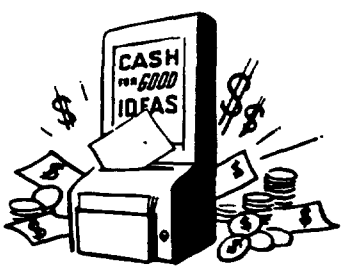
Two articles which appeared in *The Antiknock*, Baton Rouge plant paper, have been reprinted and distributed on a nationwide basis by the United Community Funds and Councils of America.

The articles published in the July and September issues explained how United Givers Fund contributions help youth and health programs in the community.

Ethyl Corporation has been chosen by the National Association of Suggestion Systems as one of the companies whose suggestion performance was outstanding last year. Ethyl placed third in national competition having received 1,615 suggestions per 1,000 employees in 1955.

A citation for outstanding support of the Army Reserve Program was presented to the Company in October by Colonel J. B. Reynolds, Chief of the Louisiana Military District. Wally Armstrong, Resident Manager, Baton Rouge, accepted in behalf of the Company.

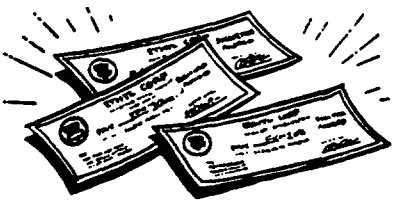
SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees in Detroit, New York, the Sales department and Regional Offices and San Bernardino:

DETROIT: D. W. CARR, JR., $10.00 (Install emergency stop buttons outside dynamometer room); E. H. IDE, $15.00 (Relocate open switches in U-10 to eliminate fire hazard); NADINE MICHAELSON, $15.00 (Stockroom to carry combination ditto carbon and master sets).

NEW YORK: LILLIAN CAMPBELL, $25.00 (On teletypes for visiting personnel, list "Return to . . ."); GRACE GREGNA and MARJORY SMITH, $15.00 (Submit interoffice correspondence in duplicate, typing reply on bottom of both copies and returning duplicate to its origin); VIRGINIA MCGUIRE, $30.00 (Show sender's initials and room number on envelope of mail marked "Personal"); EUNICE C. SAULS, $35.00 (Change defense vaults password periodically).



SALES DEPARTMENT and REGIONAL OFFICES: WILLIAM S. ALEXANDER, $10.00 (Cut edge of calendar pads to facilitate removal of page headers); W. E. ANDREAE, $25.00 (Revise strapping charts for storage tanks) and $20.00 (New procedure for sampling weigh tanks or storage tanks, when necessary); EILEEN H. GUERNSEY, $10.00 (Trial subscription to the bulletin *Better Business by Telephone*).

SAN BERNARDINO: ALBERT L. BAILEY, $25.00 (Safe driving award program. Will be applied for test drivers at San Bernardino).

EXTRACURRICULAR

ALVARO PRADO, safety engineer representing the National Petroleum Industry of Concon, Chile, visited the Baton Rouge plant to study safety and security methods.

ROSELYN RANKIN, daughter of CHARLES RANKIN, manager of the Tulsa Lab, was one of ten delegates to attend the recent

This is your page . . . it's about your activities . . .

International Convention of Allied Youth in Buckhill Falls, Pa. Allied Youth is a non-sectarian organization whose primary objective is character building. The convention trip included visits and guided tours to Washington, D. C., Philadelphia and New York City.

SHARON GREEN, daughter of FRED GREEN, engineer in San Bernardino, was recently presented in a solo piano recital by Louise Stiles Ware. Sharon, who is 16, has been accompanist for church and school programs, appeared as soloist for the Valley Women's Club and in recitals and radio events for the Music Teachers Association of California.

WEDDINGS



Detroit

CLAUDETTE SZNAIDER and DANFORTH LAPOINT were married on November 17 at St. James Church in Ferndale. Dan is in Business Services at the Labs.

MARCIE SIZEN was married to EDWIN KLOVE, JR., at the Church of the Divine Child, Dearborn, on November 3. Following their wedding trip to Quebec, the couple have made their home in Detroit.

New York

BARBARA BURKE and FRANK CARLUCCI were married in St. Theresa's Church, on November 24. The couple honeymooned in the Pocono Mountains and are now residing in the Bronx. Barbara is in the Public Relations Department.

RUTH MOEN was married to JOHN RECKER in the Village Church in Bronxville on December 9. Ruth is in the Industrial Relations Department.

ON THE ROSTRUM



FRED GREEN of the San Bernardino Lab recently spoke before the San Bernardino Valley College Engineer's Club. He gave a brief background of the company history and then discussed the operation of the all-weather chassis dynamometer.

The club was later taken on a tour of the Laboratory.

CARROLL A. HEBERT, Safety, Baton Rouge, recently lead a discussion on "Acids and Heavy Chemicals" at the National Safety Congress and Exposition held in Chicago.

At a recent meeting of the National Association of Cost Accountants, STEVE HENRY, Director of Community Relations, Baton Rouge plant, headed a panel discussion on "Baton Rouge's Business Outlook for 1957."

CHARLES CLARK, Public Relations, New York, recently addressed the Public Relations Society of America in New York. In conjunction with his creative thinking presentation, Charlie demonstrated group "brainstorming."

J. B. LERAY, Houston, spoke to the American Society of Industrial Editors. J. B., who is editor of *The Echo* and *The Daily Bulletin*, discussed the method of publishing a daily newsletter.

"The Synthesis of 2-Phenylethanol Utilizing Benzyl Sodium," technical paper by D. R. CARLEY and W. E. FOSTER, Baton Rouge, was given at the Southwide Chemical Conference.

BEN BURGE, Industrial Relations, Baton Rouge, recently spoke at a meeting of the YMCA membership drive workers. Ben was formerly connected with the physical education program and is now a director.

Notice

Copies of ETHYL NEWS and the BULLETIN BOARD are available to all employees of the Company and orders for bound volumes of the 1956 issues are now being taken.

BULLETIN BOARD is $3.20 for a blue cloth binding and name imprint in gold. ETHYL NEWS with a red binding and the name printed on the cover in gold is $2.85. Copies for 1955 are still available and can be ordered at the prices listed.

Send your check or money order to the Public Relations Department in New York—100 Park Avenue. Deadline for the orders is January 13.

PEOPLE IN THE NEWS



WALLY ARMSTRONG, Baton Rouge Resident Manager, is one of nine new members of the Baton Rouge Chamber of Commerce Board of Directors. He was elected to a two-year term.

HAROLD LEE, technician at the Tulsa Lab, has been elected treasurer of the Laymen's League of the Evangelical United Brethren, Oklahoma-Texas Conference.

MARTHA MONROE, R&E Adm., Baton Rouge, was elected a member of the Board of Directors of the Desk & Derrick Club's Baton Rouge Chapter.

JESSIE HALTON, General Services, New York, has been elected a director of the New York Chapter of Desk and Derrick. She will serve a two-year term.

. . . Please tell your local correspondent what's new with you.

ETC 11064



Employees in the New York office have a lot of fun at the annual Christmas party, but they also make it possible for a lot of children to enjoy the season. A gift of a toy instead of a ticket is the admission price. Above, Betty Beach of Sales helps "Santa" gather toys to be distributed to children by Salvation Army.

PEOPLE and PLACES



PHILLIPS RECEIVES MASONIC HONORS

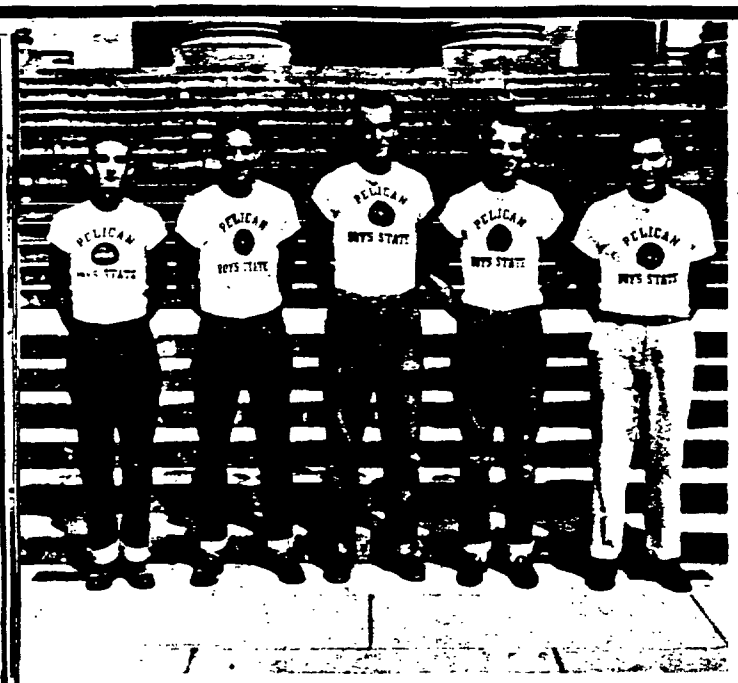
Lynn Phillips, Ethyl's representative in Mexico, has attained the highest order in the Masonic Fraternity —the 33rd degree. Lynn can be proud of this accomplishment because it was achieved in only ten years. He is a past master, past eminent commander, past worthy patron and founder of a Masonic order in Mexico.

ETHYL WOMAN "GRADUATES"

Madge Lofthouse of Eastern Region recently completed a 16-week course on "How Business Operates". The course was sponsored by the Desk and Derrick Club, of which Madge is a member. Many other Ethyl women have participated in similar events pertaining to the oil industry and business in general. Below, Madge receives certificate for the course.



ETC 11066





CITIZENSHIP TRAINING PROGRAM

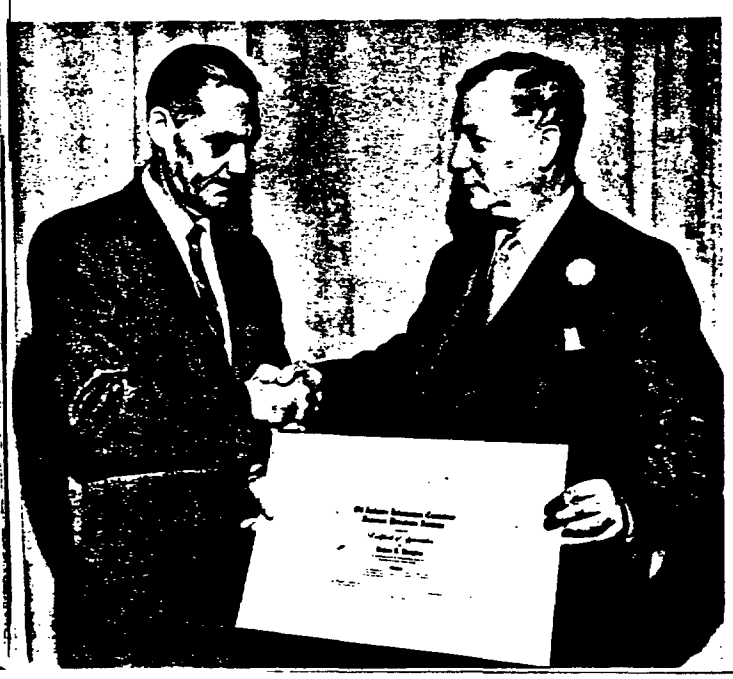
As it has for several years, Ethyl last summer sponsored the attendance of a number of boys and girls at citizenship training programs in Louisiana. Four boys attended Bayou Boys State at Southern University in June and five boys and five girls attended Pelican State at Louisiana State University in August. At these outings, boys and girls alike learned more about how government functions in a democracy. Indeed, they not only learned about government – they actually ran it. The youngsters held elections, ran for office, received appointments and operated their own "government." Shown at left are Ethyl-sponsored boys who attended Pelican Boys State. They are: John Barksdale, Bill Burgoyne, Bob

more people, more places

ETC 11067

ETHYL AT API MEETING

Some 6,400 oilmen from oil companies throughout the country attended the 36th annual meeting of the American Petroleum Institute held November 12 through 15 in Chicago. Gathered together for this major yearly event, they reviewed oil's past, discussed its present and prepared for its big future. Since oil was the subject, Ethyl, as usual, was on hand. Ethyl men addressed various groups, served on committees and contributed generally and substantially to the success of the meeting. Nor were the efforts of Ethyl employees in behalf of the oil industry during the past year overlooked. In the picture to the left, Bob Douglass, manager of Southern Region, is shown receiving an API certificate of appreciation from H. S. M. Burns,









Cangelosi, Ed White and Bob Hall. Girls sponsored at Pelican Girls State were, left to right, Priscilla Shows, daughter of Auber Shows of Ethyl Chloride Maintenance at the Baton Rouge plant; Sue Frank, Paula Burnett, Barbara Allen and Molly McVea. Boys attending the eighth session of Bayou Boys State under the sponsorship of Ethyl were, left to right, Henry Carter, Jr., son of Henry Carter of TEL Labor at the Baton Rouge plant; John Coates, Jr., Randolph Shaffer and Earnest Wallace. In the picture at far right, a class at Pelican Girls State listens attentively to a lecturer on a governmental subject. Ethyl received enthusiastic cards and letters from the youngsters. They wrote they felt they had become better citizens.

ETC 11068

president of Shell Oil. Bob was honored for his outstanding work in the Oil Industry Information Committee. Next, left to right, M. E. Spaght, vice president of Shell Oil, presents certificates of appreciation to Wheeler Lovell of Chemical Research, Detroit Labs, and G. M. Knebel of Standard of Jersey. Wheeler's certificate was awarded for his active participation in an API research project. Shown in the third picture is Hank Ball, manager of Product Service and Safety. As chairman of the committee on tank cleaning, Hank goes over some papers with M. J. Meterer of Sinclair. At right is Marshall McDorman of Eastern Region, left, chatting with Carl Luz of Esso Standard and Bob Shepard of Standard of Jersey.







LITTLE LEAGUE CHAMPS

J. D. Bartleson, bottom right, was a star player in the game that gave his team the championship, and his dad, Dave Bartleson of Chemical Research, Detroit Labs, upper left, was one of the team's coaches. The "Yankees" downed the second-place "Red Sox" 24-5, with young Bartleson hitting a bases-loaded home run and batting in a total of five runs.



THEN AND NOW

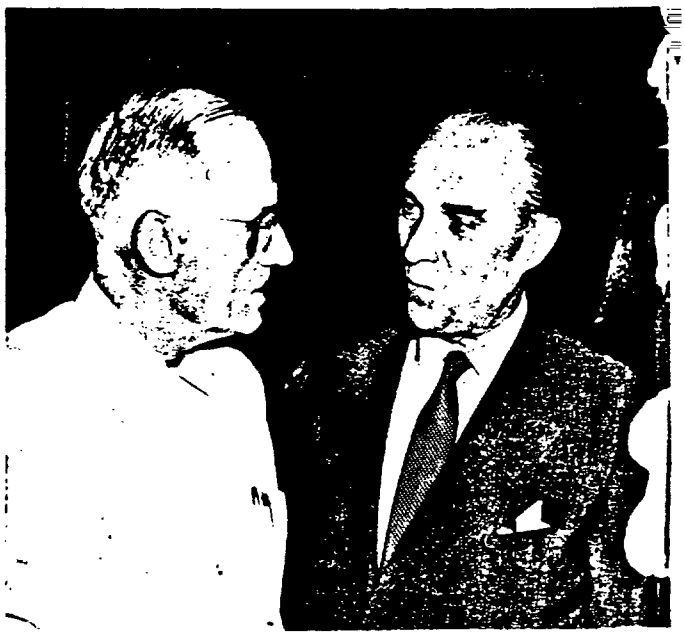
Cal Dunbar of the San Francisco district office is shown at right inspecting one of the antique cars that took part in San Francisco's Columbus Day Parade. Cal is secretary of the San Francisco Oil Information Committee, whose theme during Oil Progress Week was the contrast between old-fashioned vehicles, new cars and gasoline delivery tankers.

ETC 11069

MANAGEMENT CLUB MEETS

At a recent meeting of the Ethyl Management Club in Baton Rouge a group of Company executives were guests, among them Mr. Shea, Chairman of the Board; B. Bynum Turner, President; John Schaefer, vice president in charge of Manufacturing; and Mac Murdock, vice president in charge of Sales. Below left, Mr. Turner chats with Wallace Armstrong, resident manager of the plant while, below right, Mr. Shea discusses boating with an old acquaintance, retiree H. B. Hunt. R. L. Day, supervisor of the Suggestion System at the plant, is the current president of the group, to be succeeded in the new year by L. E. Trosclair of General Engineering. The Club is composed of more than 700 members.





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When an oil company wants historical information about gasoline quality, our Yonkers lab is the place to get it. Here the lab's Irene O'Dell, as she appeared recently in the trade journal ad, searches through the over half million records of samples.

ETC 11070



At Christmas or anytime, one of the most thoughtful gifts you can give is a United States Savings Bond.

ETC 11071