

**PLAINTIFF'S
EXHIBIT**

ETCO-145

**ETHYL
BULLET
BOARD**

1961

ETC 34174

ETC 34175

ETHYL CORPORATION

ETHYL

bulletin board

JANUARY 1961



ETC 34176

ETHYL bulletin board

Published monthly by Ethyl
Corporation and Ethyl Cor-
poration of Canada Limited

IN THIS ISSUE	PAGE
Pull Together	2
Full Sales	4
Regional Realignment	12
Selless Citizen	16
Heads Up!	18
Highlights of '60	20
Electronic Event	22
For Your Entertainment	24
Milestones	26
Ethyl Welcomes	27
Personals	28
People and Places	30

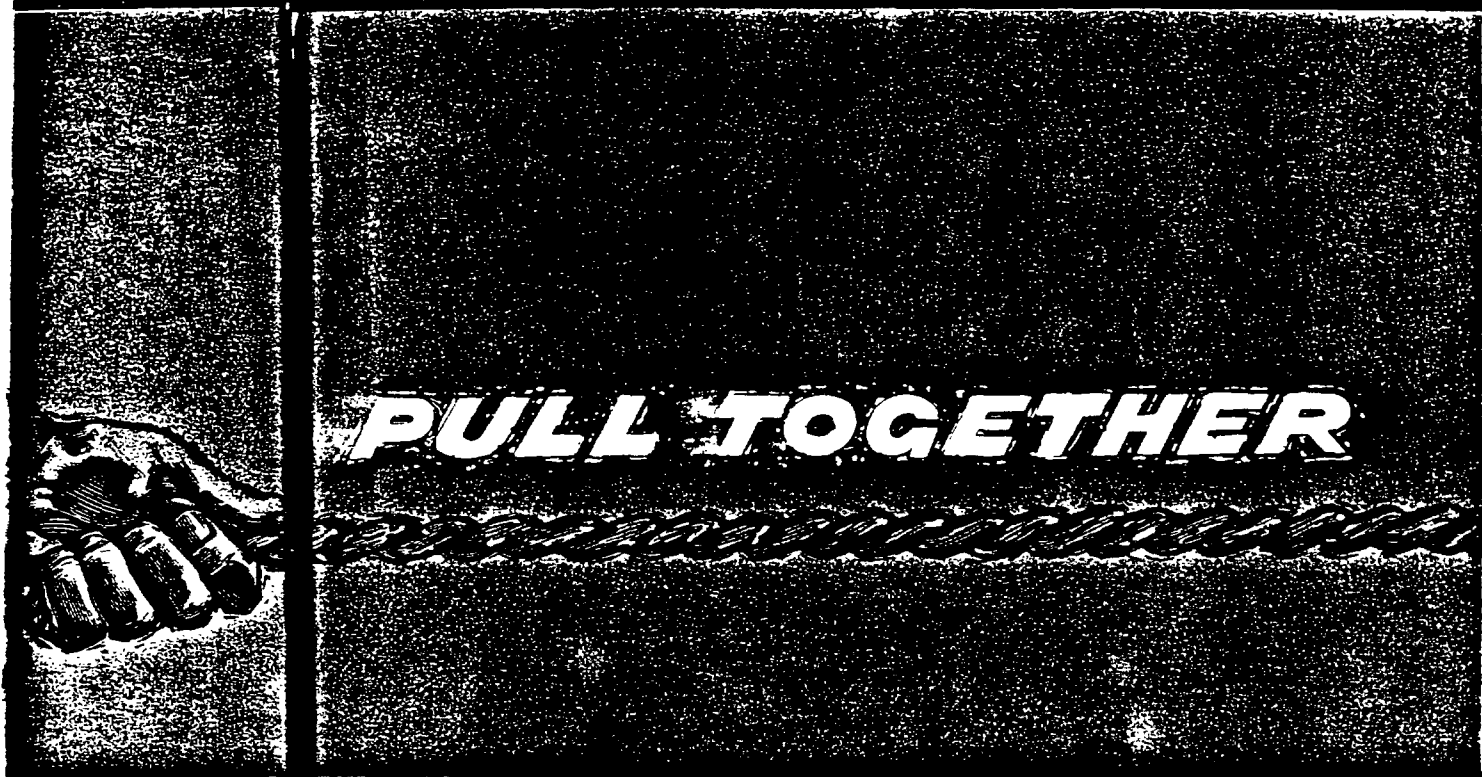
Leonhard Dowty *Editor*
Edward Metcalf *Associate Editor*
Stella Sideris *Editorial Assistant*
Layout and art work by S.P.M. Studios

Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Joe Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Bongero, Joe Forster, Russ Frank, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakoff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Gertrude Melloh, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Miriam Wallace; *Pacific Coast Plant*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake City*: John Morton; *San Bernardino*: Judy Schaub; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Howard Hamaker; *Yonkers Testing*: Catherine Henderson; *Yonkers Central*: Al Morschauser; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER: During a respite from the busy round of meetings at the annual Sales conference, a quintet of tourists visits the famed Alamo. In front of the historic site are, left to right, George Unzelman, Chuck Gordon, Ed Watson, Doug King and Kerney Hurst. The story of the conference begins on page 4.

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

Printed in U.S.A.



Though we are strongly in favor of originality of expression and freshness of phrase, there are times when we bow to the cliché, particularly when a much-used axiom can convey clearly and concisely what would take considerably more footage if it were spelled out with every "i" dotted and every "t" crossed. In this case, the adage that serves our purpose is an old one: In unity there is strength.

It applies to innumerable situations in life, but for our express purposes it has to do with the interlinking of all of our individual efforts in making Ethyl Corporation the successful, reputable and respected company that it is.

As you will note on the pages that follow, this issue has been largely devoted to the recent Sales conference held in San Antonio, Texas. The Sales conference, in addition to regional and district meetings throughout the year, is a regular part of the conduct of our business wherein the entire Sales department gets an opportunity to express its views and exchange ideas, to pull together as a single, purposeful unit with a planned central aim.

Of course, all of us at Ethyl, regardless of the specifics of our respective jobs, have a central aim. No

matter what phase of Ethyl operations we are engaged in, we are all pulling on the same rope and each hand is essential in tugging it out with the hot world of competition. In essence, we are all members of the Sales department, all part of the team that creates the corporate image and offers our customers the best products and services that our joint efforts can produce, be they our basic antiknock fluid, a skillfully conceived technical paper, a safety film or a neatly typed, well-worded letter. Our voices on the telephone represent Ethyl, and so do our positions in our community.

You may feel that the special job you do is far from associated with the Sales department, but if you stop to think that all Ethyl salaries come from the sale of our products you can certainly see that we are all working simultaneously for our individual and corporate welfare.

There is no doubt that the majority of us have never seen a customer face to face, but every one of us is instrumental in selling him by contributing to the interior mechanism of a well-organized, unified corporation. It takes a lot of hands to pull the rope, and it takes just as many to braid it tightly.

FULL SALES



Growth through diversification was the main theme at the recent "full Sales" conference held in San Antonio

For the first time since 1936 an Ethyl Sales Meeting of truly national proportions was held in San Antonio, Texas from November 28 through 30. Including personnel from departments who actively support

sales efforts, a total of 210 Ethyl people attended. In his address to the opening session, Ethyl President B. B. Turner stressed the Company's emphasis on diversification and the greater opportunities that will thereby be afforded all employees from these broadening horizons.

After a welcome by Fred Naylor who was in charge of meeting arrangements, Stu Forbes outlined the three day meeting agenda. The first day was devoted to sales planning, the second to product information and the third day to customer services.



f 210 Ethyl people attended. In opening session, Ethyl President the Company's emphasis on digreater opportunities that will ll employees from these broaden-

Fred Naylor who was in charge nents, Stu Forbes outlined the agenda. The first day was devoted e second to product information customer services.

Moving quickly to the business at hand, Mac Murdock was introduced to discuss the changing sales picture. Mac noted that new people in oil company executive positions indicated a continuing need for the Ethyl story to be told; often in areas not previously considered significant. Too, he emphasized the new job opportunities inherent as our products expand.

Mac was followed on the podium by Dr. George Kirby, who delivered an assessment of the Company's prospects for growth and the planning now being undertaken in that direction.

After a coffee break, Jack Pruitt announced changes in the regional sales setup (see BULLETIN BOARD pages 12 to 15) prompted by organizational shifts within the oil industry. Jack added, however, that Ethyl's basic services and selling methods would remain unchanged. Then, Mr. Turner's talk brought to a close the first day's general meeting.

Product oriented talks commenced promptly at nine o'clock the following morning. Tom Wilkinson, scratched from Monday's program by a grounded airplane, spoke on new sales to the petroleum industry.

Each morning of the meeting, representative speakers addressed assembled Sales department personnel

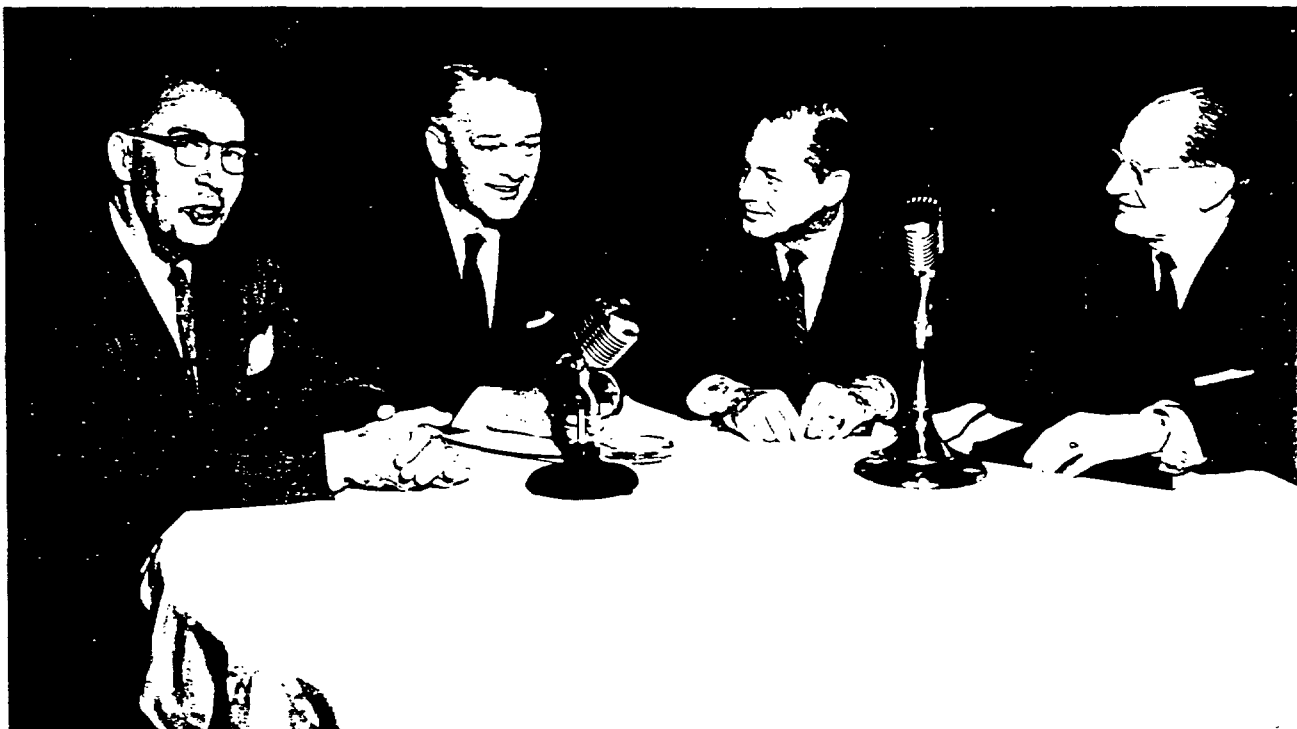
Next, Jack Bailie discussed the expanding family of antiknock products and detailed the sound economic advantages that can accrue to our customers through their use.

Mac McCulloch furnished a look at the rapidly expanding petroleum additive sales picture—a business which attained an almost 100% dollar volume increase for Ethyl in 1960. Product advertising support planned for both antiknocks and additives was then outlined for the audience by Jim Lonergan.

The final morning session of the Sales Meeting began with Russ Weston and Young and Rubicam's Bill

Rindfuss. They revealed Ethyl's 1961 advertising program. Matt Taylor then itemized the sales department's budget for the coming year—a substantial sum and added proof of the Company's faith in the maxim of sales through service.

Finally regional managers Don Flynn, Dick Murphy, Bob Douglass and Len Huxtable each presented case histories of helpful support services for sales in the field. This panel ended the 1960 program. It remained but for Stu Forbes, sounding a note of the Company's confidence in each representative, to adjourn the annual meeting.



Final session of three-day program featured Regional Managers, left to right, Murphy, Flynn, Douglass and Huxtable. Enlisting the aid of staff members, Dick discussed automotive services, Don held forth on refinery technology, Bob went into product services and gasoline testing, and Len treated the advertising and sales promotion work for Western Region.



Shown above in order of their appearance at 1960 Sales Meeting are: top row, Fred Naylor, Stu Forbes and Mac Murdock; second row, George Kirby, Jack Pruitt and B. B. Turner; third row, Tom Wilkinson, Jack Bailie and Jim Lonergan; bottom row, Mac McCulloch, Russ Weston and Matt Taylor. Along with the panel at left, these men made up the formal program.

**Support services and larger customer accounts
were discussed by smaller groups in afternoon sessions**

Inasmuch as those people who perform the important supporting services attended the 1960 Sales Meeting, a chance was afforded these specialists to meet and go over common problems. The afternoon of the first day was held open for this purpose. Product Service and Safety men met with Hank Ball; Jack Bailie's Tech Service people convened and the Petroleum Additive Sales group got together with Mac McCulloch. Later, after the general sessions were over, Frank Howard assembled a merchandisers meeting.

During the same afternoon in the main meeting room, 10 separate areas were marked off where those men interested in discussing 10 of the larger customer company accounts had an opportunity to do so. Ideas were exchanged and questions were asked of those most intimately associated with these accounts, and in the prevailing informal atmosphere, many helpful suggestions were passed along. For those Ethyl people who participated, these account conferences were rewarding and another productive facet of a co-ordinated program.



Above, a typical area assigned for discussions of the 10 larger customer company accounts, in this case Tidewater. Service for

all companies who operate in more than one region is co-ordinated for maximum sales effect.



Supporting services, an integral part of the Ethyl sales program, were represented at the 1960 Sales meeting and met

between the formal sessions. Above, Hank Ball makes a point to the Product Service and Safety engineers.



Visitors were welcome as the Petroleum Additive Sales men conferred. In the picture above, Mac McCulloch is shown lead-

ing the discussion while the conferees take notes on the afternoon of the first day's meeting-packed schedule.

**Ethyl men got a chance to meet old friends and
talk over new ideas in the less formal meeting moments**

One of the valuable by-products from such gatherings as the 1960 Sales Meeting is the opportunity for each man present to renew acquaintances and discuss common problems with other Ethyl personnel—a chance for exchanges between men whose jobs may be similar but whose paths do not often cross. Naturally the regular meeting hours consumed most of the available time but provisions were made for people to get together on a more informal basis despite the tight schedule. Moreover, the off-hours afforded an opportunity for sales personnel to meet represent-

atives of other departments as well as to mingle with sales people from different regions.

These informal sessions have produced many a useful idea and much helpful information—a practical supplement to set proceedings. For Ethyl sales people especially, a chance word or theory gleaned from a shop talk circle might well mean the edge in our increasingly competitive business. There is little question that informality can make an atmosphere from which important dividends for each man may well be the result, dividends for the man and the Company.

Caught in the center of the crowd during a coffee break were, left to right, Bob Fisher, Dick Courtney, George Henning and Jim Hodges. Breaks were made at mid-morning during formal sessions as a relief from strenuous note-taking on talks.



Stu Forbes, left, and Chuck Colvin had a chance to discuss some business problems during an intermission time.



Responsible for a myriad of details, Carl Bartholomew, left, Bob Mead and Fred Naylor, right, ran the meeting schedule.



Left to right, Tony Woska, Howard Gerber, Don Connell, Norm Gerber and Hank Godbey chat between scheduled program talks.



Doug Baker, Harold Mehler and Bob Marks, here examining a slide, helped with presentations behind the scenes.



Heading out on a guided tour of San Antonio and environs, this happy Ethyl group used their free time to see what they could see in the historic old Texas town. The Company provided the bus but the men all brought their own broad smiles.





Appointments to date for the Gulf Coast Region staff are, seated left to right, Jake Balzer and Ellis Locher; standing,

Stan Eskridge, Ken Jost, Don Hornbeck, Ed Hendrick and Doug Jeppe. Other appointments will be forthcoming soon.



ETC 34187

In a move designed to serve more effectively Ethyl oil company customers, Mac Muddock, vice president in charge of Sales, recently announced the creation of a fifth regional office in Houston, Texas. First word of the change was revealed to Ethyl personnel at the Sales Conference in San Antonio where Jack Pruitt, General Sales manager, explained that the move was prompted by an increasing concentration of oil company activity in the Gulf Coast area.

To be staffed with experienced service and technical personnel promoted especially for this challenging assignment, the new Gulf Coast Region will take in the Houston and New Orleans Districts and will have its offices in Houston. To date, the partially formed regional staff alone comprises well over 100 years of cumulative Ethyl experience. The formation of this staff is yet another example of expanding futures possible within the Company.

The former Southern Region has been renamed the Mid-Continent Region. It will maintain headquarters in Tulsa and will now take under its wing the Denver District along with Dallas and Tulsa.

Effective date for these changes was January 1, 1961, although the Gulf Coast Regional office will probably not be fully rolling until sometime in February.

The regional realignment makes possible a step up the ladder for many men in the Sales department. Ellis Locher has been named Gulf Coast Region manager and his assistant regional manager will be Jake Balzer. Stan Eskridge will be operations manager. Don Hornbeck moves in as chief refinery technologist and Ken Jost assumes the duties of chief product service engineer. Additional staff appointments will be made shortly. District Managers Ed Hendrick in Houston and Doug Jeppe in New Orleans remain at their respective posts.

Tapped for the title of National Account manager were, left to right seated, Dale Miller and Marshall McDorman; standing,

Paul Harris, Don Chapman and Dolly Dollahan. Gel Howell, the sixth appointee, was unable to be present for the picture.



ETC 34188

Bob Douglass, Mid-Continent Region manager, will have Larry Reis as assistant manager as well as a new district manager, Idan Flaa in Tulsa.

The creation of the new region has also prompted staff changes elsewhere. Norm Linstromberg succeeds Ellis Locher as assistant manager of Central Region and Norm's shoes as Cleveland District manager will be filled by Al Bingham. Merrill Anderson moves into the field spot in Cleveland made vacant by Al's promotion. Al Basye takes over as Kansas City District manager as Dolly Dollahan moves on to Tulsa.

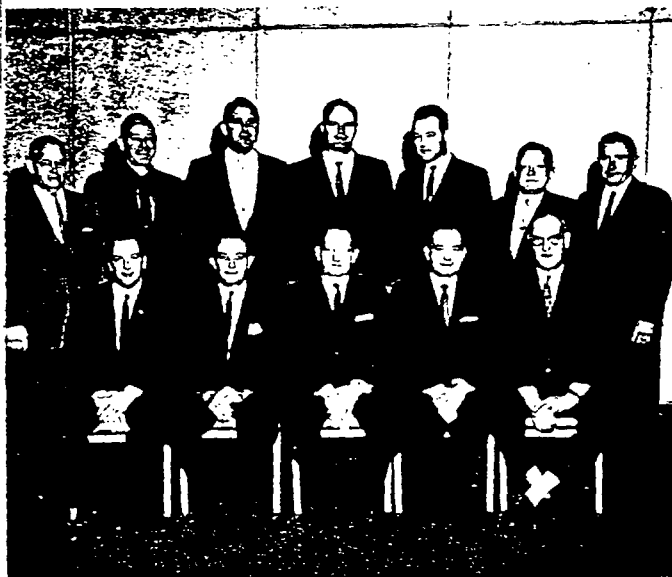
In deference to the nature of their work, which often transcends regional lines, six men have received the newly-created title of National Account manager. Don Chapman and Gel Howell in New York, Paul Harris

in Chicago, Dale Miller and Dolly Dollahan in Tulsa and Marshall McDorman in Houston will each serve major accounts on a nationwide basis.

In order to better balance the work load in Eastern Region, where there are now two assistant regional managers, the Philadelphia District staff will be henceforth reporting to George Rosser, Eastern Region assistant manager, who makes his headquarters in the Pittsburgh offices.

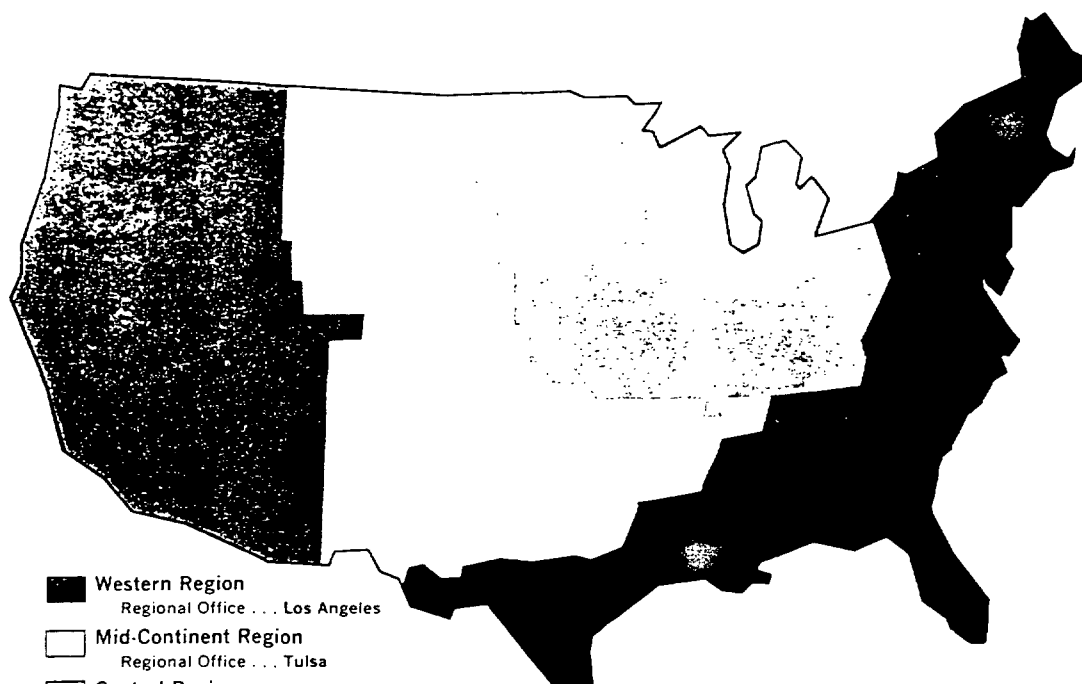
All these moves reflect the Company's awareness of the shifting geographical emphasis in petroleum company operations and will enable Ethyl sales personnel to do a better selling job. They indicate, as well, the ability of Ethyl Corporation to meet new challenges in a changing industrial world.

Western Region management and staff are unchanged. Shown here seated left to right are Messrs. Du Bose, Weill, Huxtable Muller and Cole. Behind them stand Messrs. Chenault, Manning, Carleton, Koehnle, Unzelman, Wyrick and Ellerbe.



Mid-Continent Region boasts a new name and, seated left to right, Messrs. Flaa, Reis, Scott and DeVore. Standing behind are their colleagues Messrs. N. Gerber, Douglass, Alsbaugh, Bartholomew, Schell, Ryan and Rollins.

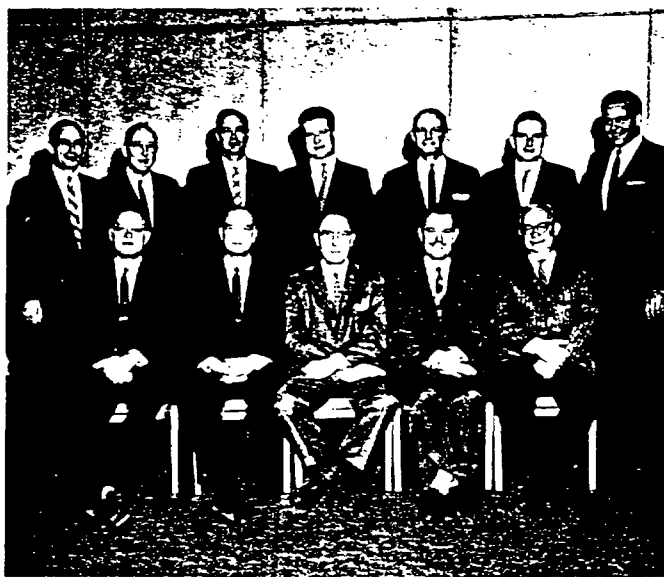




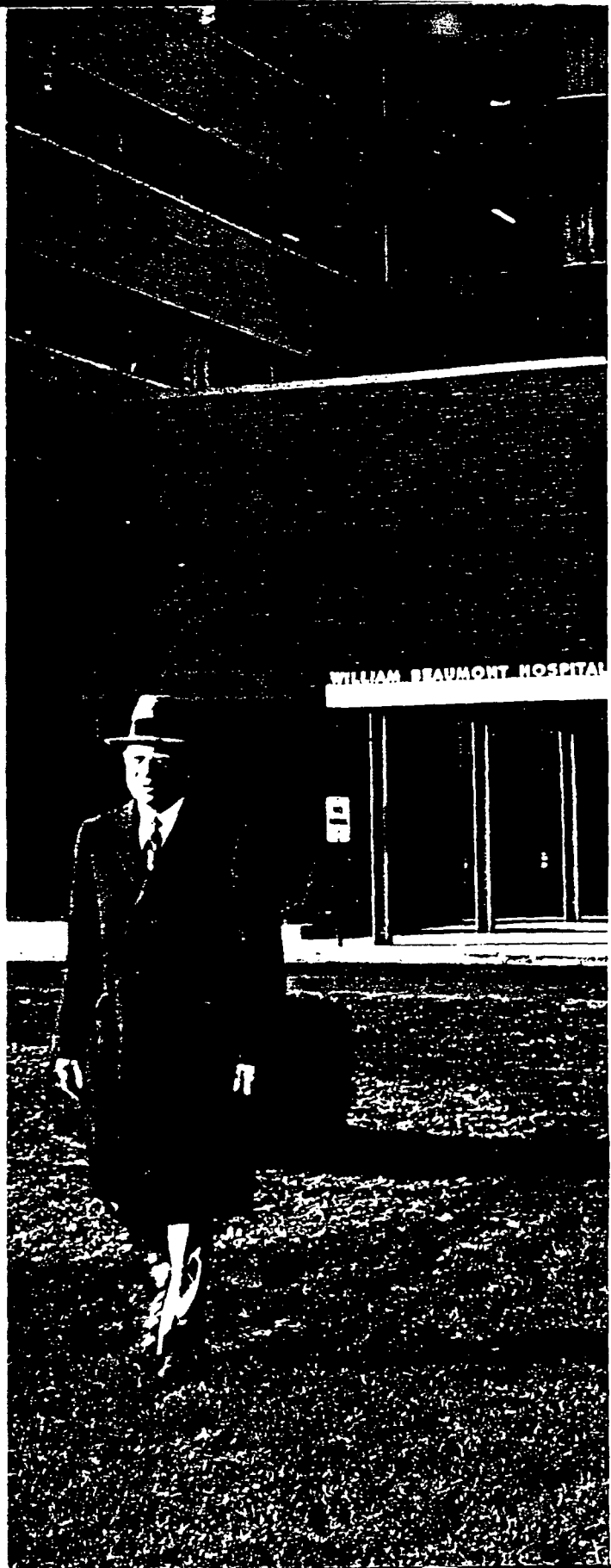
- 
Western Region
 Regional Office . . . Los Angeles
- 
Mid-Continent Region
 Regional Office . . . Tulsa
- 
Central Region
 Regional Office . . . Chicago
- 
Gulf Coast Region
 Regional Office . . . Houston
- 
Eastern Region
 Regional Office . . . New York City

The Central Region team includes Messrs. Bingham, Linstromberg, Flynn, Rose and Basye, shown seated, and Messrs. Greenup, Baker, Anderson, Maynard, Sabin, Harris and Robinson standing behind them.

Eastern Region sales are sparked by Messrs. Warner, Rosser, Murphy, Bushell and Richardson, seated. The rest of the force, Messrs. Hayes, Hogan, Baldwin, Cole, Hopkins, Maassen and Rusher, are standing.



Selfless Citizen



One of the founders of the William Beaumont Hospital, Frank Fricker, at left, walks on the grounds.

An axiom of Franklin Fricker's life is that good citizenship carries with it a mandate to serve one's community. Not only does he believe this, he acts on that belief. In many unobtrusive but important ways Frank Fricker has served and continues to serve the area where he works and lives. That is why he was honored recently by the Exchange Club of Ferndale, Michigan, who chose his name to be inscribed in their Book of Golden Deeds for outstanding services rendered the community. It is typical of Frank Fricker that he was surprised when the honor was bestowed on him. Ethyl's Research Laboratories are in Ferndale on the outskirts of Detroit. There, Frank Fricker works as assistant to the Director of Administration and Services and there, in that area, Frank Fricker lives. A part of him lives, too, in the William Beaumont Hospital, the Ferndale Community Building, the town's playgrounds or in the spirit of the many social agencies he either helped to create or now works diligently to maintain.

Merely to go on listing all Mr. Fricker's community services does not bespeak the quality of his good works. It is better to say that where there was a need — there, more often than not, was Frank Fricker: lending a hand, spending his spare time, serving.

Frank Fricker is inclined to dismiss his efforts with a wave of the hand and the comment that social agency work demands merely a constructive integration of personalities. What he does not talk about, but many others will, are the countless hours and the endless patience required to produce a useful and enduring community service.

The Company, too, can claim a share of credit for Frank Fricker's achievements. It encouraged Frank in his work and thereby set an example of sound corporate citizenship. In accepting the Golden Deeds Award Mr. Fricker said it best: "I can speak with a feeling of gratitude that my Company has always given me its 100% support in the development of my community interests."

Mr. Fricker lives in nearby Birmingham. The Golden Deeds Award, below, was the first to a non-Ferndale resident.



ETC 34192

HEADS UP!



ETC 34193

In spite of a snowstorm all out of proportion to the season, employees of the New York office celebrated the Yuletide at an annual luncheon. While the cold winds of winter blew outside, the warmth of the

Christmas season was aglow at the Ethyl party, where old friends welcomed new employees, and gaiety filled the afternoon with that special brightness that is the joyous spirit of Christmas.



HIGHLIGHTS OF '60

UNZELMAN MADE CHIEF REFINERY
TECHNOLOGIST, WESTERN REGION

TEACHERS TOUR HOUSTON PLANT

SARN

KIRBY TO DIRECT DEVELOPMENT PROGRAM

HARTSFIELD HONORED BY NM

SUGIMOTO APPOINTED PROJECT
MANAGER FOR AN COMPOUNDS

GROUND BROKEN FOR LONG BEACH LAB

ETHYL MEN A

TOVEY HEADS HOUSTON EMC

PUBLICATIONS WIN AWARDS

B. B. TURNER ADDRESSES D&D CONVENTION

"DANGER! AIR!" A HIT

PACH

NEW YORKERS STUDY FIRST AID

ETHYL PROMINENT AT
SOUTHWEST ACS MEET

SCOUT

TRAINING MEN CONVENE IN NEW YORK

RIGGS JOINS EXPORT SALES

DARRAUGH COPS BIGGEST HOUSTON SUGG

SARNIA PLANT CELEI

ACCIDENT AND SICKNESS BENEFITS IMPROVED

COMPANY MED

SALES CONFERENCE HELD IN SAN ANTONIO

ETHYL AGRICULTURAL BOOK PROVES OUTSTANDING

NEW YORK

ETHYL AWARDS 20 GRADUATE FELLOWSHIPS

McNALLY NAMED
FINANCE DIRECTOR

TEAC

HOGAN FETED BY
NEW YORK ACS

HOUSTON ANNOUNCES VINYL
CHLORIDE MONOMER PLANT

SAFETY TV INSTALLED AT BATON ROUGE

OLIVER CORPORATION HONORS ETHYL

BIG BROTHER SCIENCE PROGRAM AIDS STUD

SARNIA COPS HOCKEY CUP

JESSIE HALTON ELECTED
V-P OF NEW YORK D&D

EMC

MAGIC CIRCLE AD GIFT TO TRUMAN LIBRARY

Though the days of a year seem to slip away too quickly, they leave their indelible marks upon the pages of our corporate history and add up to something considerably more than nostalgia

NT SARNIA'S FIRST FIVE-YEAR MEN FETED
ED BY NMA SWEENEY HONORED BY
HYL MEN ADDRESS ACS CONVENTION QUARTERMASTER SCHOOL SPIKE SPEAKER RETIRES
IT PACIFIC COAST PLANT COPS SOFTBALL PENNANT FLYNN NAMED MANAGER, CENTRAL REGION
SCOUTS TOUR DETROIT LABS CARTER NAMED MANAGER OF EXPORT SALES
ON SUGGESTION AWARD HERZOG NAMED DIRECTOR OF PLANNING
NT CELEBRATES FOURTH YEAR MAIN AND HUYLER HEAD
ANY MEDICS MEET CANADA SALES DIVISION
TO NEW YORK SUGGESTION COMMITTEE HOLDS HUNDREDTH MEETING MAGIC CIRCLE FEATURED AT
NEW YORK SUGGESTION COMMITTEE HOLDS HUNDREDTH MEETING NEW YORK D & D BANQUET
TEACHERS TOUR SARNIA PLANT DORA PEPE HEADS BATON ROUGE D&D
TON ROUGE PLANT CHICAGO SERVICENTER OPENS
IDS STUDENTS STEVE HENRY RETIRES 25-YEAR MEN MEET
ED EMC HONORED BY NMA OIL COMPANY EXECS
ED HOUR GLASS REVUE A HIT AT DETROIT'S GIRLS' PARTY TOUR DETROIT LAB
COMPANY ANNOUNCES ICC 4 and TML

ETC 34196

ELECTRONIC EVENT

A new electronic Multi-Component Blending System is now undergoing performance tests at Ethyl's Houston Plant. A Company development, the system will be readily adaptable for use in oil company refineries. Not only will it give the refiner a precise blend but it also can be the means of effecting substantial economies in future refinery operations.

Seeking a first hand look at this important installation, Hank Ball, Product Service and Safety manager, led a group of engineers down to Houston for a thorough briefing in December. Hank's men will explain the advantages of this Ethyl development to oil company customers. So as to leave no stone unturned in preparing the Product Service and Safety team for this assignment, a two-day schedule of intensive study was laid out. Instrument Group leader Warren Green and Instrument engineers Lewis Decker and William Fulgham, all of the Baton Rouge Engineering Department, planned and conducted the training and demonstrations with the assistance of Houston personnel. Later, the group adjourned to thrash out the customer service aspects of what they had learned.

The Ethyl developed system will be able to blend any number of gasoline stocks and additives. Expected accuracy of the system is plus or minus one-half of one percent or better. It is designed for in-line blending operations at a refinery and uses digital computer techniques especially designed for the purpose. The blender is activated by a card reader, simple to operate and pinpoint in precision. Maintenance costs will not be excessive and built-in controls insure that the system will be cut back proportionately should the flow of any component be incapable of maintaining the required rate.



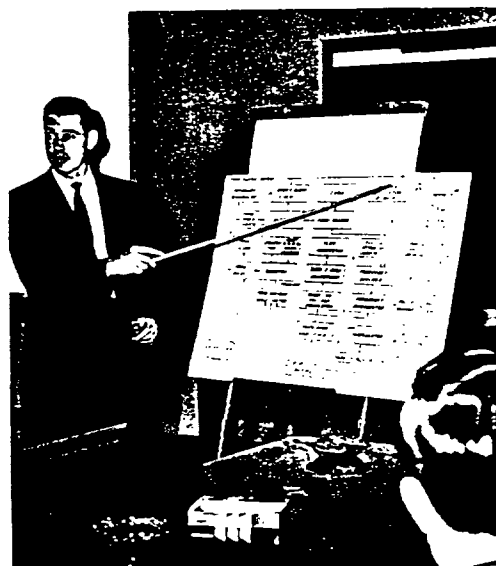
Control center of the Multi-Component Blending System is shown above. The card reader which transmits impulses by electronic means is in second panel from top on the left.

When a blending operation is to take place, a card is punched with coded information to electronically dictate blend composition. The punched card is put in the card reader, the master control is switched on and blending starts. When indicated quantity is reached, the master control stops automatically. The punch card is removed and another blend may be started almost immediately by inserting another coded card.

Responsibility for making and servicing the system lies with the manufacturer. Ethyl's function is to acquaint customers with its benefits, benefits reaching to a vital area of customer concern — the pocket-book. This development is additional evidence that Ethyl identifies its customers' best interests with its own. Thus, the Multi-Component Blending System is a symbol of customer service in the best and most effective sense.



Above, being briefed are, left to right, Chuck Gordon, Jim Baldwin, Matt Taylor, Sam Crowther, Ken Jost, Hume Chenault and Sam Roberts



Instrument Group leader Warren Green was the lecturer on system's components.

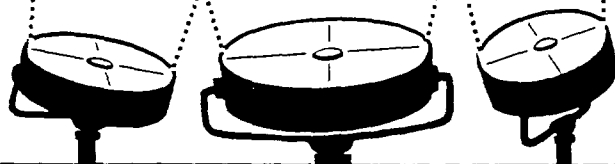
Below, Lew Decker, John Watt, Bill Ludi, Herb Nixon, Will Hancock, Mac McCooley, Jack Maynard and Doug King walk out to see blender in action.



FOR

YOUR

ENTERTAINMENT



BOOKS



Stanley Green's *THE WORLD OF MUSICAL COMEDY*, a Ziff Davis book, is a volume of nostalgic delight that tells the history of musical comedy in America through the composers and lyricists who nurtured the form during the last half century. Sigmund Romberg, Jerome Kern, Cole Porter, Irving Berlin, Rodgers and Hart, Leonard Bernstein, Rodgers and Hammerstein, Lerner and Lowe and others who have afforded innumerable hours of gaiety are represented in text and photographs along with some of the most shining stars of the musical stage — the beautiful Marilyn Miller, the incomparable George M. Cohan, the electrifying Ethel Merman, the ebullient Mary Martin. All seats are dead center for this all-star attraction.

A DECADE OF FANTASY AND SCIENCE FICTION, a Doubleday release, is a compilation of the best stories to appear in the magazine *Fantasy and Science Fiction* during the last 10 years. Selected by the editor, Robert R. Mills, the stories are outstanding examples of the popular fiction form, and some of them are written by people whose names may surprise you — Ogden Nash, Howard Fast, Oliver La Farge, Graham Greene, John Collier and Horace Walpole. There are plenty of shudders in this incredible imaginary sphere, and the level of writing is consistently high. Mr. Mills has assembled a chilling anthology sure to raise its quota of goose pimples.

A slim volume worth a good deal more than its weight in gold, *THE LIGHT IN THE PIAZZA* is a sensitive and provocative novelette by Elizabeth Spencer, a young woman of enormous talent and compassion. The new McGraw-Hill book tells the story of a wealthy American woman on a tour of Italy with her daughter, now grown and the victim of a childhood accident that has left her with the mind of a 10-year old. In Florence, she falls in love and finds her one chance at happiness with a young Italian. Her mother's decision is the core of the story, and Miss Spencer tells it beautifully, never maudlin, never sentimental.

Austria after the end of World War II is the setting of the new Doubleday novel, *THE 'MOZART' LEAVES AT NINE*. It is the work of Harris Greene, who obviously knows the country and the people of whom he writes. The central character is an American major who must deal with post-war problems in Salzburg. There is, as you might suspect, some fascinating intrigue with the Russians and an assortment of die-hard Nazis. The city that the author has recreated captures the spirit of what it must have been like for its beaten populace and the men who composed the army of occupation. The Mozart of the title, incidentally, is a train.

Simon and Schuster's *AMERICA'S TASTE, 1851-1959* deserves the highest accolades, for here is a truly superb book of words and pictures that reflects everything America was and is. Subtitled *The Cultural Events of a Century Reported by Contemporary Observers in the Pages of The New York Times*, it is a delectable potpourri of an era compiled by Marjorie Longley.

ETC 34199

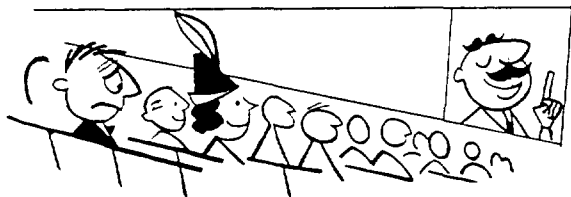
Louis Silverstein and Samuel A. Tower, and you are never likely to read a more enjoyable chronicle of those or any other years. Fondly remembered personalities, some of them still going strong, fill the pages — Benny Goodman, Katherine Cornell, Sarah Bernhardt, Jenny Lind, Ethel Barrymore, Alexander Calder, Norman Vincent Peale and hosts of others.

Trying his hand at the novel for the first time, playwright Noel Coward has proved himself yet a master of another art. His **POMP AND CIRCUMSTANCE**, a Doubleday entry, is delightful and it fairly bursts with typical Coward urbanity. What he has to tell is a bittersweet tale of an aging playboy and a beautiful but dumb social belle. Though wit sparkles on every page, the author has treated his people tenderly and you are sure to be touched by their predicament. As usual, the creatures of Coward's world are social snobs who live in a cockeyed world of cocktails and formal dress, but they are enchanting, delicious folks beneath their polished surfaces.

FATE IS THE HUNTER is a big book, stout of pages and crammed with excitement. It is the work of Ernest K. Gann, who has given us *The High and the Mighty*, *Blaze of Noon*, *Island in the Sky* and *Twilight for the Gods*. Mr. Gann's record is up a good notch or two with his latest entry, a book that also concerns itself with the men who fly the wild blue yonder. Their battle according to the author is a battle with Fate, the constant battle of all beings to outwit, out-manuever, out-run the inevitable. The chase is superb as the author pilots his airborne characters through some pretty rough going. A Simon and Schuster book and Book of the Month selection, Mr. Gann's newest is by far his best as he soars into the clouds with authority and conviction.

THIS WAS YOUR WAR, a Doubleday book, is an anthology of some of the best writings on the subject of World War II. Collected by Frank Brookhouser, the material ranges from fiction to newspaper articles, and all of it is excellent. Irvin Shaw, author of *The Young Lions* as well as other successful novels, is the most represented, and he is followed by such spokesmen of the times as John Steinbeck, Norman Mailer, Ernie Pyle, MacKinlay Kantor, James A. Michener, Marion Hargrove, Herman Wouk, Meyer Berger, Merle Miller and others who chronicled those disastrous days. Hardly pretty, the more than one hundred selections depict war realistically, as it could be seen only by the sharpest and the most sensitive eyes.

MOVIES



Walt Disney, whose major purpose in life seems to be to delight the young, has dug into his unlimited bag of tricks and pulled out a live-actor version of Johann Wyss's children's classic, **SWISS FAMILY ROBINSON**. John Mills, Dorothy McGuire, James MacArthur, Cecil Parker and Sessie Hays-waka head the cast, and they all seem to be having a marvelous time on and around the beautiful island of Tabago, where

the film was shot on location. In addition to these skilled performers, there is an abundance of livestock to make any child envious of the shipwrecked Robinsons. For good measure, throw in a pirate attack that is the liveliest thing since Mack Sennett's Keystone cops were turned loose. The small fry are sure to be enchanted, and it is a world-weary adult who won't find himself having a pretty good time, too.

EXODUS, Leon Uris's bestseller, has been filmed by Otto Preminger, who never was one to spare expenses. The United Artist release runs a little more than three and half hours, but for the most part it moves along briskly with some superb actors depicting the familiar characters of the novel and some stunning scenery of Israel to illuminate the proceedings. The cast is headed by Paul Newman, Eva Marie Saint, Ralph Richardson, Peter Lawford, Lee J. Cobb, Sal Mineo, Hugh Griffith, John Derek and the late Gregory Ratoff, to give you an idea of the talent assembled to tell this tale of the birth of a nation. Some of it is shocking and terrifying, much of it is touching, portions of it are tremendously exciting. Unfortunately, it is a very long trip, hard on the haunches but well worth the journey.

THE GRASS IS ALWAYS GREENER, a Universal-International release, is a light-hearted, light-headed comedy about a merry marital mixup that is as thin as nylon stockings but which has a definite asset in the performances of its principal players. At the helm are such accomplished film stars as Cary Grant, Deborah Kerr, Jean Simmons and Robert Mitchum, all cavorting around England as though they knew what they were doing. Some of it gets veddy, veddy silly indeed, but it's a pleasure to watch the quartet make something out of nothing. Aside from that, there are some snappy retorts that get batted back and forth like a shuttlecock.

TELEVISION



On the last day of January, Jack Paar will be seen in an NBC special in addition to the regular late night show. Look for it under the title *The Square World of Jack Paar*.

Absent from TV screens for over a year, Jackie Gleason gets back into action with a vengeance. He starts a panel show called **YOU'RE IN THE PICTURE** in January and will be twice featured on CBS-TV's **SUNDAY SPORTS SPECTACULAR**.

Lovers of the drama should set aside the night of February 7 for television watching. NBC has a 90-minute production of Anouilh's romantic comedy *Time Remembered* starting at 5:30 (EST) and followed immediately by an adaptation of Somerset Maugham's *A String of Beads*, starring Jane Fonda.

Astaire Time, first seen last September, will be repeated on NBC-TV the night of February 20. For those who missed reading the reviews, this show is every bit as good as the two previous Fred Astaire productions.

MILESTONES

35 YEARS



RANDOLPH S. CHARETTON
Administration,
General Services, New York



FRED J. DYKSTRA
Research & Development,
Detroit

30 YEARS



HENRY K. BALL
General Sales, New York



HAROLD A. BEATTY
Research & Development,
Detroit



HERBERT F. GREEN
Research & Development,
Detroit



S. FRED NAYLOR
General Sales, New York



WALTER H. RESLER
General Sales, New York

20 YEARS



MERLYN J. BEANE
Research & Development,
Detroit



CLINTON A. CAUSEY
Manufacturing,
Baton Rouge



GLORIE W. JOHNSTON
Manufacturing,
Baton Rouge



MARSHALL D. MCDORMAN
Sales, Eastern Region



LOUIS J. SAVAGE
Manufacturing,
Baton Rouge



WILLIAM H. WANDERER
Research & Development,
Detroit



RICHARD H. WARD
Manufacturing,
Baton Rouge



COURTLANDT E. WILKINSON
Manufacturing,
Baton Rouge

ETHYL WELCOMES



WILLIAM BOCK, a janitor at the Detroit Labs, raises chin-chillas and also is an amateur woodworker.



GLADY DINGER, a stenographic-clerk for Public Relations, New York, enjoys playing chess and bowling.



DARRELL HENSLEY, a technician in the Kansas City Laboratory, enjoys hunting, fishing and swimming.



RAYWARD LYNCH, a maintenance foreman at the Pacific Coast plant, is married and has a teenage son.



LARRY PLONSKER is a chemist at the Detroit Labs. He holds his Ph.D. from Florida State University.



HANS WOLFE, a graduate of the University of Minnesota, is a chemical engineer at the Detroit Laboratory.

IN THE FIELD



Automotive Engineer, LARRY BLATCHFORD of the New York district office participated in a Mobil Oil training school dealer meeting in West Newton, Massachusetts. He discussed "Fuels and Engines" and showed two of our automotive kit films "Gasoline-Volatility" and "Gasoline-Knocking and Preignition."

TOM HANLON, field engineer in the Pittsburgh district, made a two-hour "Fuel-Engine Relationship" presentation to Gulf dealers at their Pittsburgh training school. He followed this with a "Rumble" tape recording and a 30-minute question and answer period.

Chief Automotive Engineer BOB HOGAN of the Eastern Regional office gave a talk on "1961 Passenger Cars" and answered the questions of a group of sales personnel of Mobil Oil in Springfield, Mass.

FRITZ MERCER, Atlanta district field engineer, held "Modern Fuels and Engines" meetings with our gasoline demonstrating engine at Esso Standard Division of Humble district dealer training schools in both Smithfield and Raleigh, North Carolina.

Fritz also held two "Modern Fuels and Engines" meetings for Gulf Oil Corporation tank wagon salesmen and dealers in Smithfield, North Carolina.

MARSHALL McDORMAN, account representative in the New York district, arranged for and participated in a "Significance of Motor Fuels Tests" presentation and a Yonkers Laboratory tour conducted by our gasoline testing laboratory personnel for Esso Standard's Lindhurst, New Jersey retail training school manager, for the assistant manager, for the home office manufacturing representative and a group of Esso dealers.

LEWIS RUMPH, Atlanta district automotive engineer, held six meetings in Mississippi for Phillips Petroleum Company Atlanta division jobbers and dealers during which he used the 4-cycle engine, "Story of Gasoline," Knock and Preignition, Dynapower Engine, and answered various questions.

NORMAN LINSTROMBERG, manager of the Cleveland district office, acted as general chairman of the seventh annual Cleveland Petroleum Club Christmas Party for some 300 crippled and cardiac children of the Society for Crippled Children. The party was held at Camp Cheerful in the Rock River Reservation of the Cleveland Metropolitan Parks in Strongsville.

The Tulsa Chapter of the American Society of Safety Engineers will try for the Albert D. Caddell Memorial Award. JOHN ROLLINS, chief engineer of Product Service and Safety in the Southern Region, will head up the committee to ride herd on the various activities of members for "points."

The award goes annually to the ASSE Chapter that gets the highest number of credits for the advancement of the science of safety engineering.

ARDIS HOPPER of the Houston plant gave a talk on Communism at the combined dinner meeting arranged by the Southern Region for oil company representatives of Texaco, Gulf, Atlantic, Pure and Mobil.

Six high school teachers were entertained by Ethyl on Business-Education Day. They were received at the Southern Regional office, where they were given a brief review of the business operations in general and the Tulsa activities in particular. They were also given a tour of the Tulsa Gasoline Testing Laboratory with general information on the significance of gasoline tests.

ON THE ROSTRUM



JOHN WINTRINGHAM of the Detroit Labs has been active presenting the technical paper entitled "Potential Automotive Powerplants" before local members of the Society of Automotive Engineers in the following West Coast cities: Los Angeles, San Diego, San Francisco, Portland, Seattle, Spokane and Vancouver.

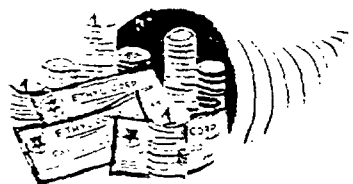
Two technical chemical papers, prepared by six Baton Rouge plant Research and Development employees, were presented

at the Southwest Regional Meeting of the American Chemical Society held in Oklahoma City.

BUD PARKER presented the paper entitled "Determination of Mixed Lead Alkyls in Gasoline" which he, GERALD SMITH and RUSS HUDSON prepared. FRED FREY presented the paper "Bimetallic Ethyl Compounds as Reagents for the Synthesis of Tetraethyl Lead from Lead Metal." Fred's co-authors were PAUL KOBETZ, GENE ROBINSON and TOM SISTRUNK.

JOHN HILL, Commercial Development, Baton Rouge, presented the technical paper "Organo-Metallics-Commercialization Approaches and Opportunities" at the conference of the Chemical Market Research Association in Pittsburgh, Pennsylvania. John's co-authors were MERLE GOULD and BILL HUBNER, who are also in Commercial Development.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

DETROIT: H. DITMAR, \$15.00 (Post color codes for cylinder gases); RAY GOODWIN and ED CARSON, \$75.00 (Pipeline to permit transports to unload from roadway); NORMAN W. MOSEY, \$25.00 (Improve air flow to combustible gas alarm panel).

NEW YORK OFFICE, SALES AND MEDICAL DEPARTMENTS: EDWARD A. AGNEW, \$35.00 (Spray all cards used on flannelboard presentations with a clear plastic spray); JOHN A. FISCHER, \$15.00 (Make available through our Blending Plant parts department chain guards for the valves in our blending which are operated with chains); J. V. HANLON and A. D. SMITH, JR., \$20.00 (A demonstration be added to the Fire Power Show to bring it in line with oil company interests).

PACIFIC COAST: RONALD ALBRIGHT, \$15.00 (Modification to Drain on Ditch Treater Sample Booth); F. BECK and R. MUSGROVE, \$10.00 (Improvements to Sandblast Operation); ROY J. BROWN,

\$15.00 (Boiler Tube Brush); ROY J. BROWN, \$10.00 (Float on EDB Tank); ROBERT H. CRAWFORD, \$10.00 (Writing Shell at Telephones); R. FERGUSON, \$10.00 (Method of Cleaning Bubbler Tubes); R. FERGUSON, \$10.00 (Battery Filler); ELMER F. GLASSER, \$15.00 (Gage protector on pressure transmitter on Dowtherm); BILL HEDDING, \$35.00 (Move Receiving Dept., etc.); JAMES LOUCKS, \$40.00 (Removable wells on sodium analyzer bulbs); HENRY PAUL, \$70.00 (Buy sludge crane cable in bulk); HENRY PAUL, \$10.00 (Wooden blocks to aid in changing lathe chucks); HENRY PAUL, \$10.00 (Method of changing Dowtherm Oil); HENRY PAUL, \$10.00 (Rollers on pans used in cleaning drier); HENRY PAUL, \$15.00 (Move bearing on drive side of drum flaker); JAN PROPER, \$10.00 (Relocate soap rotameter regulator); DALE J. SPENCER, \$10.00 (Shell in blender dye scale booth); WILLIE H. WALKER, \$10.00 (Grease gun adapter); W. H. WALKER, \$10.00 (Weight on blender hoist); W. H. WALKER, \$10.00 (Hose on castor oil strainers); WAYNE WEST, \$10.00 (Chain on door to sludge pit crane); WAYNE WEST, \$10.00 (Change connectors on fire door cables).

BIRTHS



Detroit

RICHARD and ELIZABETH HARDING—a daughter, WENDY JO. Dick is a dynamometer operator at the Labs.

ALGIRD and NANCY PAULS—a son, MICHAEL JEFFRY. Algird is a foreman in the Lab's Dynamometer section.

Kansas City

RAY and JOANN GIESELMAN—a daughter, DIANE AGNES. Ray is a laboratory technician.

BILL and PAT GRIFFITH—a son, MARK EARL. Bill is a laboratory technician.

Pacific Coast

RICHARD and BOBBIE PIERCE—a son, HARRY MACK. Dick is with the Utility group at the plant.

EXTRACURRICULAR

JAMES GILL, manager of the Pacific Coast plant, attended the National Conference on Water Pollution in Washington, D. C. He participated in a panel which discussed the needs and obligations of private industry in the control of water pollution. The conference, the first of several in this field, was sponsored by the United States Public Health Service of the Department of Health, Education and Welfare.

ED LEE of the New York Law department was cited by the Westchester Rugby Club as the outstanding contributor to the game of rugby in America. The award was presented at the first annual banquet of the Club, at which time it was announced that during Ed's six terms as president, the Eastern Rugby Union has grown from four teams in 1955 to eighteen in 1960.

Two Ethyl officials from the Houston plant were present for the "Executive Night" activity of the "Ethylco Company." Resident Manager MELVIN HUGHINS presented the Ethyl sponsored Junior Achievement company their charter and congratulated the company on their excellent work; and ARDIS HOPPER, superintendent of Employee and Community Relations, presented a brief talk comparing the American Free Enterprise System as opposed to the planned economy of certain other countries.

HUGH BOURQUE of Power in Baton Rouge served as panel moderator at a symposium for student engineers in the Electrical Engineering Building at Louisiana State University. The symposium was sponsored by the LSU Engineering faculty and by the Student and Baton Rouge Sections of the American Institute of Electrical Engineers.

A scroll in recognition of his two years of service on the National Management Association's board of directors was presented recently at the Ethyl Management Club meeting to JOE CULMONE of Engineering in Baton Rouge, who is outgoing area director. GEORGE MCKENNEY of Stores at the plant, who is succeeding Joe as area director, made the presentation.

DAN McDONALD, emergency planning coordinator at the Baton Rouge plant, participated in the program of the 11th Annual Louisiana Safety Conference in New Orleans. He was a member of the panel which discussed the Mutual Aid System.

IN MEMORIAM



WALTER E. BABCOCK, Operations supervisor at the Houston plant, died of a heart condition on December 1 at the home of his daughter, Mrs. Dorothy Pruyn, in Baton Rouge. He was in his sixtieth year.

Employed by Ethyl in September, 1927, 13 years of his 33-year Ethyl career were spent in Sodium Operations at the Baton Rouge plant.

He is survived by his widow, Romaine J. Babcock; his daughter, a brother, and three grandchildren.

His passing is sadly noted.



It was with deepest regret that her many friends at Ethyl Corporation learned of the death of GENEVIEVE CORCORAN MURPHY, who died at Memorial Hospital in New York City on December 5, after a long illness.

Genevieve, who was employed by Ethyl Corporation since November 1926, last held a position as secretary to Mac Murdock, vice president in charge of Sales.

She is survived by her widower, James J. Murphy of Bronx, New York.



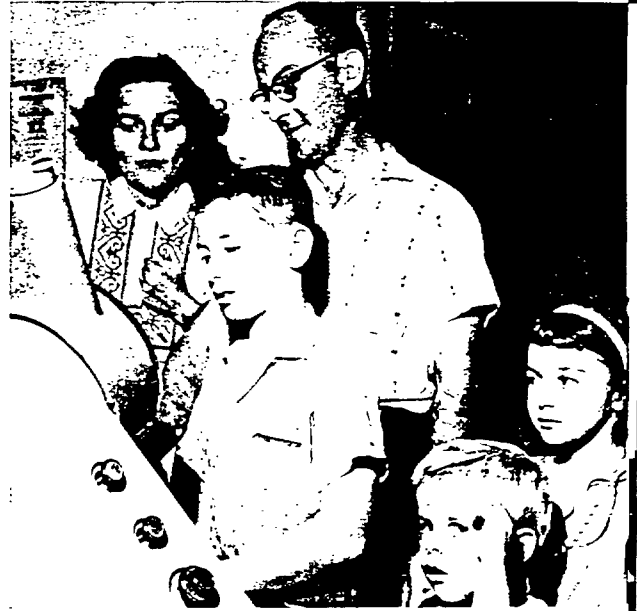
Parting is indeed such sweet sorrow, particularly on an occasion as merry as the one above when women

of the New York office honored retiring Emmy Koster, right, at a party. Emmy was with Ethyl nearly 30 years.

PEOPLE

and

PLACES

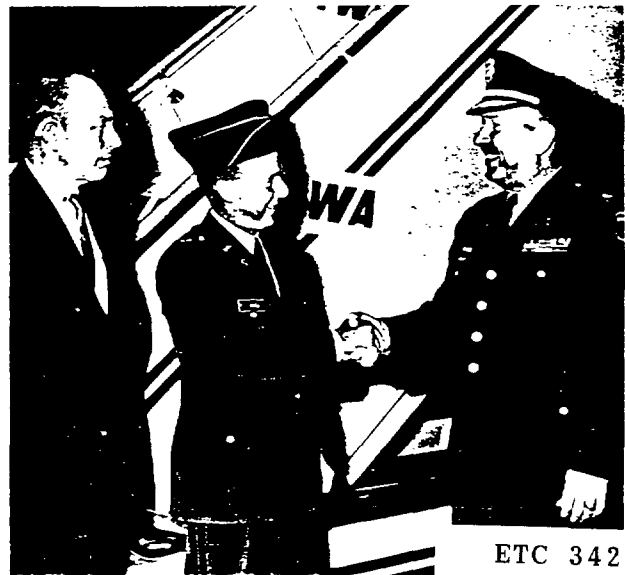


FATHER'S DAY

Jim Johnston, Baton Rouge R&D, explains the electron microscope to his wife and children during a recent open house tour of Chemical Research and Development, Chemical Engineering and Patent Section at the Louisiana plant. The Johnstons and other families got a dad's eye view of just what the family breadwinner does during his working day.

STARRED SPEAKER

Below right, Lt. Col. Dale Miller, Tulsa District field representative, welcomes Brig. Gen. C. W. Clark to Tulsa where he addressed the SAE National Fuels and Lubricants Meeting on *The Influence of Petroleum on the Future Army*. At left is Mr. R. E. Streets, Chief, Fuels and Lubricants Section in Army Ordnance, who accompanied the General on the trip.



ETC 34206



"HAP" HAPPY

An enthusiastic curler for 23 years, Hap Philp, Ethyl of Canada vice president, recently achieved an eight end on the second end of his game at the Toronto Cricket Club Rink. The feat is comparable to a hole-in-one for a golfer and received a write-up in the local press. Above, Hap proudly displays the trophy he got commemorating his accomplishment.



FAREWELL IN FINANCE

Wilma Hausa, left, and Helen Furey, both of the New York Finance department, were feted at a luncheon given for them on the occasion of their retirement from the Company by some 50 women of the New York office. Wilma has been with Ethyl since June 8, 1938, and Helen has been employed by the Corporation since August 16, 1943.

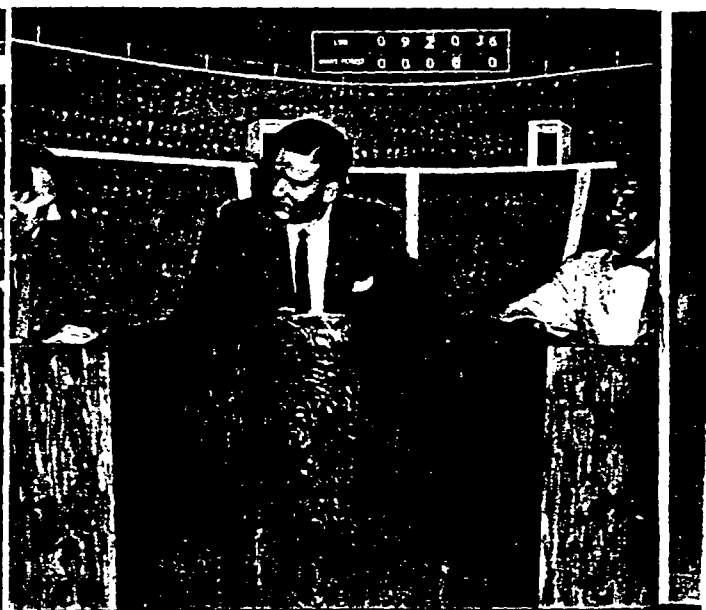
more people, more places

SAE SAILORS

Standing on the deck of the aircraft carrier Wasp is Larry Blatchford, fourth from the right in dark glasses. Larry, New York District field representative working in New England, participated in a recent SAE-sponsored one-day cruise aboard the historic Navy vessel. A Navy photographer snapped the automotive engineers on the Wasp's flight deck.

COACH QUIZZED

LSU's Head Football Coach Paul Dietzel, center, answers sports experts' questions on the Ethyl-sponsored LSU Quarterback Club Show over WBRZ-TV in Baton Rouge. Starting in September, the 30-minute show ran each Monday night for 12 weeks. Charley Zeamah, Baton Rouge Plant Community Relations director, was Company host on the program.



ETC 34207



PRES PRESIDES

One of Ethyl's Philadelphia District field representatives, Pres Berry, has recently been in charge of a series of meetings conducted for the Southern States Cooperative, Inc. Arranging for and holding discussions in three states—Maryland, Virginia and Kentucky—Pres talked about Southern States' new "Topaz" and "Ruby" gasolines. Pres journeyed to

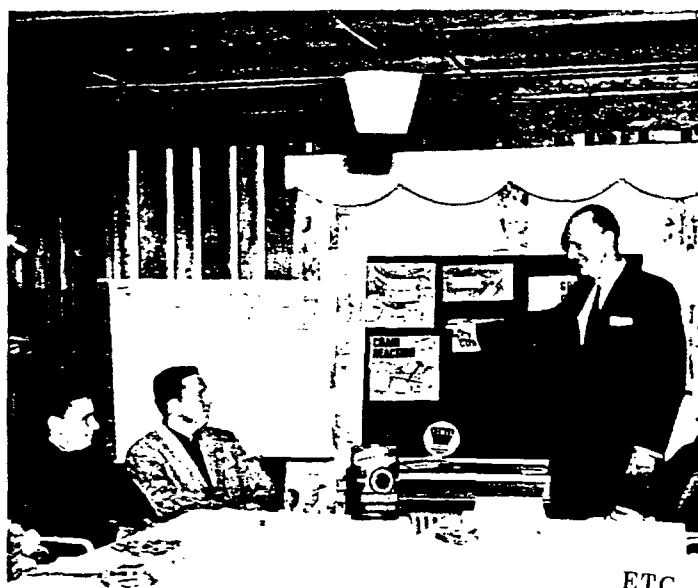
Baltimore, Richmond and Louisville and held discussions with plant and regional personnel on the qualities that are now contained in these latest Southern States' gasoline products. In the photograph above Pres, shown sitting on the right facing the camera, holds the floor at the Louisville, Kentucky gathering while an attentive audience listens.

CHAIRMAN JACK

Atlanta District manager Jack Warner, left, presents a plaque to Everett Millican, new Southern Region vice president for Gulf Oil Corporation. Jack was chairman of the surprise luncheon held to honor Mr. Millican's recent appointment. Many notables attended the affair, including Georgia Governor Vandiver, Senator Talmadge and many oil executives.

JOE ON JOB

Joe Hopkins, Eastern Region merchandiser, is shown above making a Creative Thinking presentation to a meeting of Texaco salesmen in the Boston Division. Joe then proceeded to hold a brainstorming session with the Texaco personnel which resulted in their coming up with 300 possible solutions for four of the divisions' pertinent problems—all in 40 minutes.





DIXON ON DECK

Bill Dixon, Dallas District field representative, is pictured above as he answers a question posed during a class sponsored by the Field Sales Management Institute in New Orleans, Louisiana. Another Dallas field man, Jack Laubach, attended the week-long study course, which attracted 56 sales personnel from various companies in 10 surrounding states.



MORE POWER

Above, giving the Fire Power Show to a crowd of 70 Esso Standard sales personnel at a recent meeting in Charleston, South Carolina is Vince Hanlon, Atlanta District field representative. The popular Ethyl presentation was received with enthusiasm by the Esso group, who work at the local sales terminal and other nearby installations.

more people, more places

MODEL WIVES

Posing at Ethyl Employees Recreation Association fashion show-luncheon are, left to right, Marguerite Bloomfield, Jo Ann Armstrong, Margaret Metcalf, Ines Winkle, Rosemarie Albright, Joan Paul, Betty Morgan, Dottie Ferguson, Janet Castleman and Bernice Enni. All these pretty ladies are wives of Pittsburg plant employees with the exception of

Margaret Metcalf, who works in the Purchasing Department. The EERA-sponsored occasion was held at the Concord Inn in Concord, California, where the picture below was taken. Given for distaff members and the wives of EERA members, the fashion show-luncheon drew a happy crowd of ladies who warmly applauded the amateur models' efforts.



ETC 34209



The picture above was not taken at the North Pole, it just looks that way. New Yorkers were greeted one day last month by a heavy 14 inch blanket of snow

which disrupted Ethyl's commuting contingent. Undaunted, mail boys Bart Regazzi and Bob Castle donned heavy clothes and went about their work.

ETC 34211

1

196

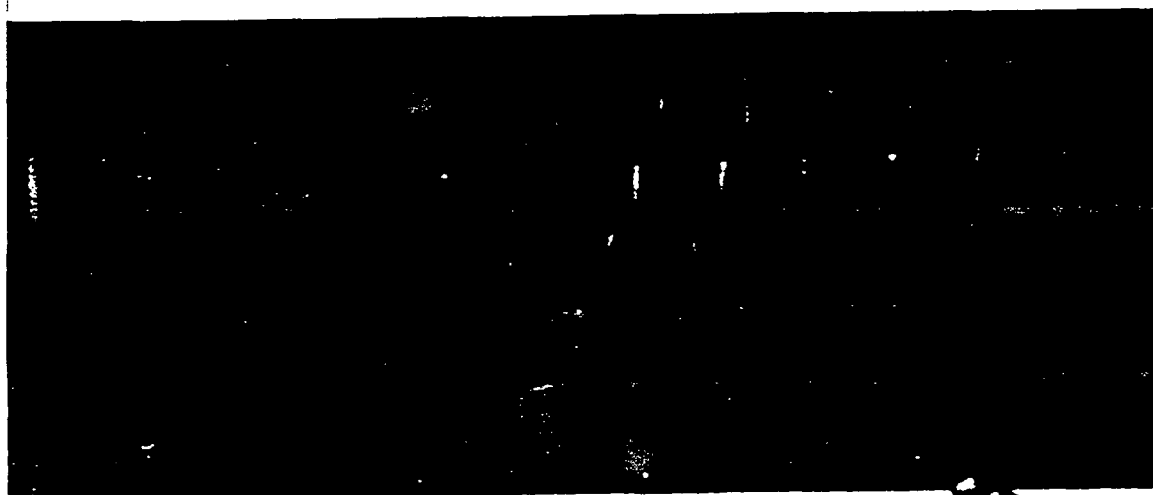
Be one
up
on 1961

ETC 34211

ETHYL

bulletin board

FEBRUARY 1961



ETC 34212

ETHYL

bulletin board

Published monthly by Ethyl Corporation and Ethyl Corporation of Canada Limited

IN THIS ISSUE	PAGE
The Line Is Busy	2
The Shape of Things to Come	4
Busman's Holiday	8
Nimble Neighbors	10
Something to Sink Your Teeth Into	14
Where Are You?	16
For Your Entertainment	18
Milestones	20
Ethyl Welcomes	21
Personals	22
People and Places	24

Leonhard Dowty Editor
Edward Metcalf Associate Editor
Stella Sideris Editorial Assistant
Layout and art work by S.P.M. Studios

Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Joe Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Bongero, Joe Forster, Russ Frank, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakoff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Marian Wallace; *Pacific Coast Plant*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portner; *Salt Lake City*: John Morton; *San Bernardino*: Judy Schaub; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Howard Hamaker; *Yonkers Testing*: Catherine Henderson; *Yonkers Central*: Al Morschauer; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER: The energetic hockey teams of the Detroit Laboratories and the Ethyl of Canada manufacturing plant battle it out in fast competition on the Sarnia rink. The story of the contest and subsequent get-together begins on page 10.

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

Printed in U.S.A.



the line is busy

What did they do before it was known—
The wonderful, wonderful Bell telephone.
In business today—no one could doubt it—
We'd have a hard time if we were without it.

Used to it now, the phone is a habit.
With hardly a thought, we reach out and grab it.
We rotate the dial, number by number.
Easy as pie, as cool as cucumber.

So simple to use, efficient and quick,
We use it to telephone Harry and Dick.
With never a thought, with never a qualm,
We round out the trio by calling up Tom.

Our use of the phone is swift and adroit.
It puts us in touch with men in Detroit.
We telephone those who work at the plants
To ask them their views and give them our slants.

A wonderful thing the telephone is:
New York to L. A. as quick as a whiz.
Person to person or station to station.
The telephone links the breadth of a nation.

We're greatly indebted to Alex Graham Bell.
His mighty invention has served us all well.
We have to admit it right down to the wire,
The phone is a helpmate we truly admire.

The thing, of course, that we don't have to do
Is stick to the phone as though it were glue.
Why run the risk of hoarse laryngitis,
Which often results from telephonitis?

There are other ways to communicate
At considerably less than the telephone rate.
No question that we're all in accord:
Costs are high and waste is abhorred.

Many times it is certainly better
To state the case in a well-worded letter.
At other times when a thought strikes us ripe,
It's better conveyed by the fast teletype.

No need to shut up as tight as a clam.
There's also the use of the short telegram.
The phone is there and we all should use it.
The thing to beware is not to abuse it.

S A E



Earl Bartholomew delivers a paper at a symposium at which Gil Way, center, was chairman and Bill Adams, left, was secretary.

Personnel of the Detroit Labs turn out in large number for the annual meeting of the Society of Automotive Engineers

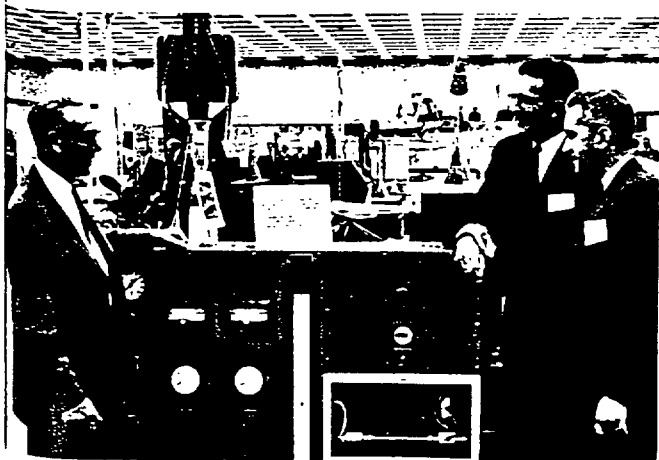
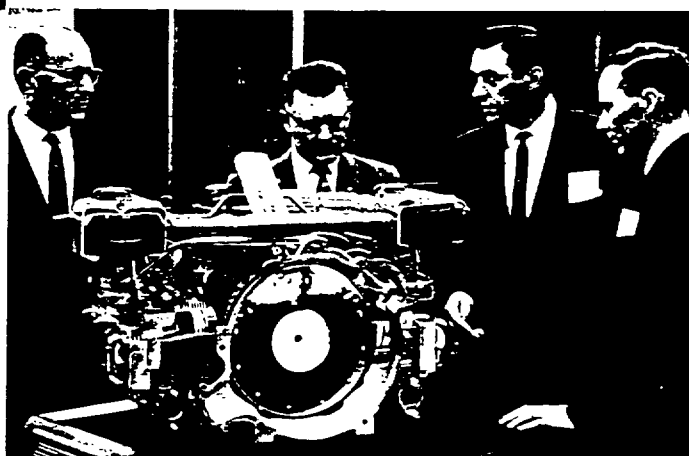
This year's annual meeting of the Society of Automotive Engineers, held in Detroit's Cobo Hall, was, for the first time, a truly international affair. Better than 15 percent of the papers presented were by foreign authors and nearly every automobile society in the free world was represented. Over 20,000 guests registered for the five-day deliberations which, as in the past, were helpful in pointing the way of the future in automotive progress.

Two of the technical sessions held special Ethyl significance. Gil Way was chairman and Bill Adams secretary of an afternoon symposium on "Improved Knock-Testing Methods," which featured a paper by Earl Bartholomew called "New Knock-Testing Methods Needed to Match Engine and Fuel Progress." Harry Toulmin also served as secretary for afternoon and evening sessions on the subject "New Engines for 1961 Passenger Cars."



At left, the Refinery Technology group's Hans Wolfe, in the lighter suit, looks on with interest as a representative of IBM demonstrates one of his company's new machines at the science pavillion set up for visiting SAE members.

At right, a group primarily composed of men from Products Application at the Labs discusses the Corvair engine of aluminum. From left to right are George Robinson, Gerry Stanke, R. B. Holmes (Reynolds Metal) and Dennis Lenane.



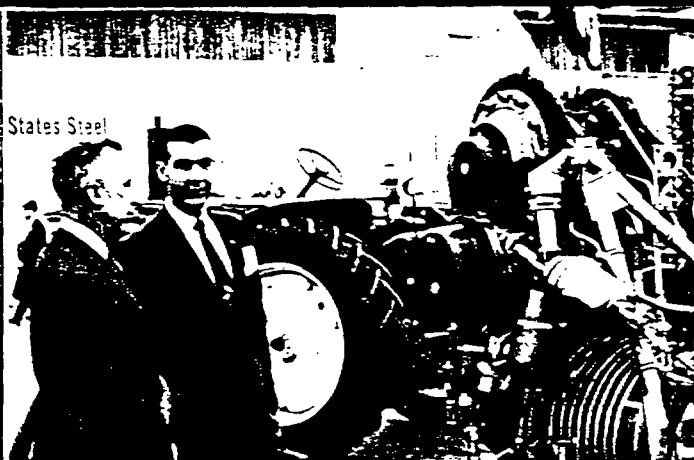
At left, a group of SAE men join in a discussion of this ASTM-CFR Fuel Coker. From left to right, they are Ed Taylor of Gulf Research and Development, Harold Gibson of the Labs and Bill Fenney of Texaco.

ETC 34216

At right, Casey Jones, supervisor of the Passenger Car and Accessory Section of Technical Services at the Labs, points out an observation to Barney Jones, supervisor of services in the Automotive Products section.



States Steel



At left, what would seem a complicated mesh of machinery to the layman rates the attention of two Ethyl spectators—on the left, Harold Chalk of Chemical Research and, on the right, Owen Russell of Products Application.

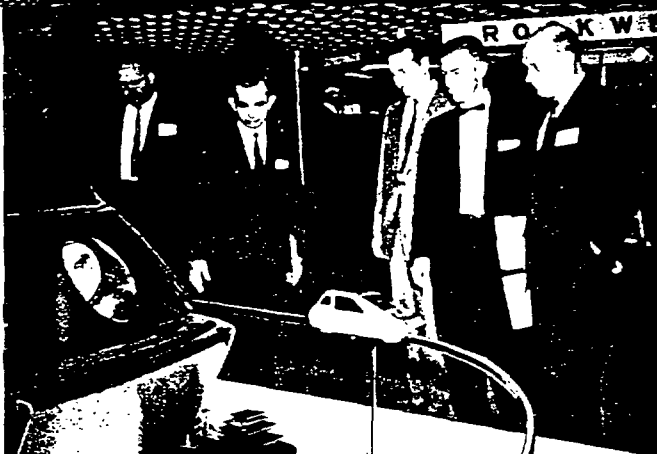
In the photograph at right, four visitors to the science displays stake off a small corner of the 20,000 square feet exhibit area. The man on the right is Joel Warren, Chemical Research. Others are from Texaco.



At left, a swarm of would-be navigators make a heavy crew for this U. S. Army Lare 15-I-X, an amphibious design that proved to be one of the most popular exhibits in enormous new Cobo Hall.

At right, a new Buick engine gets the concentrated attention of an interested trio. From left to right, they are Dennis Lemane, Products Application; Norm Cooper, Union Carbide; and Gerry Stanke, Products Application.





At left, a Detroit foursome takes a studious look at the possible future. Starting with the second man from the left, the Ethyl group consists of Wayne Warren, Chuck Wolf, Dale Bucistetta and Jim Sewell.

To the right, a sales representative explains the use and mechanism of a testing device to two Detroit Laboratory visitors—Carl Alsterberg, Instrumentation, and Ed Zelda who is employed in the same section.



A look to the left reveals three Ethyl men during one of the formal sessions. From left to right, they are John Wintringham, senior research advisor; Casey Jones; and Bob Hogan, automotive engineer in Eastern Region.

ETC 34218



The photograph at right depicts a common occurrence following the larger technical sessions when huddled groups discuss moot points. The end man on the far right is Jack McCullough of Instrumentation.



BUSMAN'S HOLIDAY

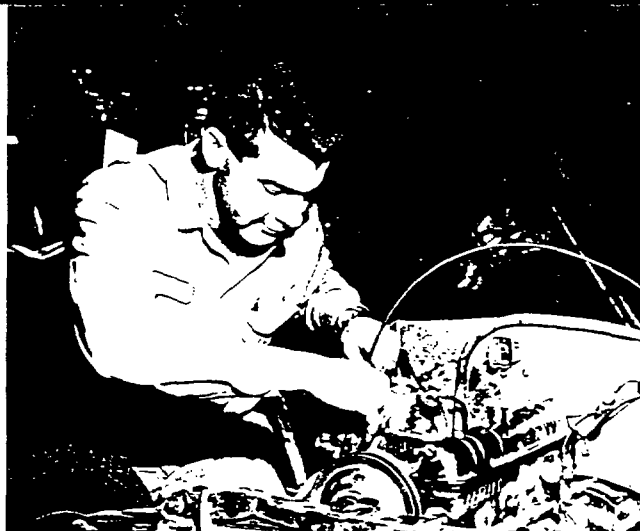


ETC 34219

On his job and at his leisure, Owen Russell can't keep away from automobiles

Owen Russell is assigned, by Products Application in Detroit, to a cooperative fleet test program in San Antonio, Texas. The fleet's fuel and lubricant requirements are under Ethyl control on a round-the-clock schedule, while the cooperating company supervises the rest of the operation. With this arrangement, Ethyl R&D men get valuable data on the effect of fuel additives in terms of engine durability, octane requirements, and spark plug life. Owen Russell's job is to collect the data and oversee the fuel and lubricants aspects of the program. Sometimes, too, he fills in as relief driver which, considering his hobby, is not at all strange.

The old saw about the bus driver who went for a drive on his day off has its counterpart in Owen. When not on the job working with the cars in the Armstrong Fleet, he spends nights and weekends preparing his own sports cars for amateur racing competition. Built from the ground up with his own hands, Owen's sports car has raced all over Texas and Louisiana. He and his Air Force lieutenant partner have, to date, managed to garner 7 firsts and 4 seconds, competing against custom-built cars costing thousands of dollars. With know-how and hard work, Owen manages to make up for what he lacks in expensive equipment. He is proudest of a second place finish achieved in



Owen tunes up his homemade sports car, which hits 105 on the straightaway. Car is powered by a modified Crosley plant.

Louisiana against two Italian custom sports models which cost more than six thousand dollars apiece. Proof of the partners' expertness line the walls of the garage where the car is kept. A growing collection of trophies are displayed there, intermingled with the necessary wrenches, hoists, and racing gear.

Proud as he is of these symbols of success, Owen's real satisfaction comes from the sound of a finely tuned engine; from the adjustments, be it to tires or tail pipe, which improve the car's performance. On the track, driving skill and mechanical ability must combine for the pay-off. Winning takes racing experience matched with long hours in the shop. Sports car racing is no soft touch. Ask Owen Russell about it, however, and he'll tell you it's worth it.



A light but strong plastic shell is fitted over chassis when the car is ready for the track.



Detroit defense men move out to break up a Sarnia sortie at their nets.

NIMBLE NEIGHBORS

What has become in its way an annual Ethyl sports classic again took place last month when Detroit's hockey team faced the Sarnia sextet on the manufactured ice in the Canadians' home territory. Some 50 odd Detroiters, including the cheering section of wives and offspring, made the journey across the northern border for the event, which was followed by family skating and a good neighbor get-together.

From the face-off to the final whistle, the two teams fought it out hot and heavy for possession of the puck. Although it was an amiable rivalry, the stalwart defense that each team threw against the opposition made the goals seem a longer way down the rink.

The silver blades flashed and scraped and the ice flew as Sarnia skated its way to a close win over the Lab six. Despite the fact that Detroit's Al Palmby pulled the hat trick (scored three goals in a single game), the Canadians pulled out ahead by a score of 7 to 4. Detroit's other goal was scored by Paul Elsey.

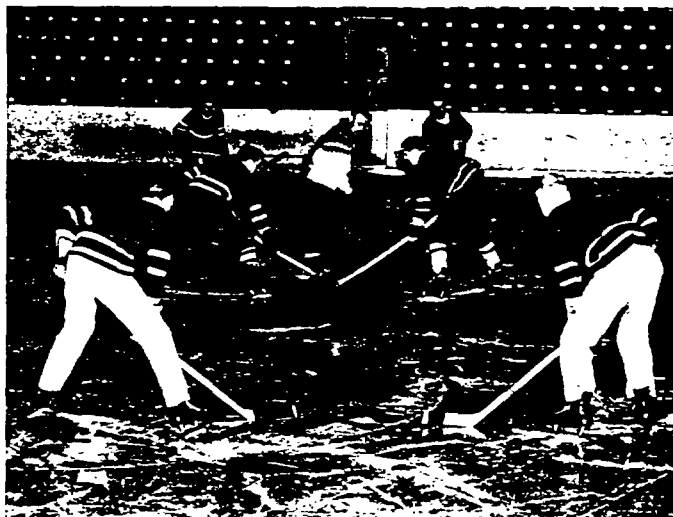


Sarnia's seven goals were racked up by Jim Allen (2), Clayton Fay (2) and one each by John Slobodnik, Jerry Beauchamp and George Mills.

Following the game, wives and children got a chance to show what they could do on the ice during a non-competitive hour on the rink while tired fathers sank into spectator chairs.

Not only did the occasion afford a challenge to the teams, it gave employees from both locations another opportunity to meet with their counterparts in the spirit of friendship that exists between the two Ethyl companies as well as between the two North American countries. In the best tradition of sports, the winners and the losers joined for an evening of good fellowship, made all the more enjoyable by slices of roast beef and apple pie.

The Detroiters are already looking forward to next year's game, when they threaten to be tougher and stronger than their friendly foe.



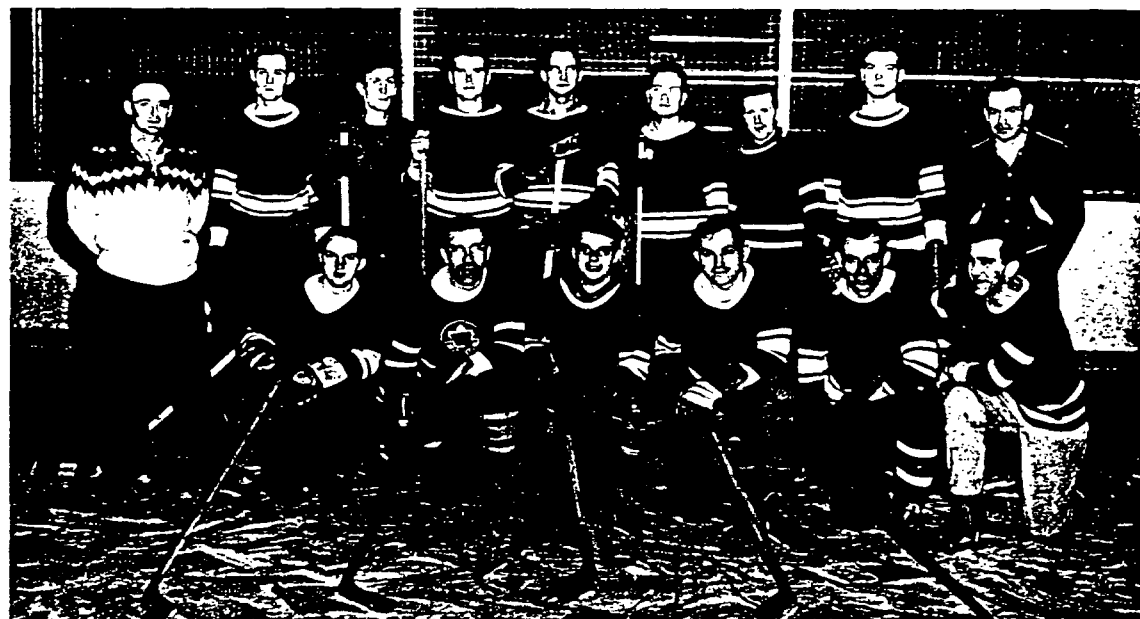
Above, the rival sixes prepare for the opening face-off at center ice. Referee Smyth, center, put the puck into play.

NIMBLE NEIGHBORS (cont'd)



The Detroit hockey squad poses on the ice. Kneeling, left to right, are Bob Aiken, Les Molson, Al Palmby, goalie Duane Hargis, Bill Wells, Paul Elsey, and Chester Kelly. Standing in back are referee Bill Smyth, Bob Isanhart, Chuck Follis, Don Cunningham, Mike Bothwell, Ross Rife, Al Tandrup, and Ed Zaweski, coach of the Motor City sextet.

The winning Sarnia skaters are, bottom row, left to right, Jim Allen, Frank Selinger, Bob Parent, John Slobodnik, Bill Hoad and John Mumford. Top row shows referee Bill Smyth, Bill Pritchard, Bob Hardy, John Shirriff, goalie Joe Jones, George Mills, Harold Dowsell, Ralph Lawton and linesman Bill Fowler, who assisted referee Smyth.





Detroit's goalie went down in this action but his teammates repulsed Sarnia attack.



Mr. and Mrs. Harold Faucher thank Sarnia's Jerry Beauchamp for an enjoyable occasion.



At left, Laurel Wilkinson steadies his partner Pauline Rife.



Al Palmby, left, tells his wife Joanne and Layt Willans how to score "hat trick."

After the game, Sarnia hosts entertained Detroit guests around the festive board.



something to sink your teeth into



ETC 34225

Though the manners of Henry the Eighth would hardly have won friends and influenced people, there can be no doubt that he had a good, sharp set of choppers. We cannot guarantee you the same, but we can offer some sound advice on the care of your teeth

Bid them wash their faces, and keep their teeth clean."

The quote is from Shakespeare and the advice is as good today as it was in the Bard's time. What modern mother has not paraphrased these words to her own children? What health expert today would not mark these precepts sound?

Clean teeth, particularly, are a part of good sense in modern life, for researchers have proved that the more advanced the civilization, the more prevalent tooth decay seems to become. Ninety-five percent of all Americans, for example, suffer from tooth decay at one time or another. Right now, it is estimated, there are one billion unfilled cavities in American mouths. These figures may help to prove the advanced state of our society, but they are a sad comment indeed on the state of American's dental hygiene.

Our teeth, during life, tend to decay faster than almost any other organ in our bodies—and they have to last a lifetime. So, sink your teeth into a few facts about sound dental care.

Once decay has started, it's too late. The tooth itself is not self-healing and cannot be restored. The progress of decay, once begun, is irreversible. When a dentist fills a cavity, he merely removes that part of the tooth which has been attacked and substitutes artificial material—not new tooth substance.

Around the turn of the century scientists discovered that the outer cover of enamel on teeth was not dead but partly organic. Much of the research today is still being based on that finding. All reasons for decay are not yet known, but conclusive evidence points to infection and improper diet as having a permanent, undesirable effect. This is especially true during the growth period before maturity. Heredity, too, does seem to be another factor in individual susceptibility to decay.

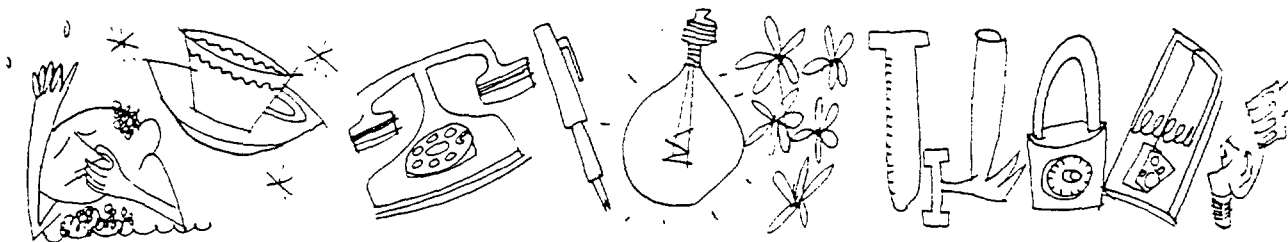
Presently there is no complete guarantee against decay with any single treatment or procedure. What we do know is that bacteria in the mouth produce acids which eat into the tooth enamel and start the decay process. These bacteria are most often introduced into the mouth through the process of eating. The acids formed are neutralized in part by saliva, for research has shown that the absence of salivary glands lead to rampant decay.

Another thing to be taken into account is the length of time the acids are in contact with the teeth. The dentist who urges you to brush after every meal is not just repeating an advertising slogan: he knows what he is talking about. Brushing breaks the acid's contact with the enamel and the sooner this can be done after eating, the better. Where it is not possible to brush your teeth after a meal, a vigorous rinsing of the mouth with water will yield some benefit.

We are already aware that without bacteria in the mouth, decay cannot exist. We know, too, that this condition is nearly impossible to attain—even under laboratory conditions. Realistic precautionary measures against decay proceed on the assumption that bacteria will always be present. It just isn't in the cards for people to live out their lives germ-free.

Medical men all agree that decaying teeth present a health hazard of serious proportions which often far transcend the immediate jaw and mouth area. What, then, to do? Much of what can be done has been indicated earlier. For one thing, a well-balanced diet should be maintained. For another, the habit of frequent, regular and vigorous brushing is a must. A third item—regular checkups—rounds out the list.

Rules, yes, but simple and sound ones to produce important health dividends for all who follow them—rules for that ounce of prevention which can save the pound of cure.



Where Are You?

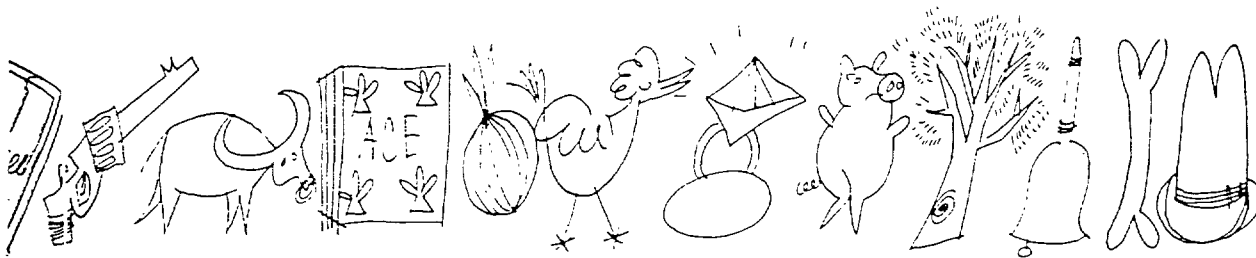
Some months ago we ran our first "Where Are You?" quiz, which met with such favorable response from our readers that a good many of them have requested us to do a repeat performance and present a similar two pages of fun with words. Here it is, another quiz that takes you to a variety of places. Your ticket of admission is simply a certain amount of patience, a certain amount of knowledge, a certain amount of skill and a bit of imagination.

Just to refresh your memory on how to play, all you have to do is fill in the blanks in each category. Skip about if you find you are missing a few. After you have gotten several, you will get a mental picture of the place you are in. When you have spotted the locale, fill in the last, unlettered blank in that section, then go back to the blank spaces, keeping in my mind the location you have determined. All of the words in each section have to do with the particular place you have discovered. For example, if you find out after filling in several blanks that you are on a train, the words will be appropriate, like "porter" or "berth." Upon completion turn to page 23.

1. a) Edward _____, noted physicist
b) _____ risk
c) The late wagonmaster, Ward _____
d) "purely as a matter of _____"
e) to _____ a phrase
f) "poor Johnny One _____"
g) "_____ your coat, sir?"
h) pole _____
i) _____ a dance
j) _____ to doughnuts
k) mineral _____
l) "_____ from Heaven"
m) _____ dodger
n) the _____ of power
o) Buffalo _____
p) "_____ McCall"
q) _____ at first
r) "game called on _____ of rain"
s) "A Bird in a Gilded _____"
You are in a _____.

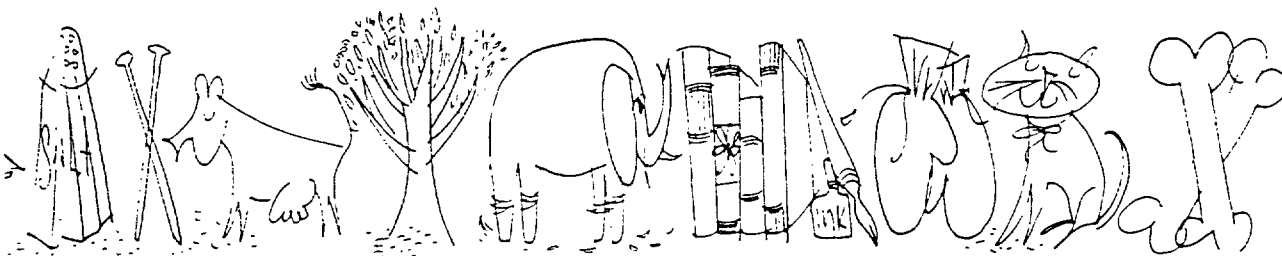
2. a) Harold _____ of Chem Research
b) _____ and Derrick
c) _____ Lick Springs
d) "_____ Miss"
e) "She's a _____ from Manhattan"
f) "The _____ Jungle"
g) _____ measles
h) _____ Cadillac Hotel, Detroit
i) _____ repeats itself
j) the acid _____
k) the _____ of the eye
l) X _____ the spot
m) "_____, Book and Candle"
n) a complete physical _____
o) the universal _____ of love





- p) with _____ in hand
 q) safety in _____
 r) _____ soup
 You are in a _____.
3. a) _____ in check
 b) tied to his mother's _____ strings
 c) _____ in the back
 d) "_____ in His Bosom"
 e) Dick _____ of Detroit Labs
 f) _____ pie hat
 g) under the _____
 h) penny wise and _____ foolish
 i) the _____ of the evening
 j) Adam's _____
 k) "_____ sticks"
 l) the _____ of the land
 m) _____ wagon
 n) Skull and Cross _____
 o) Sir Francis _____
 You are in a _____.
4. a) _____ a felony
 b) "best by _____"
 c) hip _____
 d) a snappy _____
 e) _____ for success
 f) cooking on the front _____
 g) _____ indigestion
 h) park _____
 i) the _____ of power
 j) The _____ Palace
 k) _____ of surprise
 l) a simple _____ to the problem
 m) a real show _____
 n) _____ of the earth
 You are in a _____.

5. a) "I Get a _____ Out of You"
 b) _____ for cover!
 c) Kyber _____
 d) _____ pumps
 e) genuine _____ wallet
 f) "The _____ Bounce"
 g) "Getting there is _____ the fun."
 h) Attorney for the _____
 i) Bachelor Officers _____
 j) pith _____
 k) all wool and a _____ wide
 l) "Till the _____ of Time"
 m) _____ to nature
 n) "Three _____ for the red, white and blue"
 o) smoke _____
 p) fishing _____
 q) seven come _____
 r) the _____ of attraction
 s) _____ in numbers
 t) hot off the _____
 You are at a _____.
6. a) "How _____ Was My Valley?"
 b) Queen of _____
 c) a diamond in the _____
 d) "The Man in the _____ Mask"
 e) "A _____ in the Head"
 f) Watch the _____!
 g) _____ and aft
 h) Hank _____, Product Services and Safety
 i) _____ and baggage
 j) _____, line and sinker
 k) no matter how you _____ it
 l) "Shut your big _____!"
 You are on a _____.



FOR YOUR ENTERTAINMENT

BOOKS



T. A. Boyd, his long time friend and associate, has edited a collection of the speeches of the late Charles F. Kettering, famed inventor and first president of Ethyl Corporation. Entitled **PROPHET OF PROGRESS**, the new Dutton release is full of wit and wisdom. "Boss Ket's" way with words is nothing new to those of us who had the opportunity to hear him speak. He had a marvelous philosophy of life and he could create a shining metaphor with the best of them. His speeches spoke for humanity, for progress, for a way of life indigenous to our shores. "Boss Ket" was an important spokesman of an age. His speeches, like his spirit, deserve to live.

Ezra Goodman, columnist and publicist, has written a serious book about the movie industry in America. **THE FIFTY-YEAR DECLINE AND FALL OF HOLLYWOOD**. A Simon and Schuster publication, the new volume is far from a nostalgic history: it is instead an expose of the people and ideas that brought Hollywood to its knees, for it is the author's contention that the cinema city itself, not television, did the flickers in. Such personalities as D. W. Griffith, Louella Parsons, Marilyn Monroe, and a host of notables from the gilded age are pierced by the author's quill. Here is a real look inside Hollywood, and a look at Hollywood's insides.

Yogi, *The Autobiography of a Professional Baseball Player*, is the celebrated Yogi Berra's account of his life as told to sports editor and writer Ed Fitzgerald. Although it is typical of this kind of nostalgic reminiscence, the Doubleday issue is nonetheless a very warm and frequently engrossing book as it tells of a poor boy's rise to fame and recreates some of the most exciting games Yogi ever played for the Yankees. The picture of the subject as painted here is vastly different from the impression that sports fans have of a clownish man with few serious thoughts in his head.

A PRESIDENT'S ODYSSEY, a new Harper publication, is a thoughtful and important book. The work of Merriman Smith, distinguished White House correspondent, it is a recount, not an appraisal, of President Dwight D. Eisenhower's much-publicized good will tour abroad. Mr. Smith made the journey with the former Chief Executive and he has reported it with style and accuracy. Few diaries of travels have had quite as much to offer. Not only are there fascinating places to visit, but there are tensions and dangers, mishaps and conquests. In the final chapters, Mr. Eisenhower makes an estimate of the project himself and sums up his opinion of presidential tours.

Saul Steinberg can do without words what most men cannot accomplish in a shelf of volumes. His witty, urbane drawings of contemporary life are shatteringly funny and painfully true. In **THE LABYRINTH**, a recent Harper product, he is at his marvelous best as he lampoons everything within his perceptive gaze. What goes on in the pen and ink heads of Steinberg creatures is as wild as an untamed brone, but his disciplined pen captures it with frightening reality as he demonstrates modern toibles and frustrations. In one section, the master cartoonist (if that's a fair description) simply looks through windows and the rooms that he sees beyond are entire little worlds.

Robert Carson, although he is no newcomer to the literary scene, is a writer who bears watching, who has matured considerably from book to book. His latest novel **MY HERO**, a McGraw-Hill entry, is a fast-paced and provocative book of yesterday's fallen heroes, men who were honored for their courage in World War II. William Clay was one of them, and he returned to civilian life and Washington to meet with smashing defeats for his overzealous ideas to alter the world as he would have it. Only in Europe is he able to pick up the threads of his life and prove himself a hero once again. Mr. Carson has something vital to say about our times, and he says it with dramatic conviction that makes it engrossing as well as important.

Eile Stanley Gardner, whose typewriter knows no rest, has taken a vacation from Perry Mason and other of his fictional sleuths to write a fascinating chronicle of **HUNTING THE DESERT WHALE**. Unlikely as it may seem, Mr. Gardner knows as much about his subject as he does about producing a mystery novel and his is a first-hand report of an expedition off the coast of Baja California. Released under the William Morrow label, it is full of the sounds and smells of the whale hunt, written in Mr. Gardner's simple declarative style and enhanced by a collection of photographs taken during the outing.

With the world getting smaller, it is time travel got cheaper. In **EUROPE ON \$5 A DAY, 1961-62**, Crown presents an excellent little baedeker of how to make the most of your American dollar abroad. Arthur Frommer has compiled his guide book with a cautious eye on the pursestrings and he has come up with a pocketful of good advice for the European traveler who wants to see the most he can for the maximum cost. Brought up to date and tested for the new year's traveler, the book includes exact costs of hotels, theaters, restaurants, tours and other areas of tourist interest.

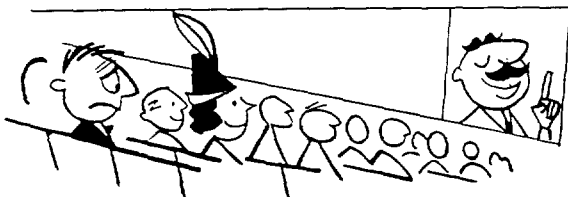
Edward Jabonski has done a first-rate job in his biography of composer Harold Arlen. **HAPPY WITH THE BLUES**. A Doubleday book, it is amply illustrated with pictures from Arlen's childhood right through his celebrated career as composer of such favorite hits as *Over the Rainbow*, *Stormy Weather*, *I Love a Parade*, *Let's Fall in Love*, *That Old Black Magic*, *Between the Devil and the Deep Blue Sea*, to name but a few of the tunes that Harold Arlen has supplied to the nation's musical vocabulary. In telling of the composer's rise to fame, the author has also introduced us to such Arlen contemporaries and friends as Ethel Merman, Fred Astaire,

Judy Garland, Irving Berlin, Moss Hart, Cole Porter and Richard Rodgers, all of whom have shared with the subject the greatness of the American musical theater. Here, as well as a man, is an era.

Paul I. Wellman, whose portrayals of the West are a far cry from the melodramatics of television, has written a roundup that is as lively as rodeo. **A DYNASTY OF WESTERN OUTLAWS**. A Doubleday release for February, the stout volume is a collection of pieces about the most infamous outlaws who ever terrorized the plains, inglamourized and brutal as they existed. More than 20 years of research have gone into the product that traces the saga of the Western outlaw right on up to Pretty Boy Floyd. Among those whom the author puts to task are Quantrill's Raiders, Belle Starr, Jesse and Frank James, the notorious Daltons and the succession of gunmen who assailed the West for more than a century.

Along about now, **THE BEST AMERICAN SHORT STORIES** is annual as the chrysanthemum and every bit as welcome. Edited by Martha Foley and David Burnett, the Houghton Mifflin publication is equally as good as its distinguished predecessors. There may have been better stories printed during 1960, but those anthologized in this collection certainly do not lag behind. Most of them come from the "little magazines" and "college reviews." Of the big publications, *The New Yorker* and *Esquire* lead the race. Readers of good short fiction will find many of their favorite authors represented: Maxis Callant, Peter Taylor, Howard Fast, Bernard Malamud, Arthur Miller and others bent to create something memorable. Though humor is conspicuously absent, each story is perfect within its sphere.

MOVIES



With *Operation Petticoat* a box office bonanza, Columbia Pictures has latched on to similar fare for its new broad comedy, **THE WACKIEST SHIP IN THE ARMY**, in which there are plenty of laughs at sea. Jack Lemmon and Ricky Nelson are at the helm of the U.S.S. Echo, a broken-down sailing ship manned by a crew that barely knows stem from stern. Their escapades in baffling the Japanese are highly farcical, particularly when the crew masquerades as South Sea Islanders and disguises the ship as a fishing schooner for an important maneuver that helps win the war.

WHERE THE BOYS ARE is where the girls are, according to this Metro-Goldwyn-Mayer photo-fable, a flimsy bit of fluff about a group of young homo sapiens who think that the chances of romance have better odds on the glistening white beaches of Florida than on the snowy campuses up East. As it is presented here, you won't find yourself too much concerned with the thesis, but there is no question that the surroundings are very tempting in the midst of a bitter winter. There are quite a few attractive people carrying the beach

ball in this one, among them Dolores Hart, George Hamilton, Yvette Mimieux, Jim Hutton and Barbara Nichols. As engaging as they are, they can't help but fumble frequently.

There probably won't be any more publicized or talked about motion picture during 1961 than **THE MISFITS**, a Seven Arts production written especially for the screen by playwright Arthur Miller for his ex-wife Marilyn Monroe, not to mention the fact that it co-stars the late Clark Gable and was directed by the incredible John Houston. Just to round out an already topnotch group, the other major roles are played by such thorough professionals as Montgomery Clift, Eli Wallach and Thelma Ritter. With everybody (but everybody) in there pitching, it is a superior film on all counts. Miss Monroe for the first time reveals dimensions other than physical, and "the King" turns in a performance that is flawless. Clift, Wallach and Ritter have never been better, and Miller's screenplay about a group of non-conformists is touching, often humorous and thoroughly evocative.

TELEVISION



An especially recommended public affairs series of four hour-long shows starts over CBS-TV on Sunday, February 19. Called *The Great Challenge*, the programs will have as their theme a discussion of United States strategy in the light of our position as a world power. Focal point of the first show will be the U. S. Mission to the United Nations. Subsequent programs stressing different highlights of the same theme will appear on March 5, 12, and 26.

Something new in the way of format will be tried on the **PERRY COMO SHOW** beginning February 22. A three-part "book show" with a love story theme will be tried with different guests on each program. The February 22 segment will guest-star Anne Bancroft and Jimmy Durante; the second show boasts Janet Blair and Mike Nichols and Elaine May; the third stanza features George Sanders and Judy Holiday.

The Silver Anniversary of *Life Magazine* will be celebrated on television March 2. Heading a star-filled array of talent will be Sid Caesar and Peggy Cass in a unique salute to one of the country's most popular publications.

An oft postponed 90-minute special starring Ingrid Bergman has finally been set for Monday, March 20 on CBS-TV. The play, *Twenty-Four Hours in a Woman's Life*, was selected for the glamorous star in an effort to duplicate last year's award-winning triumph in *The Turn of the Screw*.

The Bertram Mills Circus will be featured via the use of tape on NBC-TV screens Saturday, March 25. The show will originate from the home grounds of the circus, London's Olympia. Joe E. Brown will preside over this first exposure to American audiences of the English performers, and the show will be on the TV screens for an hour.

MILESTONES

25 YEARS



ROBERT W. HOGAN
Sales, Eastern Region

20 YEARS



JOSEPH LAFTHEM
Research & Development,
Detroit



CLARENCE H. OSTERGIEN
Manufacturing,
Baton Rouge



ROLAND J. OSTRANDER
Research & Development,
Detroit



ESTHER S. PIERCE
Administration,
New York



LOUIS J. SNYDER
Chemical Research &
Development,
Baton Rouge

ETHYL WELCOMES



MARILYN BEETTAM, secretary in the Administration department of the Toronto office, enjoys bowling and golfing.



DOMINICK GIOVANNIELLO is a mailroom-clerk in New York. He enjoys many sports and also likes photography.



ROSAMOND HARRIS, a secretary for Sales in the Southern Regional office, is married and has a one-year old son.



ELSIE KIENE, typist-clerk for Sales in the Yonkers Gasoline Testing division, enjoys semi-classical music.



CONSTANCE TAMBURRO is a secretary for the Finance department in the New York office. She enjoys waterskiing.



PATRICIA TESTU, familiarly called Pat, is working as a secretary in the Western Regional office. She is married.

IN THE FIELD



DICK COURTNEY, New York district automotive engineer, gave a "1961 Passenger Car Trends" presentation before the New York district sales personnel of Sinclair Refining Company in Long Island City, New York.

Dick also made a "Multi-Purpose Additive" presentation for Texaco research engineers at Beacon, New York.

TOM HANLON, Pittsburgh district field engineer, made a 2½ hour "Fuel-engine Relationship" presentation including "Rumble" tape recording and question and answer session for Esso Standard dealers attending training school in Pittsburgh.

GEL HOWELL, national accounts manager in New York, arranged for and acted as master of ceremonies for a presentation made by **ALON COLE**, Eastern Region chief refinery technologist, before the home office management of Sinclair Refining Company and Sinclair Research Laboratories, Inc., in New York City. Alon gave a complex of new Ethyl papers on "Mixed-lead Alkyls," "Blending With High-Octane Alkylates," "TML," "4th ML of TEL," and "TEL Road Bonus."

Alon also, together with **CLEM MAASEN**, refinery technologist in the Eastern Region, made a "Lead Alkyls" presentation for key policy-making process and evaluation engineers at Texaco's head research laboratories in Beacon, New York.

JACK KALEY, Philadelphia district field engineer, made the "Phosphorous Story" presentation to Gulf Oil's Philadelphia division training and merchandising management. Jack showed the phosphorous additive version film entitled "Slow Motion Study of Combustion," and gave the hot plate demonstration and script.

BOB KIMPTON, automotive engineer in the Pittsburgh district, made a presentation on "Why High Quality Gasoline?" at the sales conference of United Refining Company in Warren, Pennsylvania. His audience included refinery and labo-

ratory personnel, direct and service station salesmen, bulk plant men, and sales management people.

A "Weathering Method Sludge Disposal" presentation was given by **GEORGE O'CONNELL**, product service and safety engineer in New York, before the Mobil Oil Company refinery management and staff at East Providence, Rhode Island.

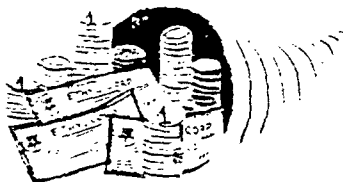
George also gave the storage tank safety flannelboard presentation entitled "What's Going On Here?" to Esso Standard division engineers of Humble Oil at Elizabeth, New Jersey.

GEORGE ROSSER, assistant Eastern Region manager, and **KEN JOST**, Gulf Coast Region product service and safety engineer, held a meeting for one home office and four Port Arthur representatives of Gulf Oil Corporation to see the Houston Multi-Component Blending System in operation. **WARREN GREEN**, instrument group leader, Baton Rouge, conducted the presentation.

BILL RUSHER, New York district manager, has completed the first of a four-week management training course conducted by the American Management Association at the Astor Hotel in New York City.

The Product Sales Clinic Show is covering 3,000 miles on a tour through the West Coast of Mexico, traveling north and conducting meetings at all the important cities such as Guadalajara, Mazatlan, Guaymas and Culiacan. In April the Product Sales Clinic will complete five years in Mexico.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

NEW YORK OFFICE AND SALES DEPARTMENTS: **CLAUDE S. HARKINS**, \$20.00 (Mixing installations, equipped with flexible hose unloading lines with ammonia flanges, present a problem when our improved smooth bore teflon lined unloading line is installed due to the fact that this line is equipped with A.S.A. 150# raised face flanges on each end. Use a special elbow with an ammonia

flange on one end and an A.S.A. 150# raised face flange on the other.) **KERNEY J. HURST**, \$60.00 (All Ethyl Sales personnel be sent simple easy-to-use equations or formulas that will cover all phases of AK-33X, etc., blending. It provides our men with a uniform method of determining blend quantities of new products.) **R. W. RICHARDSON**, Certificate (A wallet-size card be furnished to all field personnel stating the "cost per barrel to treat gasoline" of our products.) **J. GEORGE RICK**, \$25.00 (A tool for easily removing the ball in the new Hills-McCanna Ball Valve when seats are in need of replacement.) **JOHN C. WATT**, \$45.00 (A special flange clamp designed and made available to customers for use in connecting tank cars to tank car unloading line in mixing plants).

BIRTHS



Detroit

JAMES and **MARGARET BURNS**—a son, **STEPHEN GERALD CHRISTOPHER**. Jim is a chemist in the Lab's Analytical section.

DON and **LYLA CUNNINGHAM**—a son, **DON III**. Don is a foreman in the Lab's Chemical Research section.

ROBERT and **DOLORES MACK**—a son, **THOMAS ANTHONY**. Bob is with Chemical Research at the Laboratory.

VINCENT and **JANICE MAZZENGA**—a daughter, **CATHLEEN**. Vince is in the Lab's Products Application section.

JOE and **LOIS ODENWELLER**—a son, **CHARLES DANIEL**. Joe is with Chemical Research at the Laboratory.

ROBERT and **BEIHEL REEDER**—a daughter, **BRYNN LOUISE**. Bob is an electrician in the Lab's Engine Research Equipment section.

Eastern Region

EDWARD and **LOIS BACON**—a son, **JONATHAN ERIC**. Ed is an automotive engineer in the Philadelphia district.

TOM and **JOAN HANLON**—daughter **JOYCE MADELINE**. Tom is a field engineer for the Pittsburgh district office.

New York

HOWARD and DOROTHY GULICK—a granddaughter, CHRISTINE BROOKE. Howard is with Employee Relations

ON THE ROSTRUM



JOSEPH MITCHEN of Chemical Research and Development in Baton Rouge presented two lectures at the 14th annual international symposium on Modern Methods of Analytical Chemistry held at the Louisiana State University. His lecture, entitled "Analysis of Organometallic Compounds," covered conventional spectrophotometric and instrumental methods of analysis.

"The Competition for Water Quality" was the title of the technical paper delivered by JIM GILL of the Pacific Coast plant at the University of California Conference on Water Policy.

CHIESTER HOLMES of Technical Operations in Baton Rouge was the principal speaker at a meeting of the North Baton Rouge Lions Club. His subject was the "Big Brother" program and other work with the schools by the Baton Rouge Section of the American Chemical Society.

EXTRACURRICULAR

JUD BIEHLE, Administration, New York, was the moderator of a panel on Industrial Emergency Planning and Mutual Aid at the annual meeting in New York of the Chlorine Institute. Another feature of the program was the slide-tape presentation of the Houston Plant Emergency Program, which explains who does what in an emergency to protect all personnel and property.

HAROLD CUNNINGHAM, supervisor of Safety and Fire Protection at the Houston plant, recently was in New York participating in the planning of a seminar on mutual aid in case of disaster, which is to be held at Houston in April. Sponsors of the seminar are The Houston Ship Channel Industries Mutual Aid, of which Harold is chairman, and The National Institute for Disaster Mobilization.

ART HUFFMAN, assistant director of Administration and Services, Detroit Laboratory, was notified that "by appointment of the President of the United States" he is now a member of Selective Service Board No. 66, Oakland County, Michigan.

Several members of the Pacific Coast plant's management group have been elected to offices in the various subgroups of the Industrial Association—Pittsburg-Antioch-Nichols. This is an association of 17 companies which represents about 8,000 employees in the area. The association provides the opportunity for management employees in various interest groups to meet periodically to exchange ideas.

The employees elected for 1961 were: JAMES GILL, manager of the Pacific Coast plant, who was appointed chairman of the Plant Managers group; EUGENE HATFIELD, manager of Employee Relations, who was elected chairman of the Personnel group; GEORGE JAMES, engineer inspector, appointed secretary of the Safety Committee; and FELTUS WADE, superintendent of Maintenance, chairman of the Maintenance committee.

PEOPLE IN THE NEWS

JOHN R. HILL has been transferred from the Commercial Development division of Research and Development to the Chemical Sales department and will report to Harry Kuhe, manager of Chemical Sales. He will continue to work in Baton Rouge on aluminum alkyls.

DR. CHARLES KINGREA has been appointed head of the Engineering and Mathematical Sciences section at the Baton Rouge plant. He was formerly the acting head of the section.

KENNETH SWARTWOOD, general manager, Research and Development department in Baton Rouge, announced that the Commercial Development division has been organized functionally into five sections under CLARENCE NEHER, director. The two sections which continue their previous functions are Commercial Development Planning, under Superintendent EARL DEWITT, and Business Information, under Superintendent BURKE GRANDJEAN. The new sections formed are Market Research, under Superintendent CLARENCE HARVEY, Product Development, under Superintendent CHARLES MONTGOMERY, and Market Development, under DERRICK GRAHAM. All the superintendents will report to MERLE GOULD, assistant director.

IN MEMORIAM



His many friends at Ethyl were saddened to learn of the death of JAMES HYLAND, retired secretary and assistant treasurer of Ethyl-Dow, who died at his home Newtown, Conn.

Jim joined Ethyl in 1931 as an auditor in the Accounting department and retired in 1951.

Answers to "Where Are You"?

1. (a) Teller; (b) security; (c) Bond; (d) interest; (e) coin; (f) Note; (g) check; (h) vault; (i) dime; (j) dollars; (k) deposits; (l) Pennies; (m) draft; (n) balance; (o) Bill; (p) Cash; (q) safe; (r) account; (s) cage. You are in a bank. 2. (a) Chalk; (b) Desk; (c) French; (d) Junior; (e) Latin; (f) Blackboard; (g) German; (h) Book; (i) history; (j) test; (k) pupil; (l) marks; (m) Bell; (n) examination; (o) language; (p) pen; (q) numbers; (r) alphabet. You are in a schoolroom. 3. (a) tongue; (b) apron; (c) knife; (d) Lamb; (e) Scales; (f) pork; (g) counter; (h) pound; (i) shank; (j) rib; (k) Chop; (l) fat; (m) chuck; (n) bones; (o) Bacon. You are in a butcher's shop. 4. (a) compound; (b) test; (c) flask; (d) retort; (e) formula; (f) burner; (g) acid; (h) bench; (i) balance; (j) Crystal; (k) element; (l) solution; (m) stopper; (n) salt. You are in a laboratory. 5. (a) Kick; (b) run; (c) Pass; (d) spectator; (e) pigskin; (f) Jersey; (g) half; (h) Defense; (i) Quarters; (j) helmet; (k) yard; (l) End; (m) back; (n) cheers; (o) signals; (p) tackle; (q) eleven; (r) center; (s) safety; (t) gridiron. You are at a football game. 6. (a) Green; (b) Clubs; (c) rough; (d) Iron; (e) Hole; (f) birdie; (g) score; (h) Ball; (i) bag; (j) hook; (k) slice; (l) trap. You are on a golf course.



New York's Francine Fountain, secretary to the administrative assistant to the vice president in charge of Sales, presents a credit card for the purchase of gasoline. Francine is typical of the age group of married women who drive most. That and other facts about women drivers were determined in a recent Ethyl survey called "Woman on Wheels," which has met with wide approval of our customer companies.

PEOPLE

and

PLACES



SILVER SEND-OFF

Before leaving to take up his duties as new Central Region assistant manager, Norm Linstromberg was given a silver tray by his former Cleveland District colleagues. Cleveland District Manager Al Bingham, left, saw to the presentation at the year end meeting. Norm's gift was inscribed with the names of all the Cleveland District men and their wives.

PHILLIPS FORUM

A recent Phillips Petroleum Farm Sales Meeting in Decatur, Alabama featured a presentation by Lew Rumph, Atlanta District field representative. Lew, below second left, talked on "New Opportunities in the Farm Market." The meeting was one of a series in which Lew participated throughout Phillips Petroleum's entire Atlanta Division territory.





SONS OF SARNIA

The young men pictured above are sons of Ethyl of Canada employees who play on a Company-sponsored "Mite" League hockey team of the Sarnia Minor Athletic Association. Sponsored jointly by Ethyl of Canada and the Ethyl Recreation Club, the "Mites" are six and seven years old and are coached by John Slobodnik, Sarnia Plant chemical engineer. Shown,

left to right, are Duncan Crowdis, Douglas Fairbairn, Ralph Manore, Andy Shirriff, Robert Shirriff and Robbin Dorey. These six along with nine other boys make up the Ethyl team, which is now in first place in its division. League games are played every Saturday from early November to early April as a part of a program which has 1400 boys of all ages playing.

more people, more places

ETHYL ON STAGE

One of the highlights of a recent managers' meeting held by the Farmers Union Central Exchange in Billings, Montana was a skit with some Ethyl thespians in the cast. Doug Baker, Central Region merchandiser, rewrote his "Talking Tractor" script for the occasion while Jim Cragmille, Denver District field representative, played the role of a psychiatrist whose

farmer patient complains that his tractor (Baker's voice) talks back to him. Mel Olson, Chicago District field man, also helped prepare the show. Jim, second left, Doug, second right, and Mel, far right next to Doug, are shown below taking their bows with the rest of the cast. The skit and performers were warmly applauded by the audience of 500.

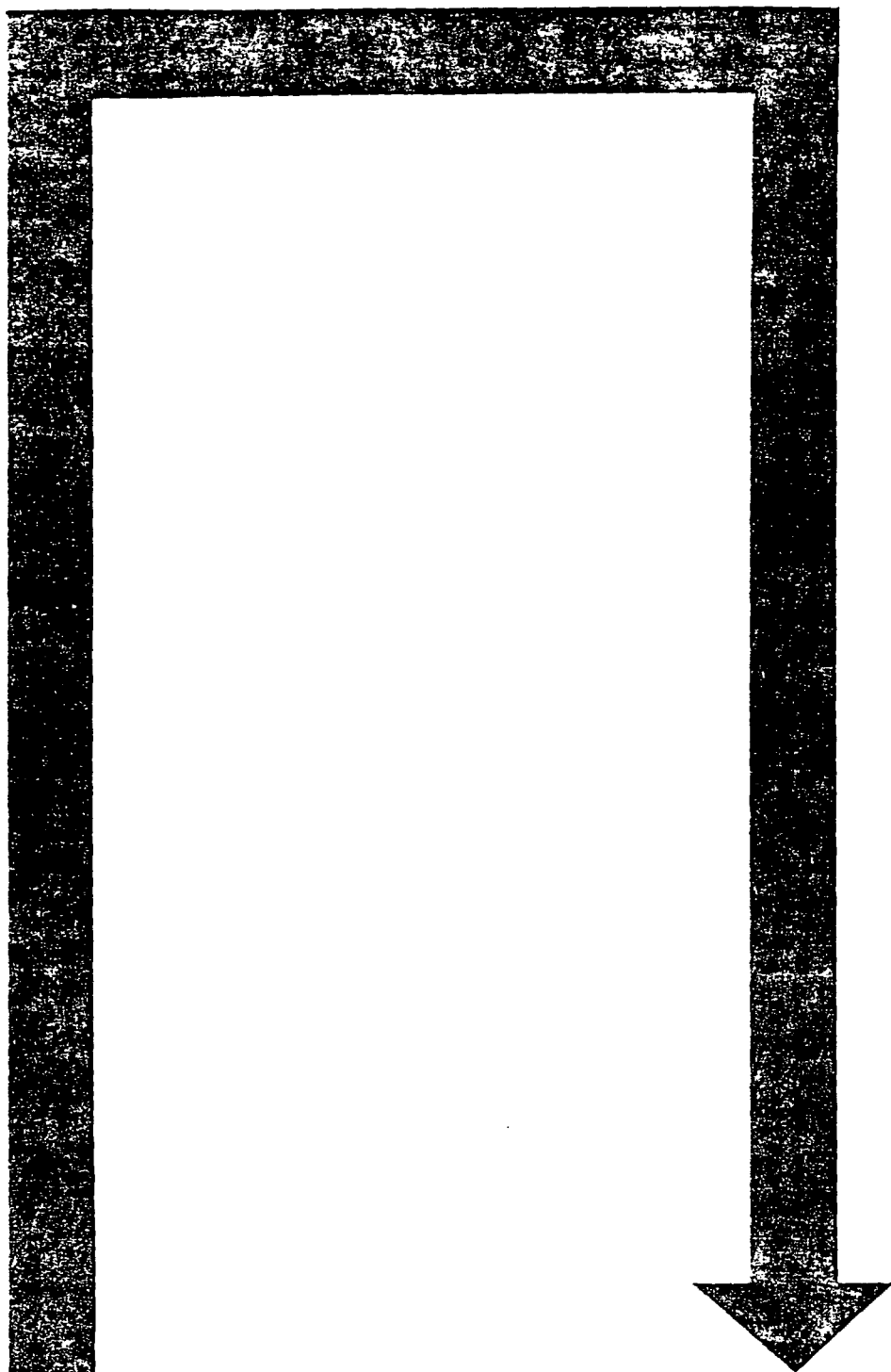


ETC 34237

When the Red Cross Mobile Blood Bank Unit called for volunteers in Ferndale, Michigan recently, Ethyl personnel from the Detroit Laboratory responded with a record donation of 26 pints. Below, all but two of the



donors gather for a picture, obviously proud to have been able to make a contribution. Nurse Stephanie Ciul, center, organized the plasma program. Each of the Ethyl volunteers was given a credit with the blood bank.



TO BE POINT BLANK ABOUT IT
ETHYL'S BENEFIT PLANS ARE
AMONG THE BEST IN INDUSTRY

ETC 34239

ETHYL

bulletin board

MARCH 1961



ETC 34240

ETHYL

bulletin board

Published monthly by Ethyl Corporation and Ethyl Corporation of Canada Limited

IN THIS ISSUE	PAGE
The Decline of the Dollar	2
Big Day at the Office	4
The Wit and Wisdom of Charles F. Kettering	8
All About Additives	10
Footnotes	14
For Your Entertainment	16
Milestones	18
Ethyl Welcomes	19
Personals	19
People and Places	22

Leonhard Dowty Editor
Edward Metcalf Associate Editor
Stella Sideris Editorial Assistant
Layout and art work by S.P.M. Studios

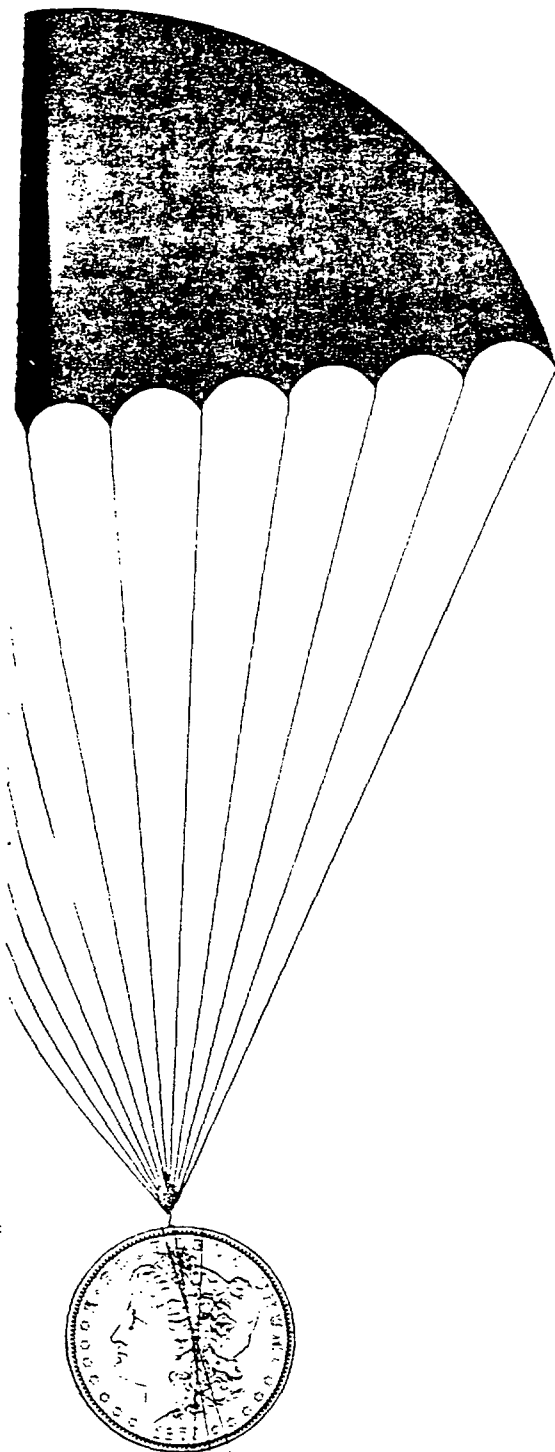
Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Joe Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Seltridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Bongero, Joe Forster, Russ Frank, Les Motson, Ed Myron, Eric Owen, Alys Peterson, Ross Rife, Ed Simon, Neva Yanakoff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Mariam Wallace; *Pacific Coast Plant*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portner; *Salt Lake City*: J. S. Cole; *San Bernardino*: Judy Schaub; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Howard Hamaker; *Yonkers Testing*: Catherine Henderson; *Yonkers Central*: Al Morschauer; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER: Claude Harkins, field representative on rotational assignment with Product Services and Safety in New York, gets the dubious assistance of his son Sammy on a Saturday catch-up. The story of a child's view of Dad's work begins on page 4.

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

Printed in U.S.A.

the
decline
of
the
dollar



Dollars and sense are our number
One economic problem, resulting from two costly
Wars that have created inflation and increased the
National debt in enormous proportions.

Dollars don't buy nearly the doughnuts they
Once purchased back in the days
When pennies went a long way toward buying what
Now costs nickels, dimes and quarters.

Dutiful citizens recognize the
Onus that is created by the
Watered-down dollar on our
National economy.

Unchecked, inflation can
Paralyze the limbs of a nation.

Urge your family and friends to
Prevent the further decline of the dollar.

Use credit wisely and
Practice sound spending.

Utilize your free voice to help stop the
Price-wage spiral that breeds inflation.

Understand the subject and help
Preserve the value of the dollar.



big day at
the office

ETC 34243

20



"Getting there is half the fun."

Perhaps not as enchanting as a toy store or a circus, the adult world of offices is nonetheless a place of many wondrous delights to the young. Here, father provides for the family in an atmosphere that is filled with machines and papers and numerous awe-inspiring gadgets.

One recent Saturday, Claude Harkins, who is a field representative on rotational assignment with Product Services and Safety, brought his two children, Debbie and Sammy, into the quiet halls of 100 Park while his wife caught up on family shopping. Both Debbie and Sammy were filled with a sense of importance, delighted to see where Dad spent his days and eager to hear something of what he did in that long span between breakfast and dinner.

To them, typewriters were exciting toys and paper was to draw pictures upon. In desk drawers and files, they found adventure in rubber bands, paper clips and the everyday paraphernalia of the office. Most of all, however, they found a delight in sharing what was their impression of Dad's busy day.



"Now that our coats are off, why don't we tackle the problem together?"



"S as in snow, A as in apple, M as in Mommy, another M as in mud pie and Y as in 'why not?'"

◀ "Now, let's see, there must be an 'A' here someplace."

ETC 34244

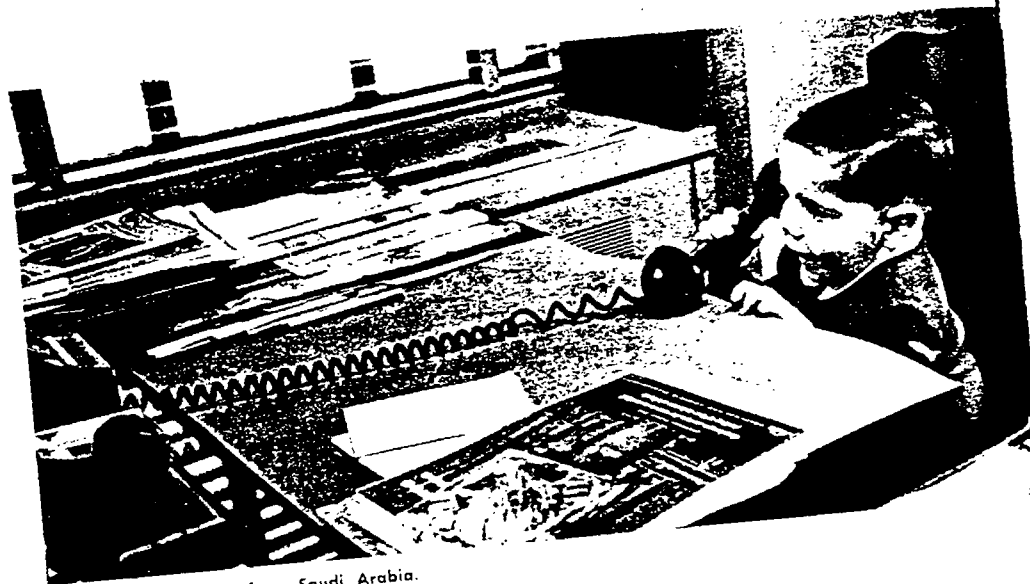
Big Day At The Office (cont'd.)



"Wheeee! Work is a lot more fun than I thought."



"How do you keep your fingers from getting stuck in the little holes?"



"No, I'm not talking from Saudi Arabia. I'm right here in the heart of Manhattan."



"And I thought that the world was getting smaller every day."



"Gentlemen, my idea may seem complicated at first glance but . . ."



"I've been doing it for years and I still haven't hit the jackpot."

"Mommy, Ethyl is a wonderful place to work." ▶



*the Wit
&
Wisdom
of Charles F. Kettering*



Charles F. Kettering, the first president of Ethyl Corporation, was not only a gifted inventor he had a way with words. Although it is true that words are largely the result of experience and that a good vocabulary is only as useful as the knowledge and wisdom behind it, few men can express themselves with such clarity as the late "Boss Ket."

In a new book of his speeches (*Prophet of Progress*, E. P. Dutton and Co., Inc., \$5.00) his long-time friend and associate T. A. Boyd has put Ethyl's founder on record with a collection that reveals his width and breadth in words that are as timely today as when they were first delivered.

Here are some of Boss Ket's maxims selected by Mr. Boyd, maxims that convey the mind of a man who never lost sight of the bountiful future.

So long as we have younger generations we will have changes. Their views are new, their tastes are new, their likes are new—and emphatic.

All human development must be outside the rules. Otherwise, we would never have anything new.

It is hard to pick out the balance wheel and the hairspring of a problem.

A problem is not solved in a laboratory. It is solved in some fellow's head, and all the apparatus is for is to get his head turned around so he can see the thing right.

You have to be "sold" on research before you can hope to get anywhere in it.

There is nothing permanent but change.

The price of progress is trouble, and I don't think the price is too high.

Advancing waves of other people's progress sweep over the unchanging man and wash him out.

Engineering is a combination of brains and material, the more brains the less material.

The best engines are always the paper engines—the ones that have not yet been built.

The opportunities of man are limited only by his imagination. But so few have imagination that there are ten thousand fiddlers to one composer.

You can't have a better tomorrow if you are thinking about yesterday all the time.

Don't think some fellow is trying to pull you down. You can always get a good sight of your enemy in the morning when you shave.

It doesn't matter if you try and try and try again, and fail. It does matter if you try and fail, and fail to try again.

You must learn how to fail intelligently, for failing is one of the greatest arts in the world.

If you do not climb on top of your failures you will never get up to where you can have success.

Some technical reports are so dry and dusty that if you put a pile of them in a hydraulic press and apply millions of pounds of pressure to it, not a drop of juice will run out.

The only incurable diseases are those the doctors don't know how to cure.

There are lots of folks with oxcart minds riding around in automobiles.

The Wright brothers flew right through that smoke screen of impossibility.

Prejudice and precedent are the two watchdogs at the door of progress.

Research is something which if you don't undertake until you have to, it is too late.

Industries are like some watches—they have to be shaken hard every so often to keep them going.

Engineering must partake as much of common horse sense as it does of scientific principles.

I can conceive of nothing more foolish than to say the world is finished.

Your world, young men and young women, will be the kind of world you want it to be.

What I believe is that, by proper effort, we can make the future almost anything we want to make it.

You can go ahead and solve that difficulty if you don't get tired too quickly. Most people tire out after they try a thing the first time.

It is the "follow-through" that makes the great difference between ultimate success and failure, because it is so easy to stop.

Failures, repeated failures, are finger posts on the road to achievement. One fails forward toward success.

The only time you don't want to fail is the last time you try.

We think we are further along the path of knowledge than we actually are.

We have only begun to knock a few chips from the great quarry of knowledge that has been given us to dig out and use.

Just in proportion as you recognize your ignorance, the road for greater knowledge will be opened.

We find in research that a certain amount of intelligent ignorance is essential to human progress, because if you know too much you won't try the thing.

You can be sincere and still be stupid.

We should not be either ashamed or afraid to make intelligent mistakes. The greatest mistake of all is to do nothing.

Argument is always the indication of a lack of knowledge, and when two fellows argue either one of them is right and the other is wrong, or they are both part right and part wrong, or both of them are wrong—and it is usually the latter.



ETC 34249

ALL ABOUT ADDITIVES

Ethyl's first Product Sales Conference meets to discuss additives other than antiknock compound

With the broadening of the Ethyl product line, more and more data concerning new products must be put in the hands of our people in the field. To this end a Product Sales Conference dealing with all Ethyl additives other than antiknocks was recently held at the Detroit Laboratory. It was, in effect, a training school for product managers to cover in detail all basic information on these additives—chemistry, manufacture, application, and testing.

All Product managers and regional managements were represented at the five-day meeting along with men from Ethyl of Canada, Export Sales, and Advertising. Mac McCulloch, Petroleum Additive Sales manager, presided. The school's faculty consisted of technical men from the Labs whose teaching assignments were coordinated by Ed Paige, Technical Services special assistant.

The purpose behind the conclave, first of this type ever held, was to accelerate a continuous and up-to-date additive information program within the individual regions. Not only were these prospective regional instructors thoroughly briefed, but they also got an elaborately prepared manual to serve as a guide for regional instruction. This loose-leaf textbook will quite soon be distributed to all Ethyl field representatives.

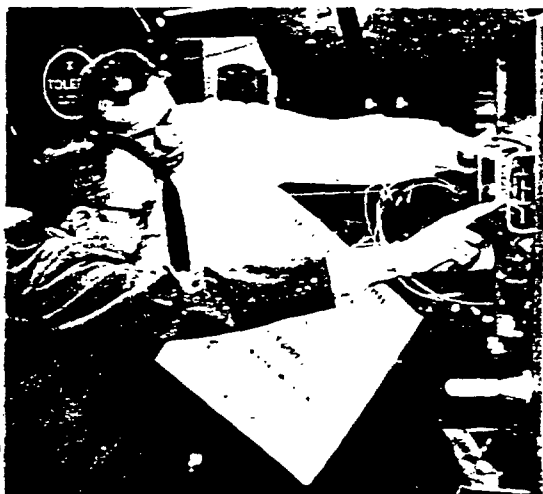
With such a mound of technical data to be accurately presented and catalogued, preparations for the meeting were unusually painstaking. Sessions ran from 8:30 to 5:00 each day and a great deal of ground was covered. As these meetings were a starting point for a far reaching network of additive information, careful planning was imperative and Ed Paige's faculty met the requirements impressively.

That the meetings fulfilled their promise is clear.

As Ethyl's product line expands, this pilot project will have set the pattern for future sessions—a useful device to meet the ever present challenges of change.



Ed Marckwardt, Detroit Products Application, explains the spark plug rating equipment. It helps to evaluate each additive and rate the effect on spark plug life.



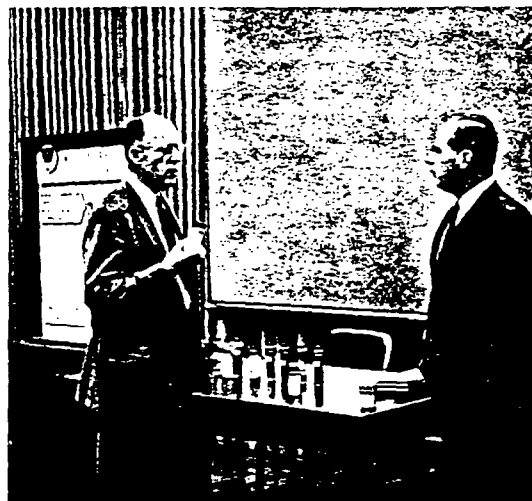
Above, Norm Gerber, Mid-Continent Region Chief Refinery Technologist, checks with Instructor Marckwardt on a rating study.



Product Application's Ralph Wahrenbrock, standing far right, and Al Tandrup, second right, explain carburetor detergency test procedures.



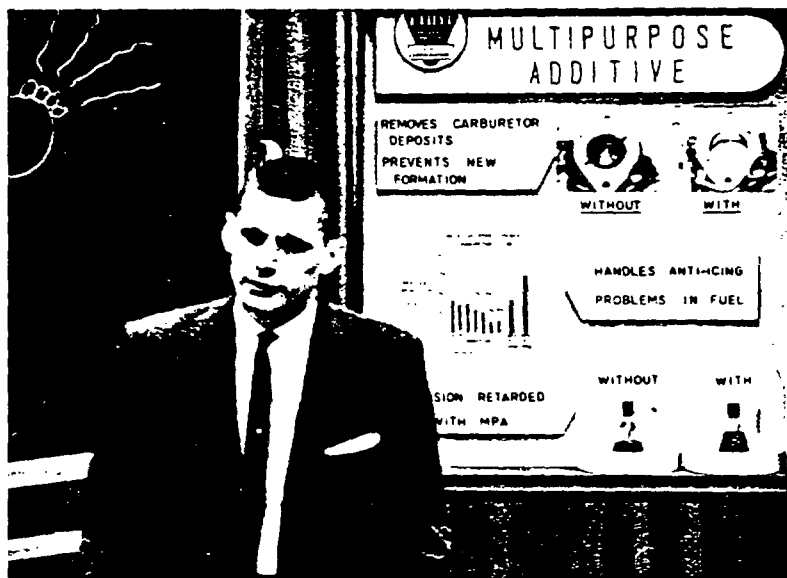
Joel Warren, Product Application, points out cylinder head deposits developed in testing.



Left, Bill Trelease, Export Sales, checks a point with Ed Desmond of Tech Services.



Ed Girard in lab coat demonstrates engine for carburetor icing tests.



Above, Jim Hinkamp, Detroit Chemical Research, gives a talk on MPA. Display on Jim's right is one example of special exhibits widely used to illustrate talks.

FOOTNOTES

Most of us treat our feet much the same way we treat footnotes—shoddily. Because they are at the bottom we are not inclined to pay much attention to them. But like footnotes, our feet are essential to the total structure and considerably pertinent to what's above. There can be no doubt about that when we have even such a small ailment as a corn. Probably because they are the furthest away from the primary sensory centers in the head, our feet (pardon the pun) are looked down upon—at least until that big toe begins to throb.

Even in an age of automobiles, airplanes and escalators, our pedal extremities still do most of the work in getting us from place to place. They still, so to speak, bear the burden. That they do not require as much care as some parts of our bodies is true

enough, but they certainly deserve some attention in order to function at the tough job of transporting us during our everyday lives.

If one had to reduce all of the maxims of sound health to their simplest form, it might well be done in two words—common sense. Common sense implies, however, not just doing the right, practical thing in matters of health but, equally important, doing it at the proper time—before rather than after an injury or an illness. As with the other parts of the body, so with the feet. The sins of omission and commission visited upon them by the rigors of modern life are all too often ignored until a serious malady arises. Given "common sense" care and the foresight which this implies, most serious health problems would never appear in the first place. But be it life's busy



OTES*

pace, indifference or laziness, most preventative health measures lie idle upon the dusty shelves of our minds. Blowing away the dust is only part of the remedy; you must, as well, watch your step and take foot care in your stride.

Foot trouble can come from many sources. Sore feet, for instance, can indicate a nervous disorder, an infection, a growth exposed to constant irritation, or just tender skin. Localized pain in any foot area may indicate other maladies in the realm of muscle strain or infection from an ingrown toenail.

The "where" of the trouble is the first step and the "why" is the second. It goes without saying that the ravages of inattention may well be responsible for a visit to the doctor, but the use of proper precaution, sound safeguards and healthy practices can frequently

prevent and often minimize what could be painful results. Even measures that seem minor and take little time or effort can pay off immeasurably.

Infections run rampant when the feet get wet. Thus, dry feet and clean socks greatly lessen the chances of foot infection. Muscle strain can often be traced to a pair of ill-fitted shoes—so only if the shoe fits, wear it. A proper fit will lighten the odds of ligament tear. People are born with tender skin but a good soaking in brine from time to time will toughen the skin of the feet. Keeping the toenails trimmed regularly is another sound preventive measure. By cutting the nails squarely, you will be protecting yourself against ingrown toenails.

These are simple measures, but important foot notes.



FOR YOUR ENTERTAINMENT

BOOKS



Living Stone, whose fictionalized biographies have been among the best of their kind, has turned to Michaelangelo for his latest inspiration in **THE AGONY AND THE ECSTASY**, a new Doubleday release. Not since *Lust for Life* has Mr. Stone recreated such a lively rendition of times that blazed with color and people of fascinating personalities. His Fifteenth Century Florence is aglow in this big volume as he tells of Michaelangelo's bent to release the enormous creativity that made him one of the world's foremost geniuses. His work, his loves, his character are all represented with lively credibility and entwined with the cross-currents of the fascinating de Medici family. Mr. Stone has picked a remarkable subject and he has given it a good deal of the vitality that must have been essential to so remarkable a man of the ages.

The excitement runs high in **MEETING AT A FAR MERIDIAN**, the current novel of Mitchell Wilson. In the new Doubleday volume the author has more than a tale to tell, although he makes the most of dramatic situations and plays his people in conflict one against the other and each against himself. Mr. Wilson is saying something pertinent about peace and he has chosen to tell it in fictional form by putting two top scientists, one Russian and one American, at work together in the Soviet Union. Naturally, their different backgrounds come into play and their personalities clash as they begin to become distrustful of one another. Their private lives and their private loves are interwoven into the scheme of things, and all of it blends into a thoroughly enjoyable and pertinent novel with a major insight into the world behind the Iron Curtain.

RIZPAH is a whale of a historical novel, one of those epic volumes that come along every now and then to engross readers of historical fiction with a lavishness that practically dazzles from the printed page. This one is set in Biblical times and it concerns the beautiful young captive of the Philistines, who joins forces with Saul when she is set free. Her lust for power motivates her actions and her beauty is her weapon. The canvas is broad and it is threaded with scenes of grandeur that conjure up to mind the opulent settings of a deMille film. David, too, is an important character in this dramatic Biblical saga, one that will prove a full cup for those who like to look back through spangled glasses.

Sir Cedric Hardwicke, who has long been a favorite on the international stage and screen, has written his memoirs with

the aid of James Brough. Amusingly titled **A VICTORIAN IN ORBIT**, the new Doubleday book proves that Sir Cedric is more than just a talented actor. He is a man of tremendous wit. His enormous vitality shines on every page of the recollection of a life in which many notables of the contemporary scene figure. Among the personages that appear in the supporting cast are such people as George Bernard Shaw, Leslie Howard, Katherine Cornell, George Jean Nathan, Sir Laurence Olivier and scores of others. Sir Cedric recalls with delight a number of humorous anecdotes and tells the story of his joy in living and acting.

Never underestimate the power of the brain. You certainly won't after reading Dutton's new release **MAN'S PRESUMPTUOUS BRAIN** by A. T. W. Simeons, a doctor of world renown currently on the staff of Salvator Mundi International Hospital. His study of the brain is scholarly, but he writes with a clear style as he reveals some of the depths of psychosomatic illness and the strange maladies that grow out of tension and fear. Seldom has a more provocative and or incredible book come along to enlighten us on human conditions of the mind. Much of it will be highly controversial and more of it will seem amazing, but there can be no doubt that all of it will fascinate the layman. Dr. Simeons, from his base in Rome, may well be throwing a grenade, but his theories certainly are intriguing.

Henri Perruchot's biography of Toulouse-Lautrec is a fascinating piece of work that could not be more astonishing if it were fanciful fiction. **TOULOUSE-LAUTREC**, a World release, is not only a depiction of one of the world's foremost painters, it is a revelation of character and the recreation of an era in which Paris was the most abandoned city in the world. Years of research and family interviews have gone into the preparation, and what emerges is a first-rate result. In addition to documentary evidence, there are assorted photographs of the artist and environment, the seamy side of Paris, the Paris of the Can Can and the Moulin Rouge. A tortured man who died at 37, Lautrec defeated himself but left the world the beauty he could never find in his personal life. His story is both weird and wonderful.

Fun is all too rare a quality in current fiction, but it is the major ingredient in **THE FUN COUPLE**, a new novel from Simon and Schuster. John Haase, the author, of this delightful book looks at contemporary society with a gleam in his eye and he is not about to prove that it is full of sore spots. His California couple are happily married, gay people who live routine lives and have a marvelous time of it with plenty of sun and air, a sports car, a hi-fi and other "status indicators" of our times. A low-budget family, they get all they can out of life and indulge themselves in the joy of living. They are fresh, vigorous young people who are not content to sit around and watch the world go by.

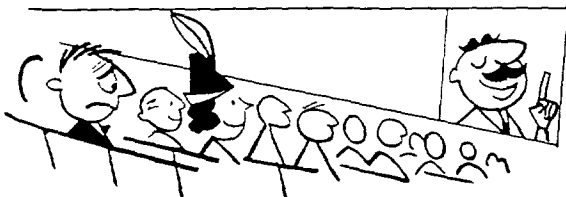
Anyone who cares about animals will have a rewarding armchair safari with **SERENGETI SHALL NOT DIE**, a new Dutton

publication. It is the work of Bernhard Grzimek, director of the Frankfurt Zoo and Professor of Veterinary Science at the University of Giessen, and his late son Michael, who was killed when their plane crashed in East Africa while gathering material for the book. Serengeti is the largest of the parks for African game, one of the last great sanctuaries where the wild animals can migrate. The Grziméks have studied the migration and captured it in exciting photographs. They have also observed the conflict between the hunters and their opposition who fight for the preservation of Serengeti. What they have seen of Africa is a far cry from today's headlines, strangely beautiful and primitive, like another planet awakening to life in the forest primeval.

The Yukon is the setting of Irvin R. Blacker's **DAYS OF GOLD**, a novel that is reminiscent of Jack London's works, combining both high adventure and revelations of character that send men seeking the elusive wealth of the earth. A World publication, the new book is sure to please readers who dote on action, for Mr. Blacker is an excellent teller of tales and he keeps his action moving with a great deal of excitement. He sees both the beauty and the underside of life in the North, and his people are full of the fire of pioneers. Basically, it is the story of a partnership, of three people whose lives are enmeshed and who seek, for diverse reasons, the same goal. The author will make you feel it all—the gusto of the mining town, the hot tempers and the indomitable wills.

For those Western buffs who can turn off their television sets long enough to acquaint themselves with the printed word, **LUKE SHORT AND HIS ERA** will prove a bonanza. In this new, slim volume from Doubleday, William R. Cox has told, with documentation, the story of one of the West's most colorful personalities—Luke Short, the honest gambler who decided early in life that he was going to make a reputation as a law dealer. Devoid of hokum, here is an accurate account of the West he lived in, the real West of Wyatt Earp and Bat Masterson. Mr. Cox has made of his material something many, many notches above the dramatized versions available on the home screen. He has recreated the famous towns of the times and shown their chief citizens as they must have been, bemuddled and notorious.

MOVIES



Walt Disney, who ranks high on the list of the young, has returned to native territory with his newest release, **ONE HUNDRED AND ONE DALMATIANS**, a full-length color cartoon that may not be as enticing as the master's early works but which, nonetheless, is filled with delights for the junior set. Based on Dodie Smith's book, the new film tells of the attempt to rescue ninety-nine Dalmatian pups from the clutches of one Cruella de Ville, a dognapper of few scruples. He is thwarted by Twilight Bark, a canine version of Scotland Yard. There are several melodious songs along the trackdown.

United Artists stands behind **THE FACTS OF LIFE**, from which you are not likely to learn very much save that talented performers can do quite a lot to make something occasionally amusing from claptrap. The twosome most responsible for giving the film a lift is composed of Lucille Ball and Bob Hope, who play respectable married folks who suddenly develop an attachment for each other, a fact far more acceptable than the script by Norman Panama and Melvin Frank. In the best tradition of such movie fare, they fortunately see the error of their ways in time. Some beautiful scenery of Acapulco gives them a hand, as do the performances of Ruth Hussey and Don De Fore.

Robert Crichton's recent best seller **THE GREAT IMPOSTOR** has been put on celluloid with Tony Curtis portraying Ferdinand Demara, the man who pulled the wool over everybody's eyes by assuming any number of identities from prison supervisor to naval doctor. The film is every bit as intriguing as the book, and its success is due in no small part to the advancement of its star as an actor. Like Demara, he pulls off his assorted roles with complete credibility and gives a virtuoso performance that is as surprising as the events of the film. There is a good bit of humor along the route as the story chronicles one of the strangest deceptions of our times.

TELEVISION



SILENTS PLEASE, a summer replacement of last year, will again appear on the ABC roster, beginning March 23. The program, which features old-time movies, will bow in with Douglas Fairbanks in *The Black Pirate*. Ernie Kovacs is scheduled as the host of the series.

On March 26, Tammy Grimes, who is currently starring in the Broadway musical *The Unsinkable Molly Brown*, will be the main attraction on **OMNIBUS**. She will star in a satirical program entitled *The Hundred Years of War Between the Sexes*.

PROJECT 20, one of the better documentaries, will present *The Real West* on March 29. Backgrounds have been filmed in Helena, Montana, and pictures from the past will be used to authenticate the way things were.

Events in the life of Abraham Lincoln leading up to the Gettysburg Address will be the subject of **OUR AMERICAN HERITAGE** on April 1. The most famous Lincoln of our times, Raymond Massey will portray the Civil War President.

Jack Warden, who rose to fame in *Twelve Angry Men*, will be the star of a new series to be labeled **ASPHALT JUNGLE**, which will bow in on ABC on April 16.

CONCENTRATION, which is among the most popular daytime shows, will also be seen on Monday evenings commencing April 17. Hugh Downs is the host of the audience participation show.

MILESTONES

25 YEARS



WILLIAM TRELEASE
Export Sales, New York

20 YEARS



HENRY B. BRADFORD
Manufacturing, Baton Rouge



EMERSON H. IDE
Research & Development, Detroit



FRED W. RANIN
Gasoline Testing, Yonkers



ARTHUR B. SCHULTZ
Manufacturing, Baton Rouge

ETHYL WELCOMES



TERESA GIARDINO is a statistical clerk for Marketing Analysis and Planning in the New York office.



DONALD HOLMER is a chemist at the Baton Rouge plant. He holds his Ph.D. from Oklahoma State University.



CAROL LUCKEN, who enjoys ice skating, is a steno-clerk for Chemical Research and Development in Detroit.



ROBERT SHANNON joins Ethyl of Canada as manager of Chemical Products with headquarters in Toronto.

PEOPLE IN THE NEWS

BRYAN DAY, formerly of Houston's Engineering Services, is now supervisor in the Baton Rouge plant's Manufacturing Planning and Coordination section.

DONALD HUTCHINSON, formerly of Manufacturing Technical Services in Baton Rouge, is now superintendent of Engineering Services, Pacific Coast plant. Don replaced **ROBERT SINNER** who returned to Baton Rouge on a rotational assignment as supervisor in Process Design.

JAMES McELDERRY was promoted from senior Technical Service engineer to Technical Services supervisor. For greater consistency of titles within the Chemical Engineering division, the title of assistant superintendent, Technical Services, in which Jim has been serving in an acting capacity, has been replaced by the title Technical Services supervisor with no change in responsibility and rank.

ROLLIN GALLOWAY and **OWEN RUSSELL** both have been transferred from the Detroit Laboratory's Products Application to the Technical Service division. They will join the staff of the Engineering Services section.

Frank McNally, director of Finance, New York, has announced the following personnel changes:

BRINK VAUGHN, formerly of the New York Control division, has been transferred to Data Research in Baton Rouge as a program analyst; and **THOMAS PRENDERGAST** is now supervisor of the Financial Analysis and Reporting section in New York.

Promotion for three employees in General Engineering at the Baton Rouge plant have been announced. **EDDIE KLEIN-PETER** is now senior Electrical Engineering associate and has assumed general supervision of the Engineering department's electrical projects; **JARVIS MICHIE** became civil engineer, moving up from assistant engineer; and **HENRY SKEBO** has transferred from estimating engineer in Cost Control to assistant supervisor in Construction Coordination.

Two Baton Rouge plant men were transferred to Engineering Services at the Houston plant. **LEE BRIGGS**, formerly of Process Design, is now a Technical Service engineer, and **WILLIAM MORGAN** is now an economic analysis engineer.

IN THE FIELD



Two men of Research & Development at the Detroit Labs have been given new assignments in the Sales department.

GEORGE PORTH has transferred to the Houston district of the Gulf Coast Region as an automotive engineer; and **ARTHUR ZEITZ, JR.**, after the completion of certain research activities, will transfer to the Gulf Coast Region, Houston, Texas, as chief automotive engineer.

Chief automotive engineer **BOB HOGAN**, New York, made a "1961 Passenger Car Developments and Trends" presentation to the regional staff of the Southern States Coop in Richmond, Virginia. The presentation was arranged by field engineer **PRES BERRY**, Philadelphia office, who also showed the film entitled "Engineering of Agreement."

Pittsburgh district engineer **TOM HANLON** gave a "Fuel-Engine Relationship" talk to the division merchandising manager, district training manager, and service station dealers of the Gulf Oil Corporation in Pittsburgh, Pennsylvania.

JACK FULLER and **MARVIN RUSSELL**, both of the Los Angeles district office, held an all-day training session for new sales personnel of the Wilshire Oil Company in California.

Marv also presented several Multipurpose Additive meetings for personnel of Richfield Oil in Arizona.

In addition, Marv has been very active at the Inpound where the 1961 Mobilgas Economy Run is being set up. More than 60 cars have been entered in this largest ever run. Marv is an official of the event and is primarily concerned with technical aspects.

HOWARD GERBER and **EDWARD SMITH**, both of the Houston office, were the Company's representatives attending the Gulf Coast Regional NGAA meeting held recently in Corpus Christi, Texas.

VINCE HANLON, field engineer in the Atlanta district, made a "Know Your Gasoline" presentation using a single cylinder demonstration engine before a division manager, a district training

manager and dealers in Texas in Atlanta, Georgia.

Pittsburgh district automotive engineer **ROBERT KIMPTON** made a three-hour "Diagnosis of Engine Failures" presentation in Philadelphia to some of the Atlantic Refining Company home office technical men and all of their automotive engineers from their entire marketing territory. The meeting was arranged through **ED MICHAEL**, account representative in Philadelphia.

Bob also made the "Diagnosis of Engine Failures" and "Fuel System Deposits" presentations at a meeting in Cincinnati to Gulf Oil district managers from Ohio, Indiana, and Kentucky and Cincinnati sales personnel.

HARRY MANNING, regional merchandiser, Los Angeles district, was a key speaker at the Spring Convention of Intermountain Oil Marketers Association in Las Vegas. Background material for his speech, entitled "Taking the Fog Out of Writing," was supplied by **JOHN LANE**, superintendent of Information Service at the Detroit Labs.

Field engineer **FRITZ MERCER** of the Atlanta district held meetings on "Modern Fuels and Engines" at Esso Standard, Division of Humble Oil dealer-trainee schools in Charlotte, North Carolina, and Columbia, South Carolina.

AL RYAN, Denver district, and **BILL SABIN**, Chicago office, were speakers at the Frontier Refining Company sales meeting held in Denver. The subject of their talk was "Nomenclature factors affecting Octane Requirements."

ARCHIE SMITH, Atlanta district field engineer, was very active recently giving demonstrations and presentations before the dealers and company personnel of several oil companies.

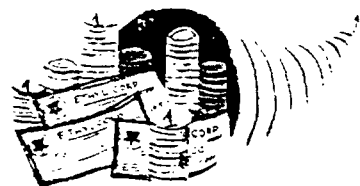
Archie held a four-hour meeting at Esso's Nashville, Tennessee, dealer training school at which he presented material from "The Story of Gasoline," "Gasoline Power Clinic," and "Know Your Gasoline." He also participated in a training session in Knoxville, Tennessee, by making a three-hour presentation entitled "Gasolines and Their Effects on Engine Operation" to Esso dealers, a district manager and a division school supervisor.

In Alabama he made the last three of eleven "Gasoline Power Clinic" presentations which he held throughout the South for Continental Oil Company's area supervisors, division managers, and service station managers. The same presentation was also given to Shell Oil dealers throughout Tennessee.

He presented the "Fire Power" show to Shell Oil dealers in Knoxville and Chattanooga, Tennessee, plus another show for a large Esso consumer account in Chattanooga, and a presentation in Anniston, Alabama, for Pure Oil dealers from Oxford, Anniston, and Guntersville.

New York automotive engineer **DICK COURTNEY** gave the "Factors Affecting Engine Performance" presentation to dealers of Esso Standard in Albany and Gulf Oil in Schenectady. He used the single cylinder demonstrating engine, showed slides from "Combustion Phenomena in Automotive Engines" and the film entitled "For Better Performance."

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

DETROIT: **RUSSELL A. FARGO**, \$20.00 (Eliminate door latch on hot box room in F building); **CASSIE A. MILLER**, \$15.00 (Omit lines on mailing labels).

NEW YORK OFFICE AND SALES DEPARTMENTS: **PATRICIA BRIDDELL**, \$10.00 (Travel itinerary form be made up especially for secretaries); **ELIZABETH T. DOBSON**, \$15.00 (A sand urn for cigarette disposal be located in the entrance hall of our Gasoline Testing Laboratory building in Houston); **MILDRED LEWIS**, \$10.00 (propose redesign of Additive Sales Record Form); **SYDNEY MALLET, JR.**, \$15.00 (When field sample forms are printed the words "Research" and "Motor" appear in the spaces at the bottom of the form, also that the dividing line be made a double one to emphasize the separation); **DAVID L. MEINE**, \$20.00 (A metal awning be placed over the "Receiving" door on the north side of the Houston Laboratory building).

PACIFIC COAST: **ROY J. BROWN**, \$20.00 (Oil knock out pot on vacuum pump); **WALTER A. ECKHART**, \$15.00 (Guards on signal light switches); **ROBERT FERGUSON**, \$50.00 (Photo-electric cell); **ELMER F. GLASSER**, \$10.00 (Cover over exposed wiring at line feeder); **BILL HEDDING**, \$35.00 (Move Receiving de-

partment, etc.). **JAMES LOUCKS**, \$40.00 (Removable wells on sodium analyzer bulbs); **MYRLAND MRZENA**, \$10.00 (Autoclave vokes); **RAY MUSGROVE**, \$10.00 (Mercury catch pot for manometers); **HENRY PAUL**, \$15.00 (Move bearing on drive side of drum flaker); **HENRY PAUL**, \$70.00 (Buy sludge crane cable in bulk); **JAN PROPER**, \$15.00 (Device to keep "U" deaerator dry); **BRYON SUTTON**, \$15.00 (Waterproof cover on sludge drier switch); **WILLIE H. WALKER**, \$10.00 (Air hose connection at slag door).

EXTRACURRICULAR

B. B. TURNER, president of Ethyl, was again re-elected to a one-year term as board member of the National Industrial Conference Board for 1961.

As a result of attending night classes for two and a half years at LSU, **JARVIS MICHE** of Project Engineering in Baton Rouge was awarded his master's degree in civil engineering.

SYL LANGE, Industrial Engineering in Baton Rouge, has been appointed a member of the board of the Baton Rouge Kids Baseball Clinic, which is supported by Ethyl and other businesses and industries.

JESS TOVEY of the Houston plant was appointed to the Board of Directors of the National Management Association. Jess served as the 1960 president of the Ethyl Management Club.

CARROLL HEBERT of Safety in Baton Rouge was elected president of the Greater Baton Rouge Safety Council. **MRS. ARMSTRONG**, wife of Wallace Armstrong, resident manager of the Baton Rouge plant, was elected vice president for home safety and also to a three-year term on the board; and **MRS. HARVEY**, wife of Clarence Harvey, was named vice president of schools and colleges.

The Council, of which the Company is also a member, has been granted a charter by the National Safety Council. **George Simmons**, NSC district director, in presenting the charter to Carroll Hebert, stated that the charter was granted after a full appraisal of council programs, leadership and general operation.

Two Baton Rouge plant men and a wife of another were honored by the Camp Fire Girls Council. **JOHN MCCORNACK** of Purchasing was named a member of the Council's board. **JOHN FURR** of Training and **MRS. CATHEY**, wife of

Bill Cathey of Sodium Operations, were among those who received special Golden Jubilee Awards in recognition of their contributions to the Camp Fire Girls program.

Five Baton Rouge plant employees, headed by **E. O. JONES** of Purchasing and Traffic, have been named to important posts in the Louisiana Petroleum Council's Sixth District organization. Jones moves up to district president from president of East Baton Rouge Parish; **SHELBY LOWE** of EtCl Maintenance continues as district school chairman; **DORA PEPE** of Stores is assistant district secretary; **ELBERT MOORE**, Purchasing, heads the East Baton Rouge Parish Civic Affairs Committee; and **ARCADE PARKER**, Maintenance, is school chairman for West Baton Rouge Parish.

The following Baton Rouge plant men were appointed to important posts during the Istouma Area Annual Council meeting of the Boy Scouts of America:

CHUCK COLVIN of Purchasing and Traffic was re-elected president; and **WILLIAM STRADER** of Technical Operation was elected a new member of the Executive Board.

Re-elected to the executive board were **WALLACE ARMSTRONG**, **LEW BARNUM**, **HENRY BRADFORD**, **H. F. BRADFORD**, **GERRY GIRAITIS**, **JOHN KLOCK**, **SAM ROBERTS** and **DICK SCHNEIDER**.

Two Houston plant men, **CLARENCE LOWE**, maintenance general superintendent, and **HAROLD CUNNINGHAM**, safety supervisor, attended the Regional Civic Defense meeting held in Dallas. Harold served as a panelist on industrial safety.

BIRTHS



New York

JOHN and BARBARA GATTO LAURENZI—a daughter, **JANET EUGENIA**. Barbara was employed in the Tax section.

SID and JOAN CHASSY TURK—a son, **ROBERT IRA**. Joan is a former member of the Market Research group.

ON THE ROSTRUM



CLAUDE ARCENEUX, Chemical Research & Development in the Baton Rouge plant, presented a paper at the winter meeting of the Louisiana Society for Electron Microscopy at Louisiana State University. The title of his paper was "Special Applications of Replication and Related Methods in Electron Microscopy."

HUGH BOURQUE of Power in Baton Rouge was moderator of a symposium for student engineers at the University of Southwestern Louisiana. Hugh, a graduate of USL, and other industry leaders discussed "What Industry Expects of the New Engineer."

BEN BREWSTER of the Detroit Labs gave an address on antiknock compounds to the Petroleum Section of the Chemical Institute of Canada.

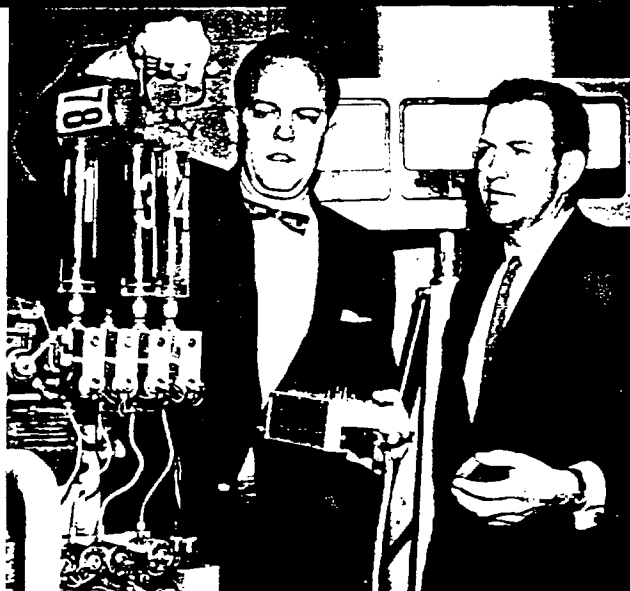
The talk presented by **MALCOLM MURDOCK**, vice president of Sales, New York, to the API on market expansion was reprinted in the *Humble Sales Lubricator*. While actual title of the talk was "Motorists Will Drive More," the introductory note to the concluding installment in the Humble paper read as follows: "Editor's Note: This is the conclusion of Ethyl Corporation VP M. P. Murdock's talk to API about what is being done to stimulate car travel." The talk appeared in two successive installments on the front page of the publication.

Six members of the Ethyl Management Club, Baton Rouge plant, have been chosen to present the program "Selling America" to the club and to other civic organizations in the Baton Rouge area. The speakers now participating in an orientation program are **CLAUDE ARCENEUX**, **LARRY DALLAM**, **DICK EISWIRTH**, **SYL LANGE**, **DICK PHILLIPS** and **BILL ROLSTON**. "Selling America" consists of three phases, "Know Your Freedoms," "Laws of Abundance," and "Inflation." The program was obtained by the club through the National Management Association.

PEOPLE

and

PLACES

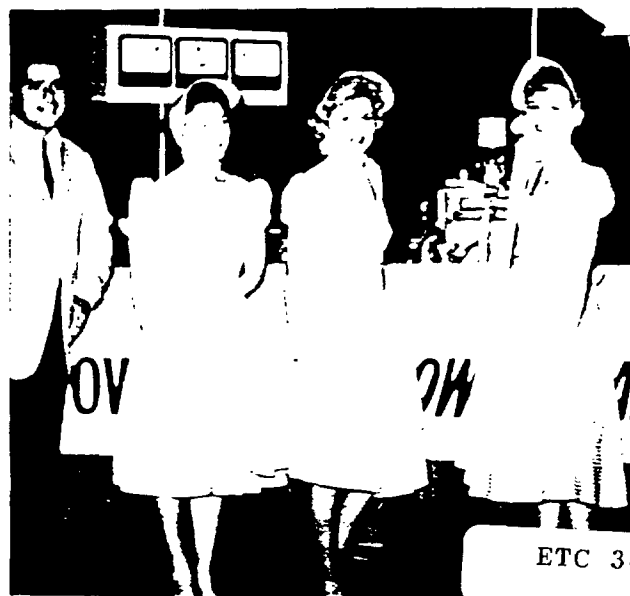


HOORAY FOR RAY

Ray Daugherty, San Francisco District field representative, recently was asked to appear before the Committee on Manufacturing, Oil, and Mining of the California State Legislature. Ray took a Dynaprover along to give background information on fuels and engines. Above, he gives a demonstration for Bruce Allen, Committee Chairman.

STARR GAZER

Gary Starr, New York District field representative, helped give Ethyl's Dynatrack demonstration at GLF's annual stockholder's meeting in Ithaca, New York. Despite some obvious distractions, Gary, left, and Ed Bacon of the Philadelphia District were able to make demonstrations every half hour illustrating the quality of GLF's Power Champ Gasoline.



ETC 34261



A check for \$300, largest suggestion award ever granted a woman employee at the Baton Rouge plant, was recently given to Mrs. Adah Sturgis, special laboratory assistant in Quality Control. Mrs. Sturgis's idea concerned an improved manufacturing process in the vinyl chloride plant. It was her fourth cash award.



SCIENCE YOUTH DAY

A group of high school students from the Detroit Metropolitan area recently marked Science Youth Day by visiting Ethyl's Detroit Labs. The day was chosen to coincide with the birthday of Thomas Edison. After touring the Labs, the youngsters met with Ted Carron, assistant director of Administration and Services, to discuss what they had seen. Ted,

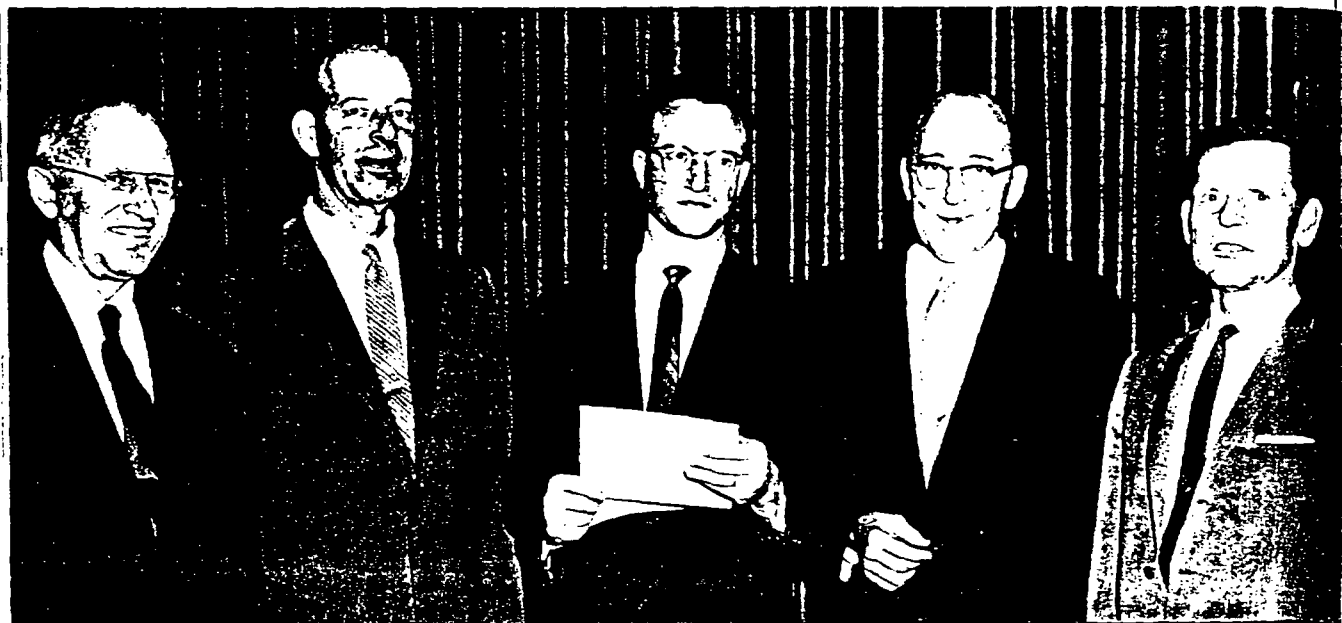
third from right, is shown above with the group while Ross Rife, standing, looks on. Ross later escorted the students out to Greenfield Village to join nearly 350 other guests and their sponsors at lunch. In the afternoon the entire party toured the Henry Ford Museum and took special note of the original laboratory of Thomas Edison, one of the Museum's major exhibits.

more people, more places

ETHYL EXPERT

John Wintringham, Senior Research Advisor for Research and Development, was the featured speaker at a recent Fuels and Lubricants Activity Meeting of SAE's Metropolitan Section in New York. John's subject was "Potential Passenger Car Powerplants." He discussed the suitability of various kinds of powerplants to compete in direct competition with the con-

ventional reciprocating gasoline engine. In addition he went into the expected passenger car population growth in the next five years and the corresponding gasoline demand. Below, John is pictured, second left, with a group of SAE notables including Bob Hogan, second right, Automotive Engineer and past chairman of SAE's Metropolitan Section.



ETC 34263



BETTER METHOD MEN

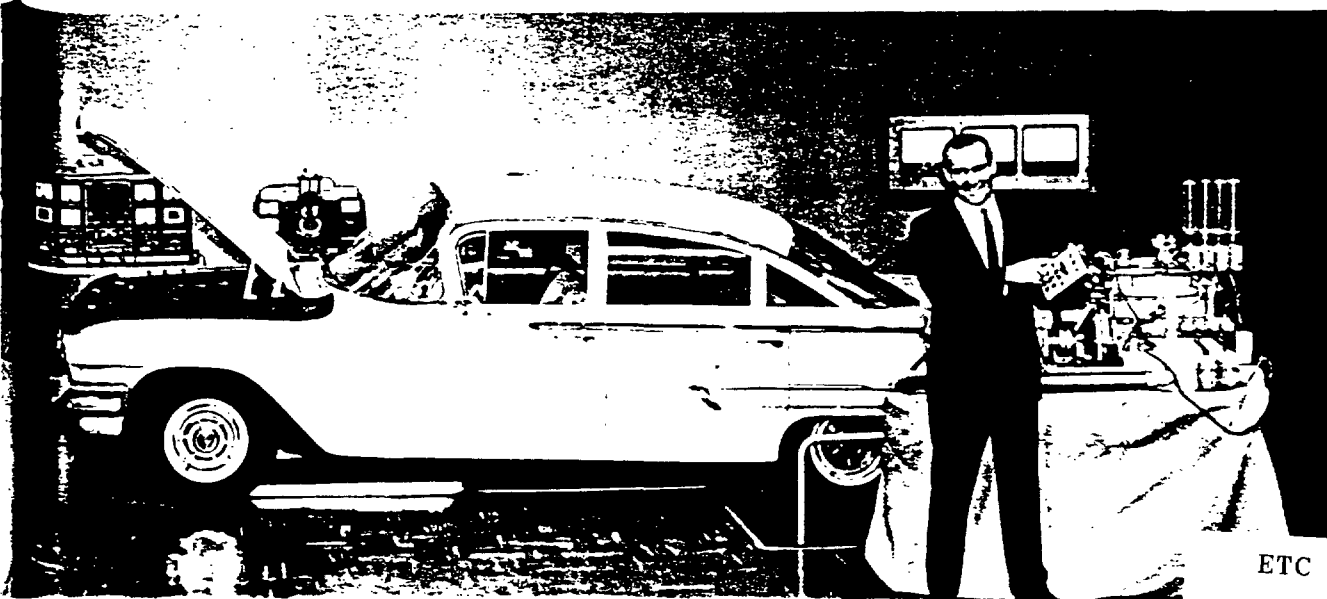
Two groups who have recently been graduated from the second series of the Better Methods training sessions in the Baton Rouge plant are shown above. In the group top left are, seated left to right: Harry Hinersnitz, Bill Rolston, Tom Barfield, Pat Harris, A. J. Parker and Chester Holmes. Standing, left to right, are: L. M. Davis, Aubrey Chaney, W. J.

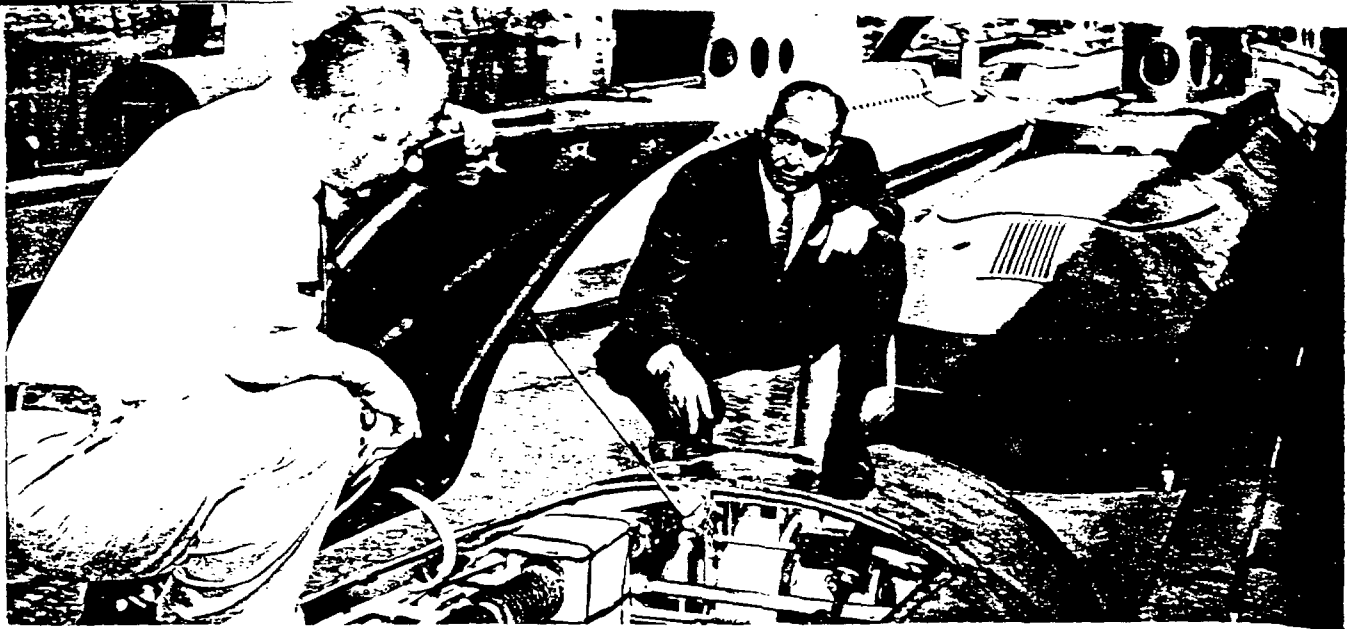
McFarland, Lloyd Stephens, and Buddy Bryant. Not shown: John Ward. In the class pictured above are, seated left to right: J. D. French, J. B. Norwood, Rex Conrad, Bob McGill, and Don Kirk. Standing, left to right, are: Joe Thompson, Joe Chaney, W. J. Tracey, and Jack Hague. Owing to the success of the course, a similar program is planned for Houston.

ERSKINE ON STAGE

Below, setting up for one of the customer company training programs held at Ethyl's Los Angeles Auditorium, Ed. Erskine, Los Angeles District field representative, checks out the Company developed Dynaprover Engine. Ed and his colleagues are often called on to assist with oil company dealer training programs which keep the Ethyl Auditorium a busy

place. The control panel in Ed's left hand controls, among other things, the fuel selection for the four cylinder Dynaprover Engine resting on the table. The engine is an easily portable demonstration unit which graphically records performance for any one of four electrically selected fuels. The car rests on the chassis dynamometer used at the Auditorium.





SUB SITED

The miniature submarines in the picture above are not a new secret weapon but part of an unusual fleet that takes youngsters down to the sea in ships at California's famed Disneyland. The man in the dark suit is Marv Russell, automotive engineer in Western Region, whose diversified job includes such activities as working with oil people to build customer satisfac-

tion. His broad experience has made him a troubleshooter in the field of fuel-engine consultation, and he is likely to find himself in the most unusual places. As a former designer and builder of race cars, Marv is familiar with small engines and has been called on several occasions to cope with problems that confront customers who supply fuel to the amusement park.

more people, more places

THEY WHO SERVE

The Ethyl Management Club at the Baton Rouge plant, which has been cited as one of the best organizations of its kind in industry, recently installed its officials for the present term of office. The four men on the right have been elected to serve. They are, in order, Elmo Dixon, president; Dave Johnson, vice president; Walt Janeczys, treasurer; and Ray

Metternich, secretary. They are being congratulated by Joe Culmone, outgoing area director of the National Management Association. Ethyl Management Clubs (there is also one at the Houston manufacturing plant) have proved both a social and industrial asset and have contributed their services to a number of important community enterprises.

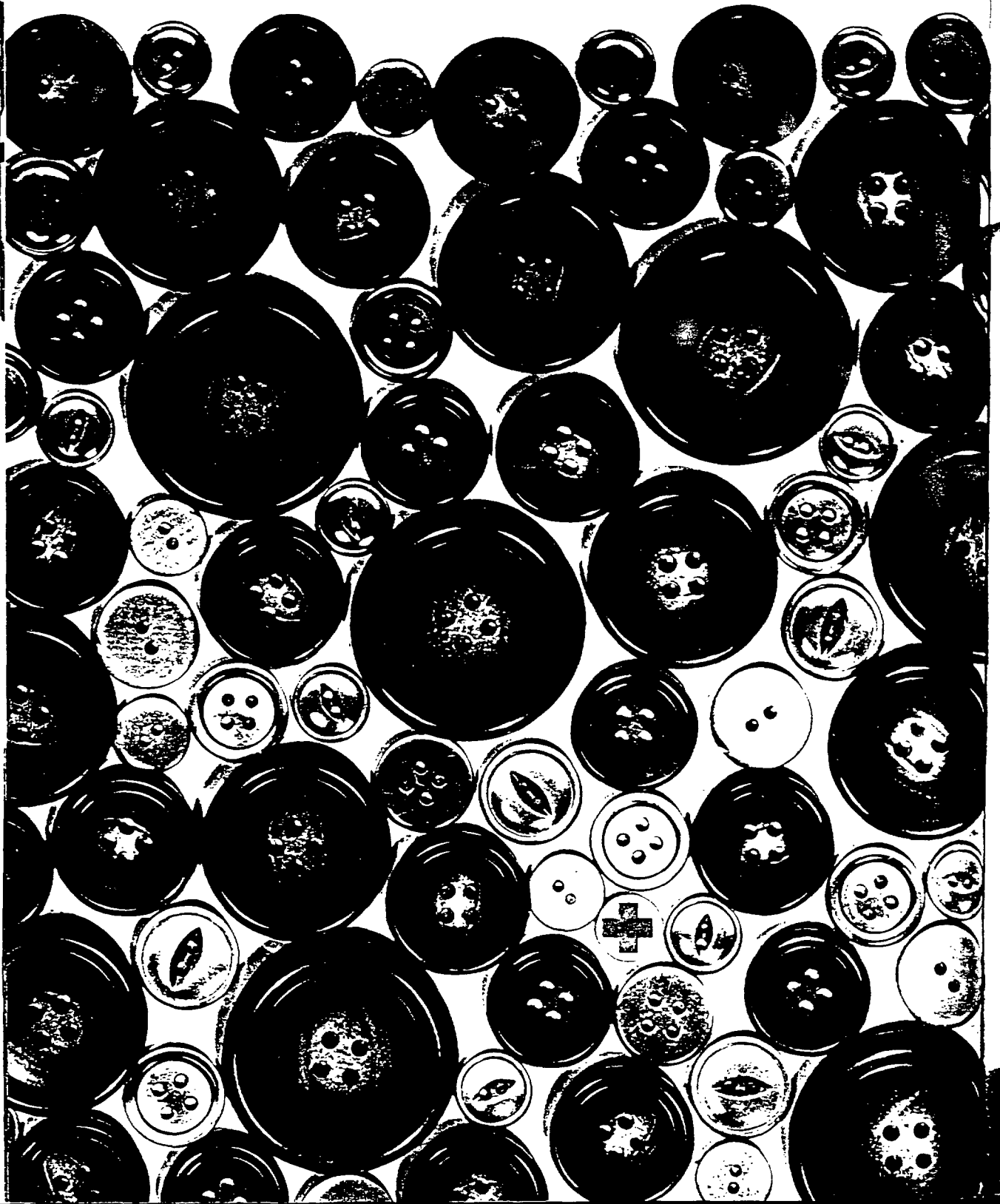


ETC 34265



Film fans will recognize the young lady above as Audrey Hepburn, who is shown in a scene from her forthcoming motion picture *Breakfast at Tiffany's*, which recently completed shooting in New York. What they won't recognize is that Ethyl, in a sense, is in the picture. The decorative sleep-mask worn by the actress is the handiwork of Dorothy Locke, receptionist at the New York Offices.

button, button, who's got the button



ETC 34267

ETHYL

bulletin board

APRIL 1961



ETC 34268

ETHYL

bulletin board

Published monthly by Ethyl Corporation and Ethyl Corporation of Canada Limited

IN THIS ISSUE	PAGE
Spring Song	2
What to Wear	4
Open for Business	8
Something in the Air	10
New York in a Nutshell	12
Medical Promotions	13
How to Pick a Family Doctor	14
For Your Entertainment	16
Milestones	18
Ethyl Welcomes	19
Personals	19
People and Places	22

Leonhard Dowty Editor
Edward Metcalf Associate Editor
Stella Sideris Editorial Assistant
Layout and art work by Stringfellow Agency

Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Ivan Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Bongero, Joe Forster, Russ Frank, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakoff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Joseph Hopkins, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Miriam Wallace; *Pacific Coast Plant*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake City*: J. S. Cole; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Harold Lee; *Yonkers Testing*: Catherine Henderson; *Yonkers Central*: Al Morschauer; *Central Office*: Ethyl Corporation of Canada Limited, *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER. In spring a young man's fancy may lightly turn to thoughts of love, but a young woman is more inclined to think of nuts. Christina Badura, New York General Sales, models a simple, dramatic straw. The story on what to wear this spring begins on page 4.

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

Printed in U.S.A.

Spring Song

Spring is the season that's golden.
The season nobody gets cold in,
Of gay flowered hats
And sunny cravats
And weather you cannot feel old in.

Spring is the season we thrive in.
The season we all feel alive in.
The time of the year
To be a pioneer
With all of the country to drive in.

Spring is the season that's joyous.
The season for men to feel boyous,
The season for girls
To fluff up their curls,
When nothing on earth can annoy us.

Spring is the season for wishing,
The time when we want to go fishing.
The season we dream
Of finding a stream
Just made for our feet to go swishing.

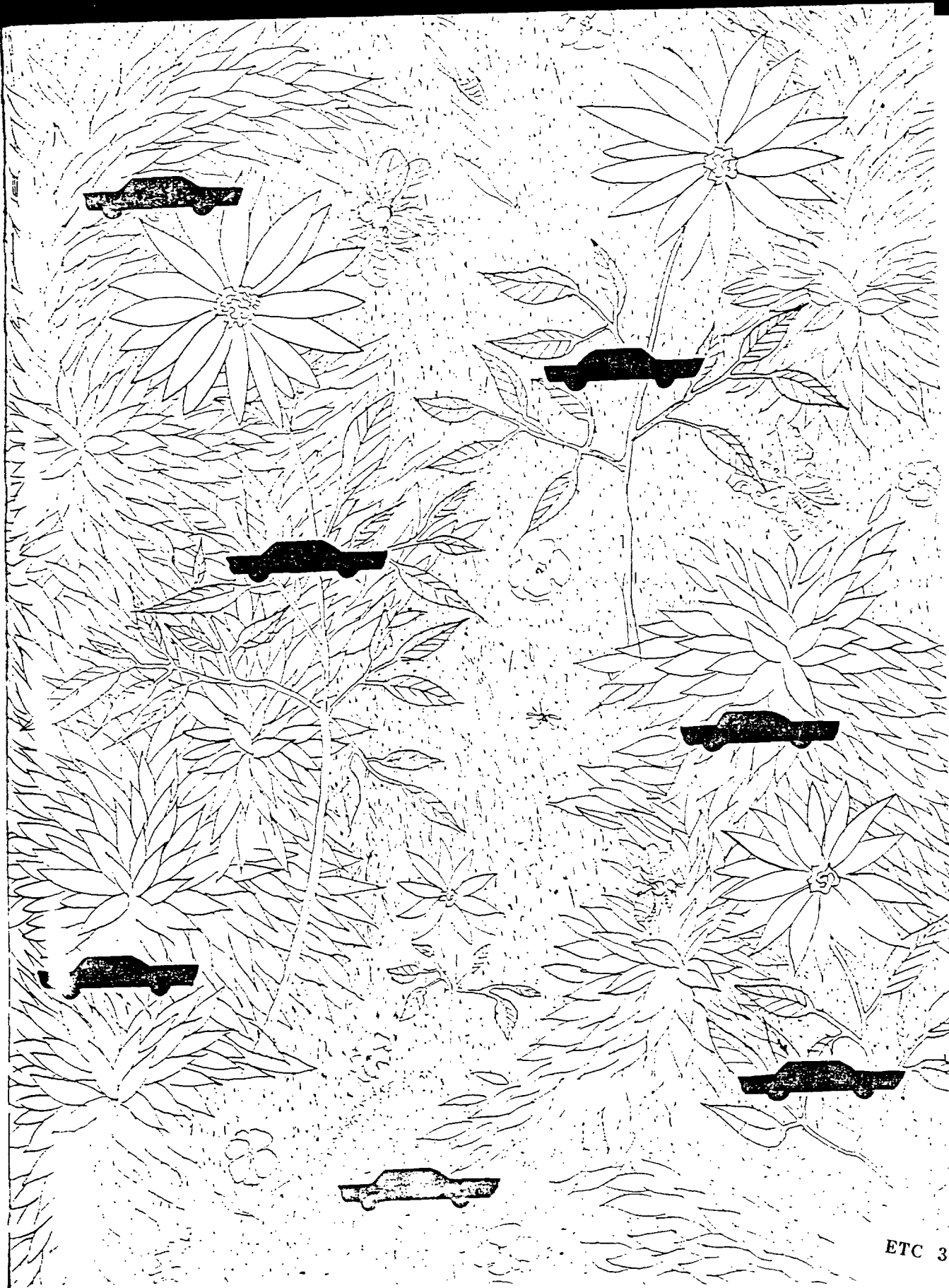
Spring is the country in flower,
The time when we use our horsepower
To take to the road
With a family load,
Delighted to drive by the hour.

Spring is the soft end of winter.
Spring is the countryside tinter.
The lark's on the wing,
The world's on a string,
The heart is a hundred-yard sprinter.

Spring is the voice of the turtle,
The time when the earth is most fertile.
The sap in our veins
Bubbles refrains
And there isn't a fence we can't hurdle.

Spring is the season we pride on
As well as the gas we've relied on.
The purr of a motor
For driver and boater,
The wonderful highways we ride on.

ETC 34269



ETC 34270

WHAT TO WEAR

On the road or when you get there, color and comfort are featured in this spring's dress parade for the American traveling woman

Spring is more than a season; it's a delightful state of mind, particularly for the female of the species. Though the call of the open road bids us all to head out for the wide country, the Magic Circle in which the girls travel—be it North, South, East or West—becomes a circle of fashion magic. Tresses are topped with gay and giddy hats from the sublime to the ridiculous. Color blooms strikingly bright and the cool fabrics of the season are a delight to the most jaded eye.

As the girls go, so goes the nation. Taking to the wheel, we hie to spring's sunny places where a weekend or a full vacation is suspended in time and we enjoy the privileges of our earnings and the freedom of our leisure.

No small part of our enjoyment is the American woman, a confection of style in her spring wardrobe, tailored especially for her feminine tastes. She is an addition to any spring scene.

To prove our point, several Ethyl employees from Detroit, New York and Baton Rouge showed us their preference in springtime wear. Some of the styles are simple; some are elaborate. All of them, however, reflect the good taste of our homegrown girls, who dress for comfort and still maintain an enviable sense of style.



The beach attire worn by Sharon Fitzgerald, Chem Research at the Detroit Labs, is composed of sunny shades of orange. It's from nearby Jacobson's.



Marie Lynn, New York Administration, models a pink suit and hat from Young Elite department of Saks Fifth Avenue. The suit is \$59.95; the hat, \$24.95.



Christina Badura, New York General Sales, has a difficult time choosing between three dramatic spring hats, also from the Young Elite department at SFA.



Jacobson's Capri pants with matching jacket are favored by Betty Kunz, Detroit Information, while Pateni's Judy Patvin wears reversible beach coat.



Top, Patty Ruth Carroll, Baton Rouge R&D, prefers a sweater and skirt for driving. Bottom, Erma Lee Eller, Baton Rouge Patent, chooses slacks and zebra tunic.



Anne Daul, New York Finance, wears bold black and white polka dot dress (\$39.95) and big, floppy black straw (\$24.95) from Saks' Young Elite shop.



Top, Betty Kunz is casual in a brown and white day-time dress. Bottom, Judy Potvin likes the comfort of a three-piece "town and country". Both from Jacobson's.





OPEN FOR BUSINESS

Latest addition to the family of Ethyl installations around the country is the new gasoline testing laboratory in Long Beach, California. Put in the heart of the Los Angeles Basin area to more easily and quickly serve a larger number of refineries, the Long Beach Laboratory has been equipped with the latest and finest modern devices for the precise measurement of gasoline characteristics.

With the new, more convenient location, Ethyl can make available to its customer companies a more complete and advanced assistance program. Maintenance on refiners' knock-testing engines, quick part replacement on knock-test equipment and cooperation with oil companies' training and educational programs — these and more areas of customer support will be greatly aided by the move. At the same time, services provided refineries anywhere west of the Rockies and in western Canada will in no way be interrupted or impaired.

Much equipment from the discontinued San Bernardino Lab had to be moved before Long Beach opened. Manager Bob Adams, Assistant Manager Dean Painter and their staff spent a busy week-end transferring materials and machinery to get the job done without a loss of time. Now, the new brick building is open for business and ready to serve.

So new that it has not yet been landscaped, the new Long Beach gasoline testing laboratory is already serving our customers west of the Rockies. Other scenes depict West Coast personnel on moving day.

Right, Vince shows a container of liquid air to a high school group.

Vince starts his lecture by outlining the basis for the development of thermometers years ago.



Above, rapt attention accorded Vince's talk is proof that science interests most young people.

At right, a thermos of liquid air is drawn off for experiment.



something
in the
air

Dr. Vincent Huizda, Detroit Chemical Research, has worked in and around liquid air for most of his adult life. Liquid air, an intensely cold liquid slightly blue in color, is such a subject of interest to Vince that he has taken to telling other people about it. In the past 10 years he has lectured to literally hundreds of groups on the remarkable qualities of liquid air in particular and the principles of science in general. He does this because he believes that much of the world of science is misunderstood and that people, especially young people, need a broader understanding of it to make decisions in a modern democratic society.

As Vince Huizda's use of liquid air lends itself to an interesting and dramatic presentation, his services as a speaker are much in demand. Over the last two years he estimates that he has talked before 35 high school groups besides numerous church, scout, and service organizations. The aim, however, is not primarily to entertain: it is to try to remove the veil of black magic which surrounds the world of science in the minds of so many laymen. Vince does this by explaining some basic scientific laws in a way that his audience can see and understand.

For this, he doesn't use tricks. There is fascination aplenty in the real thing. Using the basic laws of heat transfer as a point of departure and showing changes

of state induced by addition or removal of heat on an element, Vince reveals the many sides of science. He discusses its laws and its vagaries. In low temperature experiments, liquid mercury is frozen into a hammer-head; chlorine is converted from gas to liquid and solid; powdered rubber is made; a lead bell with a rubber clapper is cooled and made to ring. Altogether it is a venture into science which for the audience is both informative and fun.

Vince is a veteran of 24 years service with the Company. As a researcher his work has ranged over a broad area of Metalorganics, Physical Chemistry. While working for his doctorate at Brown University, Vince first heard of Ethyl from one of his professors, Dr. Kraus. It was this same scientist whose researches uncovered the way to produce tetraethyllead in commercial quantities—basically the same method being used today. It was fitting that Vince join Ethyl as his old mentor contributed so much to its beginnings.

The Engineering Society of Detroit arranges for Vince's talks. He is but one of many Ethyl people at the Labs who give of their spare time to lecture outside on their specialties. Their contributions enrich many community programs. That they do it is a good way of telling others of Ethyl's community spirit.

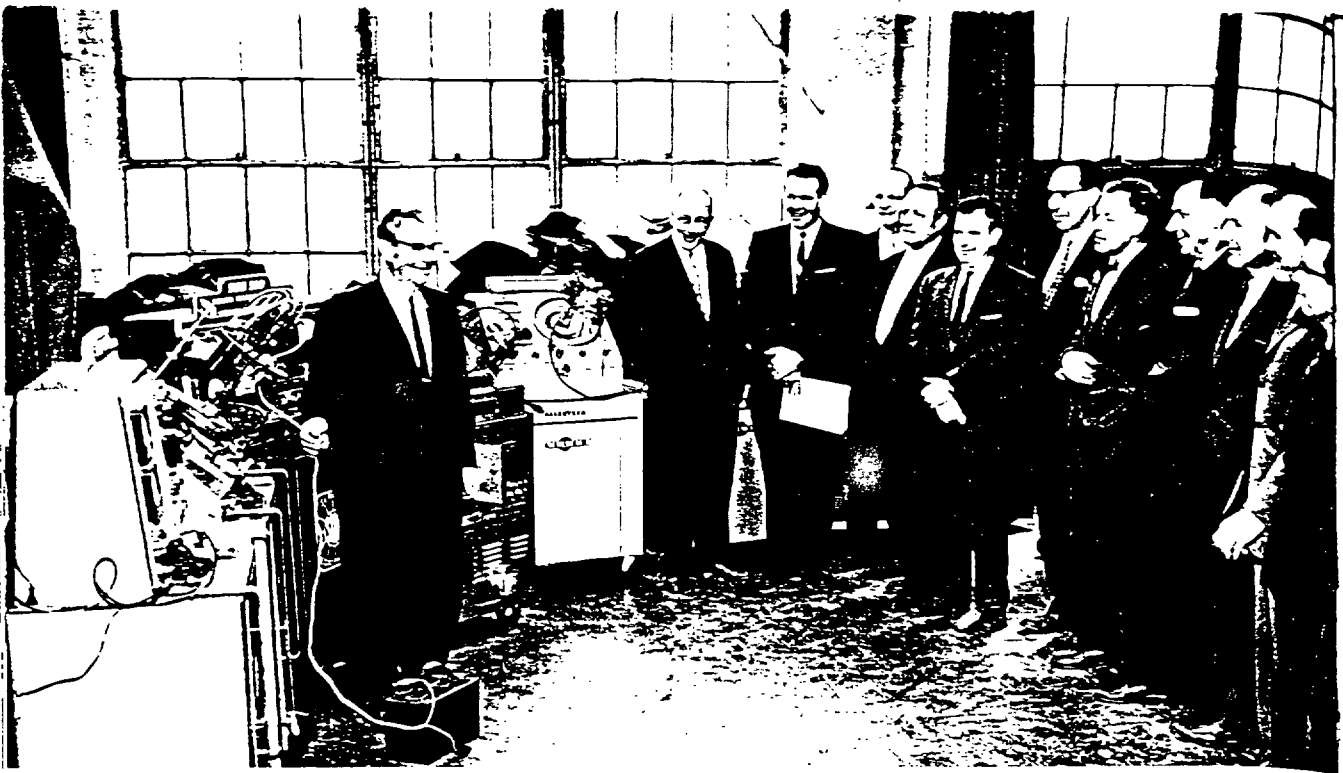
Vince often uses liquid air during work on his own researches, below.



Above, Vince pours out liquid air and explains its characteristics.



Before a young science class, Vince describes the laws of heat transfer.



Fleet Engineer Don Williams explains the importance of instruments in engine maintenance to the New York group.

new york in a nutshell

The men of the New York district recently met at the Sales Auditorium for a compressed two-day program that enabled them to take a collective view of their operations. The meeting was conducted by Bill Rusher, New York district manager, who delivered the opening remarks along with Dick Murphy, manager of Eastern Region.

On the first day, Alon Cole, chief refinery technologist, and Bob Hogan, chief automotive engineer, conducted a product conference. The following day was devoted to Product Service and Safety, Sales Promotions and Presentations, Automotive Services, and the future of Ethyl Corporation. The subjects were respectively covered by Jim Baldwin, Joe Hopkins, Dick Courtney and Redge Bushell.



Bill Rusher, New York district manager, is flanked by Dick Murphy, manager of Eastern Region, and Redge Bushell, assistant manager.

MEDICAL PROMOTIONS

Dr. Frank Princi, who has served as associate medical director of the Company since 1959, has been promoted to the position of medical director, succeeding Dr. Karl V. Kitzmiller, who will serve as staff medical advisor.

Dr. Lester W. Sanders, who has been associated with Ethyl Corporation since 1925, succeeds Dr. Princi as associate medical director.

Dr. Princi, professor of industrial medicine and assistant director of the Institute of Industrial Health at the University of Cincinnati as well as associate director of the Kettering Laboratory, has been associated with the medical activities of Ethyl Corporation for the past 12 years. He was awarded his BA and MA degrees from the University of Colorado. Further graduate training ensued as a Rockefeller Fellow in Industrial Hygiene and general medicine, and in the Department of Clinical Physiology at the Trudeau Sanatorium. Dr. Princi is a member of numerous professional societies, among them the American Public Health Association, the American College of Physicians, the American College of Occupational Medicine and the American Medical Association, of which he is vice chairman of the Section on Preventive Medicine. He is also a consultant to the Air Force, to the surgeon general of the Army, the Los Alamos Medical Center and Scientific Laboratory, the National Research Council, the American Public Health Association and other distinguished agencies.

Dr. Sanders received his MB and MD degrees from the University of Cincinnati, where he has been assistant professor of industrial medicine in the Department of Preventive Medicine. He is a member of the American Medical Association, the American Academy of Occupational Medicine and a fellow in the Industrial Medical Association.

Dr. Kitzmiller has been on Ethyl's medical staff for 35 years. His BS and MD degrees were received at the University of Cincinnati, where he has been associate professor in the Institute of Industrial Health. He is a member of the American Medical Association, the American College of Physicians and is a diplomate of the American Board of Internal Medicine and of the section in Occupational Medicine of the American Board of Preventive Medicine.



Dr. Frank Princi



Dr. Lester W. Sanders



Dr. Karl V. Kitzmiller

HOW TO PICK A FAMILY DOCTOR

Some people go about the business of selecting their family doctor with no more care than they would give to the purchase of a postcard. To be sure, many families have used the services of the same physician over the years by dint of circumstance or tradition, but in an increasingly mobile American population, such instances have become more rare. Recent figures reveal that one out of three families in the United States move each year, and this surprising figure suggests that a great number of people are having to select all kinds of goods and essential services within a completely new environment. Choosing a family doctor must hold a high priority in any such selection. Wherever and whenever a family moves, the means of communicating with competent medical help must, of necessity, be always at hand.

In many cases a particular medical requirement must be met, which influences selection, but all too often people attempt to fill the void on a recommendation from a new-found friend or chance acquaintance. Despite the friendly intent of such volunteer information, a complete reliance on it might inadvertently lead to harmful results. Beyond the particular medical skills required, a cordial personality alignment between the doctor and his prospective patient is an



their
ould
many
ician
ition,
tion,
gures
nited
sug-
g to
ithin
mily
ction.
neans
must,

ment
ll too
enda-
ance.
orma-
ently
dical
t be-
is an

ingredient not to be overlooked. That doctor who is amenable to one family group may, through the fault of no one, not be so congenial to another family.

Generally speaking the doctor best suited for treating the entire family is usually a general practitioner or an internist. Such a man can successfully handle about 85 percent of the illnesses that are likely to crop up in your home. By putting all medical care in the hands of one such man, several advantages accrue to family and doctor alike. The family gets a one-stop medical service which is convenient and the doctor gains a familiarity with medical histories and family environment which aid him considerably with diagnosis and treatment. Too, knowledge of the whole family health history can not but be helpful when a decision for more specialized care may be warranted. It is much easier for the medical quarterback to call the plays when he has access to all pertinent facts.

After it has been determined what kind of doctor can best meet the family needs, you can next proceed to actual selection. When this is being done in an unfamiliar community, the best possible means of getting proper information is to contact the local county medical society. They will be delighted to supply a list of qualified men in the vicinity. To further buttress

your decision before calling a man on the list, you may want to check over the names you have gotten in an American Medical Directory, which can be found in most libraries and hospitals. This book tells you the age of the physician, the medical school he attended, his specialty, his length of practice and his professional associations.

When this material has been gone over, call the doctor who seems most likely to fit your needs and ask for an appointment. Tell him why you have come and, above all, be frank. Ask about fees, night calls, hospital connections and anything else on your mind. You will find that the doctor is most appreciative of your candor.

Look around the offices and take a longer look at the doctor himself. If you like him on sight as an individual—he's probably your man. If you decide definitely, see to it that all the medical data on your family is promptly put in his hands. This will get you both off on the right foot.

These few, simple steps have the merit of reason. If you need to find a doctor, give these suggestions a try. You'll know you've done the best for your family and you'll find, in the process, that picking a doctor is a rewarding investment for the future.

Figures Courtesy of Schoenig & Co., Inc., N. Y.



ETC 34282

FOR YOUR ENTERTAINMENT

BOOKS



Anita Loos is back in form, kicking up her heels with all the verve that made *Gentlemen Prefer Blondes* a classic of its kind. Her new novel **NO MOTHER TO GUIDE HER** (a McGraw-Hill publication) is the story of a film star of yesterday and the Hollywood that was. What Miss Loos does with both of them—Viola Lake and the gilded film capitol—is devastating and delicious. Her pen is dipped in brine, but it's a feather pen with a breezy plume. Miss Loos trots her characters out from the stable like frisky colts, but watch out for their kick. A murder case is the reason for getting the characters together and it serves just perfectly.

Suburbia is again the topic of a new novel, one that is heads and shoulders above the usual fare that attempts to depict life within commuting distance of Manhattan. A Little, Brown book, **REVOLUTIONARY ROAD**, is the work of Richard Yates, whose theories you may not be in sympathy with, but whose prose is extremely accomplished. In setting forth his story of a young married couple in Connecticut, the author has also looked in on their friends and neighbors, a group of people who are riddled with human foibles. Mr. Yates treats them kindly though he reveals every chink in the armor. His material offers nothing new, but his penetrating pen has eyes in the back of its head. In lesser hands the results would have been disastrous but Mr. Yates' marvelous command of words and situations elevates his novel immensely.

V. Sackville-West's **NO SIGNPOSTS IN THE SEA** is a love story that is both tender and mature. In a very few pages, the noted British authoress has conveyed her command of character as she tells of unrequited love aboard a liner. A Doubleday book, the new novelette is told from the point of view of a famous journalist with a short time to live. His love for a widow is the cause of his perplexity. Sparing with words, Mrs. Sackville-West writes simply and to the point, pulling out emotion without wallowing in sentimentality. Her tremendous technical skill is apparent and her story is quite appealing.

Readers of short fiction will again find a smorgasbord of literary quality in **PRIZE STORIES 1961: The O. Henry Awards**. A Doubleday annual, the latest volume is edited by Richard Poirier, who has done a commendable job. The selections are uniformly excellent and they run a wide range. The first prize winner, *Tell Me a Riddle*, fully deserves the recognition. Others in the anthology run it a close second. For the most part, the stories are the work of newcomers, though Arthur

Miller is represented with a remarkable contribution, *I Don't Need You Any More*. The stories are largely from "the little magazines" but *The New Yorker* and *Esquire* are also among those represented.

AN ONLY CHILD, Frank O'Connor's autobiography of his childhood and early manhood, is a wonderfully warm and wise chronicle that transcends mere autobiography. The Knopf publication not only depicts what it was like to grow up in Ireland in the beginnings of the century, it evaluates a heritage and looks at a life influenced by all that touches it. It is gay and sad, beautiful and ugly, touching and repelling. Most of all, it is masterly. Mr. O'Connor's words are simple and lyrical and what he does with them has a kind of special magic that makes his recollections both entertaining and penetrating. He has some marvelous things to relate, but most of all it is his skill in relating them that sets his book apart.

Nora Johnson, whose stories are familiar to readers of *The New Yorker*, has turned to the college campus for her second novel, **A STEP BEYOND INNOCENCE**. Published by the Atlantic Monthly Press, it is a distinguished entry on the spring roster. To say that it is the story of a modern college girl would not do it justice . . . and justice is a value that concerns Miss Johnson and the young people of whom she writes. In a quiet, direct style that is never mannered or artificial, the author weaves a story that grows out of the characters and has a consistent point of view toward their emotional and intellectual lives. No great explosions rip the pages, but a deep insight brings them to life.

Robert S. Kane, one of the nation's leading travel writers, has concentrated on The Dark Continent in his latest volume **AFRICA A TO Z**, a Doubleday book. Not concerned nearly so much with the political scene, Mr. Kane has compiled a book for the traveler, whether it be in reality or from the armchair. He has collected information on all of the 36 countries and depicted each in concise portraiture. He describes the gleaming modern cities and the dense jungles, the ancient ruins and the game preserves. There are illustrations to accompany the text. Mr. Kane must have had an enviable journey that could hardly have been more complete.

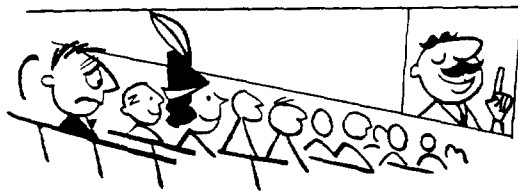
David Low, one of Britain's top cartoonist, is familiar as well to readers of *The New York Times Magazine*. Under the title **THE FEARFUL FIFTIES**, Simon and Schuster has collected some of his most brilliant drawings from the last decade and the anthology is an explosive group of words and pictures that tells the history of the decade with savage humor. Mr. Low's pen is loaded with dynamite and he uses it with abandon to kid the pants off such personalities as Khrushchev, de Gaulle, McCarthy, Churchill, MacArthur, Eden and just about anyone who happens to leave an imprint upon the international scene.

THE WALLS OF HEAVEN, a Simon and Schuster novel, is a thoroughly exciting book that takes place in Phrygia, a country of sharp ancient and modern contrasts. A Harvard professor finds himself up to his ears in the intrigues of a group of exotic

people caught in the struggle for power in the Middle East. There is a dictator who believes to be divinely descended, a diplomat of extreme power, assassins, amorous women and hordes of warring Christians and Moslems. Told on a big scale, it is both a remarkably entertaining book and an extremely provocative document of our troubled times.

Satire is a difficult literary form and its masters are few and far between. Satirical writers have usually in mind to treat a serious subject in a humorous way. No contemporary author can match Peter DeVries in the art of writing satire and if proof were needed, one could find convincing proof in Little, Brown's publication of **THROUGH THE FIELDS OF CLOVER**. Scattering puns and outrageous characters like grass seed through the narrative, DeVries manages to be funny while making some trenchant comments on modern mores. If satire is your dish, count this one as a main course not an appetizer.

MOVIES



Mildred Savage's highly successful novel **PARRISH** has been brought to the screen by Warner Brothers, and no expense has been spared. Although it is something of a disappointment, there is still a good deal to recommend it. For one thing, the scenery of the Connecticut tobacco lands is lush in Technicolor. For another, there is Claudette Colbert giving the scenery a run for its money and looking younger than springtime. On the plus side, add an excellent performance by Karl Malden as a tobacco tycoon. The rest of the major players are a group of young people lead by Troy Donahue in the title role. They are all attractive youngsters with varying degrees of unspectacular talent. As for the plot, just about everything under the Connecticut sun happens.

ALL IN A NIGHT'S WORK, a Paramount picture, is one of those lightweight comedies based on a mistaken supposition that compromises its star, Shirley MacLaine. A Hal Wallis production, it has very little, if anything, to say, but there is some delightfully witty dialogue, directed to a crackle by Joseph Anthony. Dean Martin costars, and Cliff Robertson and Norma Crane lend a helping hand. All in a night's entertainment, it adds up to enough laughs to keep you happy, most of them thanks to the gusto and perkiness of Miss MacLaine.

ONE-EYED JACKS hits the jackpot. Paramount's greatly publicized film, which Marlon Brando directs and also stars in, is that Western in a million and it bids fair to stand alongside *High Noon*, *Stagecoach* and *Shane*. Brando gives one of his best performances to date, and Karl Malden is equally impressive as his arch enemy. The Monterey peninsula has been caught magnificently by the camera. Though the tale of a young man who swears to get revenge on a man responsible for sending him to prison may sound trite, Director Brando has made it all seem as fresh and new as dawn. A long film, it cracks like a whip. Everybody involved has done himself proud.

For sheer hilarity, fasten your seat belt, load the whole family in the car and head for **THE ABSENT MINDED PROFESSOR**, as delicious a spoof of modern times as you are likely to laugh at this season. A Walt Disney Production, the new film has the farcical quality of the days of the Keystone cops and custard pies as it tells the story of a small town chemist who invents "flubber," a substance that defies gravity. As you may suspect, there are plenty of sight gags as just about everything that isn't nailed down takes to the air. In there pitching for the *homo sapiens* are such adroit performers as Fred MacMurray, Nancy Olson, Keenan Wynn and Ed Wynn, all of whom seem to be enjoying themselves enormously.

HOODLUM PRIEST, based on the biography of Rev. Charles Dismas Clark, a Jesuit priest who devoted his life to rehabilitating ex-convicts in St. Louis, is an honest and moving film from United Artists. Don Murray plays Rev. Clark and he does one of his best portrayals to date as a man bent toward a cause with an obstacle at every crossroad. There are some very realistic prison scenes that are powerfully depicted without capitalizing on sensationalism. Though the message is occasionally pounded a little too heavily, the story moves at a good clip and a cast of capable supporting players is to be heartily congratulated.

TELEVISION



CBS television will present Jackie Gleason in *The Million Dollar Incident* on April 21. The star will appear as himself in a drama in which a TV comic is kidnapped and held for ransom. The star-studded cast will include such home-screen personalities as Ed Sullivan, George Jessel, Everett Sloan, Jack Klugman and Harvey Lembeck.

OUR AMERICAN HERITAGE, an NBC regular and one of television's finest hours, will present an episode in the life of Robert E. Lee on April 22.

Under the title of **MAIN EVENT**, a series of outstanding fight films will bow in as regular Wednesday evening feature on NBC beginning April 26. Rocky Marciano will be the host.

Starting on April 27, CBS will present **SUMMER SPORTS SPECTACULAR**, an hour feature that will cover the world of sports, both spectator and participation. Shows are planned on fishing, yachting, rodeos, horse racing—you name it.

Also on April 27, Sally Ann Howes will star in the title role of *Jane Eyre* on CBS's **FAMILY CLASSICS**.

Larry Blyden, who has created many notable comic characters on Broadway as well as the home screen, will star in a comedy on the April 30 installment of **THE LORETTA YOUNG SHOW**.

On May 5, **THE HALLMARK HALL OF FAME** will present the first of three award-winning dramas in their recent script-writing contest. The initial entry is Jerry C. McNeely's *The Joke and the Valley*. It will be seen on NBC.

MILESTONES

30 YEARS



CHARLES E. COLVIN
Purchasing & Traffic,
Baton Rouge

20 YEARS



AUBEN L. ALMOND
Manufacturing,
Baton Rouge



ALFRED BECK
Research & Development,
Detroit



CHRISTOPHER E. BRUHL
General Sales,
New York



THOMAS L. COOPER
Manufacturing,
Baton Rouge



JAMES D. FRENCH
Manufacturing,
Baton Rouge



CHARLES B. KASS
Research & Development,
Detroit



LILLIAN F. KRAKER
Advertising,
New York



HENRY MILLER
Manufacturing,
Baton Rouge



GEORGE E. ORY
Manufacturing,
Baton Rouge



ROBERT C. SHARBAUGH
Research & Development,
Baton Rouge

ETHYL WELCOMES



SHIRLEY EMMETT is a stenoclerk for Finance in the New York office. Among her many hobbies is photography.



GEORGE LAPPIN, engineer for Technical Services in Baton Rouge, is a graduate of the University of Illinois.



FREDRIC NEWTON, a graduate of Purdue University, is a Chemical Engineer for Process Design in Baton Rouge.



LESLEY STOREY, a stenoclerk for General Services in New York, enjoys music, riding and home decorating.

NEWS BRIEFS

Ethyl Corporation and RICHARD COOK, editor of *ETHYL NEWS*, the company's bi-monthly external magazine, have been awarded George Washington Honor Medals for the second consecutive year by Freedoms Foundation at Valley Forge, Pa.

The awards in the company publication category are for *ETHYL NEWS'* "outstanding achievement in bringing about a better understanding of the American way of life."

The Advertising and Sales Promotion department and BULLETIN BOARD were both honored with an award at the 19th Exhibition of Printing of the New York Employing Printers Association. The Advertising and Sales Promotion group received its certificate for *To Expand Your Market*, a color brochure merchandising the 1960 marketing expansion program to customers.

Second classman BARRY HORTON, son of Frank Horton at the Houston plant, represented West Point as a "delegate" in a model United Nations assembly held at McGill University in Montreal.

GORDON JENKINS, son of Bailey Jenkins of Production and Planning in Baton Rouge, has been named outstanding "member of the week" of Company D-6 of LSU's Pershing Rifles. He has been promoted to corporal and selected as this year's freshman member of the Pershing Rifle Color Guard.

In the Central U. S. Ski Association's Junior Championships at Walloon Lake Ski Area, RON SOROOS, son of Harold Soroos at the Detroit Labs, took second place over-all in Boys' Class II (ages 14 and 15). He finished first in the slalom and sixth in the downhill run.

EMILIE STEFFEK, daughter of Carl Steffek of Purchasing in Baton Rouge, has been chosen one of two outstanding juniors at Baton Rouge High School. Among Emilie's activities are cheerleader, president of Y-Teens, and member of the Future Nurses, Latin and Physics Clubs. Emilie has maintained a "B" average throughout high school.

For the second consecutive year, the Houston plant is sponsoring a Future Farmers of America calf in the Pasadena School District. The Company purchased a young White Face calf for high school student Jimmy Medearis and he will keep the calf until next October at which time he will show it in the Pasadena Livestock Show.

WEDDINGS



Toronto

IRIS PEARRETT and HUGH FIDDAMAN were married February 11 at St. Thomas' Church. Iris is a member of the Sales department.

PEOPLE IN THE NEWS

JACK SIEBERTH has been promoted from manager of the Baton Rouge section of the Patent division to associate patent counsel, reporting to DON L. JOHNSON, patent counsel. He is succeeded by RICK GEAMAN.

JOHN BARKSDALE, supervisor of Sodium Maintenance at the Baton Rouge manufacturing plant, has been assigned to the position of supervisor of Maintenance Methods and Standards in Industrial Engineering.

Rotational assignments for several employees in the Manufacturing Department at the Baton Rouge plant have been announced.

H. F. BRADFORD is now superintendent, EtCl-VC1 Maintenance; ROY CLOTHIER has assumed the position of manager of Maintenance and On-Plant Construction; FRED HAMILTON is now superintendent, TEL Maintenance; JOHN KLOCK is manager of Operations; SHELBY LOWE is now superintendent, Sodium Maintenance; and VERNON SMYTHE is superintendent, Industrial Engineering.

ROLAND MCKENZIE, assistant superintendent, TEL Operations, Baton Rouge, started a special assignment of several months duration in Manufacturing Planning and Coordination. DON EVERSON, supervisor in Sodium Operations, is now acting assistant superintendent, TEL Operations.

Three employees of Research and Development in Baton Rouge have assumed new assignments. CHARLES COLVIN, III, was transferred to Manufacturing Technical Services as process engineer; GENE CROXTON is now in Process Design as a process design engineer; and TOM

LEEFER was transferred on a rotational assignment to Economic Evaluation as acting supervisor.

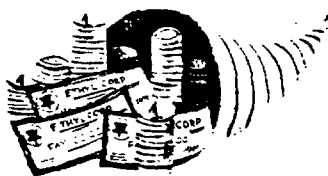
JOHN THIBAUT of Engineering has succeeded HENRY WALL of Process Design as head of the Methyl Chloride team in the Baton Rouge plant. John, who is continuing as project coordinator, is also maintaining communications with all departments involved in matters concerning the project.

Several organizational changes in Chemical Research and Development at the Baton Rouge manufacturing plant have been announced.

HYMIN SHAPIRO, formerly assistant director, is now research advisor; and JIM JOHNSTON moved from acting supervisor to senior research associate. Their new assignments will permit them to devote greater attention to the generation and evaluation of new research programs.

Other new assignments are: WALT FOSTER as assistant director; DON E. JOHNSON, LOUIS MENVILLE and DICK ZIETZ as supervisors; FRED FREY, acting supervisor; GENE ASHBY as research associate; and KEN LINDSAY, development associate.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

DETROIT: JAMES S. JACKSON, \$70.00 (Automatic starting of knock test engines in Dan 13); RUSSELL S. UNANGST, \$25.00 (Hoist pole for moving heavy objects to roofs).

NEW YORK OFFICE AND SALES DEPARTMENTS: W. R. BARNES, \$25.00 (A loose-leaf Product Service Manual be made up for customer operators); ELSIE H. COPELAND, \$10.00 (Lower two bottom signature lines to provide space on Activity Report form); E.R. ERSKINE and C. P. MICHEL, \$40.00 (Make available product merchandising and carrying kits for use by the Field) (Two separate suggestions covering two separate phases of the same problem); R. W. KIMPTON, \$65.00 (Sample cases be made up including representative deposits which

may occur in fuel systems) (This idea was not used, but it motivated an important Tech Note). ROMANA KULL, \$10.00 (Price and Product Information cards for Sales department personnel not to exceed 2 1/2" x 3 1/2", if and when possible, for easy insertion in a plastic window wallet); W. C. STERRETT, \$25.00 (Slogan for use on match book cover).

PACIFIC COAST: RONALD ALBRIGHT, \$10.00 (Wrench for valves on EtCl cars); HENRY PAUL, \$20.00 (Substitution of Lewis Pump Bearings); KEN G. SCOTT, \$10.00 (Trouble call for boiler area); BRYAN SUTTON, \$15.00 (Safety belt at melt pot).

EXTRACURRICULAR

JAMES BOUDREAU, director of Public Relations, New York, was reappointed a member on the CPA's Advisory Committee on Public Relations of the American Petroleum Institute for 1961.

BOB DOWNEY of Data Research in Baton Rouge assisted as a consultant in the preparation of the book *Louisiana State Accounting*, which was recently released by the Public Affairs Research Council. Edward Steimel, PAR executive director, expressed appreciation for Bob's contribution to the state financing study in a letter to Ethyl.

EDD MILLER, Houston plant Protection supervisor, served on an interview board in Pasadena upon the request of the Texas Department of Public Safety. The board interviewed a number of applicants interested in becoming members of the Law Enforcement Services of the Department of Public Service.

Eleven Baton Rouge plant employees and one Detroit Laboratory man participated in the 44th annual meeting of the American Institute of Chemical Engineers in New Orleans.

Participating in the preparation were FRANK CHEELY, Chemical Engineering, as chairman of the Plant Trips Committee, and TOM ALLEN, Technical Services.

ERIC BREIDENBACH, Process Design, was vice chairman of the Executive Committee.

B. M. GAUTREAUX, Process Development, was chairman of Technical Paper Judging.

MERLIN KOENECKE, chairman, GEORGE DANIELS, CHARLES HUNT and AL SMITH were on the Registration Committee. They are all in Technical Services.

his idea
an im-
KULL,
ormation
personnel
nd when
a plastic
ERRETT,
ch book

LBRIGHT,
on EtCl
Substitu-
KEN G.
or boiler
(Safety

R
ublic Re-
ointed a
Commit-
American

h in Ba-
in the
ma State
released
Council,
director,
's contri-
bution in a

Protection
ew board
st of the
ety. The
of appli-
members
rices of
ice.

employees
n partici-
ng of the
cal Engi-

tion were
Engineer-
rips Com-
ical Serv-

Design,
Executive

Develop-
cal Paper

GEORGE
and Al-
on Com-
ical Serv-

MARY ANN MARTIN, Engineering and Mathematical Sciences, was on the Ladies Committee.

Appearing on the program were Baton Rouge men PAUL MCKIM, Research and Development, and MERLE GOULD, Commercial Development; and TOM LOCKERBIE of Research and Development in Detroit.

RICHARD SCALES of the Detroit Labs was appointed a trustee of the Traffic Safety Association of Detroit. This organization, which is celebrating its 20th year, has helped Detroit win more top traffic safety awards than any other in the country.

A number of Baton Rouge plant employees served as judges at regional high school science fairs.

JULIAN HONEYCUTT of Chemical Research and Development was a judge for the chemistry exhibits during the local Baton Rouge regional fair at University High School.

SHELBY LOWE, Sodium Maintenance, and GEORGE BASS, Chemical Research and Development, were judges at the regional fair at Southeastern Louisiana College in Hammond.

MARTIN SMITH of Chemical Research and Development was a member of the planning committee for the local Baton Rouge fair.

BERNARD SOBEL and JIMMIE WARD, both of Engineering and Mathematical Sciences, were judges at the Lee High School Science fair. Bernie judged the mathematical division papers, and Jimmie was the judge on the student science exhibits.

ON THE ROSTRUM



During the 44th national meeting of the American Institute of Chemical Engineers held in New Orleans, TOM LOCKERBIE of the Detroit Labs, presented a research report on how refiners can produce today's gasolines most economically—and produce higher octane gasolines as needed with no major changes in equipment. Co-authors of the piece were JIM SEWELL, also of the Detroit Labs; and

A. R. Johnson and J. A. Knaus of the M. W. Kellogg Company.

At a recent Ethyl Management Club meeting, DR. RICHARD GREEN, Baton Rouge Medical, was a member of a doctors' panel discussion on detection and treatment of early stages of heart diseases.

BIRTHS



Detroit

ALLEN and DORA BOZUNG—a daughter, ANN MARIE. Allen is a mechanic in the Lab's Dynamometer section.

Houston

FRANK and MARY ZYCHA—a daughter, JENNIFER ZYCHA. Frankie is a laboratory technician.

Sarnia

GORDON and DAPHNE ARMSTRONG—a daughter, GILLIAN MARGARET. Gordon is supervisor of Financial Control at the plant.

CLAYTON and ROMA FAY—a son, DANIEL STEVEN. Clayton is an operating technician in Manufacturing.

Toronto

DAVE and CAROL WILSON—a daughter, LESLIE ANN. Dave is with the Eastern Sales division office.

IN THE FIELD

DICK COURTNEY, New York district automotive engineer, made a presentation entitled "Operating Variables Affecting Knock and Engine Performance" to the Parts and Service Managers Council of American Motors in Hempstead, Long Island. He used the demonstration engine slides from "Combustion Phenomena in Automotive Engines" and the movie entitled "For Better Performance."

New York district field engineer DON FORSDICK presented the safety film on the hazard of air in refinery operations, entitled "Danger! Air!" to 320 employees of Humble Oil and Refining Company in Everett, Massachusetts.

WHIT SWEENEY, Pittsburgh district representative, gave a talk on "Modern Automobile Engines and Their Fuels" to members of the Virginia Military Institute Branch of the American Chemical Society.

Atlanta district representative VINCE HANLON has been supplying the Atlanta region office of the American Oil Company with various maps and writeups on the Magic Circle Travel Clinic for their monthly newsletter, *Southeasterner*, which recently devoted considerable space to a resumé of Ethyl's study of the importance of women in the gasoline market entitled "Women on Wheels."

MAC MCCOOLEY, Philadelphia district representative, showed the "Danger! Air!" film to employees of the Gulf Oil Corporation Refinery at Girard Point, Philadelphia. The film was viewed by a group of operators in training to operate their new oxo plant.

IN MEMORIAM

It is with the deepest regret that we note the deaths of three Ethyl employees and an engineering contractor's employee as a result of the accident at the Baton Rouge plant on March 2.

The three Ethyl fatalities were Charles R. Johnson, Nelson O. Denham and Urban A. Callais. To their families we extend our sincere sympathy in their time of grief.

CHARLES R. JOHNSON, supervisor in TEL Operations, died on March 2. He had been with the Company since May, 1929, and at the Baton Rouge plant since April, 1938. He is survived by his widow, Jennie B. Johnson, and his mother, Mrs. Adah T. Oatman, both of Baton Rouge.

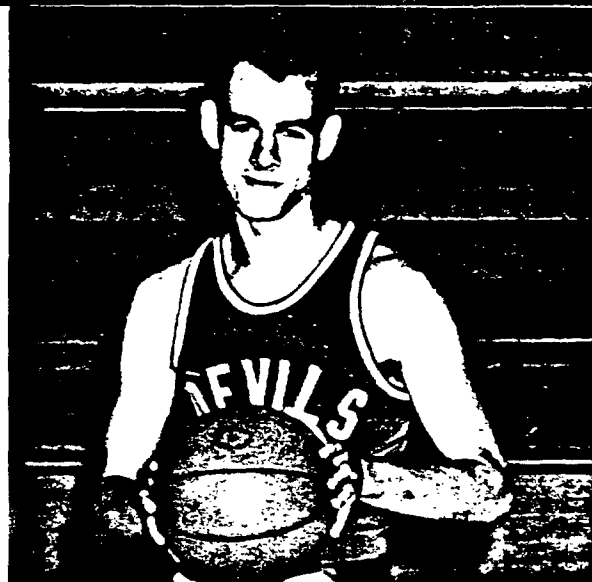
URBAN A. CALLAIS, operator first class in TEL Operations, died on March 2. He was employed by Ethyl in December, 1938. He is survived by his widow, Hazel D. Callais of Baton Rouge; his mother, Mrs. Albert Callais of Plaquemine, La.; two sons, Urban A., Jr. and Dale; a daughter, Mrs. Brenda C. Schmidt; two sisters and five brothers.

NELSON O. DENHAM, production foreman in TEL Operations, died on March 8. He was employed by the Company in April, 1937 as an operator helper second class in the sodium area. He is survived by his widow, Faye Y. Denham; two daughters, Mrs. Darlyn D. Kopcsó and Mrs. Ellen D. Jordan; two grandchildren; two brothers and a sister.



Both Ethyl Corporation and Thom Yates, New York Public Relations, were honored by The American Heritage Foundation for outstanding citizenship in connection with last year's election. The Company award, accepted by B. B. Turner, honored Ethyl's industrial statesmanship and Thom was singled out for his "Know Your Congress" presentation and two editorials on voting which ran in *The Saturday Evening Post* last fall. Foundation president John Cornelius, left, made the presentations.

PEOPLE and PLACES



CAGE STAR

An outstanding star with the Mt. Diablo High School basketball team in Concord, California, Merrill Downing has helped to keep "the Devils" near the top of the league this season. Merrill is the son of Jack Downing in the Finance section of the Pacific Coast Plant. A crucial basket scored in overtime by Merrill put Mt. Diablo in first place.

PAUL'S PRIZE

Officials of the Michigan Horticultural Society recently bestowed a special award upon Ethyl's Paul Thompson, Detroit Chemical Research, at the annual Detroit Flower Show. Paul was responsible for the exhibit of the Michigan Botanical Club, which featured 50 flowering plants and for which he received the special citation.



an Her-
ompany
t for his
Post last

ETC 34290



TRAINEE TRAVELS

Four new members of the New York office of the Finance department get a tour of the Baton Rouge manufacturing plant as a part of an extensive indoctrination course that took them to Baton Rouge during the final four-week stage. From left to right, the trainees are Lowell Swaidner, Bill Powell, Tom Bode-man and Joe McGurk, shown as they were being es-

corted through the plant's Central Stores. Their guide was Lester Mire, Stores foreman, who is explaining how jitneys are used to move heavy equipment. Pud Marix, Baton Rouge Finance, was in charge of the comprehensive schedule, while Ray Metternich, Baton Rouge Employee Relations, was responsible for setting up the plant tour.

more people, more places

F.S.M.I. FACTION

Three brand-new Ethyl graduates of a recent Field Sales Management Institute Course held in Cleveland, Ohio, are shown below along with an Ethyl alumnus of the course and two F.S.M.I. officials, right. From left to right are Doug Baker, Central Region merchandiser; Merrill Anderson, Cleveland District account representative; Dick Husta, Cleveland

District account representative; and Al Bingham, Cleveland District manager. Al had taken the course previously but was on hand to congratulate the new graduates. George Rosser, Eastern Region assistant manager, was another graduate, but was unable to attend the ceremonies. Doug, Merrill, Dick and George were all presented with diplomas.



ETC 34291

ETI
E
met
staff
mar.
finis
whi

O'C
G
onc
Ref
Thi
pre
safe



ETHYL AIDS

their guide
explaining
ent. Pud
ge of the
ch, Baton
or setting

Ethyl's regional merchandisers and representatives from Ethyl of Canada and Export Sales met recently with Advertising and Sales Promotion staff members and Frank Howard, Merchandising manager. The New York meeting was held to put finishing touches on the new Ethyl AIDS Catalog, which each of those present had a hand in preparing.

Shown left to right are: Harry Manning, Western Region merchandiser; Doug Baker, Central Region merchandiser; Bob Marks, New York; Ed McDonald, Export Sales; Frank Howard; Kearney Hurst, New York; Hal Thomas, Ethyl of Canada; Joe Hopkins, Eastern Region merchandiser; and Grant Scott, Mid-Continent Region merchandiser.

O'CONNELL'S 52ND

Bingham.
he course
the new
assistant
mable to
Dick and

George O'Connell, Eastern Region Product Service and Safety engineer, is pictured above, second right, with three members of the Mobil Oil Refinery staff in East Providence, Rhode Island. This was the fifty-second occasion at which George presented his flannel-board talk on storage tank safety before a customer company audience. The

presentation, "What's Going on Here?" was initiated by George, who has been asked to present it at refineries, home offices and other sales installations throughout the Eastern Region. The response by oil companies has been so favorable that 16 kits have been assembled with the necessary materials for giving the presentation in other of the Sales Regions.





BILL'S BOARD

Bill Purcell, field representative in the Tulsa district, recently presented Ethyl's "Know Your Gasoline" at a jobber meeting of Derby Refining in Republic, Kansas. Jobbers were invited to bring along their offspring, many of whom attended the illustrated talk and learned some of the basic facts about their dads' business.

more people, more places

MURPHY ON MARATHON

Windham College's Dick Murphy, Jr., left, son of Ethyl's Eastern Region manager, decided with some of his classmates to refute the notion that American youth had gone soft by walking from Putney, Vermont to New York City during Easter vacation. Their trek drew praise from the press and a congratulatory letter from President Kennedy.



RUSSELL RECHOSEN

Marv Russell, Los Angeles District field representative, is being congratulated on his reappointment to the Technical Committee for the Mobilgas Economy Run by Mildred DeRose, Western Region Office secretary. Marv was given that new Buick to drive during the event, which was conducted over roads from Los Angeles to Chicago.

TRAINING TALKS

Gathered for the fourth annual meeting of training personnel in New York are: (seated) Hylton Webb, Houston; Howard Gulick, New York; Fred Naylor, New York Sales; Ray Metternich, Baton Rouge; and Gene Hatfield, Pittsburg. Standing are: Ray Faller, manager of Training; Ben Hodge, Baton Rouge R&D; and Ted Carron, Detroit Labs.

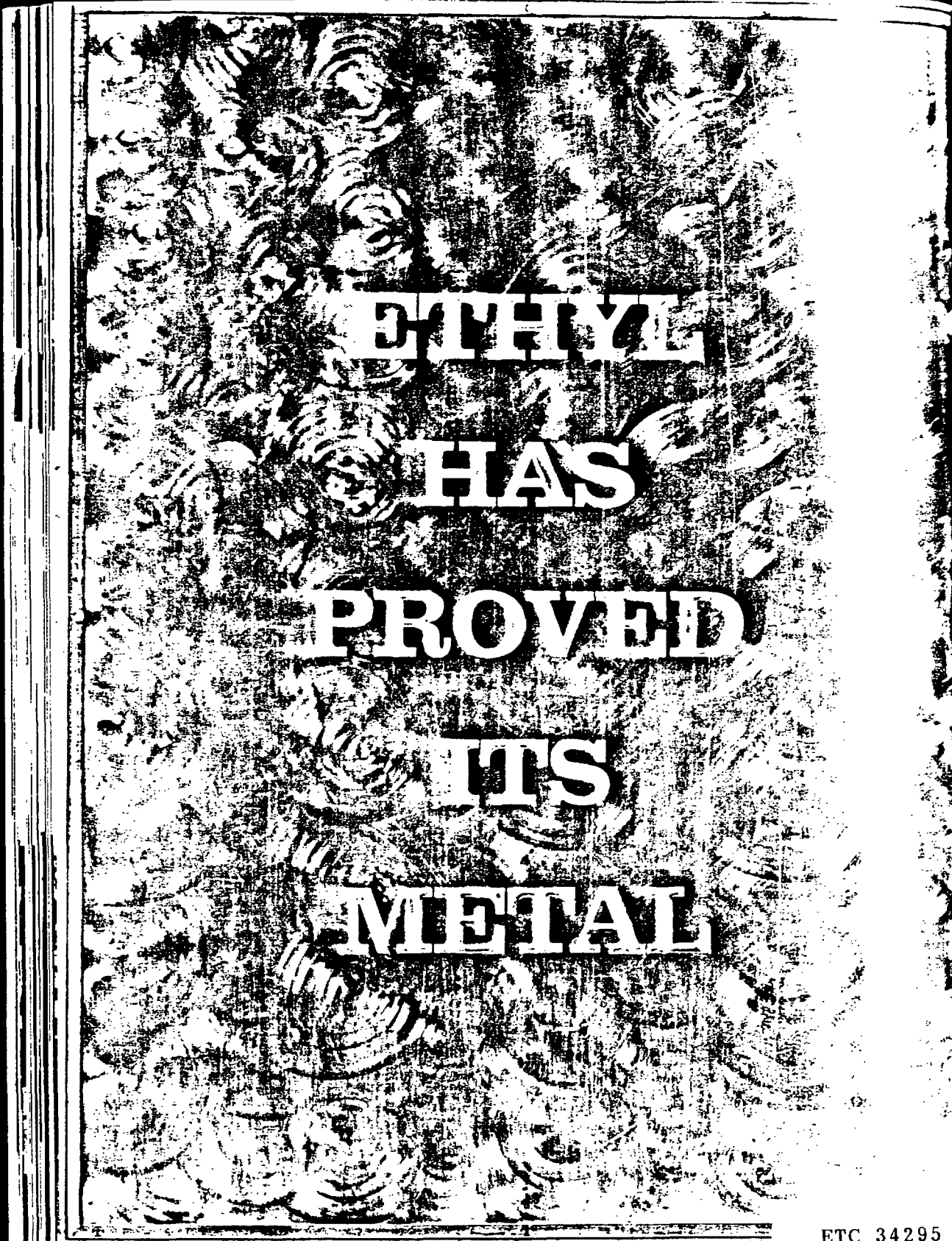


represent-
appoint-
Mobilgas
Region
Buick to
ted over

of train-
Hylton
rk; Fred
i, Baton
ling are:
ge, Baton



These metalwork figures were exhibited at the 15th Annual Exhibition for Michigan Artist-Craftsmen. Made of stainless steel and called "The Eggheads", the figures are the work of Mike Rometti, Detroit Laboratory Services. Observer Eric Owen, Lab Services, was one of many Ethyl people to visit the exhibition area.



**ETHYL
HAS
PROVED
ITS
METAL**

ETC 34295

ETHYL

bulletin board

MAY 1961



ETC 34296

ETHYL bulletin board

Published monthly by Ethyl
Corporation and Ethyl Cor-
poration of Canada Limited

IN THIS ISSUE	PAGE
Train of Thought	2
All Kinds of Cars	4
Highways to History	8
Body Guard	10
Salty Spree	12
For Your Entertainment	16
Milestones	18
Ethyl Welcomes	19
Personals	19
People and Places	22

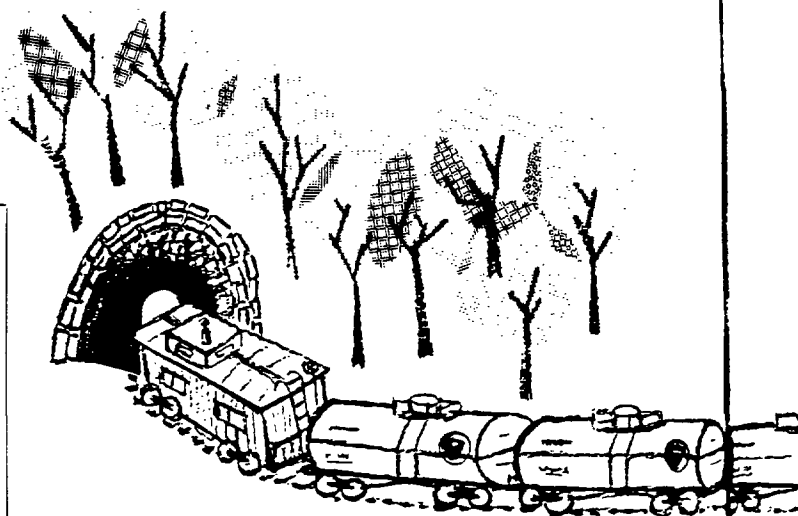
Leonhard Dowty Editor
Edward Metcalf Associate Editor
Stella Sideris Editorial Assistant
Layout and art work by Stringfellow Agency

Contributing editors — *Atlanta*: Louise Moffett;
Baton Rouge: Ben Hodge, Ivan Martin, A. J.
Robichaux; *Chicago*: Ham Greenup; *Cleveland*:
Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*:
Marge Baylerian, Jim Boag, Chris Bongero, Joe
Forster, Russ Frank, Les Motson, Ed Myron, Eric
Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva
Yanakeff; *Houston*: Dave Agnew, Don Connell,
Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane
Hudlemeyer; *Long Beach Testing*: Dean Painter;
Los Angeles: Harry Manning; *Mexico*: Mike Espi-
nosa; *New Orleans*: Maxine Blue; *New York*: Jim
Donohue, Erna Harris, Joseph Hopkins, Dorothy
Locke, Madge Lofthouse, Marilyn Sax, Miriam
Wallace; *Pacific Coast Plant*: Gene Hatfield; *Phila-
delphia*: Mary Levering; *Pittsburgh*: Meredene
Portzer; *Salt Lake City*: J. S. Cole; *San Francisco*:
Jeff Bessire; *Tulsa*: Carl Bartholomew, Harold Lee;
Yonkers Testing: Catherine Henderson; *Yonkers
Central*: Al Morschauser; *Central Office*: Ethyl
Corporation of Canada Limited; *Sarnia*: C. G.
Manore; *Toronto*: Alan Thomas.

ON OUR COVER: Wesley and Lorina Stark
(he's in Maintenance and Construction Plan-
ning at the Baton Rouge plant) get a close
look at the face of salt 1,000 feet below ground.
Wes made arrangements for the recent EMC
trip to Jefferson Island salt mines. Story be-
gins on page 12.

Published by Ethyl Corporation, 100 Park Avenue,
New York, New York. B. B. Turner, President;
William R. Perdue, Jr., Vice President and Treas-
urer; Herbert A. Savage, Secretary.

Printed in U.S.A.



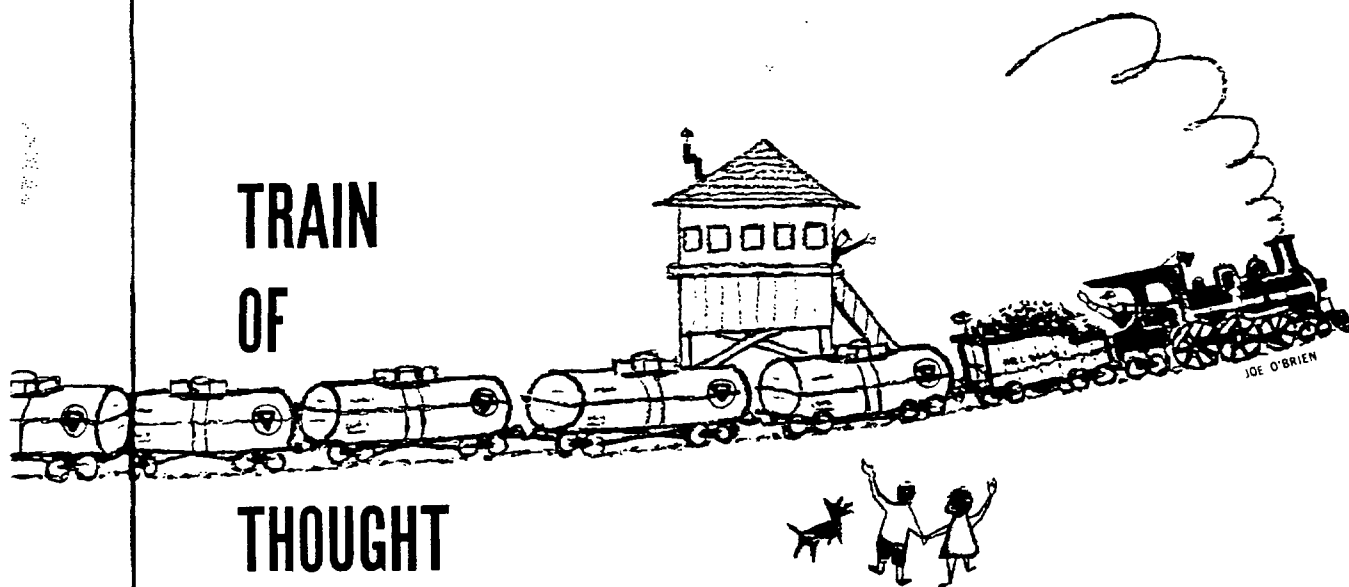
Through the rain.
Through the sleet,
Ethyl guarantees receipt
As those tank cars go rolling along.

Through the mud,
Through the snow,
Antiknock is on the go
As those tank cars go rolling along.

For it's hi-hi-hee
When it comes to quality.
Ethyl has always rung the gong.
For years and years
Ethyl's had no peers
As those tank cars go rolling along.

TRAIN OF

THOUGHT



Over land,
Over sea,
To the windward and the lee,
Watch those tank cars go rolling along.

Through the muck,
Through the mire,
Hear those wheels sing out in choir
As those tank cars go rolling along.

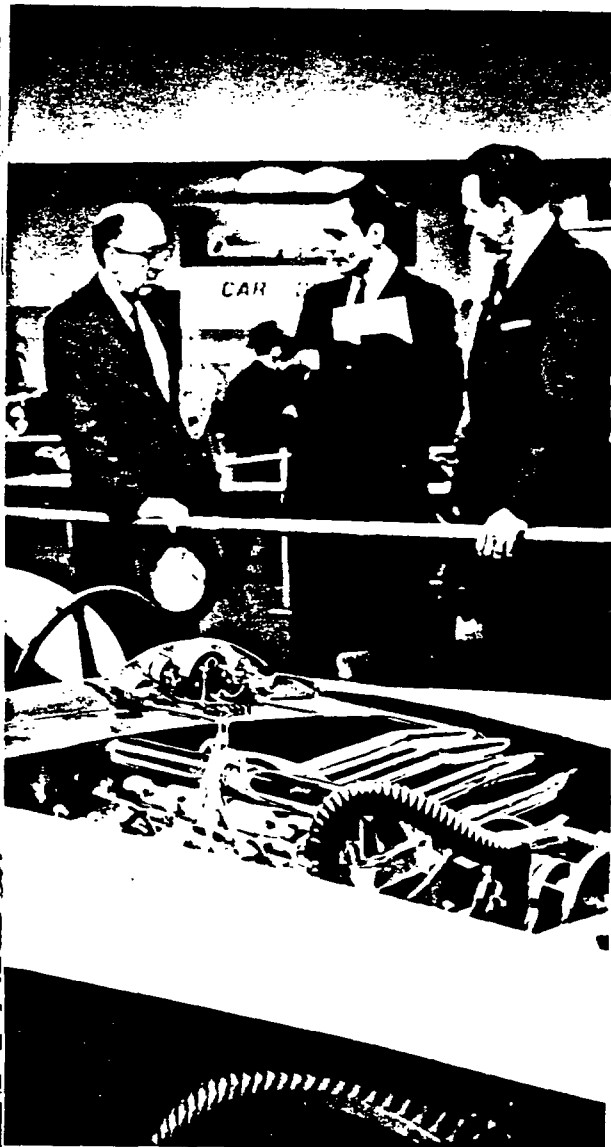
For it's hi-hi-hee
Customers agree
Ethyl is in there going strong.
From shore to shore
Ethyl's in the fore
As those tank cars go rolling along.

On the track
Hear them clack.
Ethyl's wheels are never slack
As those tank cars go rolling along.

Through the night,
Through the day,
Antiknock is on its way
As those tank cars go rolling along.

For it's hi-hi-hee
In cities A to Z,
Never a ping, a pung or pong.
Around the clock
We're shipping antiknock
As those tank cars go rolling along.

Below, Bob Hagan, Dick Courtney, and Bill Rusher of Eastern Region ponder a Corvair modified for racing.



Above, Bill Rusher examines an improvement at close range on a sleek 1961 model's dashboard.

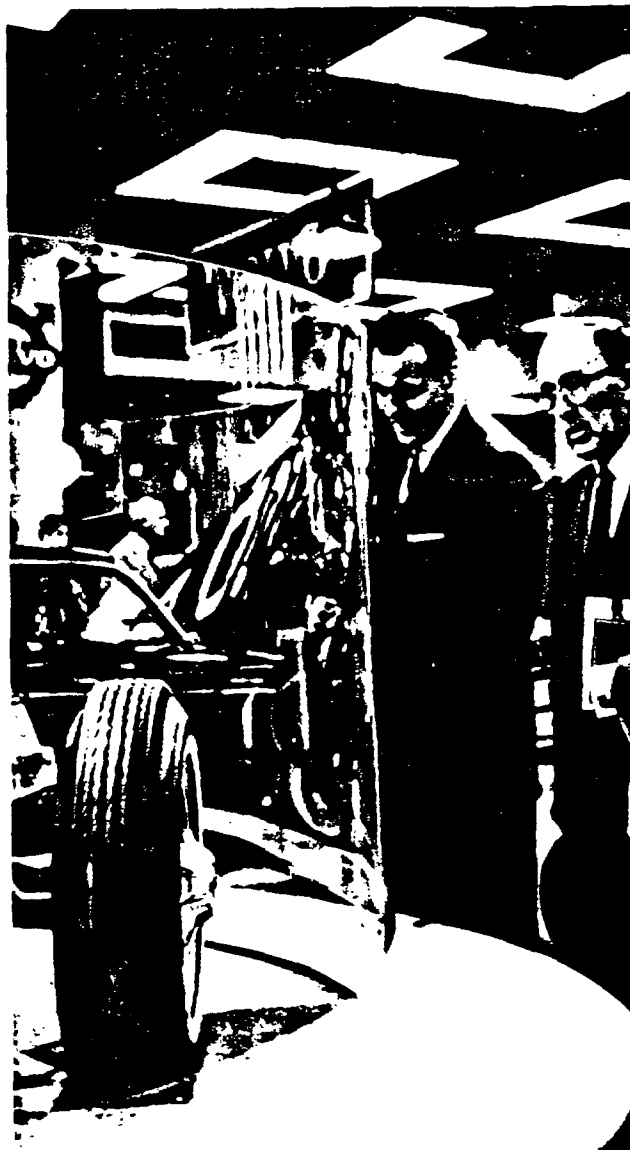
ALL KINDS OF CARS

At the International Automobile Show in New York's Coliseum last month, car manufacturers put their best feat forward. Vehicles ranging from motor scooters to limousines were attractively displayed, complete with price tags reading anywhere from \$300 to over \$20,000. Tens of thousands, including many Ethyl people, flocked to see the show during the nine-day run, and these record-breaking throngs looked at cars made in nearly every corner of the free world and engineered for nearly every taste.

At its inception five years ago, foreign car makers had the International Automobile Show pretty much to themselves. This is not so today, particularly in the sports car and compact car markets. American manufacturers have come into the field with vigor, and a glance around the three floors of exhibits at the 1961 show certainly indicates that they are giving as good as they get in this highly competitive area.

Ethyl personnel attending the show were attracted not only by the cars but also by some of our customer company displays. Oil company exhibits were inspired by a theme of flexibility through research—informing the driving public that the oil industry is ready to meet increasingly demanding fuel specifications as new engine designs require them.

With such a variety of cars on display, it was a rare visitor who could not picture himself Magic Circling in one or another of these shiny models. If all who attended the International Auto Show were not moved to buy, at least the price of the ticket provided the stimulus to dream a little.

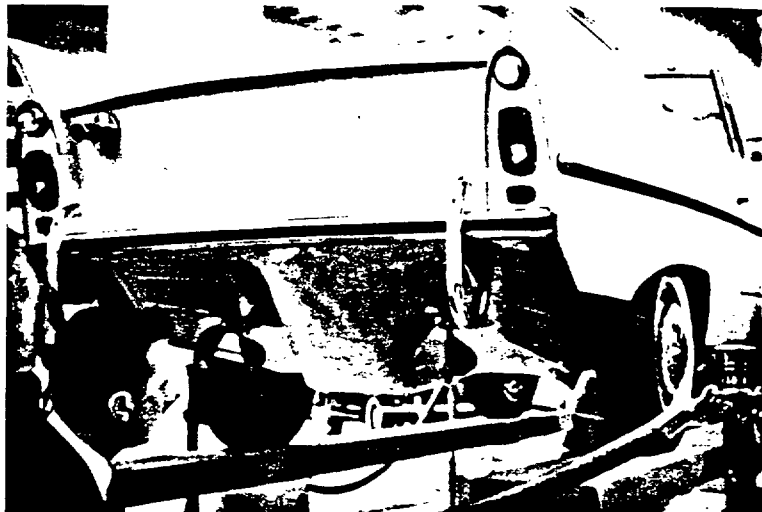


Bill and Bob are drawn to an exhibit that is designed to show off engineering innovations.

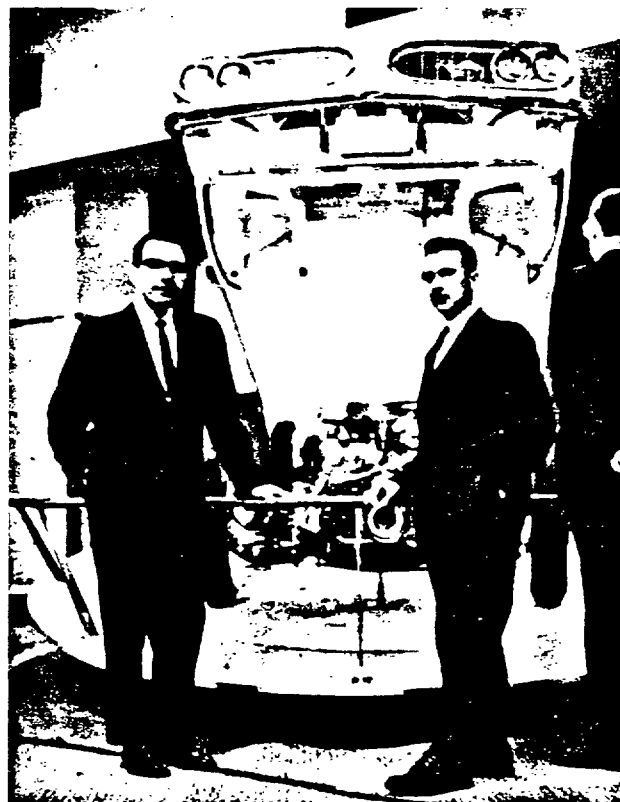
vement at
ashboard.

ALL KINDS OF CARS (cont'd)

Amphicar is part car and part boat. Gordon Saxon is curious about just what makes it tick.



Gordon, left, gets a briefing from Sun Oil representative on their new Custom Blend Pumps.



Right, Kearny Hurst and Gordon Saxon meet at exhibit that shows automobile from the inside out.



een pre-
members of
Ethyl of
thing ex-
ound the
picture
outimi.

ha Mon-
e; Oreta
Thelma
ector of
es a gift
club, fol-

ETC 34302



Nowadays, it's easier to explore your Magic Circle.

ETC 34303

ETHYL

bulletin board

JULY 1961



ETC 34304

ETHYL

bulletin board

Published monthly by Ethyl Corporation and Ethyl Corporation of Canada Limited

IN THIS ISSUE	PAGE
Best Face Forward	2
Toward Greener Fields	4
From the Sublime to the Ridiculous	8
Summer Summary Supplement	14
Pleasure of the Company	16
For Your Entertainment	18
Milestones	20
Ethyl Welcomes	21
Personals	22
People and Places	24

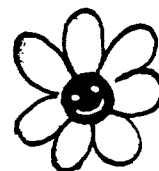
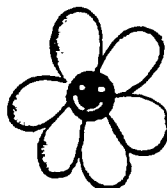
Leonhard Dowty Editor
Edward Metcalf Associate Editor
Stella Sideris Editorial Assistant
Layout and art work by Stringfellow Agency

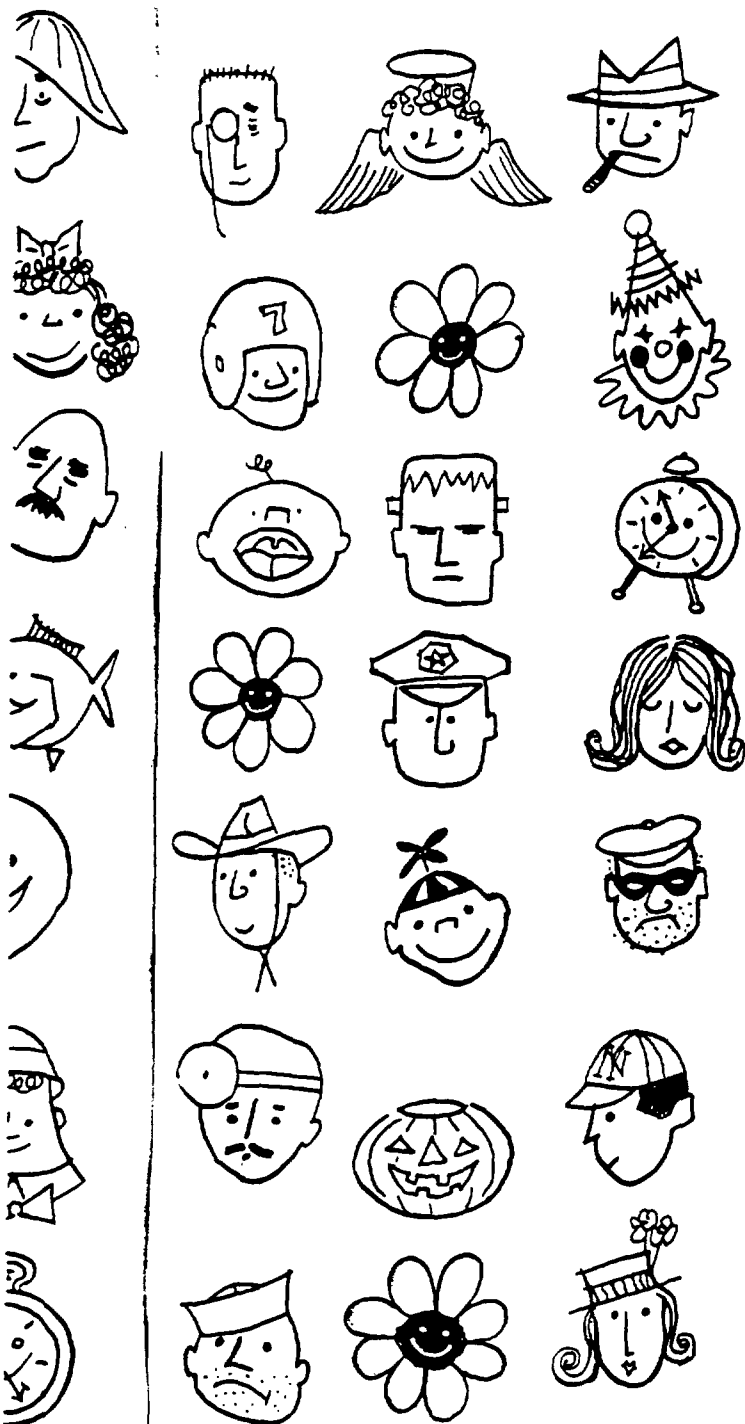
Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Ivan Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Boyle, Joe Forster, Russ Frank, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakeff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Long Beach*: Dean Painter; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Joseph Hopkins, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Miriam Wallace; *Pacific Coast*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake City*: J. S. Cole; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Harold Lee; *Yonkers*: Catherine Henderson; *Yonkers Central*: Al Morschauer; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER: Grace Nicoll, New York General Sales, scans the view from The Cloisters, a reproduction of a medieval castle that houses art treasures of the Renaissance. The story begins on page 8.

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

Printed in U.S.A.





Can you find yourself here in the crowd?
 Are you one of the smiling or gloomily-browed?
 Are you of the sort whose mouth droops and sags?
 Are your eyes merely porters to carry the bags?
 Do you look like a cherub? Do you look like a crow?
 Are you something right out of the stories of Poe?
 Do you look like a sinner or more like a saint?
 Do you look like yourself or someone you ain't?
 Do people around you feel gay when you're there
 Or are you the kind who gets in their hair?
 Are your troubles revealed by the lines on your map?
 Is there nothing but woe when you open your trap?
 Do you hide in a cloud continually dark?
 Do you find that your bite is far worse than your bark?
 Are there stars in your eyes that light up a room?
 Does the blush in your cheeks make red roses bloom?
 Do you scowl? Do you sneer? Do you constantly gripe?
 Or are you the lovable, good-natured type?
 Is interest revealed by the look on your face
 Or while someone's talking are you off in space?
 Do people run when you draw near?
 Or do they beam from ear to ear?
 Look in the mirror. What do you see?
 Someone reflected as you wish to be?
 Your face is your fortune, believe it or not.
 You may like another, but this one you've got.
 You can't change its features, you can't swap it off.
 And only a fool would dare chop it off.
 There in that mirror the whole story lies.
 The solution's quite simply for folks who are wise:
 Don't wear a puss that's vinegar sour.
 Present to the world a smiling sunflower.



Above, Ethyl and Oliver engineers follow their brain-child down a road at the 1954 field trials where the OX-121 was first put through its paces. With the successful completion of these tests, any fears that the gasoline tractor might have outlived its

Ethyl Corporation's part in gasoline tractor development over the past 30 years has been, and continues to be, a proud one. Twentieth Century America has been witness to no greater phenomenon than the astronomical rise in agricultural productivity and in large measure the gasoline tractor has contributed to this rise. As yields per farm acre and yield per man hour have zoomed upward to meet the demands of an expanding population, farm equipment manufacturers have pressed continually to improve their products.

For nearly 30 years now, the gasoline tractor has played a significant role in this technological revolution on the nation's farms. As a major contributor to gasoline tractor development, the Company has reason for pride. With the agricultural market for petroleum products now three and a half billion dollars annually, Ethyl's interest is not academic. Nonetheless it is safe to say that without the vision and research dollars of companies like Ethyl, no such miracle of food productivity could have been achieved.

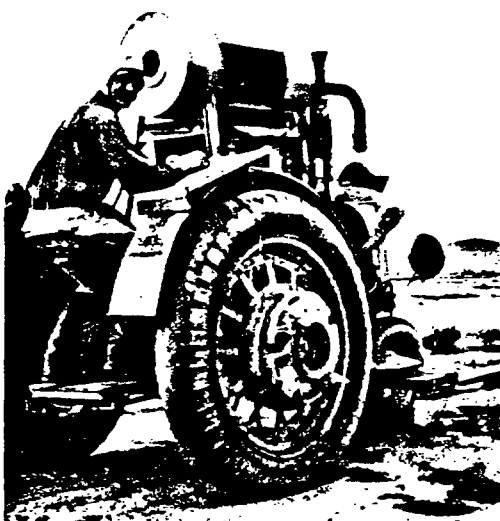
Progress, in the last analysis, comes about through people. In the case of the gasoline tractor it's a lot of people—Ethyl people and others. In reaching the present peak of gasoline tractor performance and economy, a lot of work, a lot of skill, and a lot of faith and patience were needed. Over the years, no man has had a more important part in this Ethyl effort than Heinie Mueller of Technical Service in Detroit. Although his work as Supervisor of the Engineering Services Section encompasses a great deal more nowadays than gasoline tractors, Heinie, from almost the very beginning of his employment with Ethyl in 1930, has been close to the tractor program. Talk to Dan Guy, Punch Pfundstein, George Krieger, Rollie Gish and countless others who worked with Heinie on Ethyl tractor projects. These men will tell you to a man that Heinie Mueller's quiet skill and unceasing labors have contributed more than any other man's to the Ethyl share in the success story. From the hot, hard sands of Muroc Dry Lake in California where he and Rollie Gish sweated out early experimental

toward greener fields

as first put
outlived its

usefulness were laid to rest. The trials proved Kettering's contention beyond all doubt: that a dramatic increase in gasoline tractor compression ratios would yield important dividends in the crucial areas of fuel economy and effective power utility.

through
a lot of the pres-
economy,
with and
man has
ort than
Detroit.
ineering
re now-
most the
in 1930,
to Dan
llie Gish
einie on
you to a
nceasing
man's to
the hot,
ia where
rimental



In 1935, Heinie Mueller lived in an abandoned store at Murac Dry Lake and ran tests on experimental models like the above.

models in the mid-Thirties, right down to the present with the new Oliver 1800 high compression tractor being put on the market, Heinie Mueller has had a hand in almost all gasoline tractor improvements.

Starting in 1934 when George Krieger converted a distillate-burning unit into the first high compression tractor on an Illinois farm, the Company has been striving to assist in developing better, more efficient fuels for the farm. Heinie and the Ethyl agricultural engineering team have trained their wits on this problem and in the process, cooperating with other engineers, have produced notable advances.

By the end of World War II, many people felt that perhaps the gasoline tractor had had its day. Certainly the emphasis was pointing to other directions. Even proponents of the gasoline tractor were admitting the then current models were about at optimum performance levels. It remained for Ethyl's founder, Charles F. Kettering, to provide the push and the imagination to broaden the thinking. As with the automobile, Boss Ket felt that the answer to better performance lay in

a dramatic increase in compression ratio. He urged a departure from accepted norms to prove his theory. With this impetus, Ethyl entered into a joint research project with Oliver Corporation and the XO-121, an experimental tractor with a 12-to-1 compression ratio, was born in 1954.

Heinie Mueller was a prominent member of the Ethyl task force assigned to the XO-121 project. With his colleagues and in the face of many disappointments, he built the engine Boss Ket envisioned. There is no question but that the XO-121 and its remarkable engine are the basis for many recent farm power advances. It is a certainty that Oliver's latest high compression beauty, the 1800 production model, is a direct descendant of the XO-121. Heinie and other Ethyl Engineers worked closely with Oliver engineers on the 1800. Standard tests at the University of Nebraska have proved it to be the most efficient gasoline tractor now on the market. It converts more fuel energy into useful work and marks a new high in economy. Fea-

turing an 8.5-to-1 compression ratio, the 1800 promises to be the bellweather in gasoline tractor advancement for a long time to come.

Heinie Mueller is such a genuinely modest man that one must look elsewhere to learn of his accomplishments. Within the Company and beyond it, eloquent testimony to his abilities can be found for the asking. A recent incident serves to illustrate the high regard in which Heinie's colleagues hold him.

Just last year Oliver Corporation presented a plaque to the Company. It read: "In recognition of 25 years of invaluable cooperation given the Oliver Corporation by Ethyl engineers, in research dedicated to the improvement of high compression tractor engines". By unanimous consent of all concerned, that plaque now hangs in Heinie Mueller's office.



Boss Ket was on hand at the demonstration in 1954 to see Heinie start up XO-121 and watch the tests.



Two minds with one thought: A better, more efficient tractor for the farm.

0 promises
ancement

odest man
is accom-
nd it, elo-
nd for the
e the high

esented a
ition of 25
oliver Cor-
dicated to
engines".
at plaque



Heinie and Rollie Gish on that happy day
in 1954 when the OX-121 proved its mettle.



Dan Guy, left, and Punch Pfundstein, right,
present Heinie with Ethyl's Oliver citation.

Where research pays off: Heinie tells an Oliver
dealer how 1800 performed in the Nebraska tests.





ETC 34311

Your car is a magic

carpet to take you . . .

*from the
Sublime / to the
Ridiculous*

In essence, selecting a destination for Magic Circle adventuring is a product of individual mind and mood. Each person or family group has tastes, attitudes, and needs which suit their own purposes, and these, in the last analysis, are what point the family car's direction when the time comes for sightseeing and travel.

Within the confines of New York City alone are enough places of varied interest to occupy a lifetime. It presents a problem in selection to be resolved individually—each to his or her tastes. Thus, recently, two young ladies from Ethyl's New York Offices chose to visit the cool, quiet confines of The Cloisters in New York's Fort Tryon Park while, at almost the same time, an Ethyl father decided to drive the wife and kids to Coney Island. This is not to say that at some other time, under other circumstances, their destinations might not be reversed.

The atmosphere that pervades The Cloisters is nearly sublime. Its medieval sculptures, restored edifices, and ancient tapestries have an enduring fascination to the visitor. Certainly Edith Kuslansky, Employee Relations, and Grace Nicoll, General Sales, found it so. They spent hours wandering among the works and architectural wonders from another, far off medieval time. It was, for them, a unique experience filled with interest and quiet satisfaction.

In contrast to The Cloisters, the circus-like tempo of Coney Island might tend to seem ridiculous. It's not. For the family of Bob Marks, Advertising and

At left, Edith Kuslansky and Grace Nicoll stand in the courtyard at The Cloisters, guidebooks in hand. Right, Caroline Marks's hand is also proving a useful appendage. She's trying to keep her hat in place while strolling on the Coney Island boardwalk.

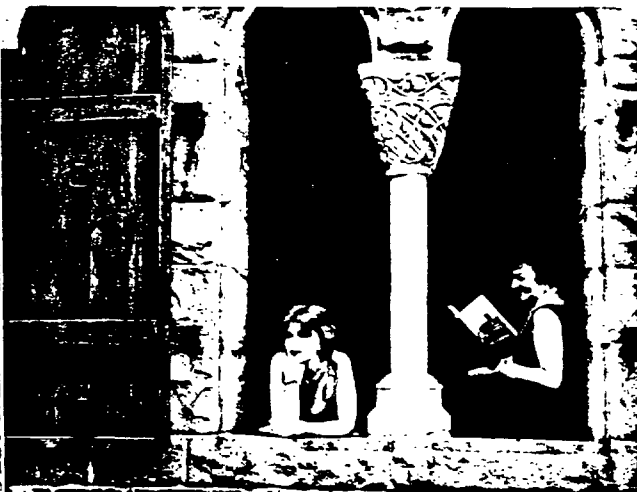


ETC 34312

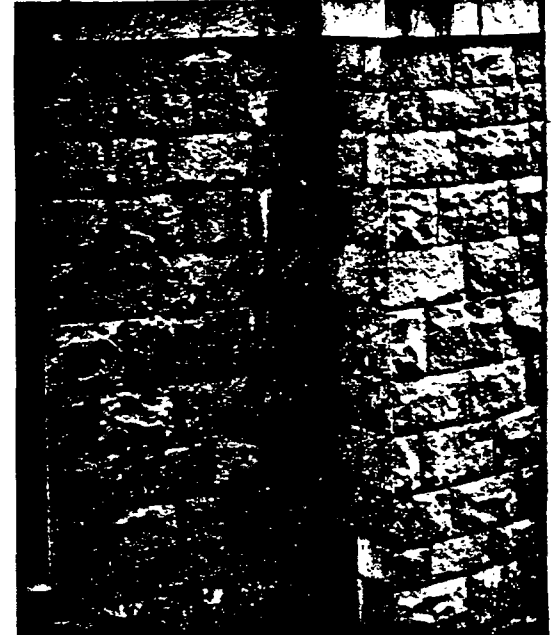
FROM THE SUBLIME TO THE RIDICULOUS (cont'd.)

Sales Promotion, it turned out to be just plain fun. They practice what they preach in Bob's department, where the Magic Circle was born. When the opportunity presented itself, Bob packed his lively brood in the family car and drove off to Coney for a happy day in the sun. In this grand-daddy of all amusement parks, there were rides and thrills for all from Bob and his wife, Madelyn right down to little two-year-old Pam. With a side trip to the neighboring Aquarium thrown in, the Marks family spent a day they will not soon forget.

Well, that's the story: from the sublime to the ridiculous. Moreover, what is true of New York City is equally true anywhere. There is a Magic Circle to suit every taste and your passport to adventure is the family car.



Grace ponders the view which overlooks the Hudson River, while Edith keeps on reading.



Edith points towards the Romanesque Chapel, next point of interest on their itinerary.



Bob Mark's oldest daughter, Janet, smiles her pleasure on Chair Swings.

Bob Marks, Jr., below, got his biggest kick out of sliding down Giant Slide.



With Mother on hand to help with balance, Merry-Go-Round held no terrors for little Pammy Marks.



que Chapel,
r itinerary.

FROM THE SUBLIME TO THE RIDICULOUS (cont'd.)

Edith and Grace rest in Garden Court of the Cuxa Cloister before continuing on.



Above, this authentic reproduction of a Middle Ages Gate frames Ethyl visitors.



Quiet beauty of St. Guilhem Cloister, above, dates all the way back to Twelfth Century.



Olaf the Walrus performs
for the Marks family and
other Aquarium visitors.



Above, Madelyn Marks followed children on
the Giant Slide greatly to their delight.

Below, towards mid-afternoon, the Markses
were still smiling—but some were tired.



Two-year-old Pammy Marks
needed refreshment to be
ready for Merry-Go-Round.



In the last issue of *Bulletin Board* we printed a short list of health and safety reminders particularly applicable to the summer vacation season. Since the piece was put into type, we have been reminded of so many other items that might equally well have been included that we have been moved to set down some additions. As we said before, a complete catalogue of health and safety hints is not possible. Our sole aim is to remind people—by means of a cursory outline—of possible areas for concern. We merely want to call up health and safety thinking in the minds of Ethyl people in order that their season in the sun not be marred by untoward difficulty. What follows, then, is our supplement to the Summer Summary.

WILD FLOWERS AND FRUITS. In communing with nature, some—not all—of the flora and fauna growing on the landscape ought to be approached with caution. The wise course is to identify positively all apparently edible fruits beforehand—then wash thoroughly. With mushrooms and toadstools found in their native habitat, it is well to avoid them completely. Some varieties have such a lethal effect, it is better to be sure and buy them at a store.

BOATING. If you are of a mind to seek vacation pleasures afloat, go over that part of the craft's gear that does not come into constant use. Two items, for instance, should be pertinent in this regard: inventory the number and condition of the life preservers aboard and inspect to make sure the chemical extinguisher is full and workable. This last is not only a sound safety measure but is also a legal requirement for power boats. One tip more: Buy a Marine First Aid Kit with all the basic first aid materials.

FOOD QUALITY. When you're on the road, it is wise to be wary of the condition of the kitchen in places where you stop to feed the family. Most roadside refreshment places observe high standards of cleanliness—but not all of them. Since, when traveling, you and your family are at the mercy of other cooks in other kitchens, it makes sense to satisfy yourself as to sanitary conditions. A quick look in the kitchen, the recommendation of friends, or reference to a reliable eating guide are all good ways to avoid difficulty. Eating guides, too, often indicate the price range in acceptable places.

INSECT BITES AND STINGS. Two sound home remedies, an ammonia compress or a paste made of ordinary baking soda, are a ready answer to this sometimes annoying problem. With a sting, remove the stinger by scraping or plucking it out. That's the



SUMMER SUMMARY SUPPLEMENT

best way of getting rid of the offending irritant and draining the poison sac. Should you have plans for visiting an area where there are some insects, a bottle or two of repellant will come in handy.

HAY FEVER. People who suffer from hay fever or similar allergies are well advised to take their malady into account when picking a vacation spot. Children, especially, could have an undetected allergy which could put a damper on the vacation for the whole family. In any case, it is sound practice to have the family doctor run an allergy test series where one is suspected. By doing this before leaving on a trip, a great deal of unpleasantness may be avoided. Those who do have such an affliction have a number of places to inquire about a suitable pollen-free vacation spot. The major oil companies all have excellent travel services where you can inquire about the pollen count in various resort areas and where, too, much helpful and up-to-the-minute highway information can be obtained.

BEHIND THE WHEEL. No matter how anxious you may be to reach the destination of your vacation dreams, too long a time behind the wheel in your zeal to get there is not advisable. After all, part of the purpose of a good vacation is to relax. Too long a driving stint doesn't fulfill that purpose. By keeping a leisurely but steady pace, you can get where you're going in ample time—and safety. Take a look at the scenery on the way, make frequent stops, and, above all, don't try to drive with an urgency which belies caution. Take it easy and arrive relaxed and happy.

No health hint or safety tip serves the travelling vacationer half so well as an ample supply of plain old common sense. You can't buy it at any store but almost everybody owns some.

Were the formula for an Ethyl vacationer's trip to be written as a recipe, it might read like this:

VACATION DELIGHT

- 1 Ethyl Family
- 1 Family Car
- 2 Weeks Vacation (or more) With Pay
- 1 Vacation Area
- A pinch of moderation
- A dash of common sense

Put Ethyl family into family car. Add check for two weeks vacation with pay. Roll to vacation area adding a pinch of moderation. Mix family thoroughly with vacation area and add common sense as needed. Enjoy, enjoy.



ETC 34318

the pleasure of the company



ETC 34319

iny

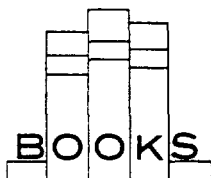
Employees with 25 or more years of service were again honored by the Company at annual dinners, held across the country. At each, a spirit of camaraderie prevailed as old friends met and recalled the days of the Company's youth when the going was rough, when the growing pains could only be licked by perseverance and performance. Both our product

and the men and women who were Ethyl Corporation in those days proved themselves—and that, in a sense, is what was being celebrated. The combined total of the years of experience represented would span scores of centuries and place our products long before the coming of the automobile. Those years are invaluable to our future.



ETC 34320

FOR YOUR ENTERTAINMENT



Joseph Coogan's *TO THE REAR MARCH*, a Doubleday publication, will help immeasurably to cheer the long, hot summer days. Not since *No Time for Sergeants* had us laughing at the foibles of the enlisted man has there been a book about life in the Army as funny as this one, in which a young Philadelphian finds himself stationed at an Army hospital seven blocks from home. His dreams of glory to get up and at the enemy are short lived, but he manages to create a private battleground of his own, and we are lucky that we still own Philadelphia. The adventures are madcap and swift as we follow Private Steven Leary from one hilarious catastrophe to another. Steven winds up playing in the GI version of *Hamlet* at a plushy Honolulu hotel, which may not have contributed much to the winning of the war but certainly will contribute to several hours of enjoyable reading.

Shirley Ann Grau, who ascended to the literary heights in meteoric splendor, is the author of a new novel, *THE HOUSE ON COLLISEUM STREET*. A Knopf release, the authoress's second novel again proves that she is among the best young writers of the day, with a gift for words that are simple and musical and describe precisely what she means them to. Her latest entry has to do with the inhabitants of an old Southern home in a rundown district of New Orleans, and primarily with the loves of a young woman who is so cool and level-headed that you feel nothing can touch her. She is not, however, that imperturbable and when she finally does fall in love it is with dire consequences that lead her to act far differently from the pattern of her life. Miss Grau's characters are superb—a mother wed just about as often as the law allows and two grown daughters whose lives also seem to be going in all directions. Despite her eloquent style, Miss Grau lays the cards on the table and faces these lives head on.

Since the Chinese are credited with the discovery of printing, it is only natural that they should have a literary past, well proven in Arthur Waley's *BALLADS AND STORIES FROM TUN-HUANG*. In the new Macmillan book the ancient stories and legends are told with a brightness and perception that brings Aesop to mind, and attest to the vitality of man's imagination. They are touching and humorous, wise and witty and thoroughly delightful to the Western mind. Many of them have given root to Occidental myths and folklore and you will recognize characters that have become well-known in our legends. The source of the book was a manuscript found in a cave, supposedly from a private library. The owner was unquestionably a man of taste.

If, like us, you are frequently baffled by what makes things tick, you will find yourself having a wonderful time with the new Doubleday book *HOW DOES IT WORK?*, Richard M. Koff's amazing collection of revelations about some of the gadgets and machines that make our daily lives easier. Some 300 illustrations make it all the more understandable. Among the things that the author explains are air conditioners, pens, hi-fi, guns, remote control, light bulbs and a vast assortment of mechanisms in and around the modern home. The text is simple and adroit. You may not want to run right out to repair the washing machine, but you'll have a far better understanding of its operation.

The sixteenth annual collection of *BEST DETECTIVE STORIES OF THE YEAR*, a Dutton release, will keep amateur sleuths on their toes with some of the best murder and mayhem yarns to be published during 1960. Edited by Brett Halliday, the latest in the series is one of the best in recent years. Of the twenty stories included, nine are from the pages of *Alfred Hitchcock's Mystery Magazine*; others come from *The Saturday Evening Post*, *This Week*, *Manhunt* and *The Mike Shayne Mystery Magazine*. Our favorites were Talmage Powell's *Murder Method*; Borden Deal's *The Secret Box*; and Bryce Walton's *Suit of Armor*. Size 36.

Sentimentality fairly drips on the pages of *WHERE THE RED FERN GROWS*, a short novel about an Ozark boy and his two dogs, but if you're inclined toward canines and or small boys, you won't mind a bit. The work of Wilson Rawls, the new Doubleday entry combines all of the ingredients of familiar dog stories, and the relationship between Billy and his pets is sure to soften even the hardest heart among us. There is a rousing good coon hunt that is sure to be appreciated and the Cherokee country is vividly described. The climax is touching, though sophisticates may find it a little tough to take. Most of the book appeared in *The Saturday Evening Post* under the title *The Hounds of Youth*.

Evan Hunter, who has to his credit *The Blackboard Jungle* and *Strangers When We Meet*, has also gone in for poundage with his latest Simon and Schuster novel, *MOTHERS AND DAUGHTERS*, a big volume that spans two decades of the current American scene beginning with the approach to World War II. The search for love, the ends toward which women will go to attain it, nurture it and stabilize it, is again the subject put under the microscope. Through four women—Amanda, Gillian, Julia and Kate—Mr. Hunter has depicted a quartet of lively variations on a theme. His four foremost characters are all interesting females, shaded in different tones and illustrating his points dramatically and realistically.

The American Presidency has undergone many changes since George Washington first held the position (in preference to "king") and some of the most important alterations are discussed in Richard L. Tobin's *DECISIONS OF DESTINY*, a

T

things tick,
h the new
M. Koff's
he gadgets
Some 300
Among the
pens, hi-fi,
ortment of
he text is
out to re-
ter under-

E STORIES
ur sleuths
! mayhem
rett Halli-
ent years.
pages of
from *The*
Mike
Talmage
Box; and

THE RED
d his two
nall boys.
the new
familiar
as pets is
here is a
d and the
touching,
ike. Most
st under

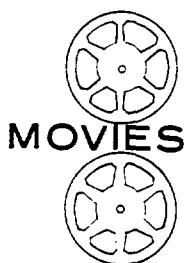
d Jungle
r pound-
ERS AND
the cur-
to World
h women
gain the
women-
picted a
foremost
ent tones
y.

ges since
rence to
are dis-
-TINY, a

World publication. Our most forceful Presidents have all left their imprint upon the highest office in our land, initiating changes and making decisions that changed our political destiny. Andrew Jackson, for example, set a precedent with "the spoils system"; Thomas Jefferson made the monumental purchase of the Louisiana Territory; and others have, practically single-handed, taken dramatic steps that have changed the course of history. Mr. Tobin, who has been a reporter as well as a Presidential publicist, knows his politics and writes of it with skill and authority.

According to Al Bloemker, author of *500 MILES TO GO: The Story of the Indianapolis Speedway*, racing is still a vital force in testing automobiles, as was the original purpose of the now famous course. A Coward-McCann book, the new volume is a history of the Indiana races and the famous track as well as a drama of some of its best known figures—Carl Fisher, Eddie Rickenbacker, Wilbur Shaw. Mr. Bloemker writes with the pace of the race and depicts in vivid detail what goes on both behind the scenes and during the fight to the finish line. Of course, the Memorial Day Race is right up front with the driver and it occupies a good many pages of the book. For many years the publicity director for the Speedway, the author knows his subject and he writes of it with affection and esteem. He has not neglected the color and the pageantry, the enthusiastic crowd nor any of the elements of muscle, heartache and strain that have gone into making the course one of the world's foremost.

THE GREAT BRINK'S HOLDUP reads a lot like a movie script: bold, fantastic, exciting and suspenseful. Sid Feder's account of the most astounding robbery of our times will surely be put on film, but until some enterprising producer sets about depicting the characters and events in the new Doubleday book, you can be guaranteed a remarkable crime story between the covers of this volume. The Brink's robbery, you may recall, was the incredible 1950 Boston stickup in which seven men made off with over two and a half million dollars, the biggest cash robbery ever. From that fateful night on, the crime is reconstructed in the courtroom—a crime that was six years in the solving and which had so many turns of events that even now not all of them have been brought to light.

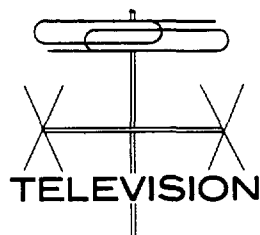


Gregory Peck, David Niven, Anthony Quinn and Anthony Quayle are four of the stalwarts who man *THE GUNS OF NAVARONE* in Columbia Pictures' celluloid depiction of Alastair MacLean's notable novel about a group of Allies who are assigned the suicidal task of holding off the Axis forces from entry to a vital Greek channel. Their noble plight makes for an extremely exciting movie with plenty of action and

several praiseworthy performances. The battle scenes are stunning, having been filmed on location with a great deal of authenticity. To break the rigorous strain of war, Gia Scala and Irene Papas play a couple of comely Greek partisans. As war films go, this one is up with some of the best of them.

THE YOUNG SAVAGES comes from United Artists. A study of juvenile delinquency filmed in the slums of New York, it stars Burt Lancaster, Shelley Winters and Dina Merrill. Far from pretty stuff, it is so realistic in its approach that there are times when it makes you shudder. There is none of the humor of the Dead End Kids in this one and the focus is never soft. All in all, however, it offers a dynamic look at one of the sorest spots in a very spotty world. Lancaster, playing an assistant district attorney who made his way up from the slums, does a convincing job, as does Shelley Winters in the role of a troubled mother.

Excitement is the primary ingredient in *RING OF FIRE*, a Metro release produced by Andrew and Virginia Stone, who have done very well with such spectacular action-suspense films as *The Last Voyage* and *The Decks Ran Red*. They are up to their old tricks again, this time leading up to a gigantic forest fire that makes Nero's pyromania look like a low flame on the kitchen stove. As for the rest of the plot, it's a crooked course that runs ragged as it twists and turns and doubles back on itself. David Janssen has the lead as an Oregon police officer out to apprehend an unsavory young trio. He seems to be having fun, and it's high likely that you'll be equally diverted.



Prospects for good, fresh entertainment on television for the summer months are not bright. Bleak as the prospect of reruns and other warmed-over fare is, some special event telecasts and a few repeat shows in the public affairs area can be marked as worthwhile. As for most of what will be shown on home screens this summer... well, a recent week listed 47 re-runs of shows that had little, if any, distinction the first time around.

Starting this month, however, the CBS *REPORTS* series will be shown again. Among those scheduled during July will be *Rescue: With Yul Brynner*; *The Secret Life of Danny Kaye*; *The Trials of Charles deGaulle*; and *Britain—Blood, Sweat and Tears Plus 20*.

Summer, too, has been chosen by ABC as the time to launch a Sunday news roundup. To be called *THIS WEEK AROUND THE WORLD*, the show will sum up the most important aspects of the news week in review.

On August 9, comedian Henny Youngman essays a dramatic role in an hour-long Theatre Guild production, *The Golden Thirty*. It will be his first dramatic part on television.

MILESTONES

35 YEARS



CLARENCE H. JOHNSON
Manufacturing,
Wilmington Terminal

25 YEARS



ARTHUR L. FENTRESS
Manufacturing
Baton Rouge



MERRITT P. MARTIN
Manufacturing,
Wilmington Terminal

20 YEARS



MORTIMER D. CAIN
Manufacturing,
Baton Rouge



AUSTIN D. DANIEL
Manufacturing,
Baton Rouge



CLARENCE C. HARVEY, JR.
Research & Development,
Baton Rouge



FRANK C. HOLMES
Manufacturing, Baton Rouge



RANDAL J. LAPORTE
Manufacturing, Houston



CLARENCE M. NEHER
Manufacturing,
Baton Rouge



GEORGE S. ROBERTS
Engineering,
Baton Rouge



RUTH SCHOENLING
Medical, Cincinnati

ETHYL WELCOMES



J. JOHNSON
turing,
Terminal



CARL V. KITZMILLER, M.D.
Medical, Cincinnati



ALMA BIRDWELL, a stenoreceptionist in the Gulf Coast Regional office, devotes some of her time to civic work.



JACK DAVIS, a technician for the Gasoline Testing Laboratory in Long Beach, enjoys fishing and playing golf.



J. MARTIN
turing,
Terminal



CHARLES C. SHEPHERD
Research & Development,
Detroit



DONALD GRAY has joined the Finance department at the Samia plant and is with the Financial Control section.



ELOUISE HALL, a stenographer for the Sales department in Houston, is married and has three sons.



J. HOLMES
Baton Rouge



BERNARD A. JONES
Research & Development,
Detroit



CALVIN LAICHE, assistant patent agent in Baton Rouge, is a graduate of George Washington University Law School.



NANCY ZIPPER is a stenoclerk for Export Sales in New York. Among her many hobbies is playing the piano.



J. GOENLING
Cincinnati



CARL J. STEFFEK
Purchasing & Traffic,
Baton Rouge

BIRTHS



Detroit

DOUGLAS and OLIVE COBB—a daughter, **KATHRYN ALICE**. Doug is a chemist in the Lab's Analytical section.

VIRGLE and BOBBIE HARRIS—a son, **DENNIS LEE**. Virgle is a dynamometer operator in Product Application.

DAVID and DOLORES YATES—a son, **SCOTT MICHAEL**. Dave is in Chemical Research at the Laboratory.

Eastern Region

GARY and FERN STARR—a daughter, **LAURA JANE**. Gary is with the New York district office.

Mid-Continent Region

JAMES and JO ANNE CRAIGMILE—a son, **TIMOTHY JAY**. Jim is with the Denver district office.

Pacific Coast

JOHN and COLLEEN WINGFIELD—a son, **RICHARD OWEN**. John is an operations technician at the plant.

Sarnia

ROBERT and PATRICIA KNOWLES—a son, **GEOFFREY ERNEST**. Bob is an operating technician in the Manufacturing department at the plant.

MAURICE and BETTY SIVERNS—a son, **DAVID JOHN**. Maurice is operations superintendent for the Manufacturing department at the plant.

IN THE FIELD

FRITZ MERCER, field representative in the Atlanta office, participated in Sinclair's dealer and distributor meetings in Columbia and Florence, South Carolina, using the Ethyl demonstrating engine to show performance of their new "Dino" gasoline.

JOHN ROLLINS, chief product service engineer in the Mid-Continent Region, presented the flannel board tank clean-

ing presentation entitled "What's Going on Here?" at the First Annual Fire and Accident Prevention meeting of the Western Petroleum Refiners Association held in Wichita, Kansas.

GARY STARR, field representative for the New York district, presented the Fire Power Show at three meetings for the entire Process and Mechanical departments of Humble's Everett, Massachusetts refinery. The show was arranged by **DON FORSDICK**, New York district field representative.

IDAN FLAA, manager of the Tulsa district, was elected chairman of the mid-continent section of the Society of Automotive Engineers for the 1961-62 year.

Appointed as publicity and field editor was **MARVIN SMITH**, automotive engineer in Tulsa.

Chief Automotive Engineer **BOB HOGAN** of the Eastern Region presented a "Marine Fuel and Engine Talk" with slides to a group of Marina operators and Texaco dealers at Wildwood, New Jersey. The meeting was arranged by **JACK KALEY**, field engineer in the Philadelphia district, for the Grace Oil Company, Texaco distributor, the day before the boating season officially opened.

JOE HOPKINS, Eastern Region merchandiser, gave a Creative Thinking presentation in Philadelphia to Tidewater Oil Company's Middle Atlantic division staff, area managers and several field sales supervisors.

"Dealer Dazzlers" was the presentation given before a group of training managers of the Atlantic Refining Company in Philadelphia by **TOM HANLON** of the Pittsburgh office, and **ED MICHAEL** of the Philadelphia district office.

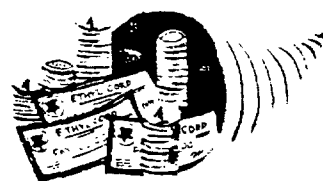
WEDDINGS



New York

KATHLEEN HAGAN and **EMILIO MACARAEG** were married in New York City on June 17. The couple will reside in Manhattan after Emilio's discharge from the U. S. Navy. Kathleen is a member of the Employee Relations department.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

DETROIT: FLORENCE BOWMAN, \$20.00 (Mail savings bonds in same envelope as salary checks); **MARTIN PERKINS**, \$25.00 (Use print shop metering equipment to count out mailing quantities of technical bulletins, etc.).

NEW YORK OFFICE AND SALES DEPARTMENTS: ELSIE H. COPELAND, \$10.00 (Review of activity reports be made); **J. V. HANLON**, \$25.00 (Publish an indexing system for technical bulletins); **PATRICIA JAMES**, \$15.00 (Date and bulletin number on technical service bulletins be printed in upper right-hand corner under title to speed filing, etc.); **PATRICIA JAMES**, \$10.00 (Liability release forms sent to companies who order aluminum alkyl compounds have a line for their company name); **J. S. KRICK**, \$75.00 (Blending chart for additives in gasoline which provides several alternative answers); **ANN SELFRIDGE**, \$20.00 ("Notes On Mixing and Handling 'Ethyl Fluid'" be printed on both sides of the paper); **ARCHIE D. SMITH**, \$15.00 (Heavyweight sheet with dimensions corresponding to those of the full leaf found in a safety calendar refill be prepunched to fit calendar bases currently in use in field); **J. C. WATT**, \$75.00 (New and improved laboratory blending facility suitable for adding antiknock compounds to an ever widening variety of laboratory research fuels).

PACIFIC COAST: ELBERT S. ISHAM, \$10.00 (Bevel gears to replace hinge joints); **ELBERT S. ISHAM**, \$10.00 (New type wire rope for sludge crane); **BOB C. MORRISON**, \$10.00 (Modification to autoclave instrument air supply lines); **RICHARD PIERCE**, \$15.00 (Platform on rear of forklifts for weight balance); **WAYNE W. WEST**, \$15.00 (Use of pyro-vane temperature indicator); **WAYNE W. WEST**, \$10.00 (Valve arrangement for flushing pH cells); **BILL ZENK**, \$10.00 (Make up alloy chute thermocouples with stores stock).

ESTERS



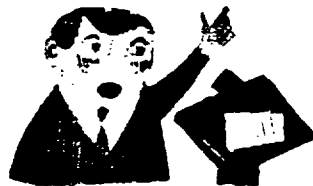
to the fol-

AN, \$20.00
envelope
PERKINS,
ing equip-
antities of

S DEPART-
ED, \$10.00
(be made);
lish an in-
bulletins);
e and bul-
-vice bul-
right-hand
ling, etc.);
ability re-
who order
ave a line
S. KRICK,
dditives in
al alterna-
GE, \$20.00
ling 'Ethyl'
des of the
H, \$15.00
dimensions
e full leaf
fill be pre-
currently
RT, \$75.00
v blending
antiknock
ing variety

S. ISHAM,
lace hinge
9.00 (New
ane); BOB
ification to
ply lines);
platform on
balance);
se of PYTO-
WAYNE
rangement
LL ZENK,
te thermo-

ON THE ROSTRUM



Several Ethyl men participated at meetings of the American Petroleum Institute held in various parts of the nation.

At the midyear meeting in Miami, MALCOLM MURDOCK, vice president of Sales, gave an address before the Division of Marketing entitled "How to Motivate Motorists" which included many of the highlights of Ethyl's nationwide survey of drivers' attitudes.

"Trends in Agriculture Affecting Petroleum" was the talk presented by GEORGE KRIEGER, Public Relations, New York, during the Lubrication committee's session held in Hollywood, Florida.

During the meeting of the Travel Development Committee of the Marketing Division held in Chicago, RUSSELL WESTON, advertising director, New York, outlined highlights from the survey conducted for the Company on driving habits and attitudes of motorists and how motorists might be motivated to use the family car more for pleasurable activities.

RAY FALLER, Employee Relations in New York, was a panel member discussing certain phases of supervisory training at API's Eastern District Training Committee meeting held in New York City.

LARRY DALLAM of Employee Relations at the Baton Rouge plant presented the Ethyl Management Club's "Selling America" program to the Port Allen Rotary Club.

EXTRACURRICULAR

FABIO HALPHEN, JR. of Engineering at the Baton Rouge plant, recently elected vice president of the West Baton Rouge Parish Farm Bureau, was named voting delegate to the state convention.

CHARLES ZEANAH, Community Relations at the Baton Rouge plant, has been elected a member of the executive committee of the Junior Achievement of Greater Baton Rouge, Inc. WALLACE ARMSTRONG, resident manager, continues as a member of the board.

As a result of their quest for further knowledge, three Ethyl employees have been awarded college degrees.

At the Baton Rouge plant, BOB BABCOCK of Engineering and MACK INGLE of Technical Services were awarded their masters degrees after three and a half years of night courses at Louisiana State University. Bob received his in Electrical Engineering and Mack received one in Chemical Engineering.

After attending night classes almost eight years, KARL SCHMID of Product Application at the Detroit Labs was awarded his bachelor of science degree from the Lawrence Institute of Technology.

At the Baton Rouge plant, the Company honored the four advisers of the 1960-61 KENCO, the Ethyl-sponsored Junior Achievement company, as well as those elected to serve during the new term.

BILL AXTELL of Technical Services, chief adviser, was awarded the runner-up Industry Award trophy by KARL CAST, superintendent of Technical Services.

Resident Manager WALLACE ARMSTRONG presented plaques on behalf of the JA to BILL AXTELL, BILLY GRADY of Industrial Engineering, BERNARD MANUEL of Production Planning, and HOMER SANDERS of Engineering.

The advisers for next year are: BILLY GRADY, chief adviser; HOWARD WIER of EtCl Maintenance, ART DECKER of Engineering, and BERNARD SOBEL of Engineering and Mathematical Sciences.

PEOPLE IN THE NEWS



FRANK McNALLY, director of the Finance department in New York, has announced the following new assignments:

In the Treasury division, THOMAS MYRICK has become assistant supervisor—Budgets, Financial Analysis and Reporting section; and JOHN LISTER is now supervisor—Credit and Accounts Receivable, General Accounting section.

In the Control division, GEORGE SEXTON has become supervisor of a New York tabulating group now being organized.

JIM McELDERRY, Manufacturing Technical Services Supervisor in Research & Development at Baton Rouge, is on a rotational assignment in Manufacturing as supervisor in Sodium Operations

Reassignments for the following employees at the Baton Rouge plant were announced.

DON EVERSON and CARROLL SMITH were promoted to chief supervisors in TEL Operations; and DON FITZGERALD is now supervisor in Sodium Operations.

DICK PASTOREK is now resident project engineer at the Orangeburg plant, replacing LEON CALVIT, who has returned to Baton Rouge.

KERNEY HURST of Advertising and Sales Promotion, New York, was elected chairman of the New York committee of the Ethyl Suggestion System for the year 1961-62. RAY FALLER of Employee Relations, New York, who is company-wide ESS manager, will coordinate activities with the other committees.

In addition, Ray was appointed to the board of directors of the New York City Chapter, National Association of Suggestion Systems.

IN MEMORIAM



Richard M. Page

It is with the deepest regret that we note the death of RICHARD M. PAGE, retired, who died on May 31 in New Rochelle, New York.

Dick, who came to Ethyl in 1940, was Senior Counsel and Secretary at the time of his retirement.

A graduate of the Harvard Law School cum laude, he was a member of many legal societies.

He is succeeded by his wife, Mary; two sons, Gerald and Richard, Jr.; and three grandsons.



Dr. Albert P. Giraitis, who is Assistant Director for Planning in Chemical Research and Development at Baton Rouge, was honored recently by his alma mater, Washington College in Chesterton, Maryland, at commencement ceremonies. Al was presented with an alumni citation for "distinguished achievement in the field of chemistry" by the college's president, Daniel Z. Gibson.

PEOPLE and PLACES



OURSO ON TOP

Judson Ourso, Jr., Baton Rouge Purchasing, was recently installed as governor-elect of the Louisiana District (Southeast) of Civitan International. He will assume his post in July, at which time he becomes head of the district's 41 local Civitan Clubs. Civitan has local clubs in the United States and Canada.

JIM'S KIN

Bonnie Beckwith, daughter of Jim Beckwith, Seattle District field representative, has been named "Girl of the Year" by her classmates at Bellevue High School in Bellevue, Washington. Bonnie, who enters the University of Washington in the Fall, was voted the honor for her outstanding services to the school.



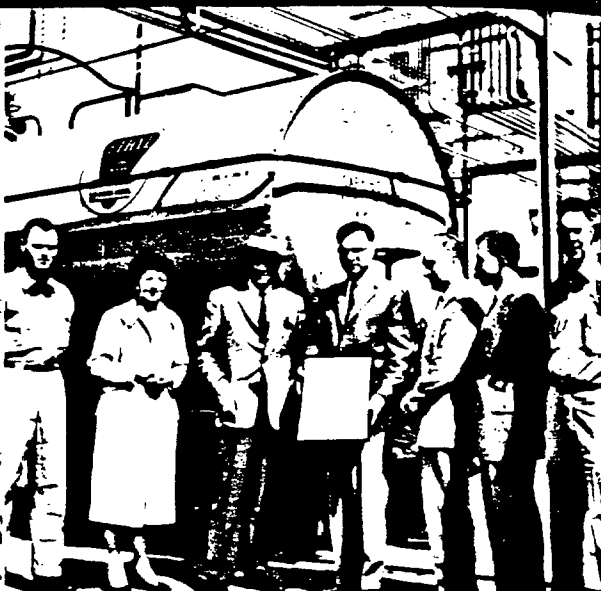
ETC 34328

ment at
yland, at
nt in the



KLOCK ELECTED

John Klock, Operations manager at Baton Rouge, has been elected head of the Baton Rouge Community Services Council. John, shown above left with his predecessor, was serving his second three-year term on the council's board at the time of his election. CSC is a social planning agency which coordinates existing services and plans future community needs.



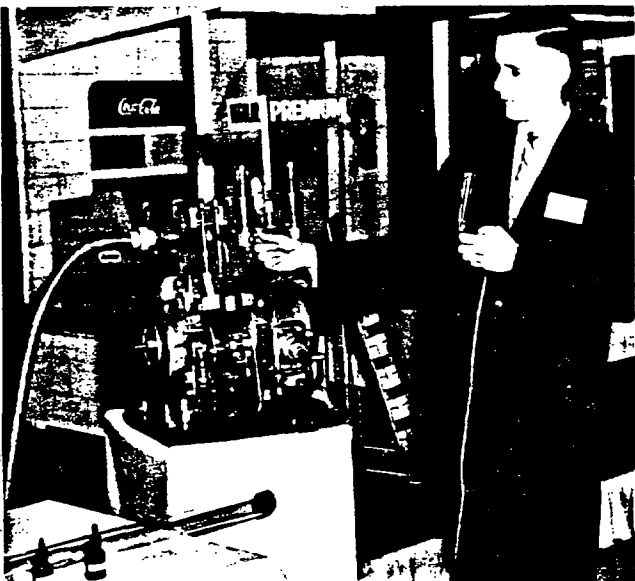
SARNIA SAFETY

To mark the Sarnia plant's 500,000 manhours without a time-losing injury, a certificate has been awarded by the Industrial Accident Prevention Association. Above at the presentation are, left to right: Al Fraser, Terry Hungle, George Underhay of IAPA, Assistant Plant Manager George Mills, Maurice Siverns, Lorne Robb and Ernest Carter.

more people, more places

MARV ON MIKE

Tulsa District Office Field Representative Marv Smith is shown, below, at work during a recent Spring Sales Meeting of Apco Oil Corporation. The meeting was one of a series put on by Apco for their jobbers and dealers. Marv's part in the sessions was to show fuel and engine relationships by using a single-cylinder, air-cooled gasoline demonstration engine.



AD ACCOLADE

Ethyl's combined local television and newspaper advertising program in Baton Rouge was singled out recently for commendation by the Advertising Club of Baton Rouge as first prize winner in company public relations advertising class. The Company's award was accepted by Baton Rouge Community Relations Manager Charley Zeanah, below right.



ETC 34329



hours with-
has been
ntion Asso-
ft to right:
y of IAPA,
s, Maurice

newspaper
was singled
Advertising
n company
Company's
munity Re-
lt.



Dolly Dollahan, left, National Account representative, and Dean Birkes, right, Tulsa District account representative, were featured at a recent Desk & Derrick meeting in Duncan, Oklahoma. Dean and Dolly put on the Ethyl "Fire Power Show" for the ladies, who were so impressed that the program was written up in the Association scrapbook. The two spectators are D-X Sunray's Melba Warren and Joyce Glover.

**POINTS
THE WAY**

to better
petroleum products



Antiknocks

Diesel Ignition Improver

Ignition Control Compounds

Gasoline Dyes

Antioxidants

Multi-Purpose Additive

Metal Deactivator

Extreme Pressure Additives

ETC 34331

ETHYL

bulletin board

AUGUST-SEPTEMBER 1961



ETC 34332

ETHYL bulletin board

Published monthly by Ethyl
Corporation and Ethyl Cor-
poration of Canada Limited

IN THIS ISSUE	PAGE
A Field of Green	2
A Sunny Day Rained Out	4
Bits and Pieces	8
Eyes Right?	12
Something New Has Been Added	14
For Your Entertainment	18
Milestones	20
Ethyl Welcomes	21
Personals	22
People and Places	24

Leonhard Dowty *Editor*
Edward Metcalf *Associate Editor*
Stella Sideris *Editorial Assistant*
Layout and art work by Stringfellow Agency

Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Ivan Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Boyle, Joe Forster, Russ Frank, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakeff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Long Beach*: Dean Painter; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Joseph Hopkins, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Miriam Wallace; *Pacific Coast Plant*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake City*: J. S. Cole; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Harold Lee; *Yonkers*: Catherine Henderson; *Yonkers Central*: Al Morschauser; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER: Boys from the ages of seven through nine make a human pyramid of the monkey bars at the ERA day camp in Baton Rouge. A story of one day (A Sunny Day Rained Out) in the lives of the youngsters begins on page 4.

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

Printed in U.S.A.

Once a horse was clearly seen
Grazing in a field of green
Where tender grass grew thick and sweet
And all of it was his to eat.

So much he had, his eyes grew wide.
"Mine, all mine," he proudly cried.
"I'll eat my way from hill to hill
Until I get my chlorophyl."

"Oh, blessed am I," he often said,
"To be a well-fed quadruped."
"All this," he thought, "and heaven, too.
What a treat, Kentucky Blue."

No other horse would he be.
He thanked his stars that he was he
And not the puller of a hack
Or forced to run around a track.

But when he saw the horse next door
Had fields that offered even more,
His gratitude became laments,
Until one day he jumped the fence.

The world was his oyster, so to say.
When there was clover, why eat hay?
When greener fields were his for a jump,
Why should he be a chump?

All day he ate and into night.
He ate so much his skin grew tight.
He ate through sun, he ate through rain.
He ate his way up to Maine.

He cut through Kansas, rich with wheat,
And almost ate the county seat.
He ate Nebraska's golden grains
And clear across Dakota's plains.

California's fields he cropped.
He ate until he almost popped.
This was living, this was grand.
He darn near ate Disneyland.

Down he went to Tia Juana,
Eating flora, eating fauna.
When all was gone and naught was left.
He found himself a horse bereft.

Forlorn, he stood beside the sea,
Sorry now that he was he.
If only he'd had good horse sense
And never jumped the neighbor's fence!

If only he had stopped and thought,
He wouldn't now be overwrought!
Which proves our moral plain as ink:
You can lead a horse to water but you can't make him think.



Spirits are high as boys in the seven to nine year old group arrive by bus at the ERA camp for a day of fun in the sun.

If you have ever wondered how the old lady who lived in the shoe felt, Ben Burge and Hardy Wells can tell you. As director and assistant director, respectively, of the ERA day camp in Baton Rouge, Ben and Hardy have had their hands full—full of children. During the four one-week periods that the camp was in operation, the weather did not always cooperate and the rains dampened spirits as well as the outdoors. When the camp was open to boys from seven to nine years old, several sunny days were rained out and the 190 youngsters took to the shelter for substitute activity in place of the scheduled program of swimming, fishing, hiking, archery and the like.

When you think of a rainy day at home with only one or two offspring to keep amused, multiply it by nearly 200. you'll get a picture you may find harrowing, but Ben and Hardy—a little the worse for wear and tear—guided their charges in a day of indoor games and handicraft that kept them entertained most of the time. As you might expect with boys that age,

there were a few grumbles and tears, a few bored looks and some anxious observations of the dark sky. On the whole, however, the boys seemed to be having a good time as they braided lanyards and played over-head volley ball.

Fortunately for all, the rain stopped toward the end of the afternoon and, though the ground was soggy underfoot, the boys ran toward the playground in a surging mass. Nearly two hundred boys have twice as many arms and twice as many legs, and they all seemed to be in motion at once as the thundering horde ran to recapture what was left of the day. No victory was ever sweeter as they swung their way up into a maze of monkey bars and spun around on whirligigs. Though the clouds hung low, spirits were high and the exuberance of youth made itself heard.

When the bus finally arrived to take them back to the plant, where they were to be handed over to their fathers, Ben mopped his brow and Hardy sat down on a bench with his chin in his hand.



Driven inside by rain, a brood of boys gather around camp director, Ben Burge.



Even on a rainy day a snowball can help to brighten things immeasurably.



An excited team strives hard to defeat the opposition at a rousing game of volley ball relay.

A SUNNY DAY RAINED OUT (cont'd.)



Braiding lanyards of plastic strips kept the boys amused during downpour.



Hardy Wells, assistant camp director, aids a younger child in his enterprise.

A
rea



Two by two, disappointed, boys collect their gear and make their way across the rain-soaked field.

Wh
is



A scratch here, a bruise there . . . and a ready healing hand.

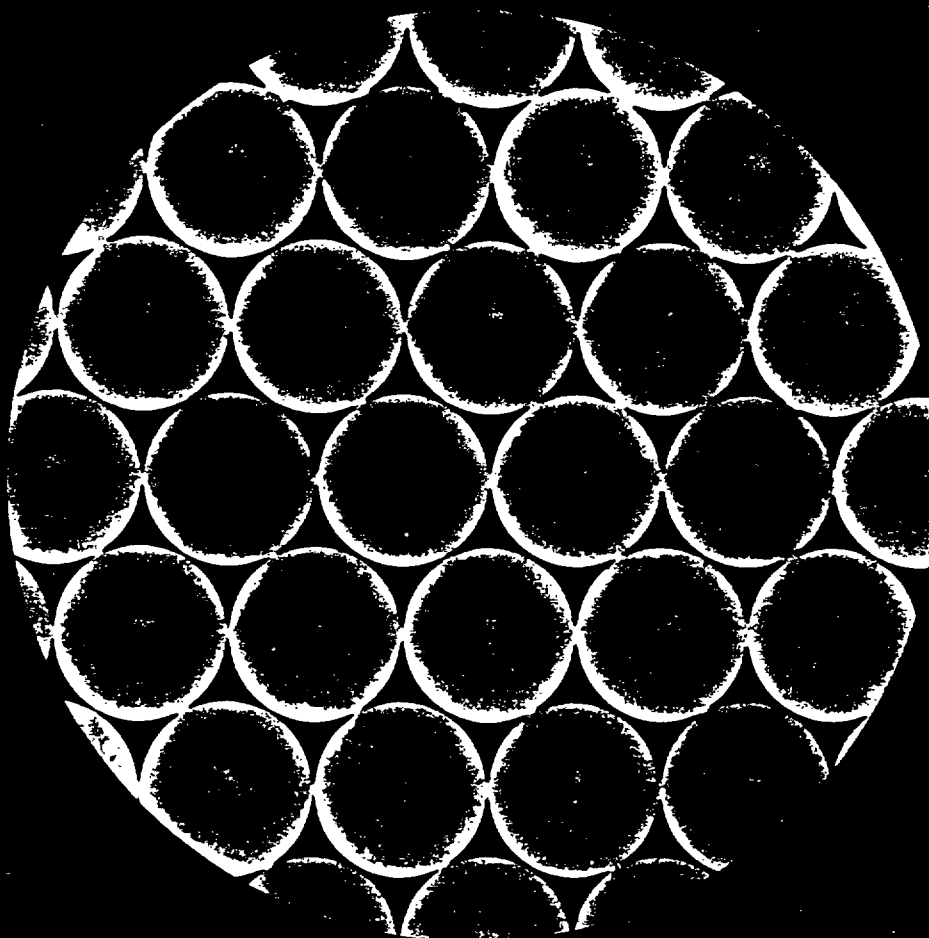


Making lanyards can be fun just so far for energetic youngsters.



When the all-clear sounds, late in the day, stored-up energy is released as boys dash for playground.

BITS AND PIECES



ETC 34339

I
tl
l.
in
n
C
s
h
th
F
I
C
v

ES

In the Photographic Section at the Detroit Laboratories, it is decidedly the little things that count—the bits and pieces. But they add up to a considerably large job. To photograph small, often minute, objects in detail and capture the subtle shadings is one of the most important tasks performed by Supervisor Eric Owen and his assistants, Ed Simon and Alyce Peterson. That, for example, carbon deposits on a cylinder head can be permanently recorded for study is an extremely valuable asset to our researchers. Carefully photographed subjects too small to be detected by the human eye are magnified and even intensified by the Detroit photographers, who are no mere camera bugs out to film a golden moment or catch a breathtaking vista.

This part of their work, as you might suspect, requires precision and practice and an eye nearly as sharp as the camera's. As training for this part of her job, Alyce has often set out about the Labs to photograph some of the small objects she saw lying about. Some of the things she found and took pictures of are shown here and on the following two pages. They not only have about them an interesting quality of pattern and design, they are as well sharply defined, and they take on an entirely different aspect in clearly delineating close-ups.

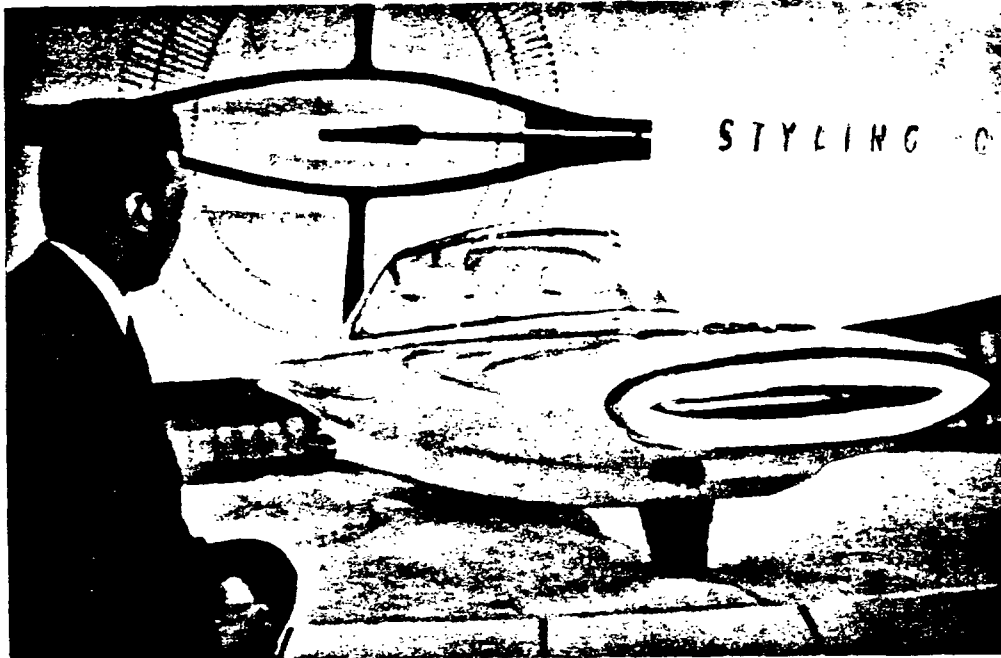
The ability to photograph such small objects with sharpness and clarity is not easy to come by and Eric, Ed and Alyce have patiently developed this skill by moving in on a pin-sized world.

At left, half-inch pyrex glass balls used in wear and friction studies are the subject of Alyce Peterson's striking photograph. Below, Alyce collects bits and pieces to photograph from Gene Balda in the Chemical Research Laboratory.



ETC 34340

Ford engineers foresee the use of gyroscopes for the cars of tomorrow. A model like the one below is predicted for 1970.

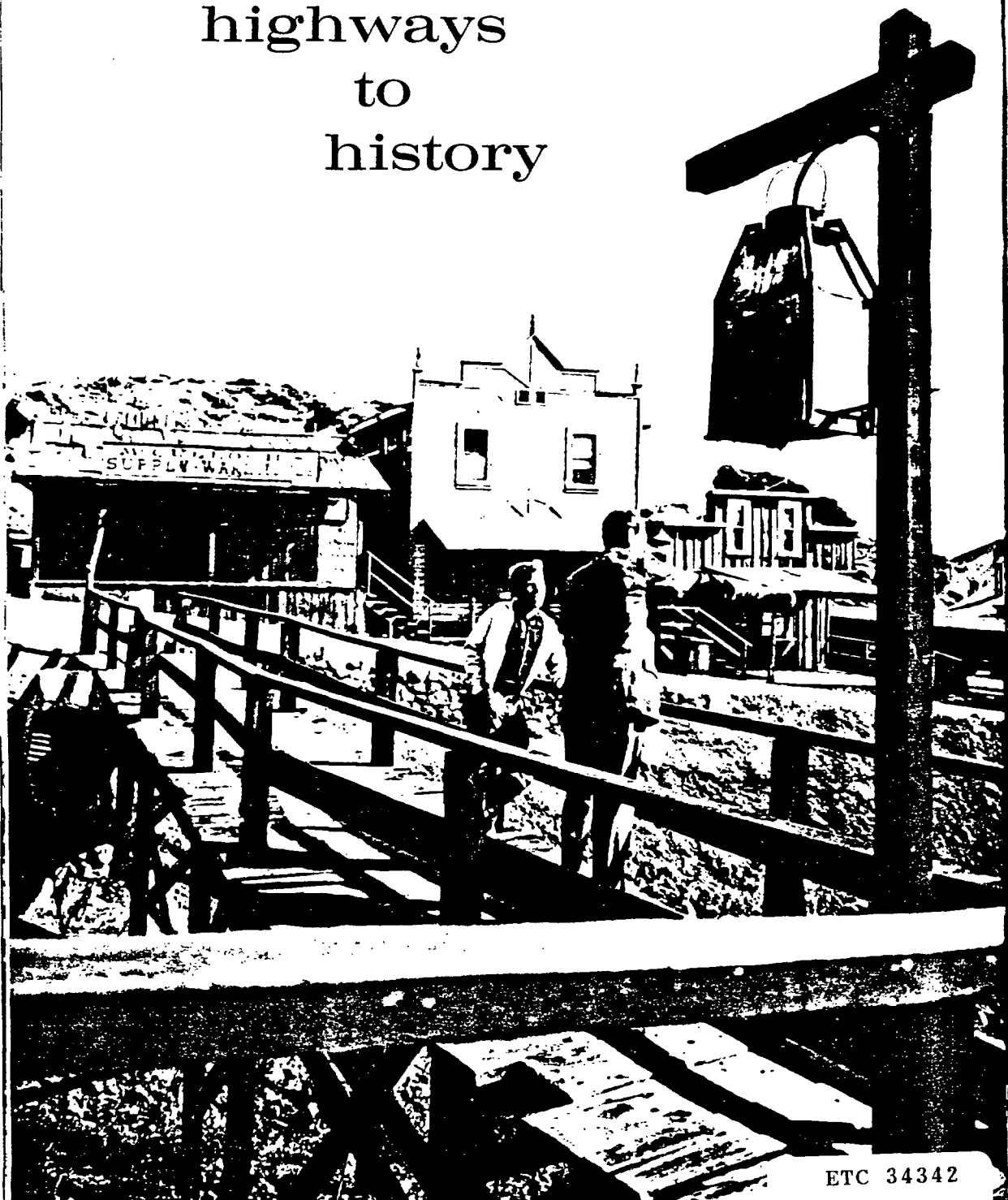


A movable steering column for easy egress was a '61 addition for one line. Gordon Saxon demonstrates it.

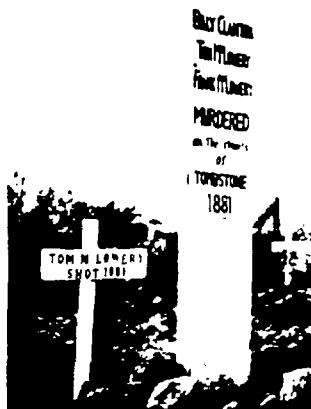


Dick, Bill and Bob get a worm's eye view as they move in on a model that continually rotates to show all sides.

highways
to
history



ETC 34342

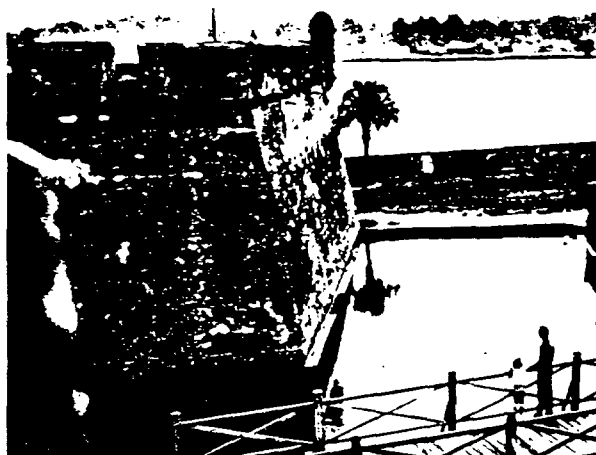


Boot Hill in Tombstone, Arizona, is a lot closer to history than television romanticism.

The Air Force Museum in Dayton will enthrall any boy with its collection of airplanes.



The Castillo de San Marcos in St. Augustine, Florida, reflects another facet of early American history.



Just as all roads once theoretically led to Rome, the asphalt highways that lace our broad country frequently lead to the exciting and colorful past. Throughout the nation, history still lives vividly in many preserved and restored areas that offer motorists a chance to see America as it was in its active youth. A Magic Circle tour, whether it be for a day's outing, a week-end jaunt or a full-scale vacation, will delight and instruct the entire family. And history is much closer than you think. History is in your own backyard when you travel by car and come face to face with the sights of yesteryear.

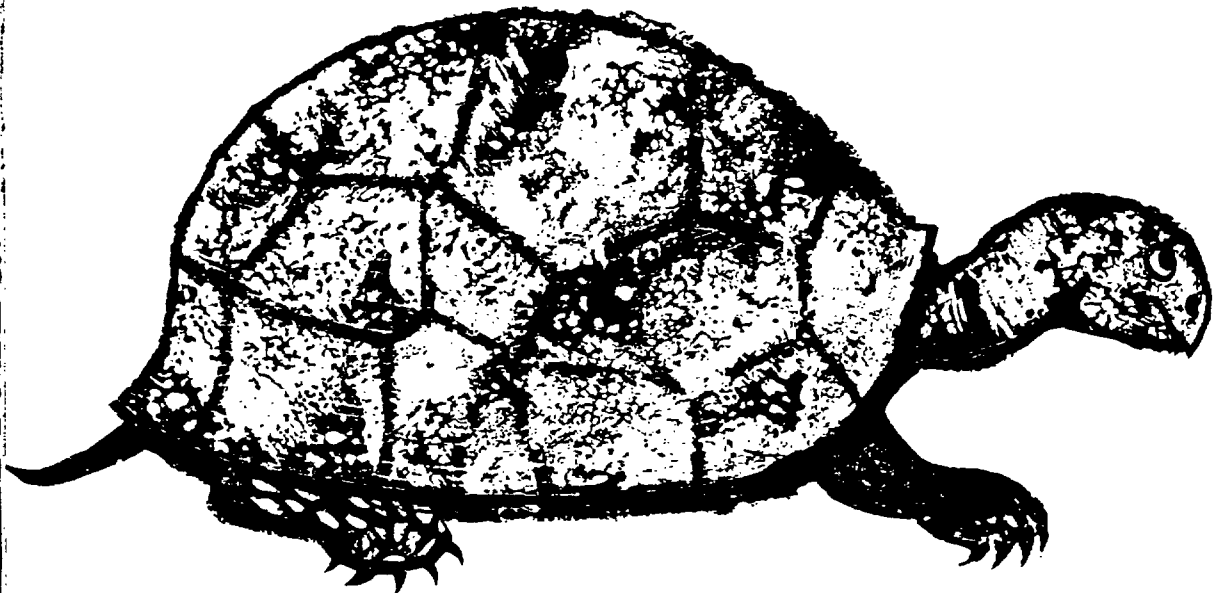
At left, the old silver town of Calico attracts tourist to sunny Southern California.



In New Salem, Illinois, the world of Abraham Lincoln has been preserved for sightseers.

body guard

Thick hide or thin skinned, the
shell you wear is both a protective
covering and an efficient alarm system



O
is on
the
be
bod
wha
mar
infe
as a
hea
P
serv
by
six
of e
tissi
defe
to t
of t
a n
l
hea
rea
res
pro
mon
of l
are
with
It
who
har
F
Thi
cau
bal
blo
cas
pla

On guard 24 hours of every day as a vital health protection and warning system, the human skin is one of the toughest and least understood organs of the body. Unlike the book whose contents ought not be judged by its cover, the covering over the human body is often an excellent means of determining just what is going on underneath. Skin literally acts as a mantle against the assaults of temperature change and infection from without while, at the same time, acting as an efficient barometer for reading the state of one's health from within.

Possessed of a multitude of properties, the skin serves as a conveyor of sensation and as a thermostat by helping the body keep a constant temperature. In six separate, microscopic layers are contained a myriad of electric circuits, antennae, cables, switches, glands, tissues, and alarm mechanisms—a strong first line of defense against disease. Despite the skin's importance to the overall health pattern, most people are unaware of these functions. Indeed, the average person harbors a number of misconceptions about proper skin care.

It is impossible to have good health without a healthy skin—the two go together. The litmus-like reactions which appear on the skin's surface as a result of internal disorder or imbalance have long provided diagnostic keys. Most of us can spot the more common ones. Bluish lips are sometimes a sign of heart trouble, measles and other childhood diseases are usually recognizable, and perspiration combined with pallor are a good general indication of trouble. It is in the area of diseases of the skin themselves where lack of familiarity and misconceptions lead to harmful abuses.

By all odds acne is the most common skin complaint. This is especially true during the teen years. It is caused by a hormonal change which induces an imbalance within the body and causes the pores to be blocked. The best antidote for this condition in most cases is also the simplest—frequent scrubbing with plain old soap and water. This helps unblock the

pores. A doctor will sometimes try to hasten the unblocking process by using chemicals but the use of any potion is not advised without consultation with a physician. This last is advisedly said, for skin specialists all agree that the root of many skin ailments can be found in the patient's use of some miracle remedy or other.

That women have more skin trouble than men is a case in point, probably because the ladies apply cosmetics to their faces and their hands are exposed to washing agents and water more often. Sometimes, however, a rash which seems to have no immediately apparent cause will crop up on either a man or woman. When this happens, an allergy is immediately suspect, for the skin more than any other area of the body is affected by allergy. This fact is used to advantage by doctors who rely on skin reactions to determine the allergy's source.

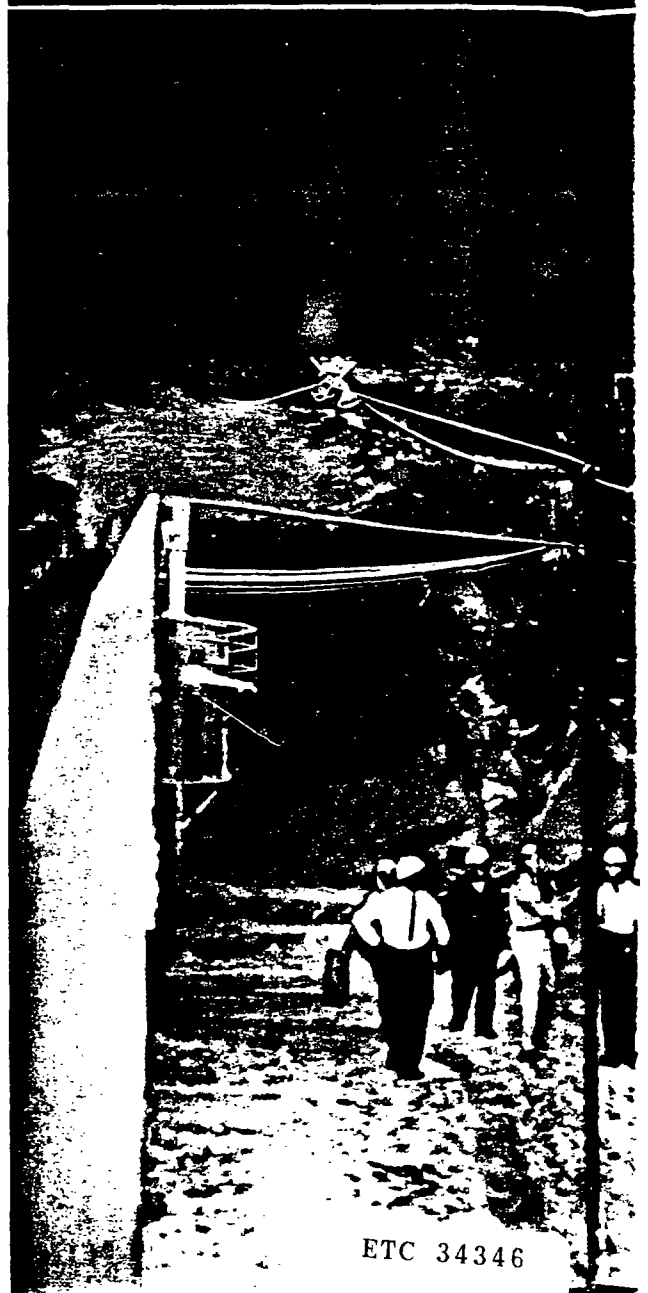
It is now known that skin responds to the vagaries of emotion—even as do the stomach and heart. This being so, not all skin ailments can be tagged as coming from a purely physical source. Those unhealthy reactions on the skin which are due to emotional upset must be treated differently. They require that the emotional problem be located and solved before the skin condition will go away.

If dermatologists were called on to agree on two rules for proper skin care, there would be no argument among them. The first axiom would be that people tend to wash too much—rather than too little. Washing tends to dissolve body oils which protect the skin from disease. The second point to follow on skin care is this: if you have a skin problem, go to a doctor and not to a drug store. Many medications and potions which are alleged to be helpful to healthy skin can, in fact, be extremely harmful if not applied under proper supervision.

There is little question that the application of these two rules will help to avoid most skin trouble. Try them. They'll help protect your body guard.

Salty

On a Saturday tour of southwestern Louisiana, culminating in a trip to the crystalline caverns of an operating salt mine, members of the Baton Rouge Ethyl Management Club and their wives visit the Longfellow-Evangeline State Park and Museum, the famed Evangeline Oak, the estate of Joseph Jefferson and the Jim Bowie Museum



ty Spree



Lured by the invitation of the southern springtime, members of the Ethyl Management Club at the Baton Rouge manufacturing plant recently set out with their wives for a Saturday visit to Jefferson Island, one of Louisiana's historic and most beautiful natural settings. Some 40 couples took the trip, which was the first in a planned series of excursions to be sponsored by EMC. For a total tab of five dollars, the Saturday sojourners received transportation to and from the Island and a hot lunch that included Southern fried chicken, salad, baked au gratin potatoes and dirty rice, a Louisiana favorite that dates back to the old Creole days. (There is really nothing dirty about it; it is simply rice thickened with a dark roux into which has been chopped chicken livers and giblets, and which delights the palate with its ample seasoning of onion, garlic, bacon and peppers.)

Starting at eight o'clock in the morning, the group made its way through the famed Evangeline country immortalized by Longfellow, stopping off at the house where Evangeline is supposed to have lived, and lunching in the shade of enormous oaks. Then on to Jefferson Island, singing merrily as the bus wound its way through the bayou country.

Jefferson Island, in southwestern Louisiana, is believed to be where the pirate Jean Lafitte buried his stolen treasure. Be that as it may, there lies beneath the earth another surer treasure: salt. It was first discovered by Captain Lucas of Spindletop oil fame when drilling for water on the estate of Joseph Jefferson, the most celebrated of all Rip Van Winkles as well as a noted artist.

The Ethyl group literally made a journey to the center of the earth, some one thousand feet into the crystal chambers of the Diamond Salt Company's mine, where the operation was explained to them in detail. Gifts of refined and unrefined salt were given to the visitors, who despite the long day are already talking of another EMC outing.

Wearing white helmets, one of the Ethyl groups is escorting through the ice-like corridors of the mine.

SALTY SPREE (continued)



At the beginning of the Club's all-day outing, S. A. LeCroy, Office Services, pins a name tag on his wife, Lillian.



George Daniels, R&D, points out some interesting facets of crystal specimen to Wes Stark and his wife, Lorina.



There's a long, long trail awinding across the lawn toward the house in which model of Longfellow's Evangeline supposedly lived.



Time-ravaged red bricks at the Evangeline house claim the attention of John and Ruth Klock.



Above, left, Power Group's Ed Cox and his wife Chris lean against ancient oak while lunching. At right, John and Jean Furr (he's training director in Employee Relations at the plant) also tackle their lusty Louisiana midday meal.

Before descending into the salt mines, Jefferson Island guide explains mining operations to the visitors, who were later divided into small groups for cavern tours.



Club President Elmo Dixon, his wife Evelyn and the Wesley Starks are fascinated by a block of salt bearing company's emblem.



FOR YOUR ENTERTAINMENT

BOOKS



Sybille Bedford is among the most accomplished writers of our generation, and she is unquestionably one of the most versatile, producing books of distinctly varying types with the same accomplished performance. Her latest volume, a Simon and Schuster book, is *THE FACES OF JUSTICE*—a far cry from her gentle and brilliant *A Legacy*. Though crime concerned her in *The Trial of Dr. Adams*, it concerned her in a quite different way. In her current book she has chosen to study justice in many countries, reporting on courtrooms and their variations across the face of Europe. Much of what she has seen and reflected upon is astounding; all of it is fascinating. Justice wears as many guises as Lon Chaney, and Miss Bedford sees them closely and vividly. She is far more than a court reporter; she is an author who observes, interprets and analyzes with a fine sense of the dramatic.

The stories of John Cheever are always eagerly read by readers of *The New Yorker* who like their fiction undiluted by tricks and unhampered by plots that fit a pat formula. In his fourth collection of short stories, *SOME PEOPLE, PLACES AND THINGS THAT WILL NOT APPEAR IN MY NEXT NOVEL*, Mr. Cheever is at his urbane best as he depicts suburbia with the eye of an eagle and the touch of a surgeon. He can with chilling perception see the chaos in a minute situation, and at the same time see the humor in human foible. He has never been better than in two of the current crop: *The Death of Justina* and the strange, delightful *Brimmer*.

Harold Robbins, author of *A Stone for Danny Fisher* and *Never Love a Stranger*, has taken some nearly 700 pages to tell his latest story, *THE CARPETBAGGERS*, which in this instance has nothing to do with the originators of the name. Mr. Robbins' big cast of characters is composed of people from the twentieth century, high-powered types of the movie industry and associated worlds. Mainly he holds responsible for the aggressiveness that drives his people a search for love that makes them, like the insinuation of the title, a group of plunderers who will stop at nothing to achieve their goals. There is a movie mogul who has his fingers in all kinds of pies and a blonde bombshell, both of whom will remind you of a couple of celebrated figures of the Thirties. A Simon and Schuster entry, the new novel is brisk and thoroughly entertaining despite its length.

Richard Gordon (*Doctor at Sea*, *Doctor at Large*, *Doctor in the House*, etc.) has added another amusing volume to his delightful series about young Doctor Grimsdyke, *DOCTOR ON*

TOAST. In his current encounter with the human race, the trouble-prone medico finds himself up to his stethoscope in the family of one Sir Lancelot Spratt, a friend to whom he owes a debt of gratitude. Much of the action takes place on a cruise to South America and the major source of the commotion is over a beautiful young swimsuit model. It's all very light and fluffy, but those who are familiar with the previous adventures of Gaston Grimsdyke in book or film form will find a sure prescription for laughter.

QUAKE, QUAKE, QUAKE, a small volume of verses not to be found in any child's garden, is the work of Paul Deln, an Englishman who goes all out in parodying the masters of poetry in as horrifying and witty a collection of anti-war couplets, odes and sonnets as anybody is likely to produce with a pen. The drawings of Edward Gorey are also loaded with shrapnel. Ghoulish, devastating, explosive and brilliantly comic, the new Simon and Schuster book is a devilish combination of the eerie and the humorous. The majority of the collective verses originally appeared in *Punch*, *The New Statesman* and *Time and Tide*.

THE HAWAII BOOK is a lavish, big volume that tells the "story of our island paradise" with more than 250 illustrations. A Doubleday product, it is both informative and entertaining as it tells of the fiftieth state's history and charm. As comprehensive a book yet to appear on the fabulous Island that has delighted tourists for generations, the current volume has sections on native arts and crafts, island botany, the remarkable hula, sports, customs, legends, cuisine and portraits of famous people in Hawaii's past. It's the next best thing to hopping the next plane across the country and heading out over the open Pacific. (Most of the text comes from Hawaii's leading magazines and newspapers.)

THE AGE OF REASON is the first volume in a new series of histories from Doubleday to be known as *The Mainstream of the Modern World*, under the guidance of John Gunther, and judging from the first entry by Harold Nicholson as well as anticipated volumes by Kay Boyle, William L. Shirer, Barnaby Conrad, Emily Hahn and Alec Waugh, the project promises outstanding adventures in reading. Sir Harold's contribution concerns itself with the eighteenth century, an era that produced Voltaire, Samuel Johnson, Benjamin Franklin, Catherine the Great, Thomas Paine and Casanova, to name but a few. Both the French and the American revolutions were indicative of the century's big push to overcome tyranny and fight for the freedoms. Through the most influential people of the times, Sir Harold has told a fascinating history of one of the most important spans in world history. He is definitely on stream.

ELEGY IN MANHATTAN is a collection of "free verse" that, surprisingly enough, came from the pen of George Jessel, whose fame as a showman can only be enhanced by his affectionate look at Broadway and the leading show folks of the century. Just how good a poet Mr. Jessel may be is debatable (or even if what he writes can be termed poetry), but there

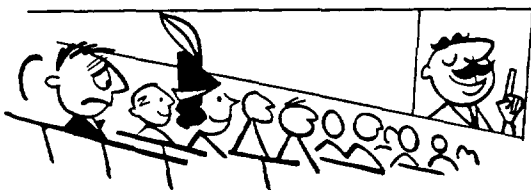
can be no question that what he has produced is an affectionate tribute to the Great White Way and the scores of entertainers who made it glitter so splendidly. Where else could you find upon a single stage such personages as Al Jolson, Helen Morgan, Florenz Ziegfeld, Lillian Russell, Fanny Brice, Will Rogers and all of the immortals who made midtown Manhattan the greatest source of entertainment in the world?

You'll be delighted to meet **SUZUKI BEANE**, a beatnik moppet created by Sandra Scoppettone. In this slim Doubleday volume, Suzuki and her friends are drawn by Louise Fitzhugh and the drawings, like the text, are both amusing and touching. The product of a bearded father and an unkempt mother, Suzuki finds herself involved with the conformists, a perplexing group that she simply doesn't dig. Her young friend Henry is the exception, despite his square parents. Together the two youngsters rebel against their respect environments and find youthful delight in each other. Brief, sharply satirical and poignant, the new little book decidedly swings.

Pulitzer Prize-winner Robert Lewis Taylor has been compared to Mark Twain and the comparison will again be obvious in his latest novel, **A JOURNEY TO MATECUMBE**. A McGraw-Hill publication, the new book is somewhat reminiscent of the author's successful *The Travels of Jaimie McPheeters*, but that in no way detracts from its quality. Davey Burnie's journey down the Mississippi is an action-packed voyage that would turn Huck Finn green with envy. His adventures and the characters he meets along the way are packed in and vacuum sealed, ready to pop in one exciting chapter after another. Mr. Taylor's style is delicious, succulent, and his flair for sheer entertainment is as glorious as a three-ring circus. This is one trip you don't want to miss.

There is, according to Daniel G. Hoffman, nothing new under the sun. At least that seemed to us a large part of what he has to say in **FORM AND FABLE IN AMERICAN FICTION**, an Oxford publication. A professor at Swarthmore College, Mr. Hoffman has analyzed in the works of some of our country's foremost men of letters the use of existing myths, legends and allegories, and he has fitted them into the general American character as seen by Mark Twain, Washington Irving, Herman Melville and Nathaniel Hawthorne. What Mr. Hoffman has also done, in a sense, is to trace the emergence of a culture as it was seen and interpreted (and to some extent molded) by our early literary talents.

MOVIES



Universal-International's **THE LAST SUNSET** is a western opus that includes just about everything but the kitchen stove. (Come to think of it, even that seems to crop up somewhere.) At any rate, it is a lavish color affair that delights the eye with some handsome scenery as it hits the trail from Mexico up to Texas. It is also lavish in its casting, with top box-office star Rock Hudson heading a roster that includes Kirk Doug-

las, Dorothy Malone, Joseph Cotten and Carol Lynley, all of whom appear to be having a lively time in a plot as thick as yesterday's gumbo. The ingredients of the story are all familiar, but what makes them add up to such a rousing good time is that there are so many of them—a cattle drive, murder, kidnapping, quicksand, the promise of a showdown and even a tuneful melody called *The Pretty Little Girl in the Yellow Dress*.

A Columbia release, **GREENGAGE SUMMER** is the celluloid version of Rumer Godden's successful novel, and it is sure to please the distaff side. Brought to the screen with taste and style, the gentle story of a girl growing into womanhood is tender and touching and not without its moments of excitement. As the young woman who finds maturity in the French champagne country, newcomer Susannah York is superb. Kenneth More and Danielle Darrieux share the top spots, and they are both extremely convincing. Mr. More as a jewel thief and Mlle. Darrieux as the object of his affections. The script is brisk, honest and preceptive and the French countryside in color is enough to give you wanderlust.

Susan Strasberg is the star of **TASTE OF FEAR**, a Columbia release that has a rather ordinary plot but which is so capably performed by such players as Miss Strasberg, Ann Todd and Ronald Lewis that it becomes exciting to watch. The Riviera is the scene of these dirty-doings that involve a young woman, her stepmother and a handsome chauffeur. Miss Strasberg is being robbed of her inheritance and driven half-mad before the culprits are found out. There are some sharp twists and a floating body to keep things active. Despite the familiarity of it all, you'll have a good time guessing who done it.

TELEVISION



ABC will conclude its series of programs on Winston Churchill on May 14 when it presents *Final Christmas*, the story of the allied forces gathering for the drive on Germany that ended World War II.

Also on May 14, *The Impresario*, a little-known opera of Wolfgang Mozart will be presented on CBS.

On May 17, Sally Ann Howes, late of *My Fair Lady*, will star on the **UNITED STATES STEEL HOUR** in *The Leonardi Code*.

Tongues of Fire, a CBS highlight of last season, will be repeated on May 21. It is a program of Whitsuntide music from the sixteenth and seventeenth century.

CIRCLE THEATRE will present on May 24 another in its series on semi-documentary programs. This episode will be based on college admissions.

TV Guide's annual award show will again present a host of television personalities. Nanette Fabray and Jackie Cooper are among those scheduled to appear on the June 13 show.

MILESTONES

30 YEARS



MADGE LOFTHOUSE
Sales, Eastern Region

25 YEARS



ROBERT C. BURNS
Finance, New York

20 YEARS



JOSEPH LAETHEM
Research & Development,
Detroit



ALTON L. MILLER
Purchasing & Traffic,
Baton Rouge



HOMER M. TANNER
Research & Development,
Baton Rouge

ETC WELCOMES



LILLIAN JENSEN, stenographer in the Houston office, is married and has two children.



FRANCES LOCKHART, a typist-clerk at the new Long Beach Laboratory, enjoys dancing.



DONALD STALLINGS, a Georgia Tech grad, is in Industrial Engineering in Baton Rouge.

EXTRACURRICULAR

MCCONICO GAY of Maintenance at the Houston plant was recently elected president of the Mae Smythe Parents-Teachers Association.

The Baton Rouge Family Counseling Service has elected JOHN HOGAN, Employee Relations in Baton Rouge, to a three-year term on the board of directors.

The North Oakland Planning Division of United Community Services turned one of its regular meetings into a surprise testimonial dinner for CHARLEY KASS of the Detroit Labs, honoring him for eight years of service as its president.

FABIO HALPHEN, Engineering, Baton Rouge plant, was appointed a national action leader for the Louisiana Farm Bureau Federation to study and recommend national farm legislation. He received his appointment from L. L. Lovell, president of the state bureau.

DOUG KING of Safety in New York was program chairman for the petroleum section meeting of the 31st Annual Safety Convention and Exposition recently held in New York. The convention was sponsored by the Greater New York Safety Council along with the American Society of Safety Engineers and cooperating agencies.

Baton Rouge plant employees H. F. BRADFORD, ETC1 Maintenance, and LEO KINGREA, Engineering and Mathematical Sciences, served as members of the study committee on East Baton Rouge Parish school operations for the Chamber of Commerce.

Two Baton Rouge plant men were presented awards in Lafayette, Louisiana, for their accomplishments in Louisiana Petroleum Council activities. OLLIE JONES of Purchasing and Traffic was given a special award for his leadership in the gasoline tax education program; and SHELBY LOWE, Sodium Maintenance, received the LPC's Silver Award for his work as chairman of the Sixth District Educational Committee. This was the first district in the state to have 100 percent participation of the schools in the use of LPC materials.

A group of Baton Rouge employees were active in the annual Boy Scout Circus. They participated as pack and den leaders, as parents, and on committees. JOHN KLOCK, Operations, was chairman; and JIMMY VERNON and HARRY BUTLER, both of Maintenance, were members of

the Facilities Committee. BILLY GRADY, Industrial Engineering, was one of the event directors. The circus came under the Camping and Activity Committee headed by DICK SCHNEIDER, Maintenance Planning.

Two men from the Baton Rouge plant were judges at the State Science Fair held at Alexandria, Louisiana. ROBERT BABCOCK of Engineering judged in the electronic division, and WALTER LAWRENCE of Chemical R & D was a judge in the physics division.

Three men from the Detroit Laboratories were elected to important posts in the Detroit section of the American Chemical Society. TOM COFFIELD was appointed the new chairman-elect, GORDON WILCOX was elected secretary, and AL GASSMANN is an alternate counselor.

DR. JESSE BURDICK, Medical, Houston plant, was elected "President Elect" of the Texas Industrial Medical Association. During the last two years, he served as the secretary-treasurer.

As a result of attending night-school for 12 years, NORM WRIGHT, Detroit Labs, received his bachelor of science degree in biology, with a minor in chemistry, from Wayne State University.

BIRTHS



Detroit

DONALD and LINDA BLEVINS—a son, ANDREW ROSS. Don is a technician in the Labs' Chemical Research division.

ROBERT and MARGARET O'MEARA—a daughter, LUCY MARIE. Bob is a purchasing agent in the Laboratory's Purchasing and Traffic department.

BILL and MIYO O'NEILL—a daughter, ANN ELIZABETH. Bill is an assistant supervisor in the Analytical section of Chemical Research at the Laboratory.

New York

PAT and GRACE FITZPATRICK—a son, KEVIN MICHAEL. Pat is an accountant in Financial Analysis and Reporting.

ON THE ROSTRUM



During a state-wide employee communications conference held in Baton Rouge, **CHARLES ZEANAH**, Community Relations, Baton Rouge, was moderator of a panel discussion on employee indoctrination, employee meetings and materials for distribution to employees. The conference was sponsored by the Louisiana Petroleum Council.

HUGH BOURQUE of Power at the Baton Rouge plant was a speaker at a conference held recently in New Orleans by the American Institute of Electrical Engineers. He presented a technical paper, accompanied by color slides, on "A Supervisory Control and Telemetering Installation in an Industrial Plant."

The technical paper titled "Economics of Antiknock Selection" was presented by **WILLIAM SABIN** of the Central Region at the annual meeting of the Western Petroleum Refiners Association held in San Antonio, Texas. The paper was co-authored by Bill and **CHARLES WOLF** of the Detroit Labs.

CHUCK COLVIN of Purchasing and Traffic in Baton Rouge was the principal speaker at a meeting of the Purchasing Agents Association in Tulsa, Oklahoma. His subject was "The Development of Ethyl's Purchase Analysis Program."

RAY FALLER, Employee Relations, New York, was a guest speaker during a meeting of the Federal Incentive Awards Association held in New York. His talk combined training and suggestion system aspects which might have application in the federal program.

WOODY MERRITT of Safety in Baton Rouge spoke at a meeting of the Port Allen Rotary Club, at which he also showed the movie on the "Direct Method of Artificial Respiration."

BEN BREWSTER of the Detroit Laboratory gave a talk entitled "Meaning of Octane Numbers" before a meeting of the Toronto section of the American Society of Lubrication Engineers held in Toronto.

JOHN WINTRINGHAM of Research and Development in Detroit presented the technical paper entitled "Potential Powerplants for Passenger Cars" at a meeting of the Society of Automotive Engineers in Lafayette, Indiana.

NEWS BRIEFS

E. O. JONES, III, a state department foreign service officer, has been assigned by the State Department to Nigeria to direct the formation of a Peace Corps there under President Kennedy's recently announced program. He is the son of Ollie Jones of Purchasing and Traffic at the Baton Rouge plant.

LILLIAN CROOK, wife of Hubert Crook of Finance in Baton Rouge, is instructing an adult YWCA class in the art of china painting. Mrs. Crook is a well-known teacher of china painting as well as the author of the book *A Fresh Approach to China Painting*.

MELISSA NEAL, daughter of Herb Neal at the Detroit Labs, has been elected to Alpha Lambda Delta, a national honorary sorority requiring a 3.5 average out of 4.0. Melissa is a freshman at Michigan State University.

A number of children of Baton Rouge plant employees have been awarded with scholastic honors.

Three were presented with academy honors. **FRANK ROBERTS**, son of Sam Roberts of Engineering in Baton Rouge, was elected vice president of the Louisiana Junior Science Academy at the annual meeting in Lafayette, Louisiana; **CURTIS HOLMES**, son of Chester Holmes of Technical Operations, won third place in physics; and **LEWIS GULICK**, son of Walter Gulick of Industrial Engineering, won fourth place in physics, in the state competition. Frank and Curtis attend Baton Rouge High School, and Lewis is a student at University High School.

KATHLEEN KYLE, daughter of Charlie Kyle of the Legal department, and **WINSTON DAY**, son of Dick Day of Employee Relations, have been chosen by fellow students as the outstanding sophomore girl and boy at Baton Rouge High School.

STANLEY FORBES, son of Carroll Forbes of Chemical Research and Development, has been chosen one of the six outstanding seniors of East Baton Rouge Parish to receive awards from the Baton Rouge Junior Chamber of Commerce. Stanley is a senior at Istrouma

High School and plans to study medicine in college.

MARY GILBERT, daughter of Joe Gilbert of TEL Operations, has been named to the dean's list for scholarship at Southeastern Louisiana College. Mary is a student at Baton Rouge High School.

PAUL SIGREST, a senior at Zachary High School, has been awarded a four-year Naval ROTC scholarship. He plans to major in mathematics and physics. Paul is the son of James Sigrest of Chemical Research and Development.

In response to rapidly growing demands from oil refiners and other industrial users, Ethyl Corporation announces completion of a major expansion in production facilities for its ortho-alkylated "Ethyl" antioxidants.

The expansion will almost double the capacity for its principal antioxidants, the Company said. In addition, the enlarged facilities will enable Ethyl to produce, in commercial quantities, other ortho-alkylated chemicals with potentially important industrial applications.

Ethyl's antioxidants are the result of an ortho-alkylation process discovered in the Ethyl laboratories, and subsequently patented by the Company. Since their introduction a few years ago, these additives have become widely known in the United States and abroad as highly effective, low-cost antioxidants for a broad range of uses.

At the request of the Police Academy of the City of New York, the Training section in New York has supplied them with Ethyl's instructor's guides on "Conference Leadership" and "Human Relations." Ethyl has used these courses effectively with its own supervisors at all major Company locations. The Police Academy will use the material in training its superior officers who, in turn, will train other officers.

WEDDINGS



Detroit

CHRISTINE BONGERO and **RAY BOYLE** were married on March 31 in Ferndale, Michigan. Chris is with Products Application at the Laboratory.

IN THE FIELD



FRANK HOWARD will act on a temporary basis as the regional merchandiser in the new Gulf Coast Region. This is in the nature of a rotational assignment. A permanent decision for this region will be announced at a future date.

While in the Gulf Coast Region, Frank will organize the merchandising work and take over the duties that **GRANT SCOTT** formerly handled when this area was part of the Southern Region.

During Frank's absence, **KERNEY HURST**, who has worked closely with Frank for nearly two years, will be in charge of the merchandising group in New York.

ED BACON, field representative in the Philadelphia office, arranged for Pennsylvania Farm Bureau to have the film "Engineering of Agreement" shown to all department heads.

TOM HANLON, Pittsburgh district representative, made two one-hour "Fuel-Engine Relationship" talks centered around a true-false questionnaire that he composed for merchandising managers, training managers, salesmen, and dealers of Gulf Oil and Esso Standard (division of Humble) in Pittsburgh, and for Esso men at the installation in Rochester, Pennsylvania.

ROBERT JORDAN, Atlanta field representative, made a presentation on the Tank Cleaning Turn-over Chart to American Oil terminal personnel at Tampa, Florida.

DON CHAPMAN, New York district national accounts manager, arranged for the magazine *The Texaco Dealer* to quote in their "Dateline Detroit" column of a recent issue from **BOB KIMPTON's** talks on "Fuel System Deposits" and "Filter Clogging," and also to use pictures of the Pontiac Tempest gasoline fill-pipe cover area which shows how dirt gets into gasoline.

LEWIS RUMPH, Atlanta district automotive engineer, held 13 "Diagnosis of Engine Failures" meetings for 300 Gulf

Oil Corporation personnel in Georgia, Tennessee, Florida and Alabama.

MARVIN SMITH, Tulsa district automotive engineer, acted as a "substitute teacher" in a Tulsa high school during the conference of the National Science Teachers Association. During this one day Marv demonstrated the power of gasoline knocking and non-knocking combustion with the use of a glass tube, and showed the "Fire Power" movie to all the science students of Webster High School.

BOB DOUGLASS, manager of the Mid-Continent Region, was appointed by the Tulsa Chamber of Commerce to the 1961 Petroleum Industry Committee.

ED ELLERBE, chief automotive engineer in the Western Region, gave the presentation on "Stop and Go Problems and How to Overcome Them" at two separate meetings of the Society of Automotive Engineers Sections. The first was in Portland, Oregon for the Willamette Valley Section; and the second was at Spokane, Washington for the Intermountain Section.

ARCHIE SMITH, Atlanta district field representative, made a "Gasoline Power Clinic" presentation before dealers and sales trainees currently enrolled in Esso's training school in Nashville, Tennessee.

PEOPLE IN THE NEWS



EDWARD JONES and **PHILLIP MENTZ** were promoted from process engineers to technical services engineers at the Baton Rouge plant. They will both continue their assignments in the TEL Area of Technical Services.

HENRY THOMAS has been promoted to mechanical engineering associate in General Engineering at the Baton Rouge plant. In his new position, he will serve as engineering development specialist in a wider area than in his previous assignment. Development Engineering personnel, formerly reporting to Henry, will now report to **JIM CARLISLE**.

Four Baton Rouge plant employees have assumed new assignments.

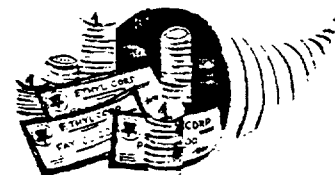
In Manufacturing, **DEWEY FOURNET** is supervisor in Cost Engineering; **HERB COLLIER** moved to chief supervisor in Stores; and **BILL ROLSTON** is an area cost engineer in Industrial Engineering.

In Engineering, **DICK PASTOREK** is now an engineer in the Off-Plant and New Products Area.

Three Houston plant management personnel moved to new assignments.

DEAN GOATES is now Stores supervisor; **JAMES KELLY** has been placed on special Maintenance assignment in the TEL area; and **JOHN ROPER** has been appointed Maintenance area supervisor.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

DETROIT: **MERLYN J. BEANE**, \$25.00 (Remote control for pump at R building); **L. DALE CHRYSLER**, \$20.00 (Vestibule at north entrance in C-wing); **OSCAR O. CLOVEN**, \$20.00 (Door control at fuel pumps in garage); **ESTALETA DALE** and **CONSTANCE MARTIN**, \$15.00 (Supports for unbound periodicals in library); **ANDREW L. PALLAY**, \$15.00 (Alternate safety openings at 100 gal. kettle).

PACIFIC COAST: **JACKIE J. BALL**, \$10.00 (Call in logs for ditch treater area); **ANTON BAUMGARTNER**, \$10.00 (Lift bar for hot well gate); **ROY J. BROWN**, \$10.00 (Bleed-off petcock steam line to burner gun heads); **HAROLD B. DOBBINS**, \$15.00 (Modification to method of changing still condensers); **DENNIS B. MARCHAND** and **HAROLD B. DOBBINS**, \$10.00 (Crane car winding drum guard); **WALTER A. ECKHART**, \$10.00 (Raise air and water lines in furnace area); **ELBERT S. ISHAM**, \$15.00 Modification to sodium vacuum pumps); **CLOYD A. JONES**, \$15.00 (Additional blow down timer); **RAYWARD LYNCH**, \$10.00 (Method of forcing grease to pump suction); **JAN PROPET**, \$10.00 (Change of location of ground connection on alloy analyzer bulb); **KENNETH L. WALKER**, \$10.00 (Revised table in boiler control room).



Both the Company and Dick Cook, Public Relations, were cited recently by the Freedoms Foundation of Valley Forge, Pennsylvania, for contributions toward bringing about a better understanding of the American way of life. The presentations were made in the Board Room of the New York Stock Exchange. Above, Foundation President Kenneth Wells congratulates Dick, left, while Ethyl's Bill Ball and Admiral Felix Stump watch the proceedings.

PEOPLE and PLACES



BINGO BARKER

Detroit Lab's Laurel Wilkinson, Plant Operations and Maintenance, is shown above calling out the numbers at a recent Ethyl Society Bingo Party held at the VFW Hall in Royal Oak, Michigan. Helping Wilkie to manage the game was Barbara Rowland, Products Application, who verified scores and passed out the prizes to the winning players.

LIGHTHOUSE KEEPERS

A sale of household gift items made by the blind craftsmen of the Lighthouse Industries was recently held in the New York Offices. Lillian Kraker, left, of Advertising and Sales Promotion, and Gwen Eyland, Export Sales, were two of the Ethyl customers. The sale, which was conducted by a representative of The Lighthouse, netted nearly \$200.



ETC 34357

f Valley
way of
resident
eedings.



ARTICULATE ARCH

Arch Smith, Atlanta District field representative, recently gave the "Know Your Gasoline" presentation for Gulf Oil training personnel in the Atlanta District. Arch, at right, helped with the instruction which resulted in Gulf using the Ethyl presentation in their Birmingham, Charlotte, and Atlanta divisions as a feature in the dealer training program.



CAGE CHAMPS

The Pittsburg plant's basketball team won the championship of the Antioch Industrial League this year. Front row are: Manual Gonsalves and Tom Winkle. Second row: Ken Scott, George Brayton, Roy Brown, Henry Rooney, Ronald Albright. Back row: Tony Baumgartner, Ray Musgrove, Richard Pierce, Martin Enni, Robert Armstrong.

more people, more places

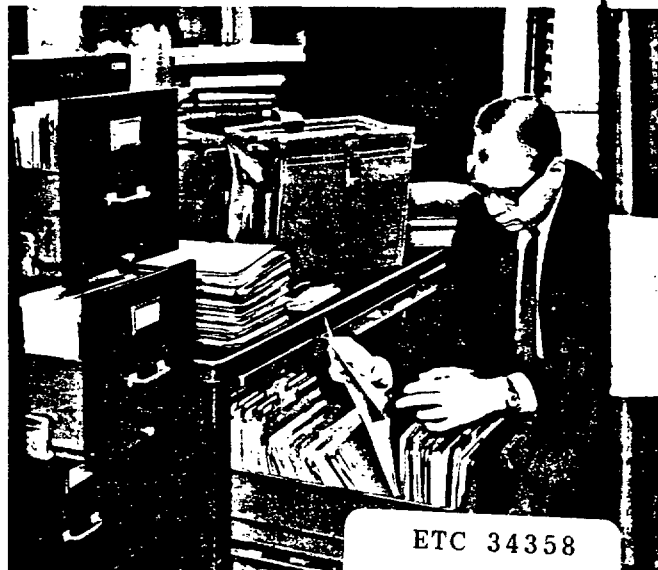
DON'S GONE

New Gulf Coast Region appointee, Don Hornbeck, was feted by the men from Central Region Staff and Chicago District before leaving to become Gulf Coast Region's Chief Refinery Technologist. Don was given two pieces of luggage as a going-away present. The presentation was made by Don Flynn, Central Region manager, in behalf of Don's former colleagues.



ART DEPARTS

Preparatory to taking over his new Gulf Coast Region assignment, Art Zeitz, below, cleans out his desk at the Detroit Laboratory. Art worked in Technical Services at Detroit before being tapped for the Chief Automotive Engineer spot in Gulf Coast Region. Art, who will work out of the Houston headquarters, leaves a host of friends in Detroit.



ETC 34358



KIMPTON'S CLASSES

In eight separate presentations, Bob Kimpton, Pittsburgh District field representative, lectured to over 200 customer company home office personnel recently. Bob's talks were given at Ethyl's 39th Street Sales-Service Center in New York City to groups representing Tidewater, Sinclair, Shell, Esso, Cities Service, Texaco, Mobil, and California Oil. The program fea-

tured a number of graphic demonstrations and exhibits which served to enhance the three-part agenda. Specifically Bob combined his talks on "Diagnosis of Engine Failure", "Fuel System Deposits" and "Filter Clogging" into one presentation for these occasions. Bob's command of his subject and the extensive use of visual aids produced an enthusiastic response.

LABEL BY LOCHER

On Monday morning April 17, Ethyl Corporation's newest Regional Sales Offices were declared open for business in Houston, Texas. Designated the Gulf Coast Region, the Region takes in the present Houston and New Orleans Districts and is the fifth such operation now running in this country. Ellis Locher, Gulf Coast Region manager, put the sign on

the door the first day to signify the opening. The offices are located at 1312 First City National Bank Building, Houston 2, Texas. There, Ellis and his Ethyl-experienced staff were on hand to receive messages of encouragement and congratulations on start-up day and then got down to the business of launching the operation.



ETC 34359



PHYSICS WHIZZES

The six men standing above are Maintenance foremen at Ethyl's Baton Rouge plant who have recently completed a 60-hour training course in basic industrial physics. They are, left to right: J. D. Joseph, J. D. Cockerham, J. C. Marionneaux, Kenneth Rollins, Robert Blom, and T. L. Davis. Sam Boudinot and Bill Edwards, both from the Baton Rouge

Training Department, served as the instructors for the course. Sam, seated at left, and Bill, seated center, are shown above at the graduation ceremony where Tom Coerver, Maintenance superintendent, seated on the right, passed out graduation certificates to the men and added his congratulations to those of their instructors for completing the difficult course.

more people, more places

COUNCIL BUFFS

Each of the Baton Rouge Plant employees shown below are active in the district and parish organizations of the Louisiana Petroleum Council. Shelby Lowe, left, is school chairman for the Sixth District; A. J. Parker, second left, is school chairman for West Baton Rouge Parish; Ollie Jones, center, is president of the Sixth District; Dora Pepe, second right, is as-

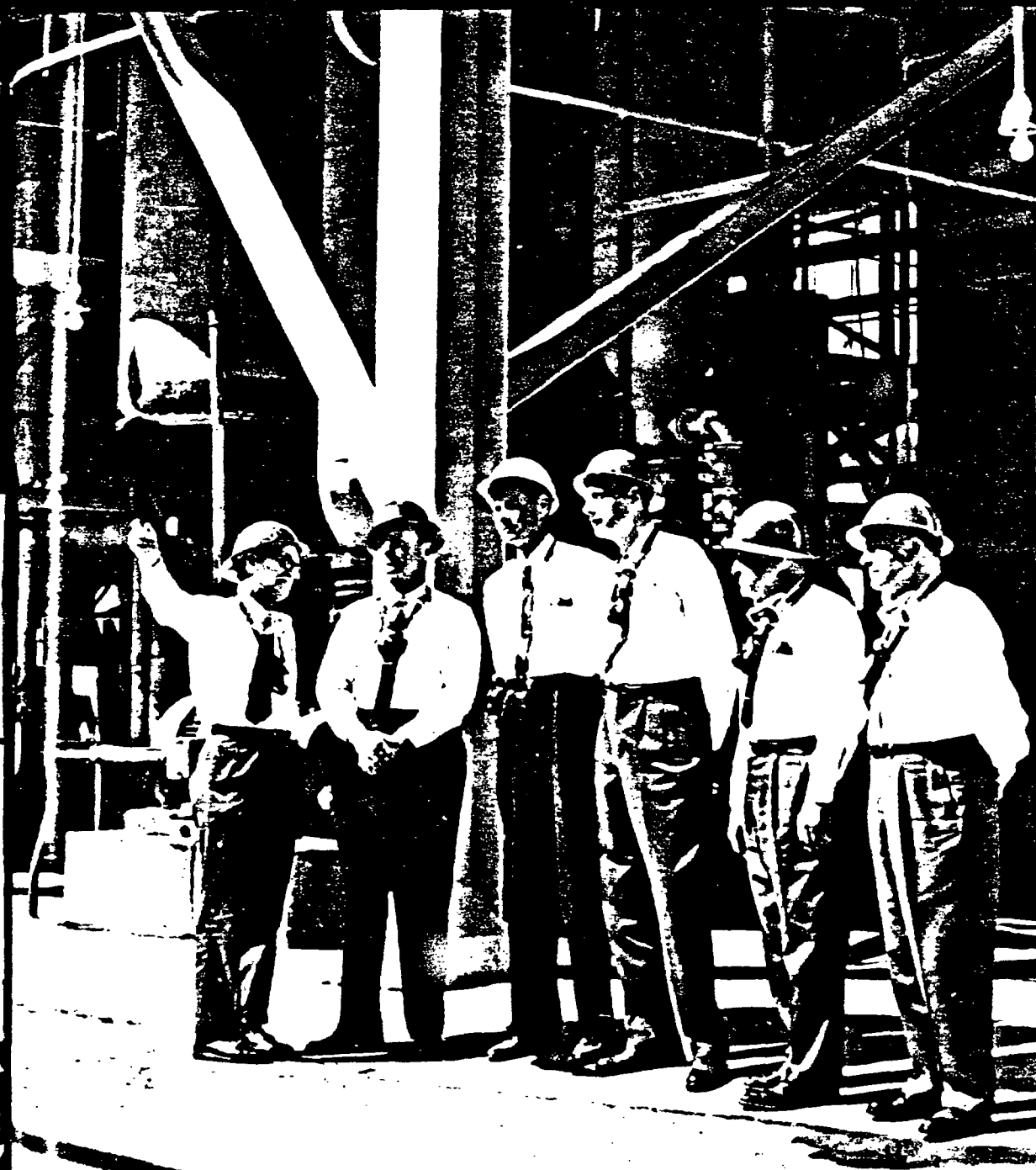
sistant secretary for the Sixth District; and Elbert Moore Jr., right, is Civic Affairs Chairman for East Baton Rouge Parish. The Council is concerned with keeping the public informed about the facts and the viewpoint of the oil industry on issues of public concern. In effect, the Council acts as a public relations agency for the oil industry.



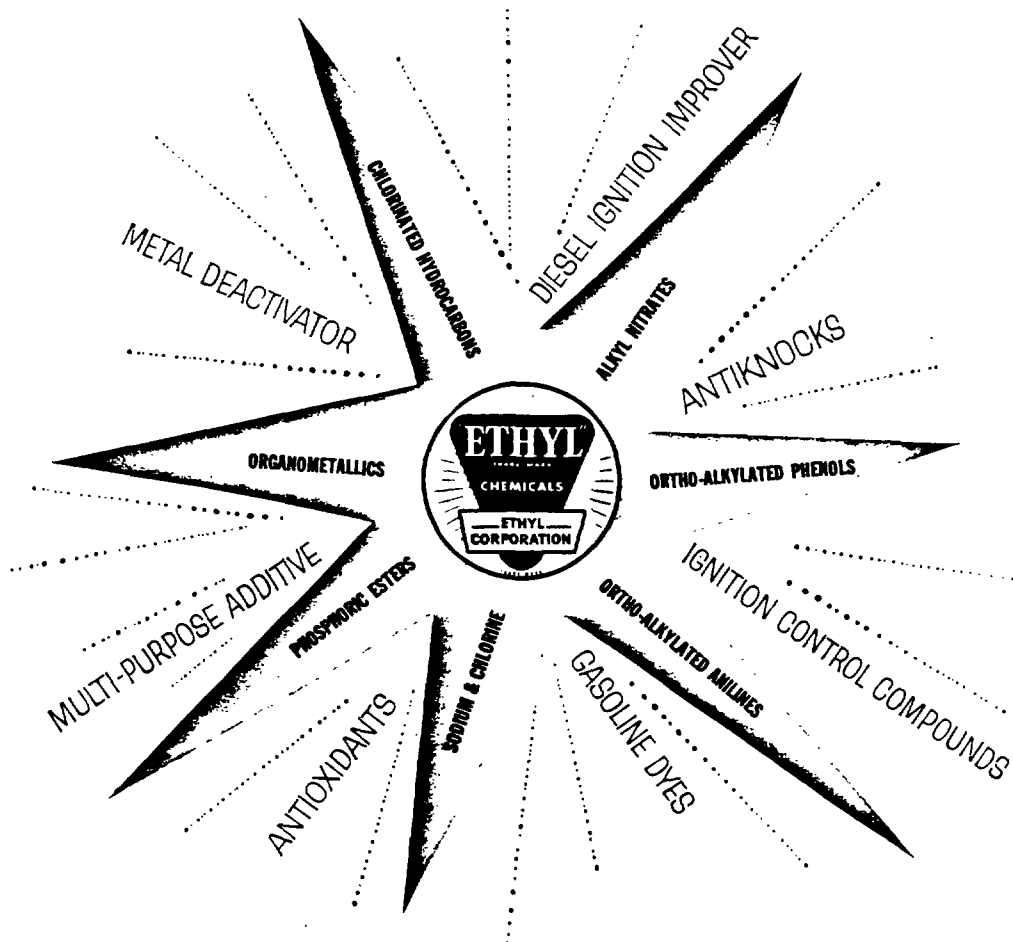
ETC 34360

ors for
center,
where
ited on
to the
of their

Elbert
or East
d with
and the
lic con-
elations



Interested spectators on an extensive tour of the Baton Rouge plant recently were several customer company representatives. A portion of the group is shown above listening to Supervisor Arthur Fentriss, left, expound on Sodium Operations. The others are, left to right: J. L. Laird, Suntime Refining; John Klock, Baton Rouge plant; J. W. Bateman, Continental Oil; Larry Reis, Mid-Continent Region; and Jack Pruitt, General Sales manager from New York.



ETC 34362

ETHYL

bulletin board

JUNE 1961



ETC 34363

ETHYL bulletin board

Published monthly by Ethyl Corporation and Ethyl Corporation of Canada Limited

IN THIS ISSUE	PAGE
Russian Roulette	2
What in the World?	4
Boys' Night Out	8
They've Got What it Takes	10
Significant Survey	12
Summer Summary	14
Good Show!	16
For Your Entertainment	18
Milestones	20
Ethyl Welcomes	21
Personals	22
People and Places	24

Leonhard Dowry *Editor*
Edward Metcalf *Associate Editor*
Stella Sideris *Editorial Assistant*
Layout and art work by Stringfellow Agency

Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Ivan Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Boyle, Joe Forster, Russ Frank, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakoff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Long Beach*: Dean Painter; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Joseph Hopkins, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Miriam Wallace; *Pacific Coast Plant*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake City*: J. S. Cole; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Harold Lee; *Yonkers Testing*: Catherine Henderson; *Yonkers Central*: Al Morschauser; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER: Fred Hamilton, superintendent of TEL Maintenance at the Baton Rouge Manufacturing plant, directs the Rebel forces in mock Battle of Port Hudson, one of the pageants at the recent Boy Scout Circus. The story is on page 8

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

Printed in U.S.A.



We are playing a dangerous game and the stakes are extremely high. Every play counts in our "play off" with the Soviet Union. We cannot afford to take foolish chances, particularly when we know that the "house" has made up its own set of rules for the game and has been known to stoop repeatedly to less than fair play. We are not participating by choice, but since we have been forced up to the table, we must have a system. We cannot let the chips fall where they may, nor can we afford to let them ride on the precarious whims of fate.

Just as all of us as individuals and the United States as a nation are concerned with the strenuous battles of the cold war, American business is vitally interested in maintaining our strong economic front and proving, as we have continually in the past, the virtues of our system of free enterprise. Those virtues need not be extolled; they speak for themselves in our high standard of living and our remarkable record of productivity.

E
thei
gre.
are
tici.
whi
stan
rate
earn
and
may
of S
sian
from
N
we
I
bus
and

RUSSIAN ROULETTE



stakes
in our
ford to
ow that
for the
to less
choice,
ole, we
ips fall
m ride

States
battles
erested
roving,
of our
not be
stand-
ctivity.

Everyone knows that the Russians have increased their output and that the Soviet economy has risen greatly, risen at a rate twice that of ours. But there are extenuating circumstances. For one thing, statisticians know that Russia had greater depths from which to rise and that if it ever reaches our level or standards, there will be a drastic decline in Russia's rate of growth. There are other factors: our individual earnings are vastly higher; our money is worth more; and the quality of our products is far better. (You may be interested in reading *The Real Productivity of Soviet Russia*, which shows the fallacy of the Russian economic growth and can be purchased for 20¢ from the U. S. Printing Office, Washington 25, D.C.)

Nevertheless, we must think clearly and wisely, and we must act accordingly.

Here are a few of the things that concern American business at large. We strongly urge you to consider and evaluate them.

One of the most urgent problems is that while the federal government fights inflation on the one hand, it continues deficit spending, one of the major causes of the bloated dollar. What do you think about it? Do you make your views known?

Another concern of American business is that the government has urged it to speed up its rate of growth but has not permitted it to set aside depreciation needed to replace and modernize equipment. It allows only the cost of the initial equipment, which by no means covers the cost of the same equipment today. Further, the United States has given away billions in modern tools to help friendly foreign countries. These tools, however, create products that compete in our domestic market, products that can be priced considerably lower because of lower standards of living. What fair and sensible measures can be taken?

These are important issues. They deserve your consideration and respect.

what in the world?

The people pictured on these two pages all are in the process of solving a problem. Are they pondering pictures or a puzzle, reports or a riddle? Whatever it is, the means of deliberation would seem to involve either gnawing on a finger, massaging a forehead, staring at the ceiling, doodling, or chomping down hard on a cigar. After you have made your guess as to the source of their concern, turn the page to see just what all the mental gear-grinding's about.





WHAT IN THE WORLD (continued)

On the first Wednesday of nearly every month, the Ethyl Society at the Detroit Laboratories sponsors an evening of duplicate bridge. The people shown on these and the preceding two pages are some of those who attended a recent session. All of them are on the horns of a different, yet similar dilemma. It is, simply: what card to play next?

Duplicate bridge competition is a good way to assess a player's skill. When the same two people play from 20 to 30 pre-dealt hands a night, the abler tactician's game is soon evident on the score pad. The merely lucky or "hot streak" entrant's chances are minimized by this method and the result is a fair test.

It's fun, too, as the attendance at these sessions attests. Attendance averages six tables (24 people) for a normal night and for the various championships and special tournaments many, many more show up. One of the available meeting rooms at the Labs is taken over for the evening and modest entry fees are levied so that prizes may be given. Prizes may not

exceed five times the entry fee and what money that is left is used for refreshments and necessary materials.

As the Ethyl Duplicate Bridge group is sanctioned by the American Contract Bridge League, Master Points are awarded on specified occasions. Every bridge player, one who is serious about the game and stays with it any length of time, seeks the goal of 300 Master Points. When earned in authorized competitions, this distinction carries with it the title of Life Master — an honor much prized among ardent bridge players.

Ernie Clinton, Chemical Research, is the present major domo of the Ethyl card playing fraternity. He and his wife both play as often as possible, as do many other couples in the group, including some Ethyl annuitants. Despite the serious visages on some of the faces shown here, the good companionship, the sharp competition, and the game itself have a strong attraction. Can anyone think of a better way to bide, and bid, away the time?



Ernie Clinton, whose projects in Chemical Research are often perplexing, goes through an equally rough time of it in figuring out the proper play to make in bridge.

ey that
aterials.
ctioned
Master
Every
me and
of 300
mpeti-
of Life
bridge

present
ty. He
o many
hyl an-
of the
e sharp
attrac-
le, and



igh
ge.



Fred Dykstra, Chemical Research, has a rough time evaluating a particular play and uses his chin as well as his head to figure it out.



Al Palmby verifies the score while Adele Rozek is troubled over an intricate play.

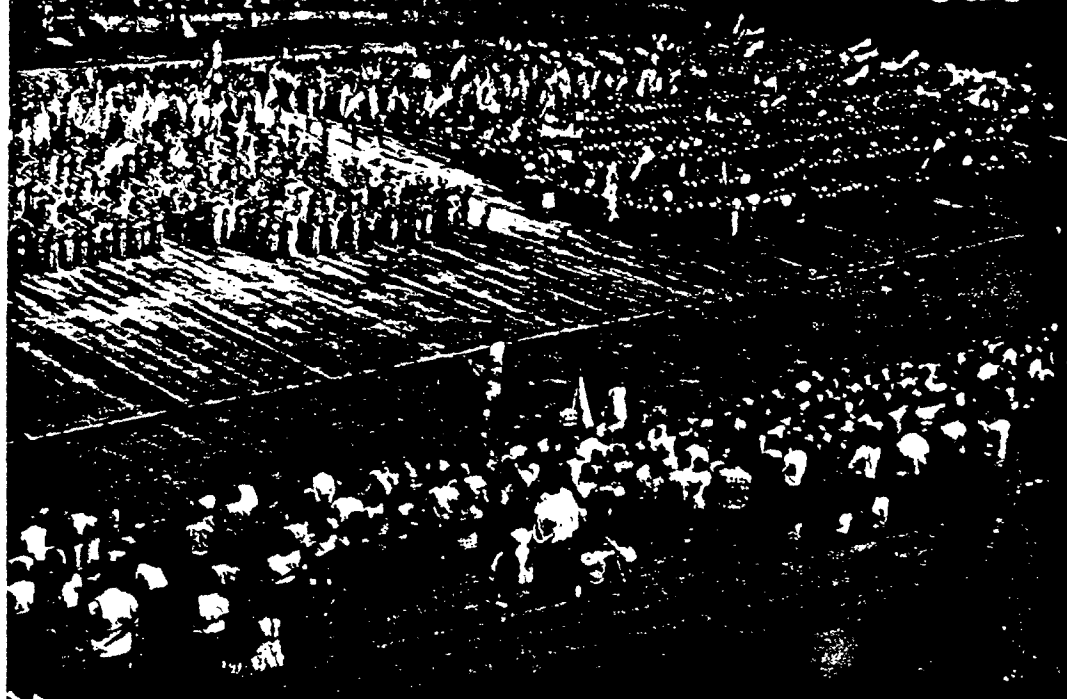


Olive Fletcher pulls a boner in the course of play but she takes it good-naturedly.



Berleigh Green, retired, registers disappointment at seeing dummy's hand.

boys' night out



Flags fly proudly and a stirring march fills the stadium as the boys cover the field during Grand Entry.

The boys made a night of it—some 4,500 of them who performed in the annual Istrouma Area Council's Boy Scout Circus. Recently held in Baton Rouge's big Memorial Stadium, the colorful event brought out thousands of proud parents and friends, who got more than their money's worth from the nine dazzling acts. From the gigantic opening march, in which all of the boys participated, to the final Eagle Scout ceremony, the big show was as spectacular as a Hollywood extravaganza.

In addition to segments featuring Scouting skills and activities, the program included an exhibition of cycling, in which a field-full of boys on bikes performed precision maneuvers that were brilliantly executed and as exciting to watch as a professional on the high

wire. "Fantasy Land" was a depiction of practically every character to appear in the world's best known children's tales—Robin Hood, King Arthur, Cinderella, Peter Pan, Captain Hook, hordes of Indians and Mother Goose unabridged. In honor of the Civil War Centennial, the scouts recreated the Battle of Port Hudson, in which a miniature army of grey-clad Yankees laid siege to the Rebel-held site.

No small part of the success was due to the time and effort of the men who aided the youngsters in preparing the program, many of them from Ethyl. Among the Company participants were Chuck Colvin, Billy J. Grady, Dick Schneider, John Klock, Jim Vernon, Harry Butler, Dick Eller, Roy Fugler, Joe Harris, Fred Hamilton and Ralph Baker.



Dick and Pat Schneider watch the circus with daughter Debbie. Dick heads Camping and Activities Committee for Istrotra scouts.



Maintenance's Roy Fugler, back to camera, directs a group of scouts in setting up tents.



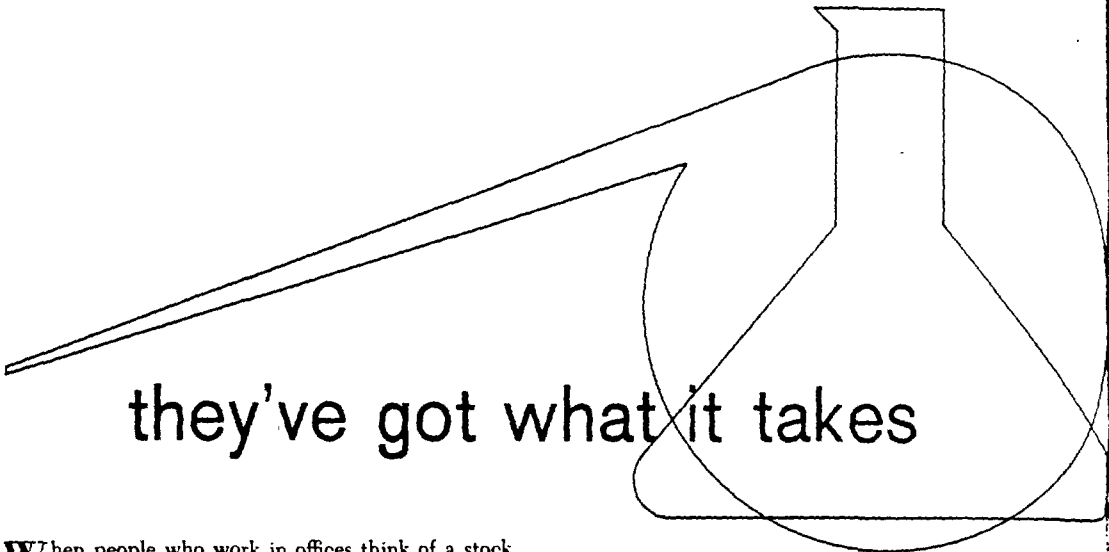
Rebels and Yankees seem to get all mixed up in storming battleship during reenactment of Civil War battle.



Precious peace reigns after the big battle, which had ferocity of the real thing, though participants were pint-sized.

etically
known
Cinder-
mens and
vil War
of Port
nd Yan-

ne time
sters in
Ethyl.
Colvin,
m Ver-
Harris,



they've got what it takes

When people who work in offices think of a stock room, they think in terms of paper clips and blotting paper. Not so the research chemists at Ethyl's Detroit Laboratories. Their stock room is an uncommon one: at least it appears to be in the eyes of the layman. Whereas the office worker might look in the stock room for carbon paper, the Ethyl chemist looks for a carboy (a particular type of flask). Where one would want pencils, the other needs plastic tubing. In fact, the only point of similarity is that in either stock room are kept the materials needed for doing a job.

Chemical research is a road of unknown destination. No researcher can predict with accuracy just where his investigations will end. To follow that road and see where it leads, a myriad of materials has to be on hand. When the research men in Detroit need supplies, the chemical stock room has usually got what it takes.

Research supervisors are authorized to purchase any materials up to \$200 but to save them paper work and trouble, an inventory of basic glassware, hardware and solvents is maintained. Such things as tygon tubing, fitted funnels, stoppers and BB shot are readily at hand as well as such basic chemicals as benzene and sodium hydroxide. With such a stock, little time is lost waiting for supplies to be ordered.

Ernie Clinton, Chemical Research, has charge of the stock room and other chemical storage areas. Being a chemist of 15 years experience, Ernie knows how to anticipate researchers' needs. With Ernie and his staff on the job, the chemist's work proceeds apace.



Chemical Stock Room custodian, Manny Till, takes a load of plastic bottles to the proper bin.



Ernie Clinton inspects a piece of glassware after special machine washing.

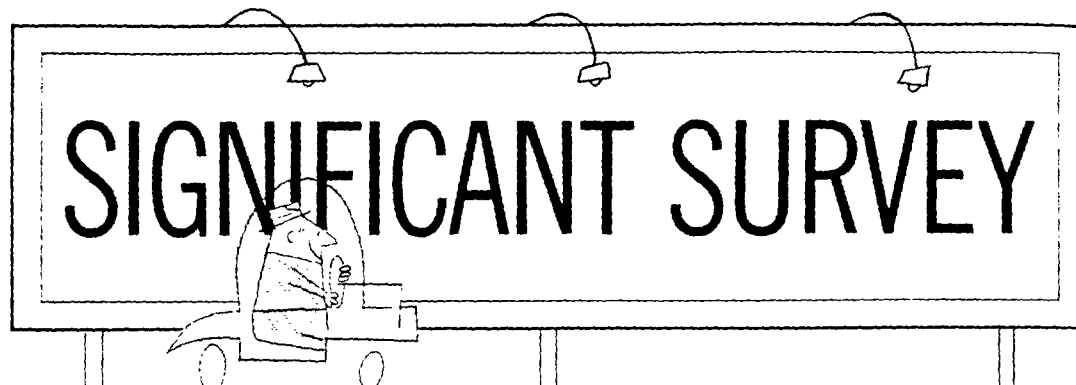
Below, Adele Rozek is cutting a length of plastic tubing for a new experiment.



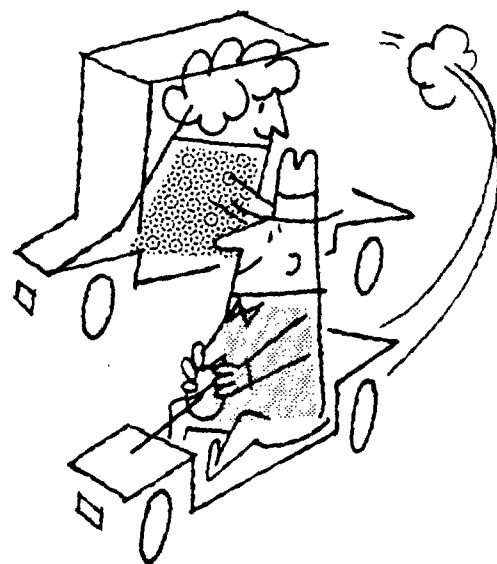
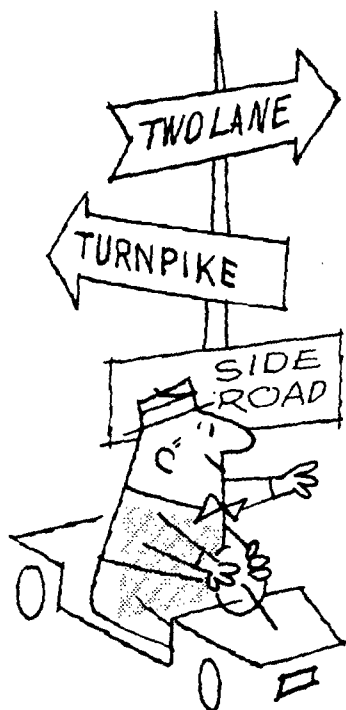
Dave Zutout carefully examines label on a basic chemical before using it.



Each item stocked is catalogued. Jim Jolly and Manny Till each look up something, left.



As part of its continuous program of service to the oil industry, Ethyl Corporation recently made available to its customer companies and other interested parties the results of a comprehensive survey of attitudes toward driving. The survey, which was conducted for the Company by the Philadelphia firm of Alderson Associates, was based upon findings from over 3,000 interviews with heads of households who had driver's licenses. Interviews were made in 100 counties across the country, and particular emphasis was put on those phases of automobile travel that are



associated with "driving for pleasure." Some of the information ascertained was hardly astounding, but other facts revealed by the survey were found to be illuminating and will undoubtedly be of considerable value to our customers in planning their promotional programs.

For your own information and interest, here are some of statistics accumulated:

More than half of all drivers drive less than 6,000 miles a year, and only 10 percent drive over 18,000 miles a year.

Men drivers are responsible for four times as much annual mileage as women drivers. The men average 10,000 miles a year as compared to the women's 2,500



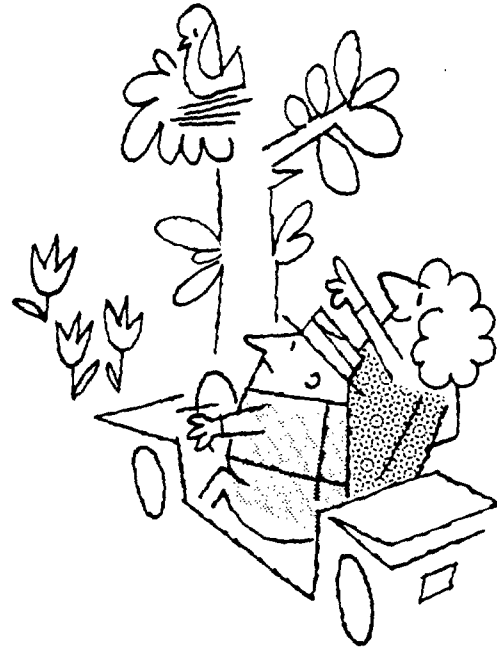
miles. Part of the reason for this is that the males are responsible for most of the pleasure driving, while the women tally up their total from short trips to school, shopping centers and neighborhood social activities.

Seasons also have a good deal to do with driving habits. Women decidedly prefer to drive in the spring, while men favor both spring and summer. Very few drivers like winter driving, and over 70 percent of them do not like to drive in the rain.

When driving on trips, more than three-quarters of the drivers prefer to travel between dawn and noon. Most drivers do not like night driving, but they prefer night driving in the illuminated city to night driving in the country.

Seventy percent of the drivers prefer to drive on two-lane highways in preference to turnpikes and back roads. Turnpike driving is enjoyed more by younger drivers.

Scenic places are the favorite for week-end driving, and a small majority of drivers prefer to head out without a known destination. About seventy-five percent of all drivers have taken at least one one-day trip within the last year. Families with from one to three children take the most trips, while those with no children or four or more children seem to travel least. One-day trips range from a distance of 100 miles to a maximum of 175 miles.



The overwhelming majority (about 71 percent) feels that driving is a pleasant pastime and view it as a relaxing state, provided the conditions are favorable. Behind the wheel, they admit to a feeling of power and derive distinct enjoyment from the sense of control as well as the rhythm and motion.



ETC 34375

of the
ng, but
ed to be
iderable
notional

ere are

n 6,000
18,000

is much
average
is 2,500



For the days of sunshine and increasing out-of-doors activity now about to be upon us, each person has some special summer pleasure he particularly looks forward to—be it the smell of the sea, a soft mountain breeze or a motor trip. Most Ethyl people, as a matter of record, take their vacations in the summer months and, travel or not, spend a lot more time in the open air away from home. Such changes in daily routines bring a renewed zest to living, but changes in the climate and ordinary patterns produce a need to stress different habits of health. If the summer months are to be enjoyed to the fullest, health considerations peculiar to the season have, once again, to be brought to the fore. Here, then, is a summer summary of some health tips for the season—a sort of beginning glossary to refresh the memory. To wit:

POLIO. The new polio vaccines will not be available in quantity until the summer of 1962. By no means does this mean that getting a series of conventional Salk shots should be put off this year. With children particularly, an inoculation series ought to be arranged and, if that has been done, a booster shot with the onset of the summer polio season is surely advisable. There is one other point. If there happens to be a new baby in your midst, be sure he gets a polio shot immediately. It's a must at such a critical age.

EXERCISING. Certainly one of the pleasures for the outdoor months is being able to participate in any one of a number of sports. Many of us look forward to correcting a slice or winning a local tournament. It cannot be denied that exercise in moderation is healthful, but it is well to point out too that anything, including exercise, is not good in the excess. Hold the thought somewhere that heart disease does occur and that people, especially those who lead a sedentary life the rest of the year, ought not suddenly to over-exercise in the summer.

POISON IVY. Should your favorite summer retreat be tainted with a bush or two of poison ivy, you might like to ask your doctor about some new pills which are said to provide immunity from this unpleasant rash. In most cases these tablets taken orally give immunity for the full season.

SUNBURN. Nobody has to be told that staying out in the sun for too long a time can be harmful. Science, however, has come up with a medication which minimizes the effects of over-exposure and painful sunburns. If you need such a remedy, be sure to ask your





doctor to recommend one of the new drugs that would best suit your individual complexion. It may well save many a painful and sleepless summer night.

FIRST AID. A useful addition to the family first aid kit this year would be one of the new plastic resuscitators for use in emergency artificial respiration. New techniques in artificial respiration have inspired the introduction of these useful items. Along the same line, a short course covering the latest methods of reviving a stricken person could literally prove to be a lifesaver this year. If a course is not available in your area, it would be wise to purchase a booklet on first aid that will tell you in simple text and show you in pictures how to perform artificial respiration. There are several available in inexpensive, pocket-size editions.

Depending on where you plan to go, another addition to your traveling medicine chest might be an antidote for snake bite. Here, too, is a safeguard to save a possible sorrow. As these two additions are made, check to see if the other basic supplies are adequate and, if not, replenish them at the same time.

If the nature of the accident or illness requires medical attention, it is best secured while on vacation by calling the nearest county medical association. The local telephone operator will be of assistance.

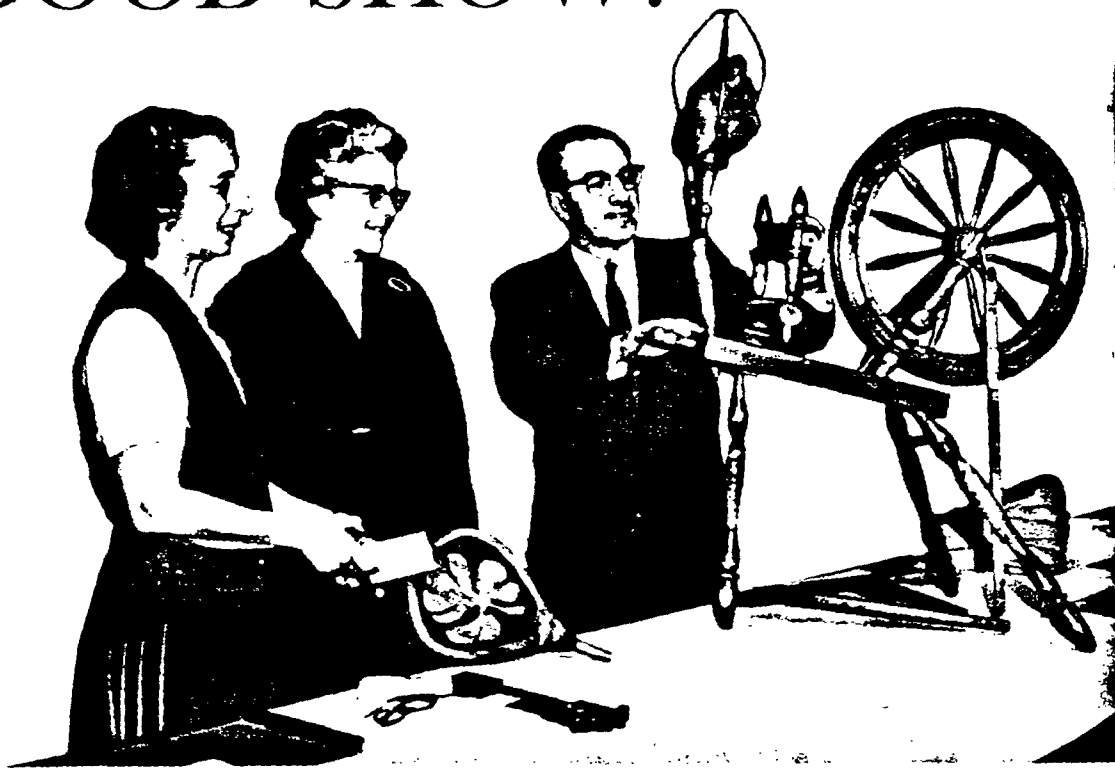
BEFORE YOU GO. Just a reminder as the final item. By alerting the neighbors and the local police to your departure, they can keep an eye on things for you while you are gone. This is not only a sound practical step but it pays dividends in your own peace of mind in the bargain. The eventual homecoming will be happier if you have remembered to shut off all the services—milk, newspaper, and mail. Who wants to come back to a porch full of milk bottles?

There are many other items that might well have been included in this short listing. From these few, however, you get the idea and can carry on to check those things that fit you especially.

It is not intended here to throw cold water on the many pleasures of summer. We are merely hopeful of reminding you of some of the things that can—and we hope do not—occur. Being aware of some of the hazards and being prepared for them will serve to make the 1961 vacation that much more of a pleasure for all. With that in mind we have set down this summer summary for a sunny, and carefree, summer. The rest, of course, is up to you.



GOOD SHOW!



Frances Lamb, left, was hostess for many Ethyl visitors like Reg Broquet, right.

Sparked largely by the interest and efforts of Dr. Frances Lamb, Chemical Research at the Detroit Laboratories, the recent Senior Citizens Hobby and Crafts Show held in Royal Oak not only drew steady crowds but won as well the plaudits of the local citizenry. The three-day show, which featured several Ethyl employees, was open to the public free of charge both afternoons and evenings. In addition to hobby displays and instructions, there was a planned program of entertainment. It was the first show of its kind in the area.

The project was sponsored by Zonta International, a world-wide organization of professional men and women dedicated to the general betterment of mankind. It has over 400 clubs in 18 countries, and its multiple services are far too numerous to name. Frances heads the local chapter.

Though Frances guided the show, she had the capable assistance of Ethyl's Charlie Kass, Technical Staff, and Carl Wolfe, Commercial Development. Charlie demonstrated the techniques of copper enameling, a pastime that has filled his idle hours for years. Carl, using the pseudonym of "Merris the Magician," entertained and instructed the visitors in the black art of magic, assisted by his wife Judy.

In addition to those who participated in the show, a large segment of Laboratory personnel composed the audience. Though the event was designed mainly to interest Senior Citizens in the pursuit of a hobby, the younger generation found the project equally of interest, and the enthusiastic response has already led to plans for another show of its kind. Local merchants and other service organizations have pledged their full support.



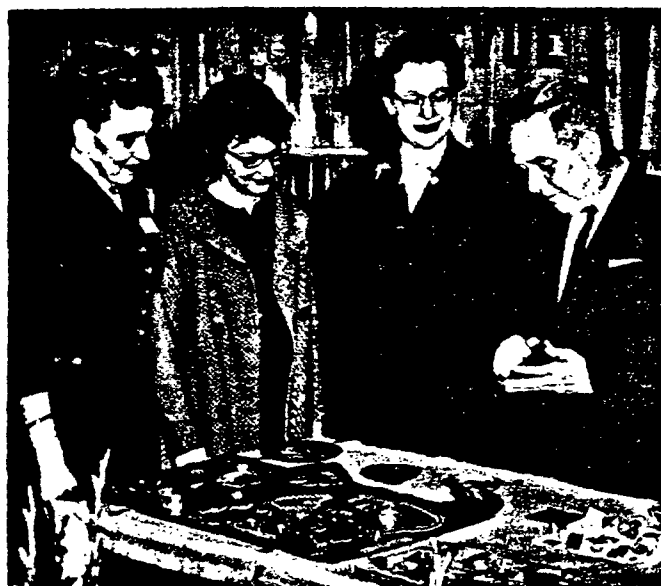
Merriss the Magician and his pretty assistant were stars of a varied entertainment program.



As an expert practitioner of the art, Charlie Kass lectured on copper enameling as a hobby.



Eleanor Walker, General Managers Office, saw the exhibit area together with her husband.



Interested questioners gathered about after Charlie Kass had explained basic technique.

FOR YOUR ENTERTAINMENT

BOOKS



A **SHORT HISTORY OF TECHNOLOGY**, an Oxford publication, is a fascinating book which traces man's conquest of his environment from earliest times to the twentieth century. The stout volume is the work of T. K. Derry and Trevor I. Williams, two Englishmen who have had a long and distinguished association with the field. Their compendium is not only a concise and literate rendition, it is a highly readable volume and a reference book to stand you in good stead. All of the subjects of man's inventiveness are vividly told, their roots carefully traced. Much of what we consider to be extremely modern you will find had its source in primitive societies.

For sheer summer reading fun, you'll be hard put to find anything more breezy than the delightful new Dutton release. **STRAW IN MY CAMEL'S HAIR**, the adventures of two secretaries in the employ of an Arabian king, vacationing with his retinue in Geneva. Naida Buckingham and Ingrid Etter recount it all with high style, planting laughs all over the place. The girls have a busy time of it, filling the odd requests of the entourage, which range from the improbable to the impossible. No *Girl Friday* could have had a merrier romp anywhere, nor retold her experiences more amusingly.

Simon and Schuster's **THE FIRST 100 DAYS OF THE KENNEDY ADMINISTRATION** is a valuable edition to the current scene. The work of several people, among them Martin Agronsky, Eric F. Goldman, Sidnev Hyman, Barbara Ward and Ira Wolfert, the new book takes a look at the state of the nation under the new President and comments upon his policies and opinions. No small part of the book's appeal lies in the stunning photographs — the book is largely pictorial — of such accomplished photographers as Cornell Capa, Henri Cartier-Bresson, Elliot Erwitt, Burt Glinn, Constantine Manos, Marc Riboud, Dennis Stock and Nicholas Tikhomiroff. The pictures have been taken in all parts of the world and depict our times magnificently.

Abram Kardiner, a student of Sigmund Freud during the Twenties, and Edward Preble, professor of anthropology at the New York School of Psychiatry, have joined forces to produce **THEY STUDIED MAN**, an evaluation of the contributions of the men whose works produced the science of anthropology. Among those who are discussed are Darwin, Spencer, Malinowski and Freud, to name a few whose reputations are familiar. The authors also elucidate on how man came to be what he is as a result of living in society and how he can better his civilized lot. Studies of modern societies, of course,

differ sharply from the ancient, and there are interesting chapters on dealing with such a study in our psycho-dynamic age. The layman will find the book thoroughly readable and extremely evocative.

What it was like to grow up in an orphanage is the subject of Arthur J. Roth's latest novel, **THE SHAME OF OUR WOUNDS**. A Crowell publication, it is a sensitive and bitter little book that is packed with truth and compassion. Young Jerry Callum is a pitiful, frightened creature struggling for survival in the stifling atmosphere of the institution, seeking to find someone somewhere who will care. He runs away continuously, for which he receives beatings, but there is no question that he will run away again, still searching to find a place of his own. His friends are equally well drawn, shocking little figures each fighting his way to find an identity. Quiet and persuasive, it is a small book that is far bigger in its insight than many volumes triple its size.

Anyone interested in medicine will find unlimited value in Mary Risley's **THE HOUSE OF HEALING**, a current Doubleday entry that traces the history of the hospital, beginning in the ancient land of Sumer. How our marvelous contemporary hospitals were born through a long and arduous period of growing pains makes exciting and enlightening reading. The story of the early doctors, the Egyptian hospitals, Rome's contributions, Florence Nightingale and the nurse's role — all of the elements that combined over the centuries to bring us to present standards are vividly detailed. Some of it is quite surprising and more of it is amazing, particularly some of the remedies of the ancients. Miss Risley also has a fascinating look at tomorrow.

Lloyd W. Daly has translated the life and fables of Aesop from a first-century biography and labeled it **AESOP WITHOUT MORALS**. A scholarly work, the new book is anything but dull, for Dr. Daly has endowed it with contemporary language and given it the tone of a novel. Aesop's life was as fascinating as his fables and equally embroidered with the stuff of dreams. Like Homer, he was a legend and what supposedly happened to him is more like a myth than a biography. For one thing, he was reputed to be the ugliest of men and was also believed to be mute. Many, if not all, of the famous fables are included, and they bear re-reading as parables of our times. Aesop may or may not have actually been pushed off a cliff by an angry mob and he may have borrowed shamelessly from other sources, but the wit was his and the lively fables are now immortal.

Leon Uris, whose *Battle Cry* and *Exodus* were among the most read books of the past decade, has written a new novel that is sure to make the best-seller list. **MILA 18**, a Doubleday book, is the dramatic story of the Warsaw Uprising, and Mr. Uris has told it, if not brilliantly, actively. Aside from being a first-rate researcher, Mr. Uris is a good teller of tales, manipulating characters with the ease of a puppetmaster and selecting events that have dramatic impact. If the majority of his characters are a bit thin and inclined toward prototypes, he can certainly be forgiven, for he compensates with liveli-

T

ting chap-
amic age.
ie and ex-

subject of
WOUNDS.
little book
ry Callum
val in the
l someone
ously, for
n that he
f his own.
ures each
suasive, it
ian many

value in
doubleday
ng in the
emporary
period of
ling. The
me's con-
e—all of
ing us to
is quite
ne of the
scinating

of Aesop
WITHOUT
but dull,
uage and
nating as
dreams.
happened
ne thing,
also be-
ables are
ur times.
a cliff by
sly from
ables are

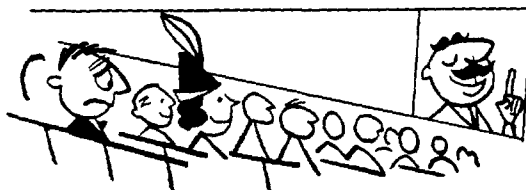
the most
vel that
ubleday
and Mr.
m being
des, ma-
ster and
jority of
stotypes,
th liveli-

ness and a selectivity of material that not only keeps the reader going at a brisk pace but involves him in the happenings. His latest novel is far from a cheerful book, as you might suppose, but it is full of hope and tremendously enlightening.

The thousands of readers who enjoyed *The Last Hurrah* need no introduction to author Edwin O'Connor. His latest book, *THE EDGE OF SADNESS* (Atlantic-Little, Brown), again takes for its setting the world of the Boston Irish. To say just that, however, is not to give the book its due. Confined though it is to a particular place and a particular people, the story is so artfully told as to be universal in interest—whatever the reader may be. O'Connor carefully, deeply probes his central characters. He does it with insight, humor, and above all, compassion. Mark the newest O'Connor on the edge of greatness and smack on the target of entertainment.

The story of Charley Parker, fictional and fact, will no doubt get as much literary attention from jazzophiles in the modern era as did the Bix Beiderbecke legend in the 30's. For a starter, E. P. Dutton has brought out a novel called *THE SOUND* by Ross Russell. Parker exerted, still exerts, unquestioned influence on modern jazz music. The drives and talents of such a man can probably be best told in the novel form. This, then, is the first fiction piece. There will surely be others.

MOVIES



Danny Kaye's latest film, *ON THE DOUBLE*, may not offer anything very new by way of plot, but if you're among the avid fans of the popular clown you'll find an ample share of his particular brand of buffoonery. In this one, he plays an American soldier who happens to look like an important British general, for whom he is asked to double. The mix-up, of course, is merry. On hand to lend capable assistance are such pleasant fixtures as Dana Wynter and Diana Dors, and for good measure—very good measure, indeed—there are Margaret Rutherford and Wilfrid Hyde White, a couple of pretty good comedians on their own. Two new songs, both sung by the star, add to the fun, one a pleasant ballad, the other a typical Kaye tongue-twister.

THE PLEASURE OF HIS COMPANY, which kept Broadway playgoers laughing for several seasons, has been made into an engaging screen comedy by Paramount, thanks in no small measure to a cast that, for the most part, knows exactly what they are about. Fred Astaire as a middle-aged wanderer and playboy who just can't keep his feet on the ground is debonair and droll, and Lilli Palmer as his ex-wife is positively enchanting, displaying her usual charm and a magnificent sense of comedy. Charlie Ruggles is also splendid as a chipper grandfather. Debbie Reynolds and Tab Hunter handle the young folks satisfactorily and can hardly be blamed for looking somewhat pale in such illustrious company. The story takes place in San Francisco, which has been beautifully photographed in Technicolor.

Peter Ustinov has done the hat trick with the screen version of his international stage success *ROMANOFF AND JULIET*. As writer, director and actor, he has hit the bull's eye with all three arrows. His satire on the political doings of our times is very, very funny, and Mr. Ustinov himself, playing the head of a mythical country being wooed by the bigger nations, is highly comic with his own witty lines. Sandra Dee and John Gavin are, respectively, the daughter of an American diplomat and the son of the Russian representative. Shakespeare's immortal feud serves them all very nicely and it fits very snugly into the surroundings of the mythical Concordia, which has the quality of a dainty Swiss clock. Akim Tamiroff, as the Russian dignitary, has himself a ball.

Spinster, Sylvia Ashton-Warner's novel about a New Zealand schoolteacher, has been transplanted to the screen under the title *TWO LOVES*. The new Metro release has a brilliant cast: Shirley MacLaine, Laurence Harvey and Jack Hawkins, all of whom do a remarkable job in recreating the difficult characters. Filmed in a naturalistic style, it offers some interesting details on New Zealand life, with a group of children winning a fair share of the plaudits. A woman's picture, it is inclined to be a bit sluggish at times, but it has several inspired moments and its penetrating study of character is keen.

TELEVISION



With the summer slump about to hit the home screen, TV will again turn to re-runs. Among the best of the scheduled twice-around programs is a re-issue of hour-and-a-half shows from *PLAYHOUSE 90*, which left the channels last season. Richard Boone will be host of the summer repeats.

On June 27, over NBC stations, Burgess Meredith will be the host of a special program about medical practice as seen through the eyes of a New Jersey physician. To be entitled *Doctor B*, the program will be televised from the American Medical Association's annual meeting.

The Burma Surgeon Today, a special on Dr. Gordon Seagrave, will be telecast on July 6. The hour-long show will depict events in the life of the doctor who has been serving as a private Peace Corps for the past 38 years. It will be produced by the award-winning *Twentieth Century* staff.

Pulchritude will be the order of the evening on July 15, when John Daly will be CBS anchorman for the *Miss Universe Contest*. The program, originating from Miami, will be telecast for 90 minutes.

On July 17, *GLENN MILLER TIME* will bow in on CBS. Singer Johnny Desmond and orchestra leader Ray McKinley will be co-hosts on the new show, which will feature the style of music that made the late Glenn Miller an all-time favorite. On the same evening, an hour earlier, Spike Jones and his orchestra will initiate a new summer program, also on CBS.

MILESTONES

40 YEARS



MARVIN L. WESTBROOK
Manufacturing,
Baton Rouge

30 YEARS



ROBERT F. CLEVELAND
General Sales,
New York



HERBERT R. NEAL
Research & Development,
Detroit

25 YEARS



EVERETT L. CLOUGH
Manufacturing,
Wilmington



THOMAS H. TENNENT
Purchasing & Traffic,
Chemical Sales,
Houston

20 YEARS



JAMES F. BESSIRE
Sales,
Western Region



STERLING J. BLANCHARD
Manufacturing,
Baton Rouge



GEORGE W. FARRELL
Manufacturing,
Houston



EMMA R. FORTLAGE
Medical,
Cincinnati



LEWIS R. KRIEG
Research & Development,
Baton Rouge



JAMES Q. LEA
Manufacturing,
Baton Rouge



THOMAS A. MITCHELL
Manufacturing,
Houston



GEORGE W. ROSE
Sales,
Central Region



ALBERT F. RYAN
Sales,
Central Region



RALPH J. WAHRENBROCK
Research & Development,
Detroit

ETHYL WELCOMES



I. NEAL
Development,
Baton Rouge



ALICE H. WYGANT
Purchasing & Traffic,
New York



SAMUEL BEDRICK, engineer in
Chemical Research & Develop-
ment, Baton Rouge, is a Uni-
versity of Illinois graduate.



ALICE BROWN is with the
Finance department at the
Sarnia plant. Married, she en-
joys gardening and swimming.



LANCHARD
Engineering,
Baton Rouge



HENRY L. BURKHOLDER, JR.
Research & Development,
Houston



FRANCES GRANFIELD, stenog-
rapher in Western Region,
enjoys bridge. She and her
husband live in Denver.



GENEVIEVE KORNBACHER, a
nurse at the Detroit Labs, is
married and the mother of
two children, both girls.



CHARLES LYNCH, nicknamed
"Chuck," is a janitor at the
Detroit Labs. He is married
and has three children.



J. LEA
Engineering,
Baton Rouge



NORMAN J. LINSTROMBERG
Sales,
Central Region



BARBARA McLAREN is a new
member of Finance at the
Sarnia plant. A native of Ren-
frew, Ontario, she enjoys golf.



PAUL SAUMUR, a technician
at the new Long Beach Labora-
tory, is a graduate of the
University of North Dakota.



HOWARD STOLZ, a toolmaker
for R&D at the Detroit Labs,
lives in Milford with his wife
and four children.



IRENBROCK
Development,
Baton Rouge



JAMES W. WILSON, JR.
Sales,
Central Region

WEDDINGS



New York

MARJORY SMITH and **CHARLES REID** were married on April 29 at Christ Episcopal Church in East Orange, New Jersey. The couple are now residing in Bloomfield, New Jersey. Marjory is a member of the Finance department.

IN THE FIELD

MAC MCCOOLEY, Philadelphia district product service engineer, showed the "Danger Air" film before two groups of management of the Texaco Refinery at Eagle Point, New Jersey. He also arranged for 11 other showings to be given to a total of 530 men.

ED MICHAEL, account representative in the Philadelphia district, has been appointed manager of the Levittown, Pennsylvania Babe Ruth League Baseball Team. The team won the local championship the past two years.

BOB RICHARDSON, Philadelphia district manager, has been appointed a member of the Special Gifts Committee of the Franklin Institute Development Fund Campaign. The program is slanted to advance science education. Bob is part of a local businessmen's team working hard to make this drive a big success.

DEANE BIRKES, account representative in the Tulsa district, and **GENE GALLAGHER**, field engineer in the Dallas district, presented the "Fire Power" show to 65 officers and members of the Fire Prevention Bureau, City of Dallas Fire Department. **RUSSELL SCHELL**, Dallas district manager, sponsored the show as a Public Service presentation.

Deane also held a "Fire Power" show for Kerr-McGee Oil Industries, Inc. employees, their families and guests, and all senior high school students in Wynnewood, Oklahoma.

TOM HANLON, Pittsburgh district field engineer, developed a new 75-minute sales promotion presentation entitled "Dealer Dazzlers" which answers ten controversial questions (put on a card in

true and false quiz form) asked about gasoline by customers at service stations. Tom has made this presentation to marketing, training, and advertising management in addition to salesmen and dealers of the following Company customers in Pittsburgh: Cities Service, Atlantic Refining, Sun Oil and Gulf Oil Corporation.

JOE HOPKINS, Eastern Region merchandiser, gave a 1½ hour Creative Thinking presentation arranged by **LARRY BLATCHFORD**, New York district automotive engineer, for the district and area managers of the New England Tidewater Oil Company in Brookline, Massachusetts. In the brainstorming session, three teams totaling 12 men gave 245 possible solutions to their district's five most important sales problems in a total of 25 minutes.

JACK KALEY, field engineer in the Philadelphia district, gave the "Fire Power" show to personnel of three oil refineries in Pennsylvania. The show was presented to maintenance foremen at the Sinclair Marcus Hook refinery and before supervisory men at Gulf Oil's Girard Point refinery. At the Sun Oil Marcus Hook refinery, Jack made four presentations before a large group of supervisory men and two showings before a group of Research and Development personnel. **MAC MCCOOLEY**, product service engineer in Philadelphia, arranged for the shows given at the two refineries in Marcus Hook.

Jack also presented the "Gasoline Power Clinic" to the management and sales force of the California Oil Company's California Petroleum Distributors in Westbury, Long Island, New York. In addition, he participated in two Texaco dealer training schools in Fords and Audubon, New Jersey, by giving a 2½ hour presentation on "Fuels and Engines."

BOB KIMPTON, Pittsburgh district automotive engineer, presented "Diagnosis of Engine Failure" at a meeting of Esso Research and Engineering men at the company's Linden, New Jersey Research Center. The presentation was arranged by **MARSHALL McDORMAN**, national account manager.

Bob also gave the same presentation to Gulf Oil's sales and automotive personnel in Memphis, Tennessee; Little Rock, Arkansas; Tulsa, Oklahoma; and Amarillo, Midland and Fort Worth, Texas.

FRITZ MERCER, field engineer in the Atlanta district, gave three "Modern Fuels and Engines" presentations with the Ethyl demonstrating engine and cut-away engine panel to an Esso Standard

division of Humble Oil & Refining Company dealer training class in Charlotte and Raleigh, North Carolina, and Columbia, South Carolina.

BIRTHS



Canada

ART and **HARICE PARKINSON**—a daughter, **AMY**. Art is a field representative in the Montreal office.

Detroit

DUANE and **JACQUELYN HARGIS**—a son, **MICHAEL DUANE**. Duane is a chemist in the Lab's Analytical section.

Mid-Continent Region

MARVIN and **DELORES SMITH**—a son, **DANIEL LEE**. Marvin is an automotive engineer in the Tulsa district.

New York

ROBERT and **CATHY** (Croll) **FERRIS**—a son, **ROBERT WILLIAM**. Cathy was a former member of Safety.

EDWARD and **MARY METCALF**—a son, **HAROLD LANGMORE**. Ed is a member of the Bulletin Board staff.

RONALD and **MARTHA ROCHE**—a son, **RONALD MATHEW**. Ronnie works in the General Services department.

ON THE ROSTRUM

"A Statistical Analysis of Nucleate Pool Boiling Data" and "Design of Thermophone Reboiler" are the titles of the papers presented by **GORDON HUGHMARK**, Engineering & Mathematical Sciences in Baton Rouge, at a meeting of the American Institute of Chemical Engineers in Cleveland, Ohio.

LEW BARNUM, Community Relations, Baton Rouge plant, served as moderator for a panel discussion on education at the annual meeting of the Association of Louisiana Chambers of Commerce. Lew, who is chairman of the Free Enterprise Sub-Committee of the Baton Rouge Chamber of Commerce Education Committee, moderated a panel presentation

ing Com-
Charlotte
and Co-

—
—



—a daugh-
—tative in

—a son,
—a chemist

—

—a son,
—automotive

FERRIS—a
—y was a

—a son,
—member of

—a son,
—rks in the

UM

—ate Pool
—Thermo-
—es of the
—HUGH-
—hemical
—meeting
—Chemical

Relations.
moderator
ication at
—ce. Lew,
Enterprise
n Rouge
tion Com-
—esentation

on "What Educational Institutions Are Doing" in meeting the challenges of Communism and Socialism.

FRANK CHEELY of Chemical Engineering in Baton Rouge spoke at the Louisiana Industry-College Engineering Council in Alexandria, Louisiana. He subject was "What Is Industry Looking for in the 1961 Engineering Graduate."

JOHN WINTRINGHAM of the Detroit Labs gave an address at a meeting of the Chicago section of the Society of Automotive Engineers. He spoke on how space and military needs for electricity have sparked development of new generating methods that show promise for these and other specialized uses. He also added that steam turbine power plants will continue to supply the bulk of electricity for conventional domestic and industrial purposes.

LEWIS RUMPH, automotive engineer in the Atlanta district office, gave a talk entitled "The Importance of Air-Fuel Ratio" at the annual convention of the Automotive Engine Rebuilders Association held in Miami, Florida.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees at the Pacific Coast plant:

RONALD ALBRIGHT, \$15.00 (Hinged still agitator shaft guards); RONALD ALBRIGHT, \$10.00 (Modify 4" vent plug-cock handles on stills); JACKIE J. BALL, \$15.00 (Valve in steam line to blower on #1 boiler); BOBBY G. COZART, \$10.00 (Install union in line to furnace dryer condenser); KENNETH A. CURRY, \$60.00 (Use solid or cured stock for Hopper Jack front wheels); HAROLD B. DOBBINS, \$15.00 (Modification to method of changing still condensers); ELBERT S. ISHAM, \$20.00 (Countersink jack screws in exhaust valves of N₂ compressor); ELBERT S. ISHAM, \$15.00 (Modification to sodium vacuum pumps); ROGER KREISCHER, \$10.00 (Revision of form PM 3-6); RAYWARD LYNCH, \$10.00 (Method of forcing grease to pump suction); CLELL L. WAGNER, \$10.00 (Change in oil lines on sodium cars); KENNETH L. WALKER, \$10.00 (Safety

rule on use of fire water for wash down); WILLIE H. WALKER, \$10.00 (Union in lube line on Lewis pump); WAYNE WEST, \$10.00 (Modification to water valves on stills); WAYNE W. WEST, \$10.00 (Device for checking autoclave intergrator); RAY MUSGROVE, \$10.00 (Valves on instrument air lines); BILL ZENK, \$10.00 (Valve in instrument air line at ditch treater).

PEOPLE IN THE NEWS

JOHN JONES, formerly assistant manager of the Kansas City Gasoline Testing Laboratory, has been transferred to Yonkers Central to take up new duties as senior project engineer for the Gasoline Testing Division.

ED WEATHERFORD, formerly a laboratory technician at Kansas City, has been promoted to assistant laboratory manager, taking up John's former duties.

Two men at the Baton Rouge plant have received new assignments:

MERLIN KOENECKE, formerly assistant superintendent of EtCl Operations who has been on loan to the Research & Development department, has been named assistant superintendent of TEL Operations.

DON EVERSON has returned to his former position of supervisor in Sodium Operations after a temporary assignment in TEL Operations.

EXTRACURRICULAR

JOHN FURR, training director at the Baton Rouge plant, has been elected vice chairman of the Gulf Coast District Committee on Training of the American Petroleum Institute at the semi-annual meeting held in Shreveport, Louisiana.

John also served as discussion leader at the 1961 annual meeting of the American Society of Training Directors in Philadelphia. His topic was on supervisory training.

CHARLES ZEANAH, director of Community Relations at the Baton Rouge plant, was among the officers elected to the new Baton Rouge chapter of the Public Relations Society of America. Purpose of the new organization, according to its charter, is "to advance the art and science of public relations in the public interest."

In addition, Charley was elected to a two-year term on the board of directors of the Baton Rouge Civic Symphony Association, and on the board of trustees of the Baton Rouge Arts and Science Center Inc.

SAM BOUDINOT, Maintenance & Construction foreman on special assignment in Training at Baton Rouge, has received the highest degree in the York Rite of Freemasonry—the Knight of the York Cross of Honor. This honor is conferred only on those who have held the highest office in each of the four bodies of the rite.

ALMA BIRDWELL, stenographer and switchboard operator in the Houston office, was elected president of the 120-strong PBX Club of Houston.

CARROLL HEBERT and DAN McDONALD of the Baton Rouge plant participated in the seventh annual Traffic Safety Conference in Baton Rouge. Carroll was a speaker at the meeting.

Approximately 100 prominent Masonic leaders of Louisiana and other states attended a dinner honoring MAC MCFARLAND, Maintenance in Baton Rouge, who is grand master of the Grand Council of Louisiana Masons.

MARY LEVERING, secretary in the Philadelphia district office, has been elected by the Board of Directors of the William Penn Desk and Derrick Club as vice president for the remainder of the Club year.

IN MEMORIAM



It is with deep regret that we note the recent death of CLINTON T. LEACOCK, who was employed in Chemical Research at the Detroit Laboratories. Stricken while at work on April 24, he died the following day.

Clinton joined Ethyl Corporation at Yonkers in 1927 and subsequently went to Detroit in 1935. Born in 1901 in Edinboro, Pennsylvania, he received a BS degree in Chemistry from Valparaiso University.

He is survived by his wife Elsie.



Employees at the Detroit Lab recently held their annual Spring Dinner Dance at the Glen Oaks Country Club, at which the above pictures were taken. At top left, left to right, Howard and Cassie Miller join the Charles Talbots at the buffet. Top right, the Bob Cunninghams and the Bob Kantors choose a salad. Bottom left, Libby Sneed and the Jack Taylors sit one out, while at right the Ralph Silvers dine. The spring gala, along with another fall evening of dinner and dancing, is sponsored yearly by the Ethyl Society.

PEOPLE and PLACES



POLITICS FOR BREAKFAST

Following a breakfast meeting of the Baton Rouge Chamber of Commerce devoted to its program on Governmental Affairs, the Law department's Charlie Kyle, at right, meets with newly-elected members of the House of Representatives William Bernhard and Jack Dyer. John Hill, Commercial Development, and Charley Zeanah, Community Relations, also attended.

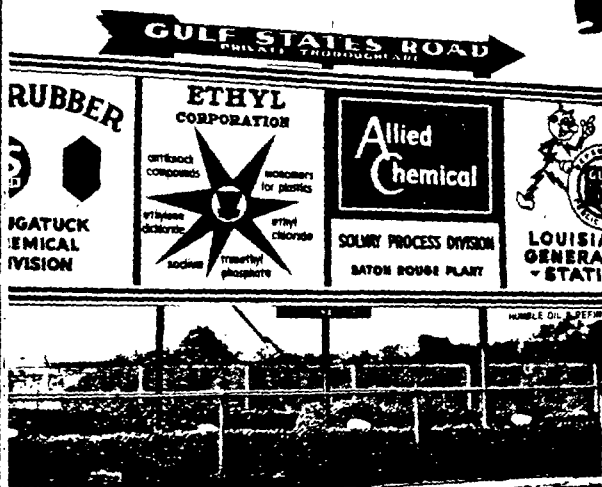
PLANT PROGRAM

During a special training program for members of the Sales department, Western Region's John Morton, below left, and Eastern Region's Clem Maassen confer with H. O. White, superintendent in Production Planning at the Baton Rouge plant. On a rotating basis, many of the Sales department's newer men will be attending a series of orientation programs.



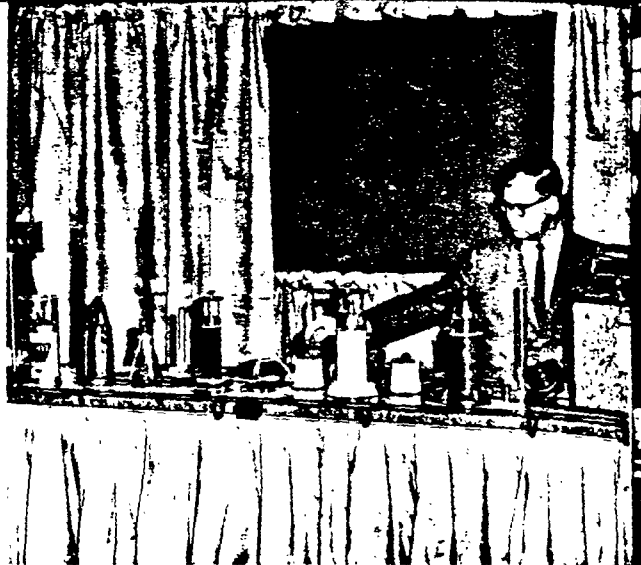
ETC 34387

Country
ler join
salad.
spring
society.



SIGN OF THE TIMES

At the entrance to Gulf States Road, on which Ethyl's Baton Rouge Manufacturing plant is situated, a new Ethyl sign joins company with those of our industrial neighbors. The new sign, adapted from a recent Ethyl advertisement in trade publications, incorporates the familiar Ethyl trademark and at the same time shows the Corporation's diversity.



FIERY FRENCH

Ethyl's popular Fire Power Show has been presented innumerable times by many members of the Sales department, but W. H. Jarand, Ethyl of Canada representative, gives it a little something extra: he does the show in French in and around the French-speaking sections of Quebec. In the picture above he is making the presentation at Chicoutimi.

more people, more places

D&D, REGION III

Region III of the Desk and Derrick Club recently held a two-day meeting in Baton Rouge, during which a number of Ethyl women participated in preparing the program and welcoming visitors to the Louisiana capitol. Shown below, from left to right, are the Ethyl members who attended the conference: Dora Pepe, immediate past president of the Baton

Rouge club; Doris D'Aquin, treasurer; Martha Monroe; Maxine Blue, New Orleans district office; Oreta Buquet; Virginia Chaney; Ruth Borland and Thelma Boudreaux. At right, Charley Zeanah, director of Community Relations at Baton Rouge, receives a gift from Kenny Toups, president of the local club, following his address on "The Corporate Image."



ETC 34388

BITS AND PIECES (continued)



Alyce scouts for subject matter in the Machine Shop at Detroit Labs.

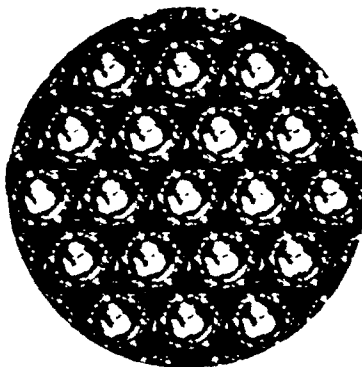


Wood shavings from Carpenter Shop look like tight curls.



Not flying objects, insulators used in electronic equipment.

Steel balls used in researching resemble Christmas tree ornaments.



Noodles? No, Punch press for spiral bindings left this over.



Knurled knobs for experimental engine work resemble bottle caps.

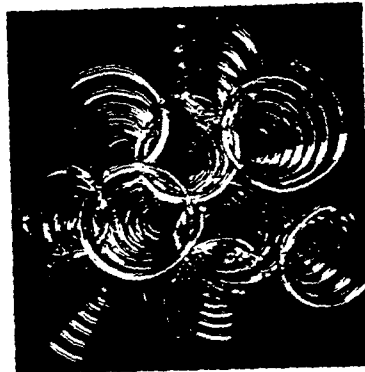




insulators
equipment.



Berets? No, paper waste from
the punch press in Print Shop.



Glass spirals which hold pack-
ing in columns make dizzy design.

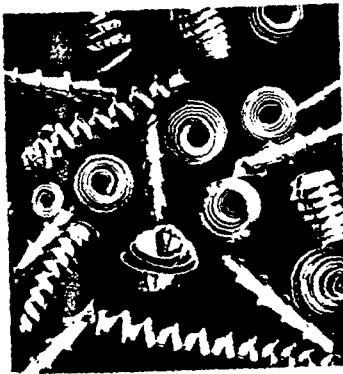


Crystals in the acid fixer from
Photo Lab produce ferny effect.

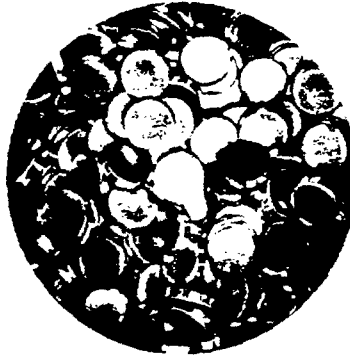
experimental
ale bottle caps.



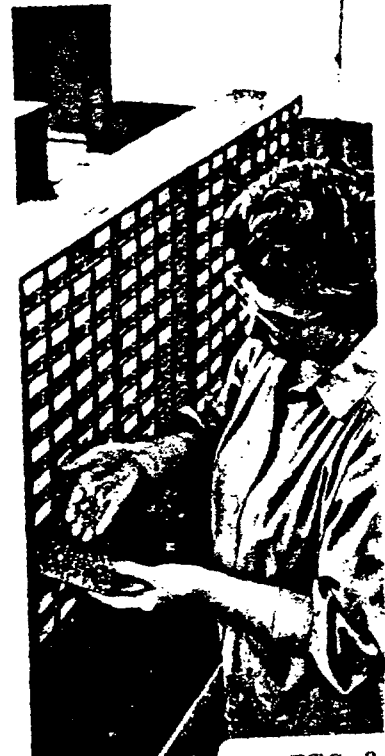
Abstract pattern was created from
steel shavings from metal lathe.

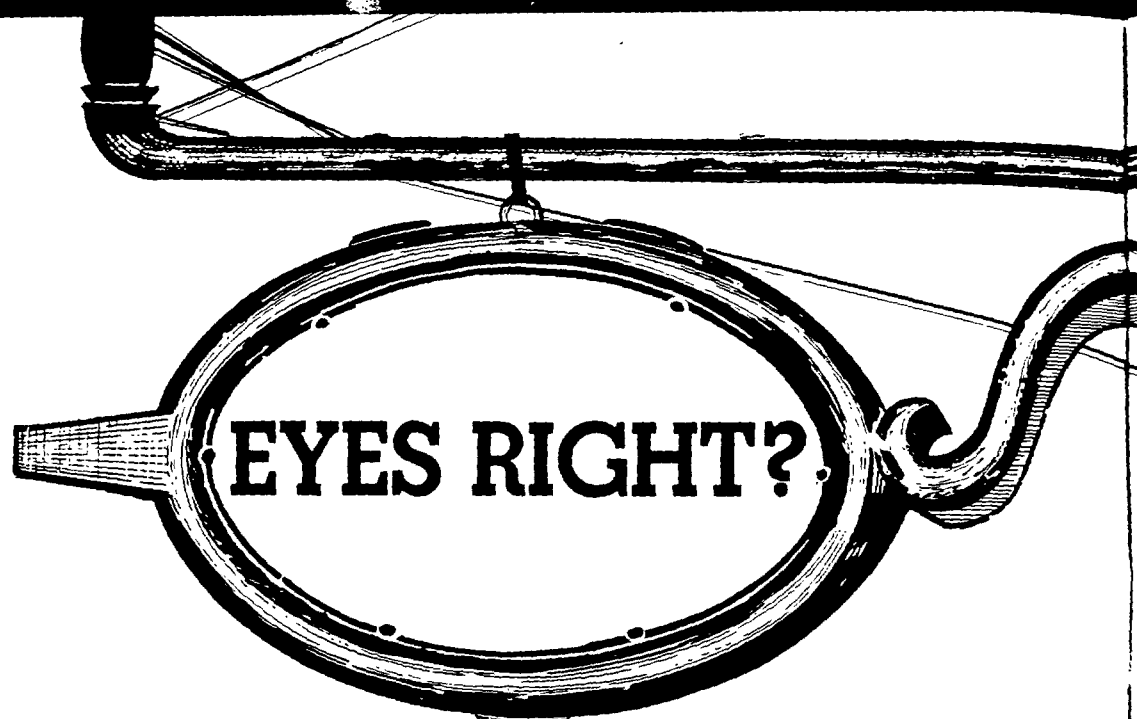


Not dimes but pure silver discs
used in the testing of motor oil.



Alyce raids the stock room for tiny
objects to photograph in minute detail.





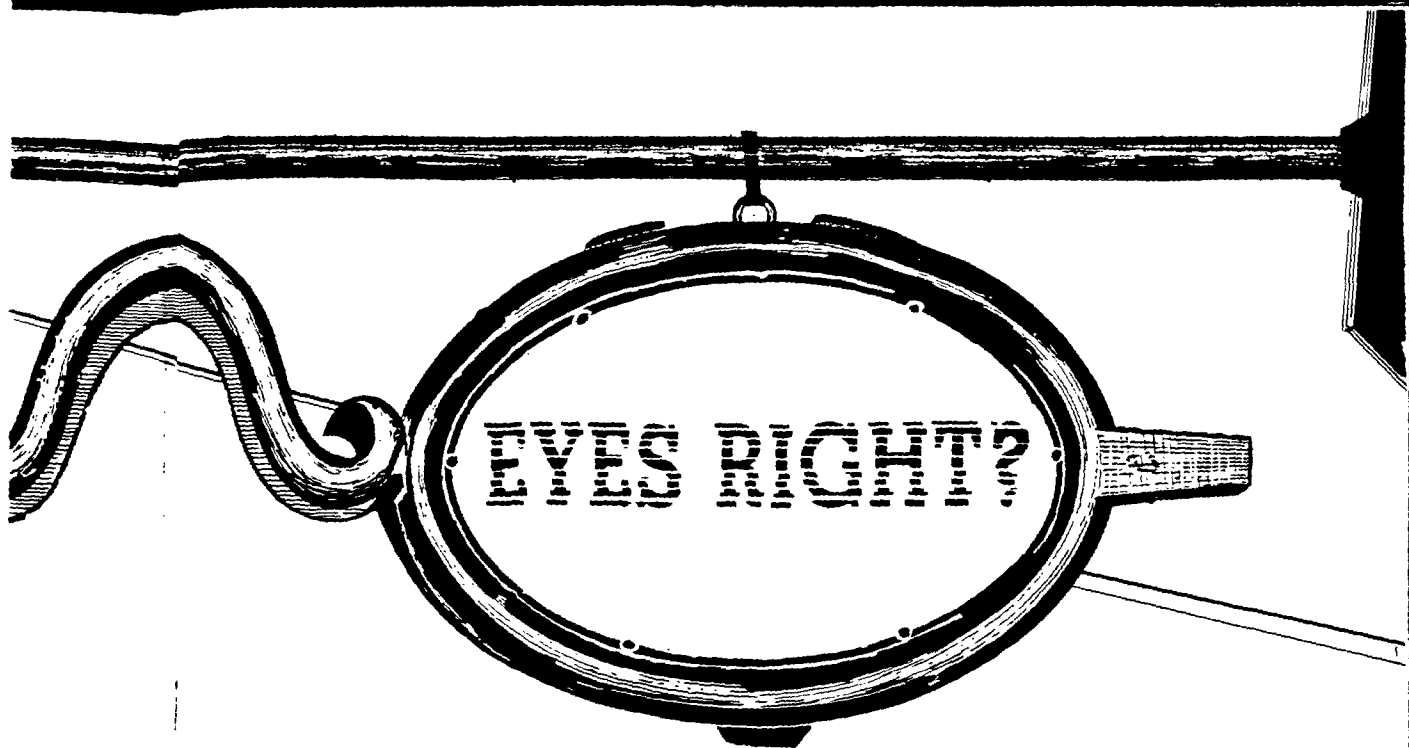
Even as the human body gets most of its nourishment through the mouth, so the brain of man is sustained and broadened through the eyes. Increasingly, modern life makes more and more demands on the eyes. As horizons expand, distances narrow and life itself becomes more complicated, the need to absorb greater amounts of information becomes necessary. Thus, the eyes of modern man have had to carry a greater burden. Not only do books, magazines, newspapers, television and movies compete for the eye's attention, but also much of the work performed in our industrial society asks more of the eye and contributes to its attrition. The fact is that 85 per cent of all we learn comes through the sight function and the world of 1961 is a lot harder to grasp than ever before if for no other reason than there is so much more of it.

One of the greatest partnerships found in all nature is that between the eye and the brain. The eye, of course, is useless without the brain but as it is the means through which information passes to the brain, it is a vital organ in and of itself. The first link in the process is the optic nerve, the special nerve of the sense of sight. Then, the retina sends the message to the brain. The brain then turns two separate images into one, right side up, and tells us what it

it is. Then, on the basis of what is seen, the process of reasoning takes place and emotions are stimulated. All in all it is a complex chain of natural phenomena working nearly every waking moment of our lives. Each individual's mental, physical and emotional state affect the process and so do whatever defects that may exist in the eyes themselves.

This last, in the light of present day living needs, is of crucial importance. The consequences of faulty or fading vision need not be belabored to make the point. Its crucial importance is self evident but the rub comes with the realization that many, many people are not aware that they suffer from some kind of visual problem or other. They see well enough to get along but, because of defects, they exert themselves to compensate. The result is irritation, fatigue, restlessness, plus eyestrain. Even perfect eyes feel the strain from time to time — and only two per cent of the human population is born with perfect vision. Thus, many people spend their whole lives not ever having really seen the true color and form of a fine painting or the fine detail in a flower.

Originally the human eye was engineered for seeing at a distance. This was fine as long as eyes were used chiefly in hunting for food. It was only when man became more civilized, learned to read and write, that



e process of
mulated. All
mena work-
s. Each in-
state affect
it may exist

ving needs,
es of faulty
o make the
nt but the
any, many
some kind
enough to
xert them-
on, fatigue,
t eyes feel
per cent of
fect vision.
es not ever
n of a fine

l for seeing
were used
when man
write, that

most eyes began to prove unequal to the burdens put upon them. As western cultures became industrialized, eyes had to be trained on machines in the factory or were required to do close work in an office. All this was a far cry from spotting game in the wilderness, which was primitive man's sole concern.

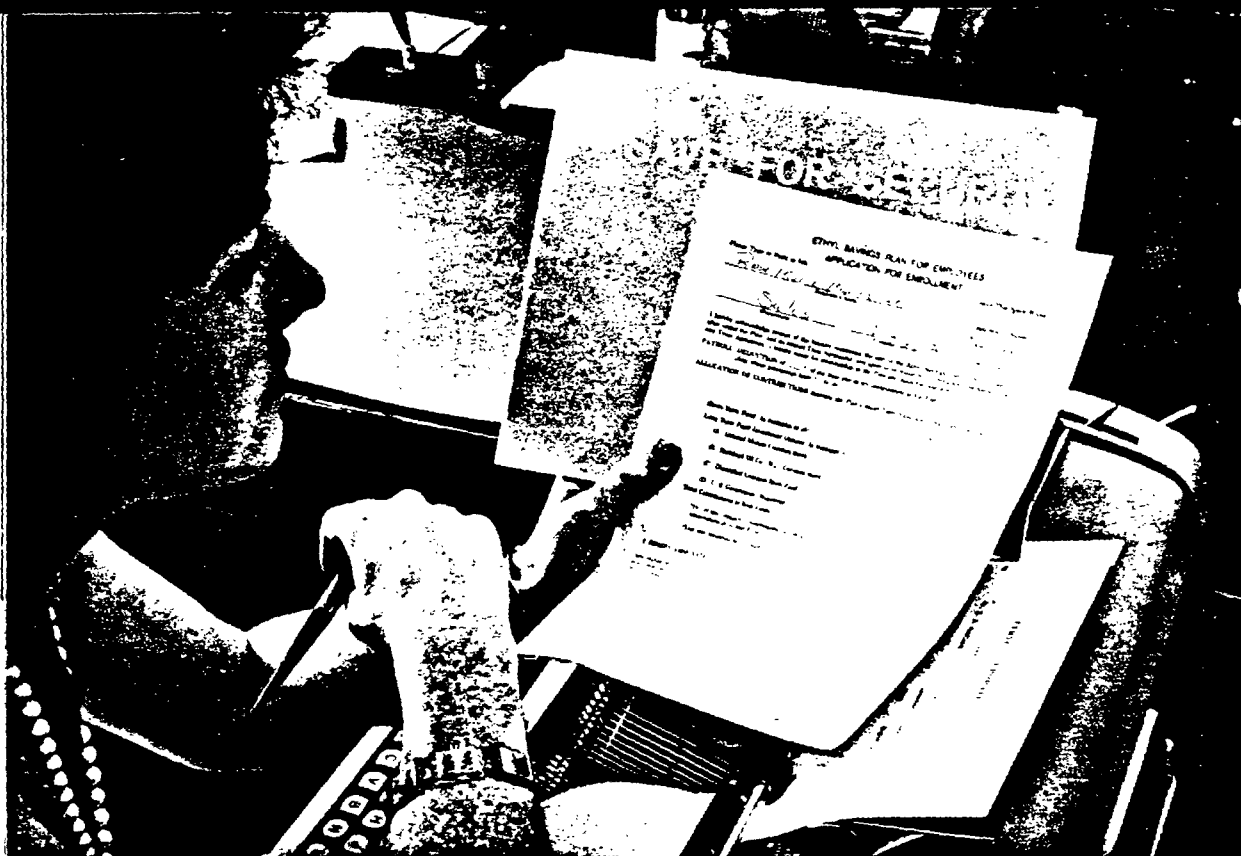
All this raises a question in our day and age. Are human eyes really up to the job that modern life puts upon them? Most, to be frank about it, are not — not without help. Advances, however, have been achieved so that most defects which occur can be easily corrected. It is estimated that some 70 to 80 per cent of all visual defects can be corrected with some kind of glasses. Periodic examinations for people of all ages can be most helpful. Although eyes do not wear out, as is popularly supposed, the ability to see clearly and without strain does change throughout life. As people get older, the eye muscles lose flexibility and become less efficient. Children, too, ought to be examined every year or so because it is during the formative years of childhood that eye behavior patterns are established.

Young or old, the most common eye defects come about through a malformation of the eyeball or its contents or the malfunctioning of certain eye muscles. Most commonly such defects produce what an eye

specialist calls a "refractive error." This means, simply, that the light entering the eye is not bent in quite the way it should be for clear, unstrained vision.

Symptoms common to eye trouble are difficulty in focusing, spots before the eyes, colored halos around lights, or flashes. Consistent headaches after doing close work may well indicate eyestrain. Any of these symptoms or inflammation around the eye should be the sign to consult professional assistance. Symptoms or no, the art of making glasses has progressed to such an extent nowadays that nearly everyone could be helped immeasurably by professional advice regarding the sight requirements suited to individual needs. At work or at play, perfect eyesight is a tremendous asset and adjustments have to be made from time to time in order that this condition be maintained.

In a world so complex and complicated as ours, the needless imposition of a sight handicap upon ourselves is foolish indeed. With an endless number of wonders to explore, good eyesight is a necessary ingredient to fulfillment. No matter the stage of life you attain, your eyes are the channel through which constant stimulus and excitement are possible. With good eyes, you will never be bored or lacking something interesting to do. The cost of a check-up periodically is a small price to pay for such a prospect.



Rose Marie MacLellan, New York General Sales, ponders options of the new Savings Plan best suited to her needs.

SOMETHING NEW HAS BEEN ADDED

Ethyl's new Savings Plan, which went into effect on the first of September, joins an impressive list of employee benefits

When is a dollar worth a dollar and a half? To Ethyl people employed in the United States, the answer is simple. A dollar is worth a dollar and a half when it is invested in the Company's new Savings Plan. With over 85 per cent of all eligible personnel already signed up, there is no doubt that Ethyl people know a bargain when they see one.

And what a bargain! Besides matching employee designated savings to the tune of fifty cents on the dollar, the money is put to work by the Plan Trustee at the direction of each employee. Further, administrative expenses of the Plan are absorbed by the Company so that a maximum tax advantage return will accrue to the employee. All this, plus the fact that

the Savings Plan has been designed to provide maximum tax advantages under the current law. This last point is important because these tax features permit investment returns to pyramid at an accelerated rate not possible with an independent investment program.

The Savings Plan in its final form represented not only prodigious effort on the part of many people, but it is also one of the most flexible plans of its type ever offered to employees anywhere. That this is so and that the Ethyl Savings Plan is now a reality is the result of long and hard hours put in by many Ethyl people. Other plans had to be examined, Ethyl's particular corporate structure had to be taken into account, details of administering the Plan had to be gone

over and assessed, and a thousand and one other details had to be worked out with care. All in all it was a job which took not months but years to accomplish. That the work has been done well is reflected in the results which show that the vast majority of Ethyl employees who are eligible want to participate.

Getting the necessary information to all eligible employees was a tremendous job in itself. Every nook and cranny of Ethyl activity in the United States had to be covered. At our larger installations—Baton Rouge, Detroit, Houston, Pittsburg—employee relations men had to be informed down to the last detail in order that they could accurately communicate the full story. Booklets and application forms had to be supplied in quantity. Charts, slides and other presentation materials had to be shipped to the right place at the right time. Working against a September 1 deadline, Savings Plan specialists were sent out from New York to explain the Plan at Sales Offices and Terminals. Thus, at employee meetings all over the country, Ethyl people were given the facts.

The meetings produced similar reactions on one point: it's a good deal. Naturally, each person has his own idea as to how best to use the Savings Plan—which of the options best suit his needs. The optional features—the flexibility—is definitely one of the Plan's strong points. Indeed, few if any such plans allow as much leeway to the individual. It's all part of the Company's effort to not only stimulate savings for security, but also to tailor the savings program of the Ethyl employee, as far as is practically possible, to his or her individual needs.

Throughout the Company in recent weeks, coffee-break and lunch-time conversations have been pretty much dominated by talk about the Savings Plan. With so large a number of eligible employees already signed up, this is understandable. Some questions have recurred often enough to bear repeating. On the following two pages we are printing some of them—along with the answers. Gleaned from the experience of those in charge of Savings Plan meetings, they are reprinted here in the hope that they will be helpful.

Instrumental in getting the Savings Plan into operation, the group below discusses its structure and administration. From left to right, the assembly consists of Bill Meyer, Employee Relations; Steve Rodi, director of Employee Relations; Walt Cosgrove, Employee Relations; Paul Cahill, Finance; and Ralph Hutchinson, Employee Relations; all in New York.



ETC 34394

DED

fits

vide maxi-
This last
res permit
erated rate
t program.
sented not
people, but
s type ever
is so and
dity is the
any Ethyl
Ethyl's par-
n into ac-
to be gone



Art Jennings, Supervisor of Personnel at the Detroit Laboratories, was one of three Ethyl Savings Plan experts to hold meetings there.

Q. Why can't employees allocate more than 50% of their own contributions to long term option C?

A. It is hoped that the funds invested in option C will appreciate in value. However, the stock market goes through cycles when security values drop and the Company felt that it would be a mistake to permit the employee to have all of his savings plan funds invested in option C.

Q. Will unit values of the short term fund and the various options under the long term fund be published monthly?

A. A report on units and their value will be given yearly to each member. Monthly information on unit value will be available upon request.

Q. Why is membership in the savings plan contingent on participation in the Retirement Income Plan?

A. Membership in the savings plan is intended to provide an extra cash reserve when employees retire. This cash reserve is intended to supplement not replace the insured annuity income provided under the Retirement Income Plan.

Q. Will savings plan deductions be made from each paycheck or only once a month?

A. From each regular paycheck.

Q. Is payroll deduction the only method for contributing to the savings plan?

A. Yes. Failure to participate during any pay period cannot be adjusted at any later date.

Q. Why isn't the distribution in Option C also in shares of stock?

A. Because the option C fund contains many stocks of many different companies. It is not practical to attempt to distribute individual interests in such a variety of securities.

Q. Can a member's accumulated equities in the savings plan be used as collateral for a loan?

A. No, because your interest in the savings plan is not assignable.

Q. What is the basis for determining the cost (at the time of distribution) of stocks purchased under long term options A and B?

A. The average cost of these stocks during the period you allocated funds to these options.

Q. Why can't withdrawals from the long term fund be made against the Company's contributions and the earnings on the fund?

A. Because this would defeat one of the Plan's purposes—the creation of a cash reserve to be available at retirement, termination or death.

can 50% of
n C?

option C
ock market
drop and
mistake to
vings plan

d and the
published

l be given
nation on
st.

ontingent
lan?

tended to
loyees re-
pplement
provided

from each

for con-

any pay
late.

C also in

any stocks
actical to
in such a

the sav-

ings plan

st (at the
nder long

uring the
ons.

erm fund
s and the

lan's pur-
available

Q. When do I pay Federal Income Tax on distributions from the short term fund and the long term fund?

A. When your accumulated distributions under the short term fund exceed your accumulated contributions to that fund you will owe Federal Income Tax at the normal rate for your earnings bracket. Federal Income Tax for distribution of the long term fund will be due for the taxable year in which this fund is distributed to you.

Q. Why doesn't the Company allow more than 10% of its contributions to be allocated to the short term fund?

A. The Company decided that at least 90% of its contribution should go to the long term fund to provide a cash reserve when the employee leaves the Company and to provide the employee with maximum tax advantage on Company contributions.

Q. What happens to an employee's balance in the short and long term funds if he stops contributing to the Plan but continues as an employee of the Company?

A. He will still qualify for the annual distribution under the short term fund until such balance is exhausted and his account in the long term fund will be held to his credit until retirement, termination or death. However, the employee's own contributions that have been in the long term fund for more than two years beyond the year of contribution will be subject to his withdrawal.

Q. Can the annual distribution under the short term fund be refused and left in the short term fund or transferred to the long term fund?

A. No. The distribution will be automatic.

Q. How soon after the end of the Plan year will the Trustee pay off?

A. Within two or three weeks, it is anticipated.

Q. Who pays the broker's fees?

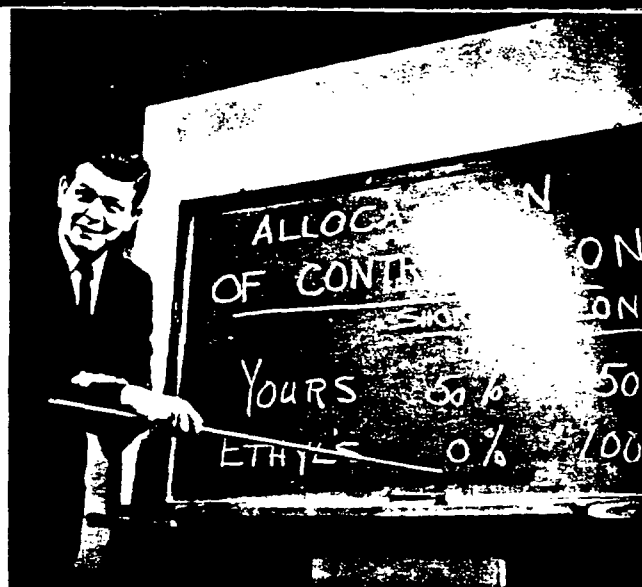
A. You do. Brokerage will be deducted from the contributions to be invested.

Q. Who is on the savings plan committee?

A. W. R. Perdue, Jr. will be chairman of the committee composed of Messrs. F. J. MacNally, Robert Herzog and Stephen B. Rodi.

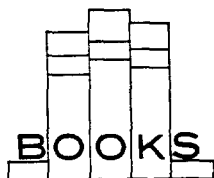
Q. Upon termination or retirement will the plan be distributed in cash or securities?

A. Any distribution due from options A and B in the long term fund will be distributed in whole shares of stock with cash equal to any fractional shares. Distribution of your balance in the short term fund and your interest in options C and D of the long term fund will be made in cash.



Jim Cusack, above, right, made Savings Plan talks in New York. Training Supervisor Mylton Webb was lecturer in Houston, above middle. Applications for joining Plan are handled by Bill Meyer, r.

FOR YOUR ENTERTAINMENT



Kaj Birket-Smith, a noted anthropologist who has traveled most of the globe in pursuit of his studies, has produced a fascinating volume in **PRIMITIVE MAN AND HIS WAYS**, a World publication. He has explored the customs and habits of some of the primitive people who still maintain an ancient way of life in modern times. Among those that he holds up for scrutiny are the Aborigines of Australia, the desert Taureg, the Maori, the Lapps and the North American Indian. Though their customs vary, there are amazing likenesses in their way of life, despite the fact that they are often oceans and continents apart. The author answers innumerable questions about man and his environment as well as his needs and goals. There are ample illustrations to aid the commentary.

Add to Norah Loft's impressive list of historical novels **THE HOUSE AT OLD VINE**, a work that stands with the best of that lady's immensely readable volumes. Miss Loft writes delicately and is not given to swashbuckling and derring-do. Her aim is not sensationalism but a recreation of past times and characters as they may well have been in her chosen era, in this case sixteenth century England. She is primarily concerned with the rise of a young man from serfdom to become a man of property and the struggles of his heirs to retain what he has won. The pageantry of it all is brilliant yet never overly elaborate, and the story is neatly threaded through the tapestry of the times.

Translated from the original work of Arnold Dresden by B. L. van der Waerden, Professor at the University of Zurich, **SCIENCE AWAKENING** is a scholarly presentation to be studied and enjoyed by anyone with an interest in science and mathematics. An Oxford book, it deals with the mathematicians of ancient Greece, Egypt and Babylon and the brilliance of their contributions. There is as well the brilliance of the times, splendid in culture. Panoramic scenes of Greek cities unfold like a movie spectacular in the telling of the evolution of mathematics, and what might seem to many a dull subject is far from it. The language is simple enough for the layman and there are abundant illustrations.

No one needs to be told how much we owe to the ancients, but regardless it is always fascinating to discover and rediscover the roots that sprang to life in antiquity. In **A HISTORY OF MEDICINE**, Dr. Henry E. Sigerist, who before his death was Professor and Director of the Institute of the History of Medicine at Johns Hopkins University, has written a notable work that traces the birth of medicine from the early Greeks, Hindus and Persians. Using literature for some of the

archaic conceptions, he has practically told the history and culture of the people with regard for their individual contributions by way of their separate approaches—the Hindus with their leaning toward the mystical, the Greeks with their logic and reason. Some of the discoveries are astoundingly modern and many of them a part of modern medical practice.

A MAN IN A MIRROR is by far Richard Llewellyn's best novel since *How Green Was My Valley*. A Doubleday book, it is concerned with the trial of a Masai for murder and it is a penetrating study of tribal customs on The Dark Continent, where the author lived among the people and studied their ways. It is also an exciting work of fiction in which Mr. Llewellyn is at the top of his form. His courtroom is an active place and his people are notably real. Asked to review his life for the court, Jim Nterenke presents a picture of Africa that is superb and his story helps to depict facets that no reportorial work can show. Mr. Llewellyn has created something powerful and readable. Like the tall Masai warriors, his latest work has stature.

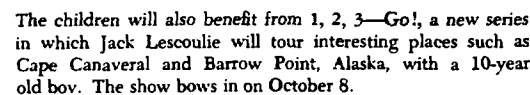
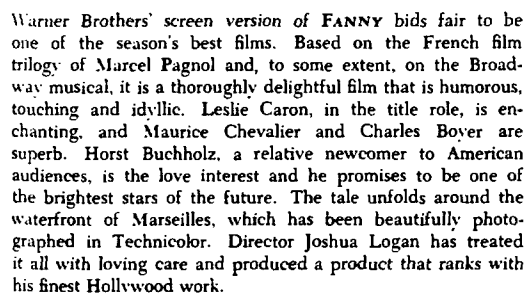
Several years ago William Nickerson, a retired millionaire at the age of 42, wrote a best seller entitled *How I Turned \$1,000 into a Million in Real Estate—in My Spare Time*. Now Mr. Nickerson, in **MY ODYSSEY AROUND THREE WORLDS**, tells us of the events leading up to that enterprise. His book, a Simon and Schuster release, is a bright and sparkling chronicle that takes him hither and yon and shows the initiative that was ever present in his financial success. Mr. Nickerson went a long way from Fresno and an even longer way with three dollars in his pocket. He saw the world and conquered it, and he has recounted his adventures in most of the countries on our planet with gusto.

Nathaniel Benchley is a chip off the old block, and while he may not have quite the remarkable sense of humor that made his father, the late Robert Benchley, someone very special in the field of satire, he nonetheless has a sharp wit and a cool eye. In his latest novel, **THE OFF-ISLANDERS**, he is clearly having a ball, and so will his readers when they meet the cast of characters from an island on the coast of Cape Cod and from the crew of a Russian submarine that has gone aground thereabouts. As you might imagine, the Communists get quite a going over, and Mr. Benchley is just as harsh on the natives. Nothing much funnier has yet to come out of the sea. But laughter is never forced; it is the result of insight into the funny foibles of human beings.

There is an enchanting journey in store for readers of Sacheverell Sitwell's **GOLDEN WALL AND MIRADOR** (*Travels and Observations in Peru*). The author is no mere reporter of a sojourn; he is a poet at heart and he sees with more than the eye in this new volume from World. His depictions of the people and places of South America are full of color and feeling and reflect his own excitement at meeting men and women in different cultures, at seeing the wonders of the land and discovering unique and remote villages and towns. As though the author's eye were not keen enough—and to be

r readers of
ADOR (*Travels*
re reporter of
more than the
ctions of the
of color and
ing men and
nders of the
s and towns.
h—and to be

You'll be hard put to find a more fascinating historical novel than **FIRE IN THE ICE**, Dorothy James Roberts' unusual new book about a woman of Iceland in the tenth century. A Little Brown release, this new work is steeped in folklore and rich in history, and Miss Roberts is to be commended for a most remarkable job of research. She hasn't, however, stopped there: her characters are rich and noble and her story is woven tightly as it traces the ambitious undertakings of Hallgerda Hoskuldsgaughter, who is determined to marry a king. Her quest leads to all sorts of incidents—murder among them. Miss Roberts has created a background that is far superior to most of what you'll find in historical novels and her writing is pure and imaginative.



MILESTONES

35 YEARS



EARL BARTHOLOMEW
Research & Development,
Detroit

30 YEARS



RAYMOND R. FALLER
Employee Relations,
New York

25 YEARS



BENJAMIN D. HARRISON
Manufacturing, New York



MELVIN L. OLSON
Sales, Central Region



LOUIS M. SLACK
Sales, Central Region

20 YEARS



HARRY L. BUTLER
Manufacturing,
Baton Rouge



CLAUDE B. EZELL
Manufacturing,
Baton Rouge



HARRINGTON B. HARELLSON, JR.
Manufacturing,
Baton Rouge



C. GEORGE POLK
Research & Development,
Detroit



WILHELMINA RICHARDSON
Employee Relations,
Baton Rouge



SIGURD O. RUE
Research & Development,
Detroit



HENRY J. SOLAR
Manufacturing,
Baton Rouge



CHARLES W. WASCOM
Manufacturing,
Baton Rouge

ETHYL WELCOMES



R. FALLER
Relations,
York



J. GEORGE RICK
General Sales,
New York



LARN ANGLIN, JR., a graduate of Louisiana State University, is a chemical engineer at the Baton Rouge plant.



CURRIE BERRY, JR., a chemical engineer in Baton Rouge, holds his B.S. from Mississippi State University.



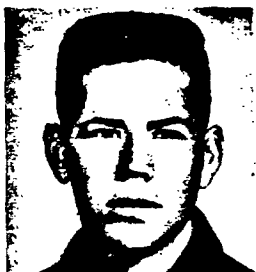
ROBERT LINN, a graduate of the University of Detroit with an LL.B., is a patent attorney at the Detroit Laboratory.



M. SLACK
Sales, Central Region



W. WHITNEY SWEENEY, JR.
Sales, Eastern Region



FRANK MARTIN is a maintenance-operations clerk for the Finance Department at the Pacific Coast plant.



CALVIN MOORE, a graduate of Georgia Tech, is a chemical engineer for Process Design at the Baton Rouge plant.



WILLIAM SCHUETTE is a chemical engineer at the Baton Rouge plant. He is a graduate of the University of Wisconsin.



GEORGE POLK
Development,
Detroit



JAMES B. RHORER
Engineering,
Baton Rouge



HENRY TARATUCKY is a technician at the Yonkers Gasoline Testing Laboratory. He enjoys playing tennis and golf.



WILLIAM TAYLOR, a chemical engineer at the Baton Rouge plant, holds his B.S. from L. S. U.



RICHARD WINTER, a graduate of the University of Oklahoma, is a chemical engineer at the Baton Rouge plant.



V. WASCOM
Manufacturing,
Baton Rouge



FRED E. WILSON
Manufacturing,
Baton Rouge

ON THE ROSTRUM



DICK EISWIRTH of TEL Operations in Baton Rouge presented the Ethyl Management Club's Selling America Program "The Economic Freedoms" to the Educational Committee of the Chamber of Commerce and also at a meeting of the Knights of Columbus Council No. 4032 in Baton Rouge.

The same program was presented at a meeting of the Audubon Kiwanis Club in Baton Rouge by **CLAUDE ARCENEUX** of Chemical Research and Development at the plant.

"Waste Water Treating Facilities at Ethyl Corporation of Canada Limited" was the title of the paper given at the Eighth Ontario Industrial Waste Conference at Honey Harbour, Ontario, by **LORNE ROBB**, chemist at the Sarnia plant.

BIRTHS



Detroit

FRANK and **GLADYS FOREST**—a daughter, **LAURA MARIE**. Frank is with the Lab's Receiving and Shipping section.

ROY and **NORMA GEALER**—a son, **CHARLES ALAN**. Roy is with Chemical Research at the Laboratory.

ARTHUR and **LORRAINE ZIELINSKI**—a son, **DAVID MATHEW**. Arthur is a chemist for the Lab's Analytical section.

Pacific Coast

ROY and **MARY LOU BROWN**—a daughter **LYNNETTE ANN**. Roy is an operations technician at the plant.

JAN and **VIRGINIA PROPER**—a daughter, **SHEREEN MONICA**. Jan is a maintenance technician at the plant.

NEWS BRIEFS

For the second consecutive year the Public Relations Department in New York has supplied the American Automobile Association with 2,000 reprints of an Ethyl News article on gasoline prices and taxes. The reprints which will be distributed to high school driver training instructors throughout the country, tell what a bargain gasoline is and point out that it is the tax that is high.

Eight children of Baton Rouge plant employees won sport honors during the summer.

DAVID BESTE, son of George Beste of Research and Development, won the Louisiana Jaycee Junior Tennis title at New Orleans, and also won the Alabama State Tennis Tournament for boys 15 years old and under which was held in Mobile.

BUTCH MIXON, son of Wallace Mixon of Maintenance and Construction, was pictured in a feature column of a Baton Rouge newspaper as the outstanding pitcher of the Jacksonville, Florida, Class "A" professional baseball team.

Sons of Bob Percy, Engineering, won nine medals at the Baton Rouge swimming meet at Howell Park. Each of the five boys, **RYLAND**, 12; **JIMMY**, 10; **HEREFORD**, 9; **ADRIAN**, 8 and **GENE**, 4, took gold medals in diving. Jimmy, Hereford, and Gene won gold medals in the swimming events and Adrian won third place in swimming.

MARY CAMILLE TRAWEEK, daughter of Henry Traweek of Chemical Research and Development, won the one-meter diving event at the Junior Southern Amateur Athletic Union swimming meet at Howell Park in Baton Rouge, Louisiana.

JOHN WASCOM, son of Whitfield Wascom, Maintenance and Construction, Baton Rouge, received his Boy Scout Eagle Award at the Houma District Court of Honor. John is a member of Troup 231, for which his father serves as scoutmaster.

KATHY CLINTON, 12-year-old daughter of Ernie Clinton of the Detroit Laboratory, recently won the intermediate girls class championship in the Free Press Junior Golf School playoffs. Kathy has been golfing since she was eight years old.

The Company was one of the supporters of the ninth annual conference of the Louisiana Youth Safety Council which was open to all high school students and others interested in safety.

Among the sessions planned for the conference was safety in boating, use of guns, automobile driving, farm activities, and use of power mowers.

The photograph of the Alamo from a recent Magic Circle advertisement was reproduced on the cover of the roto section of The Houston Chronicle of July 30. The newspaper selected the picture (the work of Jerry Cooke) because of its unusual lighting effects. Credit was given to Ethyl for permission to reprint.

IN THE FIELD



LARRY BLATCHFORD, automotive engineer in the New York district, held a gasoline and engine meeting for Mobil Oil sales tramees at Manchester, New Hampshire. He gave the "Fire Power" presentation, showed the movie titled "There is a Difference" and also distributed the "Story of Gasoline" and "Facts about Gasoline" booklets.

DON CONNELL and **JACK LAUBACH**, both of the Houston office, presented three of Ethyl's motor oil demonstrations to the technical service group of the Continental Oil Company. **HAROLD MEHLER**'s new cold oil viscosity demonstration was one of the shows presented. Harold is with Advertising and Sales Promotion in New York.

The Tulsa Chamber of Commerce has appointed **BOB DOUGLASS**, manager of the Mid-Continent Region, to serve on the Petroleum Executives Council for 1961.

During the Fifth Annual Council on Economic Education at Tulane University in New Orleans, **BUD HARRIS** of the New Orleans district office presented "A New Concept of Gasoline Progress." More than 100 economic teachers from high schools throughout the state of Louisiana attended the three-week workshop.

TOM HANLON, Pittsburgh district office, gave three "Dealer Dazzlers" presentations before the dealer training classes and district training managers of Esso Standard Oil, Gulf Oil, and Mobil Oil, located in Pittsburgh.

for the con-
ting. use of
arm activities,

Alamo from
tishment was
the roto sec-
nicle of July
d the picture
because of its
Credit was
on to reprint.

LD



otive engi-
strict, held a
ng for Mobil
chester. New
"Fire Power"
movie titled
and also dis-
asoline" and
jets.

K LAUBACH,
e. presented
emonstrations
group of the
v. HAROLD
osity demon-
vs presented.
g and Sales

ommerce has
manager of
serve on the
cil for 1961.

uncil on Eco-
University in
of the New
nted "A New
gress." More
rs from high
of Louisiana
orkshop.

district office,
rs" presenta-
ining classes
gers of Esso
d Mobil Oil.

JACK KALEY, Philadelphia district field representative, presented the "Fire Power" show before two groups of refinery maintenance men of Gulf Oil at Girard Point, Pennsylvania. The meetings were arranged by MAC MCCOOLEY, product service and safety engineer, Philadelphia office.

FRITZ MERCER, Atlanta district field representative, presented the Modern Fuels and Engines story, illustrated with the demonstrating engine and cut-away engine panel, to Esso dealers studying tune-up in Columbia, South Carolina, and a dealer-trainee class in Charlotte, North Carolina. He also gave the same presentation to Phillips dealer trainees in Raleigh, North Carolina.

LEWIS RUMPH, fleet engineer in the Atlanta district office, was recently made chairman of the Placement Committee for the Atlanta Chapter of the Society of Automotive Engineers, and gave a paper entitled "The Importance of Air-Fuel Ratio" at the annual convention of the Automotive Engine Rebuilders Association held in Miami, Florida.

In addition, Lew presented "Diagnosis of Engine Failures" to Phillips Petroleum Company's Atlanta division manager and his entire staff, and also presented "Dealer Dazzlers" to personnel at the Atlanta division offices of American and Gulf Oil Companies.

BOB KIMPTON and HERB MOSELEY of the Pittsburgh district office gave the presentation "A New Venture—a New Gasoline" at a meeting of South Penn Oil Company sales personnel in Oil City, Pennsylvania. Also present were sales personnel of Slesnick Brothers Oil Company, who are dealers of Pennzoil. The presentation covered octane number and knock, different octane ratings and their meanings, and a discussion of Pennzoil gasolines.

In addition, Bob presented the "Story of Gasoline," "Fuel System Deposits" and "Dealer Dazzlers" before a group of tune-up specialists and an oil company dealer of United Motors in Parkersburg, West Virginia.

ART ZIETZ, Houston Region office, and GEORGE PORTH, Houston district, both gave the Ignition-Control-Compound-attaché-case demonstration to a group of Textar Petroleum people.

WHIT SWEENEY of the Pittsburgh office presented the Fuel-Engine story to a training supervisor and a group of dealers for the Gulf Oil Company in Charleston, West Virginia.

NORM GERBER, refinery technologist, was transferred to the Gulf Coast Regional office. He was formerly with the Mid-Continent Region.

WEDDINGS



Detroit

JUDY ATTO, daughter of Hugh Atto of Administration and Services at the Laboratory, was married to WILLIAM ELKINS on July 13 in Los Angeles.

New York

ARLENE DEFOSSEY and EDWARD FEDAK were married on September 3 at the Immaculate Conception Church in New York City. After a honeymoon trip along the Eastern Coast, the couple will reside in Brooklyn. Arlene is a member of General Sales.

EXTRACURRICULAR

ELMER MAHLKE, Sales, Yonkers Laboratory, was presented with the Boy Scouts' Silver Beaver Award. Elmer, a scout leader for 10 years and former Crestwood District chairman of the Siwanoy-Bronx Valley Boy Scout Council, was among four council leaders to receive the award.

THOM YATES, Public Relations, New York, attended the dedication and formal presentation of a \$25,000 electric terrain model at the Drake Well Park Museum in Titusville, Pennsylvania. The model is intended to acquaint visitors with the oil industry's birthplace as it existed a century ago. The model was purchased with funds left over from the 1959 Oil Centennial, for which Thom was coordinator and public relations consultant.

TOM ALLEN of Research and Development in Baton Rouge, who spends most of his summer weekends racing sailboats, was recently elected commodore of the Lightning Class Association's southern district, composed of Louisiana, Mississippi and Alabama.

RAY METTERNICH of Training at the Baton Rouge plant was the Company's representative at a two-day meeting of

the Southern States Apprenticeship Council in Jackson, Mississippi. The object of the meeting was to inform the conference representatives of the progress being made in apprentice training and other programs.

Six Baton Rouge plant employees participated at the ninth annual Occupational Safety Conference held at the Louisiana State University.

ROBERT BLOM of TEL Maintenance and Construction, WILSON DEVALI of EtCl Operations, and CHARLES HUSTMYRE of TEL Operations were selected by the Central Safety Committee to attend a four-day course on occupational safety.

Safety engineers, BILL HECK, BOB PALMER and CARROLL HEBERT participated as staff members during the conference. Bill headed a session on conducting safety meetings; Bob was in charge of a session on maintenance and safety; and Carroll was a member of a panel on occupational safety.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

DETROIT: R. C. BEAUBIER and W. E. RASMUSSEN, \$290.00 (Revise unit for conditioning engine air (Award to W. E. Rasmussen only; R. C. Beaubier was ineligible for monetary award)).

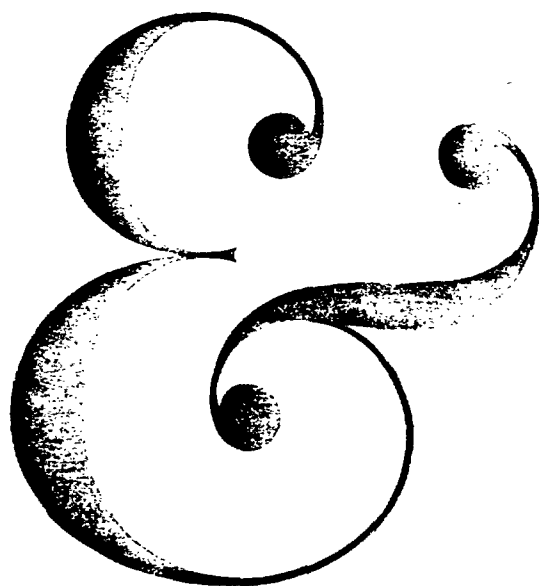
NEW YORK: R. ROCHE, \$45.00 (Buy a new set of addressograph plates which are to be used for price changes only and kept separate from other plates); IRENE ROWAN, \$10.00 (When sending our Ethyl News survey envelopes, include P. O. box number on the street address line).

PACIFIC COAST: ANTON BAUMGARTNER, \$10.00 (Scoop for blender dye booth); MARTIN P. ENNI, \$10.00 (MEA sample bottle holder); JAN PROPER, \$10.00 (Gases for calibration of nitrogen analyzer); LAWRENCE J. REILLY, \$10.00 (Hook for valve chain at hopper booths); HOWARD C. THOMPSON, \$800.00 (Purchase of two lots of government surplus sodium thiosulfate at auction).



In the June issues of "Outdoor Life", "Sports Afield" and "Field & Stream", the Company ran an ad offering *The Camping Blue Book*, retail value of a dollar, for fifty cents. The offer was made with an eye to promoting camping vacations, at the peak vacation season. So far over 17,000 responses have come in. Above, left to right, Frances McLaughlin, Gertrude Hortsmann and Eileen King, all of the Finance department in New York, are shown going about the processing work necessary to meet the heavy response to the offer.

PEOPLE



PLACES

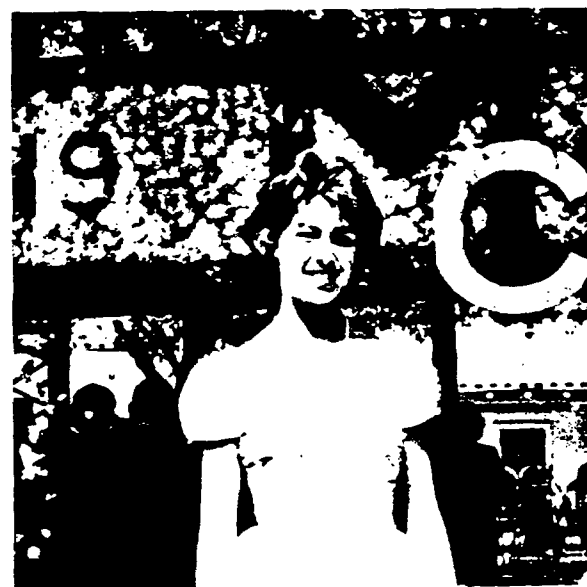


HIGH MAN

A suggestion system award which topped all previous awards at the Pittsburg plant was presented to Howard Thompson, Data Clerk in the Finance Section. Howie, center, received a check for \$800.00 from Plant Manager Jim Gill, right, as his supervisor. W. J. Splaine, looked on. The suggestion urged purchasing two lots of surplus sodium thiosulfate.

TOP HONORS

George Unzelman, Western Region Chief Refinery Technologist, has good reason to be proud of his daughter Jane, shown below. She took first prize honors at her Malaga Cove School graduation in Palos Verdes Estates, California, and just before school ended she won a four year scholarship to Marymount's Southern California High. All this and pretty too.



ETC 34404

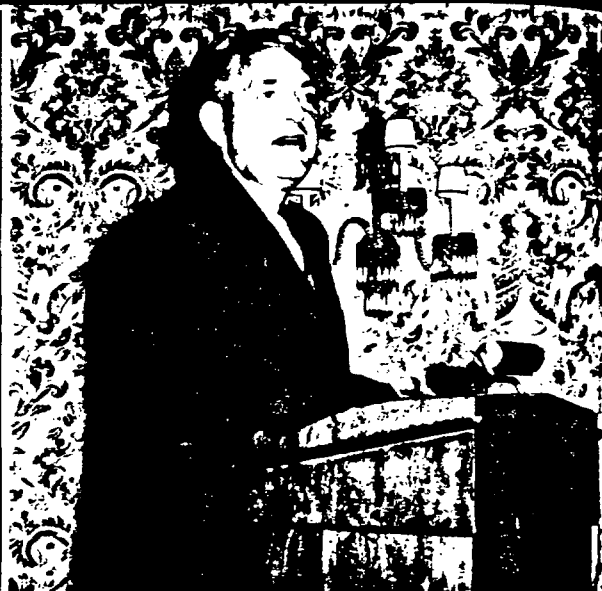
g The
noting
right,
k, are



SERVICE MAN

At the recent West Coast dinner honoring employees with 25 or more years of service, 10 men from the area joined the ranks and were presented with plaques. The presentations were made by Len Huxtable, Western Region manager, who is shown above honoring Merritt Martin, left, who is employed at the terminal in Wilmington, California.

more people, more places



MEETING OF MINDS

Dave Bartelson, antioxidant product manager from the Detroit Labs, was one of several featured speakers at a recent meeting on Product Sales in the Central Region, held in Chicago. Technical information and sales promotional material were completely reviewed at the two-day session with a view toward increasing the sales volume of all products.

NEW REGION ROLLING

The first full meeting of Gulf Coast Region Personnel since its establishment was convened recently in Houston by Ellis Locher, Gulf Coast Region manager. Including men from the Houston and New Orleans districts, the group was briefed on organizational plans worked out for the Region's operation and then heard a presentation on Ethyl's new Savings

Plan. Each specialist on Gulf Coast Region's staff gave a summary of services to be provided in his area of responsibility. Methods and means were gone over so that the people on the district level can get maximum advantage from available services in effectively selling Company products. Jack Pruitt, General Sales manager from New York, came down to sit in on the proceedings.



ETC 34405



SARNIA SCENE

manager from
eral featured
t Sales in the
nical informa-
re completely
view toward
ts.

To add to the festivities at a recent Ethyl Recreation Club picnic at the Sarnia plant, Dave Manning appeared in the clown costume, above. Dave, who is a former president of the Ethyl Recreation Club, helped set the mood for fun with his colorful get-up. Sarnia plant employees, their wives and children attended the all-day picnic.



BY GEORGE!

George Porth, Gulf Coast Region field representative, was the featured speaker at a recent meeting of Mobil employees. George, shown above during his talk, gave the "Diagnosis of Engine Failures" presentation to an interested audience and he made effective use of demonstration equipment he had brought along and set up to illustrate his points.

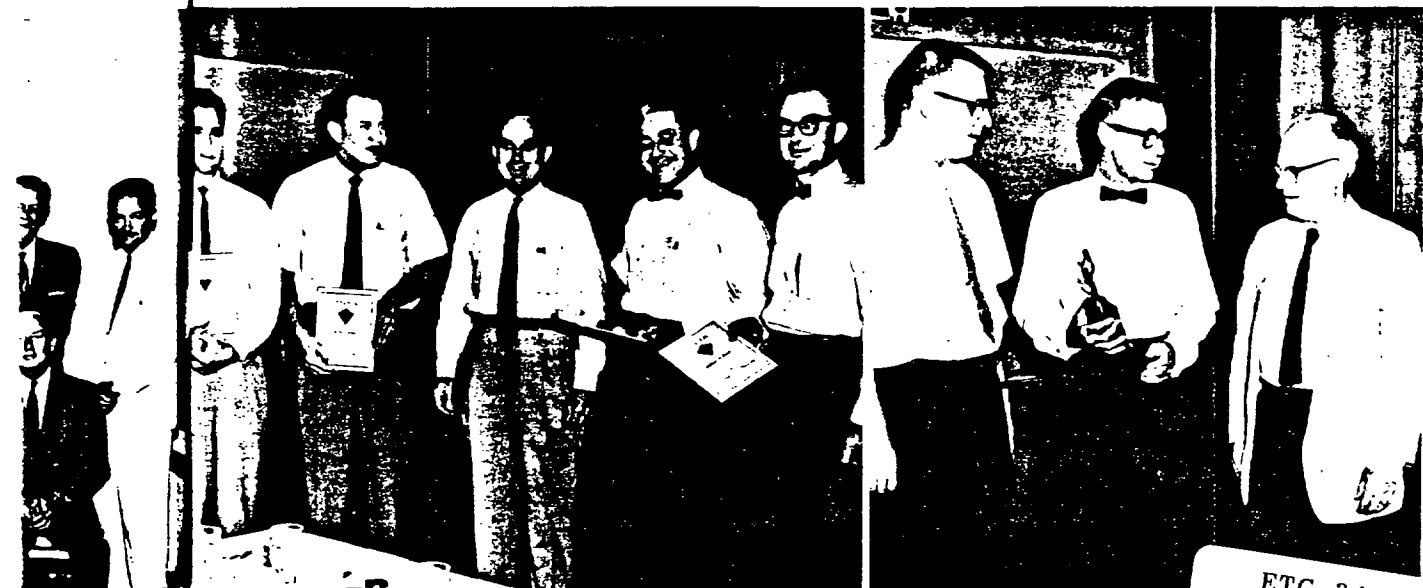
ADVISORS HONORED

on's staff gave
his area of re-
gone over so
get maximum
tively selling
ales manager
proceedings.

Baton Rouge Plant Manager Wallace Armstrong, center, presented plaques recently to honor the advisors for the 1960-61 Ethyl-sponsored Junior Achievement company. Shown with Wallace, from the left, are Homer Sanders, Billy Grady, Bernard Manuel and Chief Adviser Bill Axtell. The awards were presented in behalf of Junior Achievement.

INDUSTRY AWARD

The Ethyl-sponsored Junior Achievement Company was named runner-up Industry Award winner recently. Below, Bill Axtell shows off the trophy to Karl Cast, Tech Services superintendent, and Ken Swartwood, Research and Development general manager, on the right. Bill works in Tech Services at the Baton Rouge Plant and was Chief JA Adviser this year.



ETC 34406

THE SUGG
UPPORT TH
STEM SUP
TION SYST
SUGGESTIC
ORT THE SL
1 SUPPORT
SYSTEM \$
GESTION \$
HE SUGGE
PORT THE
TEM SUPP
ON SYSTE
JGGESTION
T THE SUG
SUPPORT T
YSTEM SU
STION SYS
SUGGEST
ORT THE \$
M SUPPORT
J SYSTEM
GESTION \$
THE SUGGE
PPORT TH
ITEM SUPP
ION SYSTE
UGGESTIO
RT THE SUC
SUPPORT
SYSTEM SU
ESTION SYS
E SUGGES
PORT THE
EM SUPPO
N SYSTEM
GGESTION
THE SUGG
UPPORT TH
STEM SUP
TION SYST
SUGGESTIC
RT THE SL
1 SUPPORT
SYSTEM \$

ETHYL

bulletin board

OCTOBER 1961



ETC 34408

ETHYL

bulletin board

Published monthly by Ethyl Corporation and Ethyl Corporation of Canada Limited

IN THIS ISSUE	PAGE
The Wheels of Fortune	2
Night Game	4
Grass-Roots Candidate	8
The Men Who Blend	12
Catskill Safari	16
Milestones	20
Ethyl Welcomes	21
Personals	22
People and Places	24

Leonhard Dowty *Editor*
Edward Metcalf *Associate Editor*
Stella Sideris *Editorial Assistant*
Layout and art work by Stringfellow Agency

Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Ivan Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Boyle, Russ Frank, Carol Hotchkiss, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakeff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Long Beach*: Dean Painter; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Joseph Hopkins, Dorothy Locke, Madge Lofthouse, Marilyn Sax, Miriam Wallace; *Pacific Coast Plant*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake City*: J. S. Cole; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Harold Lee; *Yonkers*: Catherine Henderson; *Yonkers Central*: Al Morschauser; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

ON OUR COVER. On a family outing to the Catskill Game Farm, Chris Holland of Export Sales and his two young daughters look into a cage of birds from all over the world. The story of their safari is on page 16

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

Printed in U.S.A.

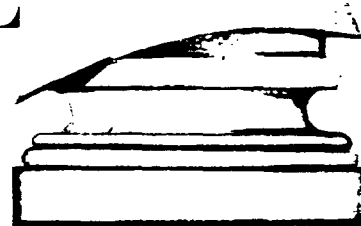
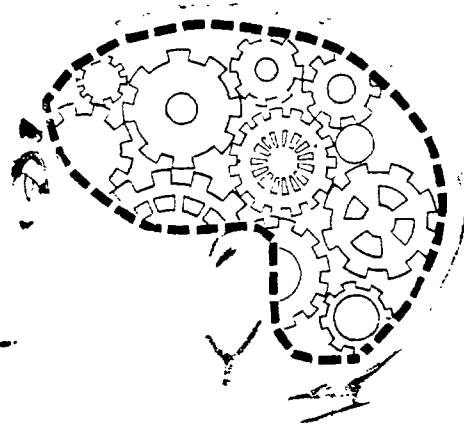
Let us look upon an all-too-typical domestic scene. Our man Monday is seated, pen in hand, at the dining room table, where the monthly bills are neatly stacked before him. He signs the check for the grocer and shakes his head at the amount. The bill from the local department store gives him cause for further despair. In disheartened succession he opens the envelopes from the cleaner, the repairman, the gardener and on down the line, and he calls to his wife in a state of besetment. Something simply must be done! Somewhere, somehow the bills must be reduced. But where? On the surface every cost seems to be a necessity and, baffled by the high cost of living, our couple merely shrug and hope that the next time around the bills will not be so staggering.

But come next month, the scene is repeated and the aggravation grows.

True, the cost of living is high but the fault often lies in the lack of planning, in an inability or reluctance to evaluate and assess the importance of each and every item.

Nobody enjoys living in a state of deprivation, of having to think twice before spending every dollar, but wise spending and cost reduction, be it domestic or industrial, is something quite different. We have always been a land of plenty, but that does not afford

THE WHEELS OF FORTUNE



domestic scene.
hand, at the
ills are neatly
for the grocer

bill from the
for further
opens the en-
the gardener
his wife in a
must be done!
reduced. But
to be a ne-
ing, our cou-
time around

peated and

e fault often
lity or reluc-
ance of each

privation, of
every dollar,
it domestic
it. We have
es not afford

us the foolish right of waste. (And which of us has not been guilty of throwing out unused food, bought simply in a moment of extravagance?)

In business, where there can be no question that competition is keen, waste is the devil's handmaiden. What may seem a trivial indulgence becomes enormous when multiplied by the number of employees it takes to operate a modern business.

The influx of foreign goods must also be considered. More and more foreign products (and many of them are excellent ones) are appearing in our domestic markets, and they are selling at prices a great deal cheaper than our own goods. In order to compete, what must our manufacturers do? Would you have them cut salaries? Obviously, that would be the last drastic measure. The first and most important depends upon you, and it is simply a matter of careful cost reduction. If you do not look, naturally, you cannot see. But if you look with a steady eye there lies beneath the surface any number of ways in which you can help the Company to reduce its costs. Many ways have already been suggested through your Suggestion System, and they have not only helped the Company to reduce its costs, they have been profitable for employees who took the time to suggest them. It is a two-way street, and it runs limitlessly.

Naturally, the manufacturers in many foreign countries—principally in the Communist nations—can produce products much cheaper than we can in the United States. Their workers work much longer hours and they are paid far less. Their entire standard of living is scaled down, whereas our level continues to be the highest in the world. Unfortunately, we are inclined to be careless about it, all of us, both at home and on the job.

There was a time when it seemed not to matter, but in today's angry world it is of considerable importance. It cannot be taken lightly, not when our enemies are using every muscle to best us. Cutting costs is one of our most essential weapons and it is strong in the cause of peace. When there are places where many are starving, where living conditions are appalling, where invention is barely known, we cannot afford to show ourselves as a nation of unwise extravagance.

We live, and hope always to live, well. We work under the most favorable conditions ever known. We have more of everything. Because we have all this, because we cherish it and have won it through years of enterprise in a healthy climate of competition, we owe it to ourselves to guard it carefully and use it wisely. The most valuable machines we have are the wheels in our heads. They are the wheels of fortune.

There was plenty of action at Tiger Stadium when the
Tigers took on the Yankees and 110 Ethyl fans
cheered the home team on at a recent . . .

**night
game**

Enter Gates 4-9-13

31 H 2
SEC. ROW SEAT

UPPER DECK RESERVED
1st. Price \$1.91
Net Paid .09 \$2.00

DETROIT TIGERS

RAIN CHECK
FRIDAY

Enter Gates 4-9-13

31 H 1
SEC. ROW SEAT

UPPER DECK RESERVED
1st. Price \$1.91
Net Paid .09 \$2.00

DETROIT TIGERS

RAIN CHECK



After dropping the first game of a doubleheader, the Tigers rallied and brought cheering Ethyl fans to their feet.

Right off the bat—to use the apt phrase—it should be said that when the people from Ethyl's Lab in Detroit get together for a party after work, they manage to wring the last ounce of fun out of the occasion. Never was this fact more apparent than on a recent Friday night in September when a party of 110 Ethylites had themselves a ball at the ball game.

Twice in the last two seasons a stag group from the Labs had gone to a night game together. They reported such a good time that the ladies asked to go along. Yielding to distaff pressures, it was decided in July to buy a block of tickets for a night game in September, and that everyone—men and women—be invited.

ates 4-9-15
H 1
W SEAT
RESERVED
\$2.00
TIGERS



Popcorn in megaphone-like containers was sold in the stands. Red Welsh, above, put his to good use rooting for the Tigers.

Boarding the busses for the ball park, Ethyl baseball fans were in an "out to win" frame of mind.

Seated together in the upper deck along the right field line at Tiger Stadium, the Ethyl group registers varying degrees of excitement.



er, the Tigers eat.

NIGHT GAME (cont'd.)

What with the Yankees and their home run twins, Roger Maris and Mickey Mantle, providing the opposition, the tickets were soon snapped up. Red Welsh, Plant Operation and Maintenance, along with Joe Kieninger and Will Zutaut from Chemical Research divided up the chores to get the trek to Tiger Stadium rolling. They hired two buses, distributed tickets (all they had), and collected the money. The Ethyl baseball bugs were in good hands; the excursion came off without a hitch.

Ed Zawesky, Chemical Research, had a tough time at the ball park making his cheers for the Yankees heard over the voices of all those loyal Detroit Tiger fans—but that just added to the fun.

Who won? Well, on this particular night the Yanks and Tigers split a two-night double header. So, there was some consolation all around.



Carl Kline, Plant Operations and Maintenance, takes aboard a hot dog while keeping a watchful eye on the diamond.



A panel of experts from the Detroit Labs (who isn't an expert at a ball game?) reveals an assortment of emotion ranging from unruffled calm to standing exuberance.



Below, left to right, Ed Zaweski, a lonely Yankee roter, leaves ball park with loyal Tiger fans, Elaine O'Connell and Bill Wells.



A part of the Detroit Labs' party makes an exit from the stadium on a relatively happy note: at least, the Tiger team did not lose.





★ ★ ★ ★ ★ ★ ★ ★ ★ ★

GRASS-ROOTS CANDIDATE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

When a citizen is dissatisfied with the way his community is being governed, he can do one or two things. He can either continue to complain and do nothing or he can stir himself and others into action in an effort to bring about a change. Thom Yates, of Public Relations, has chosen the latter course.

Never before a candidate for public office. Thom is running for mayor of Ho-Ho-Kus, a pleasant northwest New Jersey residential community of 4,000 population, located about one hour's commuting time from the Ethyl offices in New York City. "I realize that serving as mayor, if elected, will consume virtually all of my free time, both evenings and weekends," he acknowledges. "But office-holding is a responsibility that no qualified citizen interested in strengthening democracy at the grass-roots level can shirk or shun."

On the November 7 ballot, Thom is teamed with two fellow-townspersons who are seeking seats on the borough Council, the community's governing body. If she is elected, Louise M. Strype would be—in a community where women outnumber men—the first lady member in the council's history. If he is elected, Gene Macchi, sales manager for a New York corporation, would be the first councilman from a large geographical segment of Ho-Ho-Kus that has never been represented on the council. The Yates-Strype-Macchi triumvirate thus would immediately achieve one of its goals: To give the community a more representative government than it has known in the past.

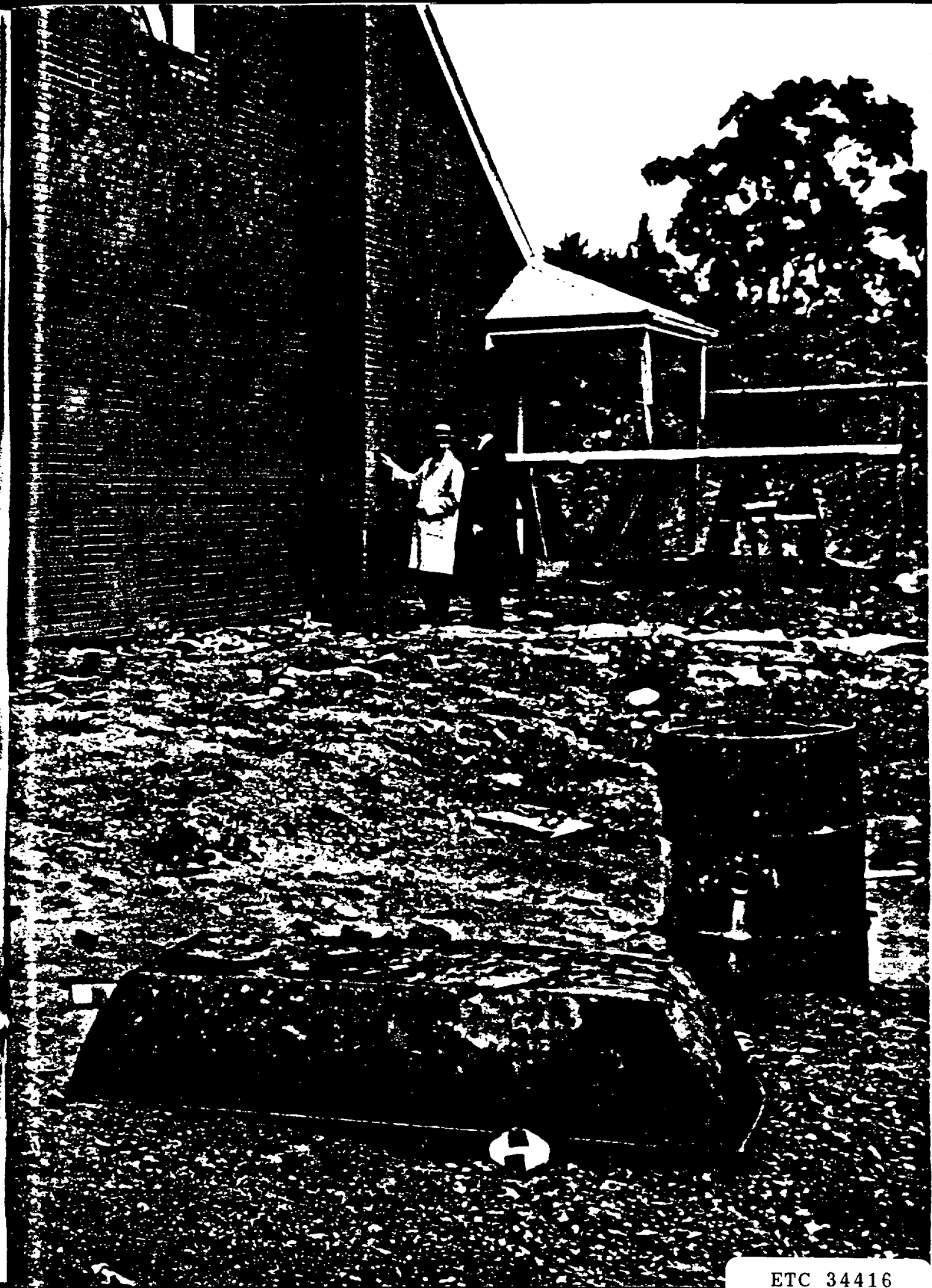
Without being melodramatic, Thom and his running mates consider their candidacy a "crusade." Ho-Ho-Kus has never had—at least in modern times—a contested election for local offices. One political party has such a decided superiority in registered voters that the other party doesn't even bother to list any candi-

Construction progress of a new firehouse is checked by Thom and Gene Macchi, one of his running mates. Both men were members of a citizens group that helped to effect a large saving in the cost of the firehouse.

★★★
ITS
TE
 ★★★

ie way his
 i do one or
 mplain and
 ers into ac-
 hom Yates,
 r course.
 ffice, Thom
 sant north-
 4,000 pop-
 g time from
 ealize that
 irtually all
 kends," he
 sponsibility
 engthening
 k or shun."
 amed with
 eats on the
 ning body.
 ld be—in a
 n—the first
 is elected,
 rk corpora-
 large geo-
 never been
 pe-Macchi
 eve one of
 representa-
 past.
 id his run-
 sade." Ho-
 m times—a
 itical party
 voters that
 any candi-

ked by Thom
 th men were
 ffect a large



ETC 34416

GRASS-ROOTS CANDIDATE (continued)



Thom poses at the historic Ho-Ho-Kus borough hall with running mates Gene Macchi and Louise Strype.

Local newspaper editor Livingstone Goodman gives Thom information about deadlines for campaign press releases.



dates. "The result is," Thom points out, "elections locally are as empty and as meaningless as they are in Communist lands. Understandably so, many of our residents are politically apathetic and indifferent. But if this same situation existed all across the United States, democracy might have been dead long ago."

"Until very recently, I, too, sat back and let others carry the ball. Then I analyzed the situation and came to the conclusion that the government of Ho-Ho-Kus was weak on many points. Among other things, it was not representative, it was not responsive to the wishes of the people, and little attention was being paid to community betterment."

Whatever stimulus Thom needed he received last April 18, which was primary election day in New Jersey. When the ballots were counted that night, more than 100 citizens (almost 10% of all who voted) had written in Thom's name and those of the man and woman who are now his running mates, indicating, the candidates feel, a high degree of citizen discontent with the incumbent town officials. Many of the write-in votes were on the Democratic side of the ballot where no candidate for mayor and borough council were listed. Thom and the others had the choice of accepting the nominations or declining them. After a careful appraisal of the situation, they accepted as an expedient means of creating political competition—another of their goals.

Thom is a lifelong Republican and expects to remain so. "I am by no means changing my political affiliation," he explains. "The distinction is that while my running mate and I will be listed in the Democratic column of the November ballot, ours is a do-it-yourself campaign and is being conducted without the help or support of any party professionals." In a community where registered Republican voters hold a 16 to 1 edge, their chances of victory might appear less than bright. "Not at all," Thom contends. "The average voter has maturity and integrity and we are confident that all who believe as we do that Ho-Ho-Kus needs a change of administrations will vote for the best qualified candidates regardless of party label."

Regardless of how he fares in the Election Day balloting, Thom considers that his candidacy and that of his teammates already has had many beneficial effects.

"Among other things, we have aroused the citizenry and given them reason to take a renewed interest in the government and management of their community, we have instituted healthy, clean political rivalry and we are helping to create a new sense of civic pride and community spirit."

elections lo-
they are in
many of our
fferent. But
the United
ong ago."
d let others
tuation and
nent of Ho-
mong other
t responsive
tention was

received last
in New Jer-
night, more
voted) had
e man and
indicating,
discontent
of the write-
f the ballot
ugh council
e choice of
hem. After
accepted as
competition

pects to re-
ny political
s that while
the Demo-
s is a do-it-
without the
" In a com-
s hold a 16
appear less
"The aver-
we are con-
Ho-Ho-Kus
ote for the
ty label."
on Day bal-
and that of
sical effects.
he citizenry
l interest in
community,
rivalry and
civic pride



"You've got to ring doorbells to get votes" is an axiom that Thom has found to be true.



The candidate details his campaign platform for the benefit of interested local merchants.

Thom greets future voters across Ho-Ho-Kus Brook, which runs through center of town.



Wife Leona and daughter Leath are valuable helpmates in the checking of campaign literature.

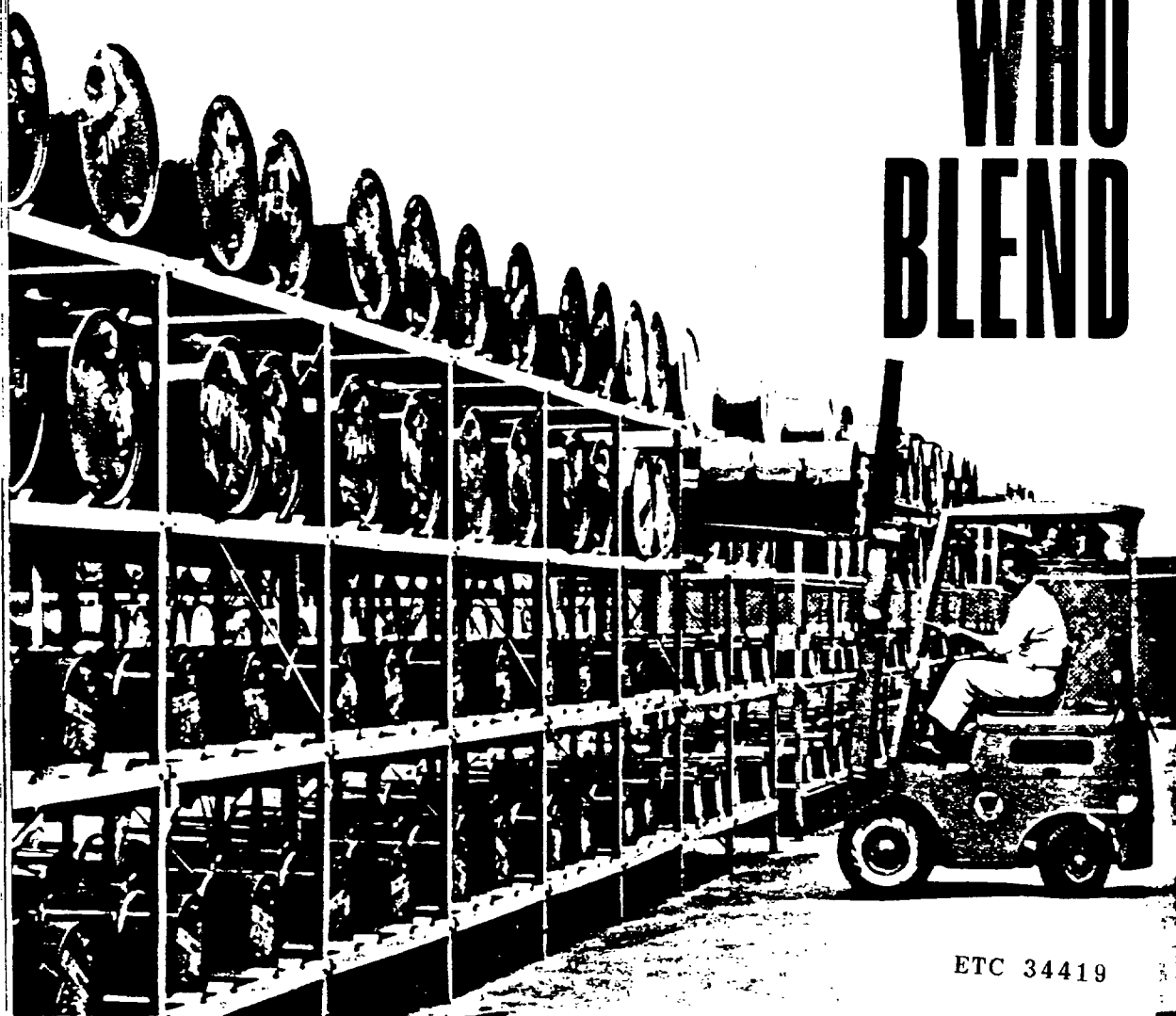


A mirror reflects Thom as he addresses a group of women at a neighborhood "coffee hour."

Incoming and outgoing campaign calls keep the Yates' telephone in use at any and all hours.



THE MEN WHO BLEND



ETC 34419

THE MEN WHO ND

Were it not for the ready availability of accurately blended fuels, much of the testing and research being advanced each day at Ethyl's Detroit Labs could not be done. So, it's up to the men in the Fuel House there to supply precisely blended gasoline and oil stocks to keep the work going without interruption. Be it a mix of one gallon or ten thousand, Wes Price's men have the tools and know-how to deliver any blend ordered to the most rigid specifications.

Wes, supervisor for Fuel Blending and Handling, is a veteran of 27 years with the Company. The past 10 of those years have been spent in charge of the Fuel House. He and his five-man crew continually produce blends which would be the envy of even the most modern refinery's blending techniques. Reg Broquet, superintendent for Laboratory Services, opines: "These men mix up fuels just like a pharmacist mixes up medicines."

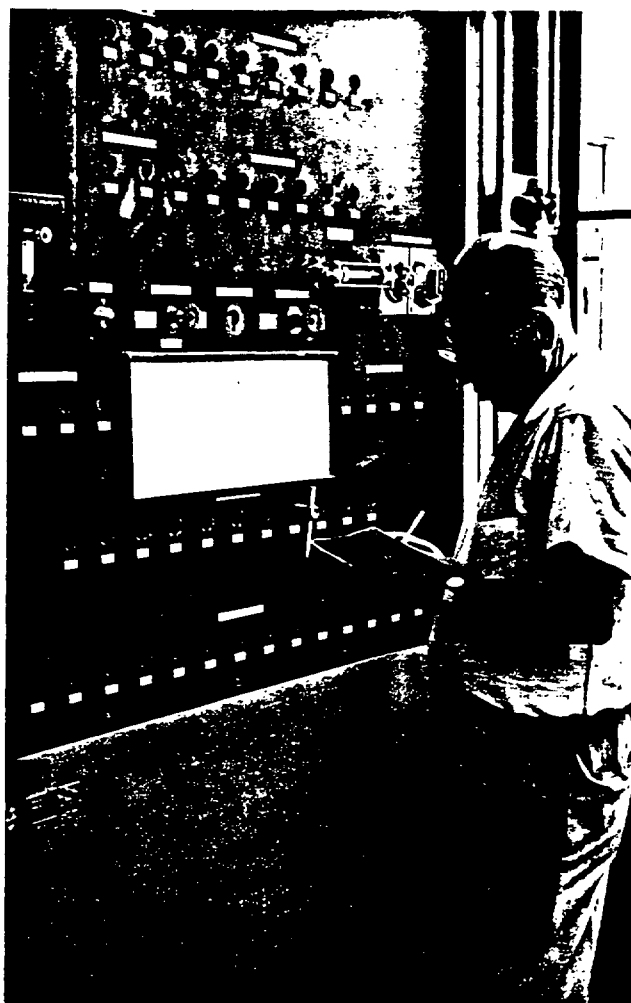
Of course, it takes equipment to do such a job—modern, precise, safe equipment—and they have it. In the last analysis, however, it's the men who do the work, maintain the equipment and produce the results. As an independent check on accuracy before delivery, each blend batch is sent over for a chemical analysis. In Wes Price's memory they haven't had a kick-back yet. Quite a record.

Fuel Blending and Handling's scope of operation encompasses more than the Fuel House. There, small quantity blends are made to order and gas and oils mixed for use in test engines and chassis dynamometer runs are hooked up for delivery through underground pipes. In addition to the Fuel House, however, the men who blend have a drum rack and covered storage area to look after, a so-called fleet blending installation for large quantity blend orders and 58 underground storage tanks, the largest of which have a maximum capacity of 10,000 gallons.

These tanks are kept stocked with basic gasolines. Fuel drums from customer companies sent in for analysis and research at the Labs have to be stored and noted. Additives required for blending have to be available and the amount and kinds of blends used

have to be carefully recorded. These and other duties keep Wes Price and his crew on the jump. All of them—Wes, Ed Carson, Merlyn Beane, Clem Morrill, Dan LaPoint, and Ray Goodwin—do their work with a purpose and result which reflect long experience and great care.

Each gasoline blend made at the Labs has been carefully noted and filed for more years than you'd care to count. Long years of pin-point blending accuracy are on file for all to see and study.



Left, Dan LaPoint uses fork-lift truck to transport drums to Fuel House blend area.

Wes Price carefully notes fuel transfers from underground storage tank. He stands before main control panel in Fuel House.

THE MEN WHO BLEND (cont'd.)



Mixing up small quantity blends is assigned to experienced hands of Dan LaPoint and Ed Carson. Above, Dan makes a precise measurement while Ed, below, prepares to extract a base stock fuel to use in blending process.

Gasolines prepared for engine tests are delivered through an underground pipe system from Fuel House, right.





Ray Goodwin, above, works Ethyl-designed Volumetric Mixing Burette. A new device, it's been adopted by many Ethyl customers.



Above, on the steps of the fleet-blend installation, Wes Price and Reg Broquet, right, are discussing a problem on a tank truck delivery.



Merlyn Beane keeps his eye glued to needle on scale of weigh-tank while fleet blending process is going on.

Patti, left, and Cathy, right, are intent as the Holland family examines bird sanctuary area from a mechanized train.



CATSKILL SAFARI

Chris Holland, New York Export Sales, has to spend a good deal of time away from home. An account man for the Company in the Caribbean area, Chris sometimes has to be away for weeks at a time. This being the case, he likes to spend as much time as possible with his family when he is home. Often Chris, his wife Shug (short for Sugar), Cathy (8), and Patti (5) all climb into the family car and drive off into the country. That way they're all in one place and can enjoy their adventures together. Most of the time Shug packs a lunch and they set out for a full day of family fun.

A while back Chris heard about the Catskill Game Farm some 95 miles from their Norwalk, Connecticut home. A wildlife preserve with nearly 3000 animals and birds, the Game Farm features areas where the tamer specimens are allowed to wander at will and the kids feed and pet them. You can buy food to feed the animals there on the grounds and—this almost goes without saying—children love it. They usually like it better than the conventional zoo because there is more to see and do. While parents—Hollands and others—may get a bit weary towards the end of the day, it's a wonderful place for a family excursion.

Undaunted by intermittent rains, the Holland family spent most of one day exploring the Game Farm and then enjoyed a picnic supper together on the road back home. For all of them, it was a day replete with interest, action, and laughs. Giraffes, kangaroos, and yaks, too.

Black lambs don't come from Africa but they're fun to feed.



CATSKILL SAFARI (cont'd.)

Below, Cathy wanted to feed a Kudu because he was such a long way from his native land.



Above, one of the goats couldn't wait until food was got out of dispenser.



The deer were tame enough but some were a bit too big for 5-year-old Patti Holland.



ETC 34425

Kudus because
his native land.

EATER KUDUS

prefer the mountain
us and rocky slopes of
Seen up to 6000 feet.
ully grown about the size
bearing majestic horns.



Patti gives out with warm milk
and soft words to hungry lambs.
That's her mother in background.



Chris and the llama, above, had something
in common: acquaintance with Latin America.

Deer at Game Farm were not at all bashful as Cathy, below,
soon discovered when she got some food and offered it about.



30 YEARS

MILESTONES



W. GERALD WHITLEY
Manufacturing, Baton Rouge



ROBERT ANDERSEN, a Duke University grad, is a junior auditor in Finance, New York.

25 YEARS



MARTIN L. ALSPAUGH
Sales, Mid-Continent Region



ELMER F. MAHLKE
Sales, Gasoline Testing, Yonkers



HELEN DEMPSEY, who is married, is a secretary for Sales in the Toronto office.



ROBERT R. MEAD
Sales, New York



LAURENCE D. REIS
Sales, Mid-Continent Region



ALAN LOVELL, graduate of Toronto University, is a chemical engineer in Detroit.

20 YEARS



HAROLD D. FAUCHER
Research & Development, Detroit



HARRY B. HOLLINGSWORTH, JR.
Sales, Gulf Coast Region



RONALD NOWICKI, a technician at the Detroit Labs, attended Wayne State University.

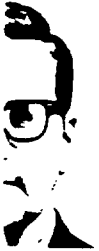


ROBERT M. TALBOT
Manufacturing, Baton Rouge



JOHN W. WHITSON
Research & Development, Baton Rouge

ETHYL WELCOMES



RSEN, a Duke
l. is a junior
nce, New York.



WILLIAM BUTLER, field repre-
sentative, Central Region, is a
Cornell University graduate.



DONALD COMBEE, a graduate
of Lehigh University, is an
auditor in Finance, New York.



ALBERT DeFRANCE, JR., as-
sistant patent attorney, Baton
Rouge is an L.S.U. graduate.



y, who is mar-
ried, is a typist for Sales
office.



CATHERINE FEDIRKA works as
a typist for Sales at the
Yonkers Central office.



JENE GRAVLEY, a mother of
three, is a stenographer in the
Gulf Coast Region.



LARRY HOLLOWAY, chem en-
gineer, Baton Rouge, graduated
from Missouri School of Mines.



graduate of
ty, is a chemi-
Detroit.



KATHLEEN MACARAEG is a
steno-clerk for Employee Rela-
tions in the New York office.



DANIEL MCGANDY works as
an accounting analyst for Fi-
nance in the New York office.



HELEN MILLER, who is mar-
ried, is a typist for Sales at
the Yonkers Central office.



KI, a techni-
cist, is at
Detroit.



RONALD ROSENHAGEN, stand-
ards engineer in Baton Rouge,
is a Wichita University grad.



VIRGINIA TRENTINO is with
Finance in New York. She en-
joys collecting records.



BETTY WOLINSKY works as a
steno-clerk for Manufacturing
in the New York office.

ON THE ROSTRUM



WOODY MERRITT, Safety, Baton Rouge, was one of the speakers at the 56th annual conference of the Louisiana State Firemen's Association in Opelousas, La.

Two technical papers were presented at the American Chemical Society's 140th national meeting held in Chicago.

"Accident Prevention Factors in Handling Aluminum Alkyls," was the paper presented before the safety symposium of the Division of Industrial and Engineering Chemistry by **BILL HECK** of the Baton Rouge plant's Safety division. Bill's co-author was **ROBERT JOHNSON** of Commercial Development in Baton Rouge.

WHEELER LOVELL and **ELLIS RIFKIN**, both of Detroit, were the authors of the paper entitled "A Decade of Progress in Petroleum Combustion" presented by Wheeler before the Division of Petroleum Chemistry meeting.

LARRY DALLAM of Employee Relations in Baton Rouge gave the Ethyl Management Club's Selling America Program before a section of the Esso Booster Club and also made three presentations before the Kiwanis Clubs of Metropolitan, Capital City and Denham Springs.

Larry also participated as one of the speakers at the first of a series of orientation meetings of the 1961-62 Junior Achievement advisers. His topic was on "Economic Education and the JA Company."

Attending the JA orientation meetings were the four advisers who will work with the Ethyl-sponsored company during the current school year. They are Baton Rouge plant's **ART DECKER** of Engineering, **BILLY GRADY** of Industrial Engineering, **BERNARD SOBEL** of Engineering and Mathematical Sciences and **HOWARD WIER** of Maintenance.

MALCOLM MURDOCK, vice president of Sales, New York, participated in the 9th Annual Marketing Conference of the National Industrial Conference Board held in New York. Mac participated in the session on "The Sales Outlook for 1962" which discussed the outlook for the oil industry.

Two Baton Rouge plant men made presentations of the Ethyl Management Club's Selling America Program, featuring the four economic freedoms.

CLAUDE ARCENEUX gave the program before members of the Esso Booster Club, at a meeting of the Kentwood Rotary Club, before the Baton Rouge Section of the American Institute of Chemical Engineers, and before the Manchac District Boy Scout Court of Honor at the State Capital.

IKE EISWIRTH spoke before the Baton Rouge Chapter of the Louisiana Restaurant Association.

PEOPLE IN THE NEWS



Employee Relations functions at the Detroit Laboratories have transferred to the jurisdiction of the Employee Relations Department. **TED CARRON** is manager at Detroit and assisting him are **PHILIP DENNIS** and **TOM MURRAY**.

Promotions, reassignments, and transfers of nine Baton Rouge plant men have recently taken effect.

In General Engineering **BENNIE DAKE** has been named group leader of Standards in Mechanical Development; **CARL HILLMAN** and **ROBERT WALTMAN** were promoted to development engineers in Mechanical Development; and **RAYMOND BRADY** was made assistant engineer in Inspection.

TOM WHITE has returned to the plant to resume his former duties as supervisor of the Cost and Budget section in Finance. He is continuing to act as coordinator of Finance matters at the Orangeburg plant. **PERCY TEMPLET**, who was acting supervisor in Tom's absence, resumes his former position of assistant supervisor of Cost and Budget.

HARRY DITTMAR, formerly of Chemical Research, has been transferred to Commercial Development. His duties are in the technical service field, in connection with new chemicals.

In Research and Development, **CHARLES HUNT**, formerly senior engineer in Process Design, is now senior

engineer in Technical Services; and **GEORGE LAPPIN**, formerly a chemical engineer in Technical Services, is now in Process Design.

IN THE FIELD



Automotive Engineer **LARRY BLATCHFORD** of the New York district presented the training course on "Gasoline" to the Mobil Oil Boston division engineer trainees. He used the automotive kit movies on "Gasoline"—"Volatility" and "Knocking and Preignition." He also showed the "Fire Power" movie and distributed "The Story of Gasoline" and "Facts About Gasoline" booklets.

TOM HANLON, Pittsburgh district representative, made three presentations of the "Fire Power" show to a large group of safety department men and employees in the Processing Department of the Gulf Research and Development Company at Harmarville, Pennsylvania. Tom also made two hour "Dealer Dazzlers" presentations to Gulf dealer trainees in Charleston, West Virginia, and Pittsburgh, and also a 1½ hour presentation to an area manager and his retail salesmen in Charleston.

BOB HOGAN, New York chief automotive engineer, gave the "Passenger Car Trend-1962" talk and slides to all the Gulf Oil New England district managers and the division manager and his staff at Boston, Massachusetts.

BOB KIMPTON, automotive engineer in the Pittsburgh district, presented the shows on "Story of Gasoline," "Fuel System Deposits," and "Dealer Dazzlers" to United Motors tune-up specialists and oil company dealers in Parkersburg, West Virginia.

GARY STARR, field representative in the New York district, presented the "Fire Power" show to a large group of 4-H tractor operator competition winners, before the Cornell agricultural extension group, and to the John Deere Department heads of the New York State Fair. The show was sponsored by American Oil.

Services; and by a chemical services, is now

ELD



HARRY BLATCH- district pre- on "Gasoline" division engi- he automotive e"—"Volatility" ition." He also movie and dis- Gasoline" and oklets.

h district rep- resentations of a large group and employees tment of the lopment Com- sylvania. Tom aler Dazzlers" ler trainees in a, and Pitts- ur presentation his retail sales-

chief automo- Passenger Car des to all the trict managers and his staff

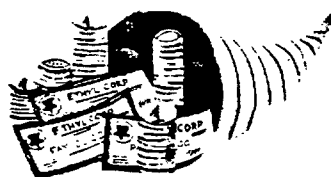
e engineer in presented the soline." "Fuel aler Dazzlers" specialists and Parkersburg,

ntative in the ted the "Fire group of 4-H n winners, be- ural extension Deere Depart- rk State Fair. by American

Gary also presented the show at the request of C.L.F. (Cooperative Grange League Federation Exchange, Inc.) to approximately 100 New York county highway superintendents.

ROBERT FISHER, field representative in the Seattle district, has started a two-year rotational assignment with Product Service and Safety in New York.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

NEW YORK: **MARGARET FURMAN**, \$25.00 (That Mr. J. A. Hopkins demonstrate the technique of Creative Thinking for employees of the New York office).

PACIFIC COAST: **RONALD ALBRIGHT**, \$20.00 (Install trap in clarifier trench to clearwell storage tank); **MARTIN P. ENNI**, \$10.00 (Boiler control room heater moisture trap); **ELMER F. GLASSER**, \$10.00 (Use of sodium analyzer rotax and relay at column); **ELMER F. GLASSER**, \$10.00 (Purchase bourdon pressure tubes for spare parts); **ELMER F. GLASSER**, \$15.00 (Test board for chart drives); **JAMES W. LOUCKS**, \$10.00 (Method of calibrating temperature instruments); **BOB C. MORRISON**, \$10.00 (Method of testing pressure gauges); **RAY MUSGROVE**, \$90.00 (Revision of bubbler tubes); **JAN PROPER**, \$15.00 (Dampening system for reflux oil pressure indicator).

EXTRACURRICULAR

Three Baton Rouge plant employees, who will serve on the Sixth District School Committee of the Louisiana Petroleum Council this school year, attended a training seminar held in New Orleans. They are **JOHN BARKSDALE** of Industrial Engineering; **SHELBY LOWE** of Sodium Maintenance, who is district chairman; and **JOHNNY GUILLOT** of Maintenance, who has replaced **A. J. PARKER**, also of Maintenance, on the school committee.

The Louisiana Petroleum Council also has announced that **OLLIE JONES**, presi-

dent of the Sixth District, has succeeded Resident Manager **WALLACE ARMSTRONG** on the council's executive committee. **Ollie** is with Purchasing and Traffic at the plant.

PUD MARIN of Finance in Baton Rouge has been named vice-chairman of the Louisiana Red Cross National Fund. He will head the 1962 fund campaigns of the Red Cross in Louisiana. He will appoint regional chairmen to work directly with local chapters in planning annual fund campaigns in March '62 and with United Fund groups in campaigns this fall. He is a member of the board of directors of the East Baton Rouge Parish Red Cross Chapter.

CHARLES ZEANAH, Community Relations Baton Rouge, is once again host for Ethyl on the eleven Company-sponsored telecasts of the Louisiana State University's Quarterback Club, which will be televised each Sunday night through November 26.

The leadership of **DON COCKERHAM**, Maintenance, Baton Rouge plant, in the Civil Defense program at Baker, Louisiana, has received praise from two sources. Mayor **HENRY SMITH** of Sodium Operations commended Don on outstanding efforts in readying emergency equipment and alerting personnel during Hurricane Carla. The second was that the Baker Civil Defense program received commendation at a meeting of parish and city Civil Defense representatives for its written C.D. plan, the regular meetings of C.D. personnel and the development of a warning system for residents of Baker. Don was appointed director about a year ago.

Ten Baton Rouge plant employees participated in the Greater Baton Rouge Safety Council's one-day "On-the-Job Safety Conference."

Appearing on program panels were **CARROLL HEBERT** as council president and **BILL HECK**. Both men are with Safety at the plant.

Attending the conference were **ROY BROUSSARD** of TEL Maint., **HODGIE FREDERICK** of VCI Op., **JIM GILBERT** of TEL Op., **SAM LAMBERT** of Sodium Op., **MORGAN MANY** of Sodium Maint., **RICHARD MCCRAINE** of EtCl Op., **WALTER VINCENT** of the Elect. & Inst. group, and **ARNOLD WHITE** of Power.

JOHN MCCORNACK of Purchasing in Baton Rouge began a temporary assignment at the United Givers Fund headquarters. He is on loan from the Company for the Fund Drive.

A considerable number of Baton Rouge plant employees helped the Baton Rouge section of the American Chemical Society win its second consecutive ACS Public Relations Award this year. Among the employees were **FRANK CONRAD**, 1960 section chairman, and **DAVE CAMPBELL**, chairman-elect for 1962. Frank and Dave are both in Chemical Research & Development. In addition, **CHESTER HOLMES**, Quality Control, was a member of the educational committee and chairman of the high school subcommittee which coordinated high school educational work featuring the Big Brother program; **CLARENCE HARVEY** of Commercial Development, **GENE ASHBY** and **JULIAN HONEYCUTT**, both of Chemical Research & Development, were members of the educational committee, and approximately 25 others in CR&D worked with high school students in the Big Brother program.

BIRTHS



Central Region

WILLIAM and **SANDRA JO BUTLER**—a son, **BRIAN DOUGLAS**. Bill is a Sales Trainee in the Chicago district.

Detroit

HERB and **IDA NEAL**—a granddaughter, **REBECCA KATHLEEN NEAL**. Herb is with Chemical Research at the Labs.

Eastern Region

JACK and **ADRIENNE KALEY**—a son, **KENNETH BRIAN**. Jack is a field engineer in the Philadelphia district.

New York

GEORGE and **AUGUSTA RICK**—a granddaughter, **LYNN MARIE REED**. George is in Sales-Product Service and Safety.

Pacific Coast

KING and **CATHY CLEMENTS**—a son, **TIMOTHY GLENN**. King is with the Utility group in the Maintenance Department at the plant.

PEOPLE & PLACES

ETC 34431



ALL HALLS

Randy Hall, son of Cap Hall of Products Application in Detroit, is the subject of the sketch being shown, above. The artist is Caroline Hall, Randy's mother, who exhibited this and other works at the Birmingham, Michigan Arts Festival this summer. Randy here seems quite apprehensive about the whole project while his sister, Claudia, approves.

MILLERS MEET

Lt. Col. Leo Miller, left, and Lt. Col. Dale Miller, right, met for the first time recently at Fort Sill, Oklahoma. Though not related, both have over 20 years service with the Company and both were instructors at Fort Sill this summer. Leo works for Manufacturing at the Baton Rouge plant while Dale is in the Tulsa District Office.





BUREAU CHAT

ducts Applica-
o sketch being
Hall, Randy's
works at the
this summer.
out the whole
es.

Recent visitors to the Ethyl laboratories in Detroit were personnel from the Indiana Farm Bureau. The group, consisting mainly of Indiana Farm Bureau Bulk Plant Managers, made a complete tour of the Labs and then sat down to discuss their particular needs with Ethyl specialists. Ed Agnew, Cleveland District account representative, made the arrangements for

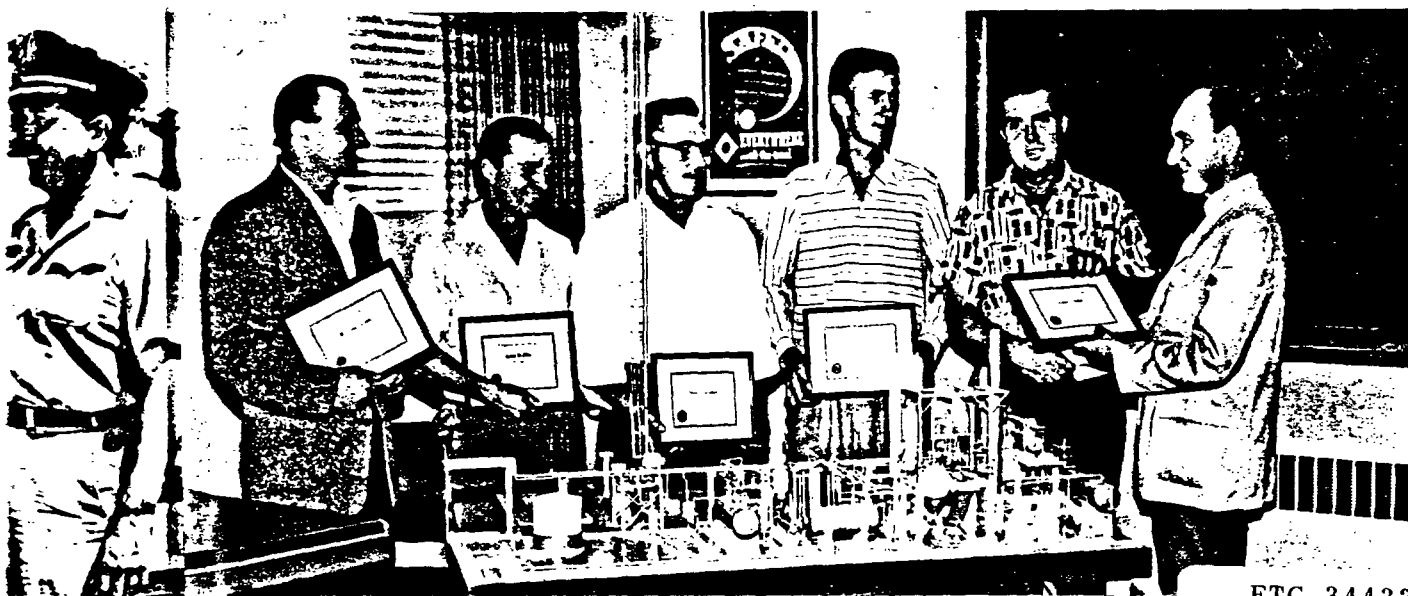
the visit. The various phases of the tour were conducted by Technical Services' Ed Paige, Ed Desmond and Heinie Mueller, shown above with the group. Customer company visits such as this one are helpful not only in the establishment of closer relationships, but they also serve to acquaint key customer company personnel with the wide range of Ethyl services.

SARNIA CEREMONY

Dale Miller,
y at Fort Sill,
have over 20
both were in-
eo works for
nt while Dale

Recently 35 members of the Manufacturing Department at Sarnia reached their five years service anniversaries together and the Sarnia plant celebrated its fifth year of operations. Below, five members of "B" shift are presented with pins and five-year certificates in behalf of Ethyl of Canada by Maurice Siverns, Operations superintendent. Reading from left to right are:

Jim Lambert, Gerry O'Neil, Bruce Carruthers, Bob Hardy, Ralph Vokes and Maurice Siverns. Presentation ceremonies like this one were arranged for each shift in turn. The men are standing behind a model of the new Ethyl Chloride-Ethylene Dichloride unit at the Sarnia Plant. By the end of the year, 41 employees will have received similar awards.





ANNUAL AFFAIR

Each year men from Ohio Oil Company and Aurora Gasoline Company journey to Ethyl's Detroit Laboratories for a day-long series of technical conferences. Personnel from these two customer companies are shown here, above, along with their Ethyl hosts during the most recent visit. Merrill Anderson, Cleveland District account representative, made ar-

more people, more places

ROAD SHOW

Jim Beckwith, Seattle District field representative, was "on the road" recently with the 1961 edition of the Shell "Dealerama" put on by that company's northwest division. The tour lasted for six weeks and covered the whole territory. Jim, who worked along with Shell's promotional men, gave over 200 performances. The programs were directed toward Shell

dealers and designed to keep the service station operators up to date on the latest techniques in the care and service of modern automobiles. Jim is shown, below left, while conducting his part of the program. He also aided Shell's representatives in setting up the show, which was adjudged by Shell's local management to be the best of its kind ever undertaken.





TRAILER TREK

ured technical
cialists. Speak-
Heinie Mueller,
ingham, Roger
re commended
l, Ohio's Tech

Four Baton Rouge Plant employees and their wives made their own Magic Circle caravan for a three weeks vacation trip through the western part of the United States this summer. The picture, above, shows the four families with the cars and trailers used during the adventure. Left to right are: Rudy and Francis White, Velma and Elmer Dutsch, Sam and Ruth

Boudinot, and J. D. and Mary Daigre. With a camping trailer for each couple, the Ethyl travelers camped together at each stop along the way. The group's western swing included stops at many of the national parks and famous tourist spots. Sam and J. D. work in the Training Office at the Baton Rouge Plant while Elmer and Rudy work for TEL-Sod. M&C Group.

ED HEAD

ce station op-
es in the care
Jim is shown,
the program.
in setting up
ll's local man-
er undertaken.

Below left, Ed Ellerbe, Chief Automotive Engineer for the Western Region, is shown as he accepted the General Chairmanship for SAE's National West Coast Meeting for 1962. With Ed is the 1961 West Coast Chairman, Art Dillinger. This picture was taken in Portland, Oregon, scene of this year's meeting. The 1962 SAE meeting will be held in Los Angeles.

RAY'S DAY

Ray Daugherty, San Francisco District automotive engineer, recently developed a presentation considered so outstanding by Standard Oil of California that they showed it to their Marketing Management personnel throughout the entire West Coast. Ray, second left, is shown below with Standard's management who participated in the meetings.



ETC 34434

They're all in your corner

Savings Plan
Educational Refund Policy
Retirement Income Plan
Hospital and Surgical Benefit Plan
Accident and Sickness Benefit Plan
Group Life Insurance Plan
Vacation Policy
Major Medical Expense Plan
Blanket Accident Insurance
Active Military Leave of Absence Plan
Service Award Plan

ETC 34435

ETHYL

bulletin board

NOVEMBER 1961



ETC 34436

ETHYL bulletin board

Published monthly by Ethyl Corporation and Ethyl Corporation of Canada Limited

IN THIS ISSUE	PAGE
Tee Time	4
Better in Bunches	8
Sideline Coaches	10
The Big Gambol	14
A Means to an End	16
Milestones	18
Ethyl Welcomes	19
Personals	20
People and Places	22

Leonhard Dowty *Editor*
Edward Metcalf *Associate Editor*
Stella Sideris *Editorial Assistant*
Layout and art work by Stringfellow Agency

Contributing editors — *Atlanta*: Louise Moffett; *Baton Rouge*: Ben Hodge, Ivan Martin, A. J. Robichaux; *Chicago*: Ham Greenup; *Cleveland*: Janice Gedridge; *Dallas*: Ann Seltridge; *Detroit*: Marge Baylerian, Jim Boag, Chris Boyle, Russ Frank, Carol Hotchkiss, Les Motson, Ed Myron, Eric Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva Yanakeff; *Houston*: Dave Agnew, Don Connell, Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane Hudlemeyer; *Long Beach*: Dean Painter; *Los Angeles*: Harry Manning; *Mexico*: Mike Espinosa; *New Orleans*: Maxine Blue; *New York*: Jim Donohue, Erna Harris, Joseph Hopkins, Madge Lofthouse, Marilyn Sax, Miriam Wallace; *Pacific Coast*: Gene Hatfield; *Philadelphia*: Mary Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake City*: J. S. Cole; *San Francisco*: Jeff Bessire; *Tulsa*: Carl Bartholomew, Harold Lee; *Yonkers*: Catherine Henderson; *Yonkers Central*: Al Morschauer; *Central Office*: Ethyl Corporation of Canada Limited; *Sarnia*: C. G. Manore; *Toronto*: Alan Thomas.

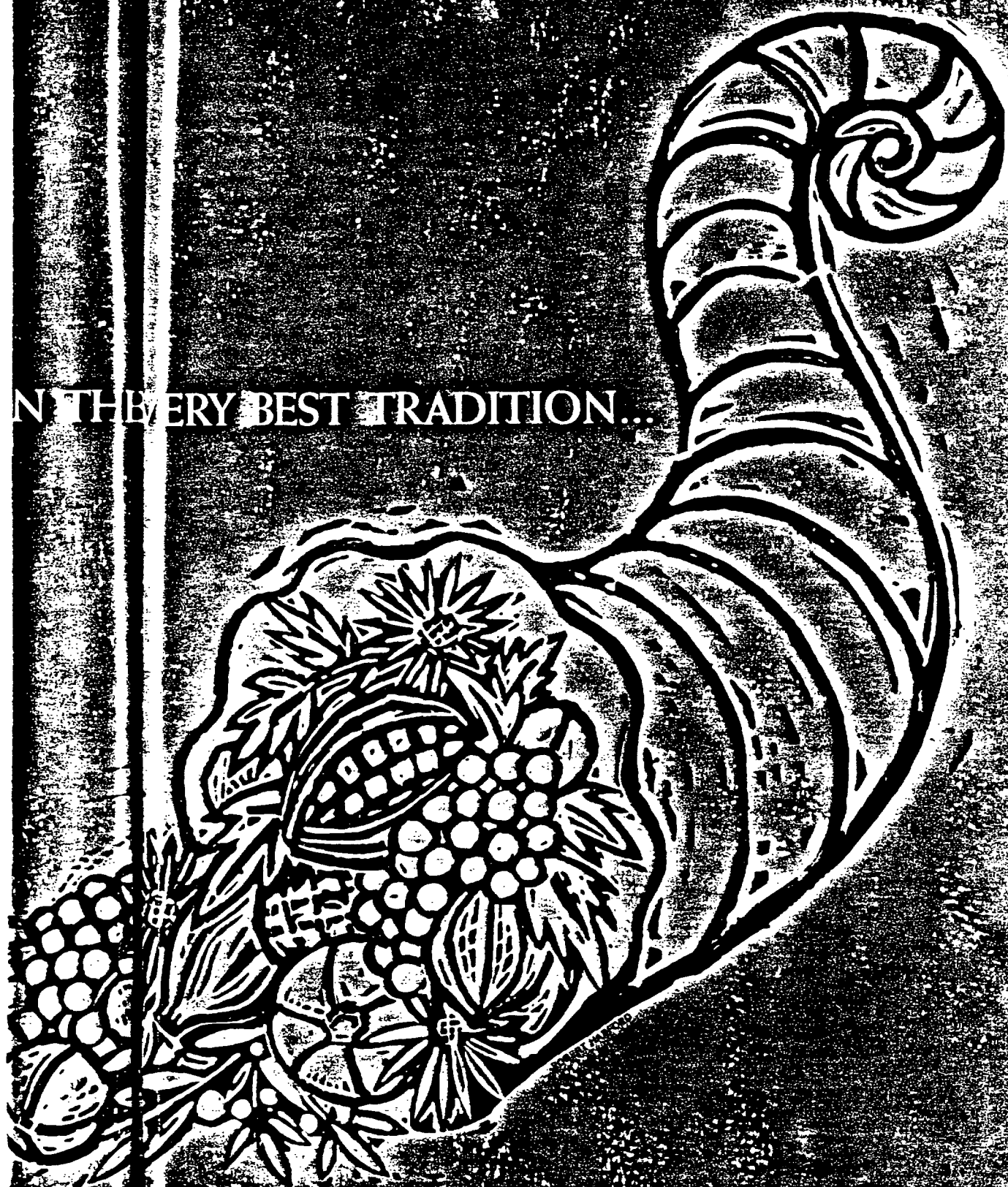
ON OUR COVER: Assisting the football coach at St. Thomas More elementary school in Baton Rouge, Ken Leglue typifies Ethyl fathers who devote their leisure time in helping the team on which their sons play. The story begins on page 10.

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

Printed in U.S.A.



IN THE VERY BEST TRADITION...



ETC 34438

Detroit's golf tourney wound up the season as Ethyl's divot digging devotees assembled for . . .

Good weather, keen competition and plenty of prizes produced a record turnout of 52 players for the Ethyl Society Golf Tournament in Detroit this year. At the all-day Saturday function held at the Bald Mountain Golf Club, the Ethyl par busters teed off in foursomes in an eighteen hole quest for a bag full of prizes. Handicaps were determined on the basis of past performance in the Ethyl Golf League, which operated during the summer on the same course. These carefully calculated handicaps gave everybody a fair shot at a prize.

TEE TIME



ETC 34439

lenty of prizes
layers for the
oit this year.
at the Bald
rs teed off in
a bag full of
the basis of
ague, which
same course.
e everybody

After the divots had been replaced and the strokes counted, Bill Healy, Refinery Technology, came out the winner with a low net score of 80. Low gross honors were split between Al Grenier, Chemical Research, and Pat Traynor, Products Application, with 72's. Each of these three winners got a trophy and an umbrella for their play.

The record list of entries were divided into three separate flights and the winner of each flight was awarded a prize of nine golf balls. Dale Buerstetta, Refinery Technology; Pete Immethun, Chemical Re-

search; and Al Pauls, Products Application, were top men in their respective flights.

Art Hawkes, Chemical Research, copped the prize for the longest drive of the day and Wayne Warren, Refinery Technology, won a prize for being closest to the pin on a par three hole.

Bob Aiken of Products Application had charge of the arrangements for the Ethyl Society. As for the rest of the Ethyl Golf contingent, they didn't win any prizes but were rewarded with a day of fresh air and fun, prize enough for anyone.



ETC 34440



Lait Willans and George Vaughn at ease, above, waiting to drive off.



Bob Aiken, left, tapes down the official score sheet in the club house.



In the foreground Al Grenier, left, and George Vaughn watch Al Pauls, right, drive off the tee.



Carl Kline, above, drives off the first tee and other Ethyl golfers stand by to take their cuts.



Above, Floyd Hahn watches his shot fly down the fairway to the green.

Aiken, left, tapes the official score in the club house.



As his ball rolls towards the pin, Clyde Sheppard follows its course with concern.



Dale Buerstetta is the onlooker as Bill Healy tries to sink putt.



Above, Larry Srinson, Bill Healy, Sig Rue and Dale Buerstetta take their turns putting out.



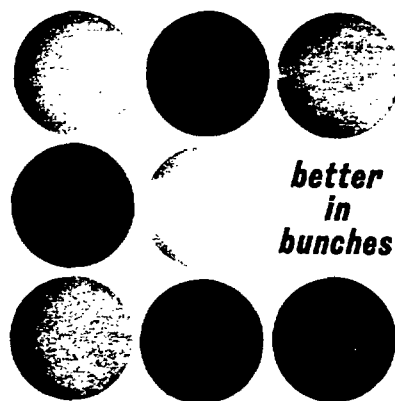
Harold Faucher watches his shot fly to the green.



Harold Faucher's expression, above, would seem to indicate all is well.

Bill Healy, below left, gets trophy from Bob Aiken, right, for low net. Bill Carr, John Napolitano and George Vaughn observe.

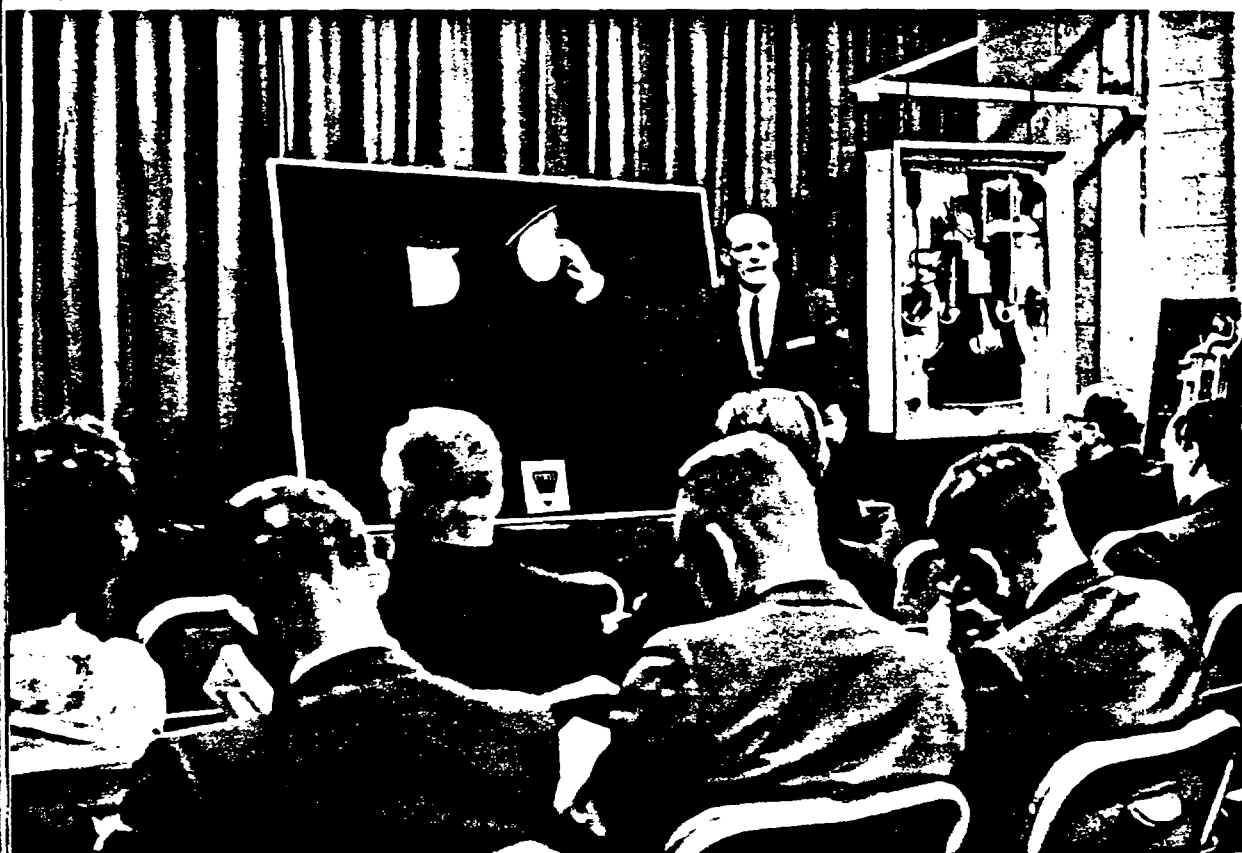




***better
in
bunches***

At the suggestion of Margaret Furman, New York Finance department, who received an award from the Suggestion System committee for her idea, Joe Hopkins, Sales Promotion manager for Eastern Region, recently conducted a series of Creative Thinking demonstrations at the Sales Auditorium.

The popular program, which Ethyl has presented in all parts of the country for customer companies, was among the best-attended meetings to be scheduled by Ray Faller, director of training. Box lunches were served on the three successive days of the presentation, and the New York group seemed eager to put their heads together and apply the techniques that Joe demonstrated on a flannel board. After the brief introduction, in which he explained Creative Thinking,



With the use of a flannel board, Joe Hopkins demonstrates an aspect of Creative Thinking, stressing that all ideas must get the green light and none must be squelched by killer phrases.

man, New York
an award from
her idea. Joe
or Eastern Re-
relative Thinking

has presented
er companies,
s to be sched-
g. Box lunches
of the presen-
d eager to put
niques that Joe
r the brief in-
tive Thinking,

the audience was formed into groups of eight and asked to "brainstorm" several ideas. To begin with, they were to caption, collectively, several animal photographs in the manner of *White Collar Zoo*. The results were highly comic.

Two more serious problems were then presented. The first was to list ways in which operating costs might be reduced in the New York office. The second was to come up with ideas that would increase participation in the Suggestion System. Seven minutes were allotted for each problem, and the respective groups came up with between 15 and 20 answers each. The answer sheets were collected and are to be evaluated for possible use. Not only a lively bunch, the Ethyl group displayed their ability to think jointly.



Above, Charlie Wildermuth hastily records ideas tossed out by his brainstorming group.

Below, as recording secretary of The Tragic Circle, Jean Schneemann compiles notes.



Chris Vogel, Jack Bailie and Erna Harris are amused by an idea from a teammate.



Joe Hopkins relative Thinking, the green light killer phrases.



Photo of a sad poach was wittily captioned by creative thinkers in a warm-up session.

Joe looks in on one of the six teams as they brainstorm ways to cut down operating costs.

When the first nip of autumn bites the atmosphere in Baton Rouge and frosty fingers beckon to those who like their weather brisk, one of the most infectious symptoms thereabouts is football fever, a seasonal malady that hits hard in the Louisiana capitol. Home of the LSU Tigers, a team always to be reckoned with, Baton Rouge is a football town where Monday morning quarterbacks outnumber by far the Saturday players. It is also a town where Ethyl's weekly Sunday evening television show, *The LSU Quarterback Club*, is high among video favorites and competes successfully with two of the most popular network shows. (The Ethyl presentation, with Charley Zeanah as host, features Paul Dietzel, coach of the Tiger team, and special guests.)

For several men at the Baton Rouge plant, interest isn't confined to the armchair. Far from it. In fact, long before the frost is on the sugar cane, such football fans as Carlo Polito, A. C. Adams, Glen Adams, Sid Cowart, Leo Miller, Ken Leglue, Buck Kimmitt and Don Garrot are assisting local high school, prep school and elementary school coaches in shaping up their youthful teams for the rugged season ahead.

These and other football fathers give freely of their leisure time to help out in any capacity in which they can be of service to the team. Most of them are former football players themselves and, in some cases, they act as sideline coaches, observing plays carefully and huddling with the coaching squad on ways and means of strengthening apparent weaknesses. Some of them work out individually with the boys, toss them long (perhaps not as long as once they did) passes down the side of the field. Others hold blocking dummies, tape a sprained ankle, design plays or help maintain equipment, as well as functioning as an audience to encourage the team.

All of their sons are prospective All-Americans, youngsters who, so to speak, already have their eye on the ball and are playing their hearts out in the spirit of good sportsmanship. Naturally, all of the teams cannot win, many of them are in competition with one another. But if effort on the part of all concerned is any indication of a winner, the football season in Baton Rouge promises local spectators a series of rousing contests in which Ethyl fathers have contributed some of the brainwork and a great deal of the



SIDELINE COA

freely of their
in which they
them are former
ne cases, they
carefully and
ays and means
Some of them
oss them long
passes down
ing dummies,
help maintain
n audience to

All-Americans,
ave their eye
ts out in the
ly, all of the
competition
art of all con-
football sea-
tators a series
ers have con-
at deal of the

inspiration to their offspring and
their teammates. In a town where
everybody gets a kick out of foot-
ball, the Ethyl fathers who attend
the scrimmages and help guide the
junior teams are helping their com-
munities as well by further encour-
aging the boys to spend their leisure
time in healthful pursuits.

Carlo Polito, Buck Kimmitt and
Ken Leglue go from work to St.
Thomas More elementary school to
help shape up the team on which
their three sons play. Leo Miller, a
Little All-American, and Glen Ad-
ams sit on the sidelines at Robert
E. Lee High School, observing the
daily workout. At Broadmore High,
Don Garrot and A. C. Adams assist
at the newest Baton Rouge school,
while Sid Cowart offers his services
to the Green and Gold of Baton
Rouge High School.



DACHES

Fathers Carlo Polito, left, and Ken Leglue,
second from left, help the boys of St.
Thomas More warm up.

ETC 34446

SIDELINE COACHES *(continued)*



Leo Miller, who was a Little All-American, observes scrimmage from the sidelines with some of the boys on the team of Robert E. Lee High School, for which his teen-age son plays.

The Robert E. Lee team, which has previously won statewide recognition, also has the support of Ethyl's Glen Adams.



Youngsters of St. Thomas More elementary school get assistance from Carlo Polito.





A. C. Adams, left, and Don Garret talk over a play on the sidelines.

Below, A. C. and Don move in closer to watch scrimmage of Broadmore High.



Ken Leglue gets right in there with the team of St. Thomas More, helps the coach both on and off the gridiron.

St. Thomas More also benefits from the aid of Buck Kimmitt.



Obviously, the coaching staff of Baton Rouge High appreciates Sid Cowart.

ETC 34448



Dorothy Laberge and her husband presided over the chuck-a-luck cages and had a lot of takers.



Regina Buerstetta watched husband, Dale, play a number on Big Wheel. Must have hit a winner.

Committee member Bud Goddard kept busy spinning race horse wheel and booking bets, right.



THE BIG GAMBOLE

Below, there was a goodly crowd playing at the roulette table all evening long. Each paper bill was for 20 thousand dollars.



ETC 34449



BIG BOL

a roulette table
ousand dollars.

A buffet dinner, prizes and a cool million dollars — that was the bargain the Detroit Ethyl Society offered for a dollar to those who attended the recent Millionaires Party. Of course, the million wasn't genuine, but the rest of the inducements were real enough, and nearly 200 Detroit Lab employees and their spouses took advantage of the sensational offer.

The second Millionaires Party proved to be an exciting evening of fun and games, games of chance played with the make-believe money. There were dice tables, chuck-a-luck cages, roulette wheels, Black Jack and other games borrowed from Las Vegas and Monte Carlo. Members of the Ethyl Society Committee worked the tables under Joe Kieninger's direction. Eleanor Walker was Social Chairman.



One of the dealers players tried to beat was Carl Michael, above, eyeshade and all.

Pretty cigarette girls Pat Schultheis and Judy Patvin were costumed to fit the gambling scene.



Joan Rodgers and Joe Kieninger were volunteer croupiers and got a kick out of the games too.



A MEANS TO AN END

“Where there’s a will, there’s a way” is far from an inspiring new thought, but its application is not to be sneered at or frowned upon. There’s plenty of life in the old idea yet.

Too often we are inclined to take a pessimistic point of view, accept a bad situation as it appears rather than to look at the optimistic side of things, analyze a problem and seek an efficient solution.

The year-old Better Methods Plan at the Baton Rouge plant was designed for just this purpose, a means to an end. Unlike money, problems seem to grow on trees. They are easy to come by. What is difficult is to see a problem clearly, define it and evaluate it, then to set about finding ways to eliminate it. It takes an optimistic point of view, and that’s the key to the Better Methods Plan.

A little more than a year ago a pilot group was trained along these lines, to look for problems at the plant and to explore ways of eradicating them. It wasn’t a slipshod process; it was an integrated ap-

proach to solving problems systematically. All manner of ways were studied and the important thing was that no problem was tossed out as unsolvable. Each was clearly assessed and reports were made, answering such questions as “What is the present method?”, “Why is it used?”, “What are the bad features?”, “What solutions are there?” and “Which solution is best, and why?” The economics of a situation were studied carefully and a considerable amount of investigation was done to make sure that all facets of a problem had been explored as fully as possible.

As a result of the efficiency of the first group, eight training series were conducted with 175 supervisory personnel from the Manufacturing, Purchasing and Traffic, and Employee Relations departments participating. (Eighteen series are planned to train supervision from all participating departments at the plant.)

Two groups of 12 members each are trained concurrently, and an entire series consists of 10 sessions of two hours each. Sessions are built around a step by step approach to solving the problem that has been selected for study, a problem that the trainee himself has chosen to work on, one that actually exists in his area of operations. Trainees present their problems to the group for brainstorming, which is done with the aid of problem analysis charts. The class ideas are recorded and the trainee uses them in preparing a project report in which he has selected those ideas that best suit the purpose and will aid in improving operations, cutting costs, saving time and, in general, better the total efficiency.

The results have shown that the Better Methods Plan is worth its weight in gold. The first year the methods recommended and put into operation showed an annual savings of over \$150,000.

The Stores group, which has a hundred percent supervisory participation, has led the way, with all 13 members working on Better Method projects. They have submitted a total of 41 reports, 25 of which have already been adopted and put into use, with an anticipated savings of \$50,175 annually.

The Steering Committee, the group which directs the training of personnel in Better Methods, hopes and sees every reason for the second year to be even more productive.

George McKenney, left, proposed use of polyethylene bags for garbage disposal, saving \$1,300 a year. His projects are estimated to save \$40,700 annually.



END

y. All manner
ent thing was
olvable. Each
made, answer-
ent method?",
d features?",
h solution is
ituation were
unt of inves-
ll facets of a
ossible.

group, eight
5 supervisory
reaching and
nents partici-
train super-
at the plant.)
trained con-
of 10 sessions
round a step
that has been
since himself
exists in his
eir problems
s done with
ass ideas are
preparing a
those ideas
n improving
in general,

ter Methods
rst year the
tion showed

red percent
ay, with all
jects. They
which have
with an an-

hich directs
hods, hopes
to be even

At a recent Better Methods session, Earl LeFeaux explains his problem with the aid of a chart to classmates Jim Starnes and Floyd Smith, who helped him brainstorm the idea. Threesome has already come up with ways to save approximately \$14,275 annually.



Systematized approach to Better Methods is strong on use of prepared materials such as analysis charts, which are employed at right by Francis Henchy, John Houghton and J. D. French. The reports of this group are expected to save nearly \$12,000 a year.



From left to right, Lee Owens, Harry Row, Rudy Williams, Lester Mire and Pete Almond — they are all in Stores — put their heads together to lick a problem by Better Methods techniques. Rudy, who is Stores foreman, holds frequent Better Methods review session.



ETC 34452

MILESTONES

35 YEARS

25 YEARS



ALVIN J. BALDWIN
Sales, Eastern Region



WILLARD R. BARNES
Sales,
Mid-Continent Region



ARTHUR F. JOHNSON
Sales, Central Region



ELLIS K. LOCHER
Sales, Gulf Coast Region



MAURICE H. MARIX, JR.
Finance, Baton Rouge



JOHN S. MAYNARD
Sales, Central Region



FRITZ Y. MERCER
Sales, Eastern Region

20 YEARS



ALFRED T. BASYE
Sales, Central Region



ROY M. BOURGEOIS
Manufacturing,
Baton Rouge



GEORGE J. BURCAL
Research & Development,
Detroit



FRANK W. GOUDEAU
Manufacturing,
Baton Rouge

35 YEARS



ANDERSON H. CHENAULT
Sales, Western Region



JOHN C. CUNARD
Manufacturing,
Baton Rouge



F. JOHNSON
Central Region



FRANK M. LANTRIP
Manufacturing,
Baton Rouge



AUGUST C. LEVERT
Manufacturing,
Baton Rouge



Y. MERCER
Western Region



LEROY E. MORRISON
Manufacturing,
Baton Rouge



HYMIN SHAPIRO
Research & Development,
Baton Rouge



N. GOUDEAU
Manufacturing,
Baton Rouge



RAYMOND E. HODGKINSON
Research & Development,
Houston



LAUREL C. WILKINSON
Research & Development,
Detroit

ETHYL WELCOMES



CHARLES GAEKE, JR., chemist
for Chemical R&D in Baton
Rouge, holds his M.S. from
Louisiana State University.



G. LOWRANCE HODGE, a grad-
uate of the University of Ar-
kansas, has joined Industrial
Engineering in Baton Rouge.



LESLIE JOHNSTON joins Ex-
port Sales, New York, as a
steno-clerk. She enjoys hunt-
ing, reading and dancing.



JOAN LEVETRO is a key punch
operator for Finance in the
New York office. Joan and her
husband live in Queens.

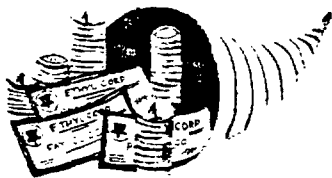


FRED SMITH, a technician at
the Tulsa Gasoline Testing
Laboratory, is a graduate of
Northeastern State College.



RONALD WOOLLEY joins the
Toronto office as a sales rep-
resentative. Ron is a Univer-
sity of Toronto graduate.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

DETROIT: DOUGLAS G. COBB, \$20.00 (Escape exit in G-9); M. DUBECK, \$15.00 (Stops to prevent opening windows in D-Wing beyond safety limit); PHYLLIS J. HIPKISS, \$75.00 (Improved handling of outgoing mail); FRED IMPASTATO (Certificate) and CLAUDE HOFFMAN, \$35.00 (Use automatic timers on autoclaves); CALVIN L. NEUMANN, \$20.00 (Mercury seal on KOH titrometer); ALEXANDER J. WILSON, \$115.00 (Print krome kote covers in Detroit).

NEW YORK: J. T. BECKWITH, \$20.00 (The "U" bolts which hold the blind flange to No. 5 valve be permanently attached to this flange); ANNE O'NEILL, \$20.00 (Canadian office be listed in yellow Ethyl Directory); PATRICIA STANTON, \$30.00 (That Ethyl list its products on the inside of our match book covers); J. F. WALLIS and H. J. ANDERSEN, \$125.00 (That Ethyl include in its "Ethyl" mixing plants specifications and requirements a specification for a trailer mounted portable mixing plant); J. F. WALLIS, \$445.00 (That Ethyl include as part of "Standard TEL Mixing Plants" a portable drum mixing plant).

WEDDINGS



New York

CATHERINE DIEZ and JOHN CLEARY were married on October 14 at the Church of St. Elizabeth in Manhattan. The couple expect to make their residence on the West Coast. Kitty is a former member of the Advertising and Sales Promotion department.

ON THE ROSTRUM



"Some Aspects of the Corporate Image" was the title of a speech given before the Beaumont Desk and Derrick Club by CHARLEY ZEANAH director of Community Relations in Baton Rouge.

Several Baton Rouge plant employees representing all areas of the plant attended the annual Baton Rouge Fire Prevention banquet held in Baton Rouge. WOODY MERRITT of Safety, Baton Rouge, participated as a banquet speaker giving a talk on "Blueprint for Human Relations."

In addition, Woody was the safety speaker at a series of vocational training sessions for sugar cane growing and refining supervisors sponsored by the State Department of Education.

DEWEY FOURNET of Industrial Engineering in Baton Rouge gave a talk entitled "Standard Cost Systems" before the Baton Rouge Chapter of the American Institute of Industrial Engineers.

CARROLL HEBERT of Safety, Baton Rouge, conducted a panel discussion on industrial safety at the second annual Adult Safety Conference of the Mississippi Safety Council.

MIKE REMONDINO, Detroit Labs, was the principal speaker at the first dinner meeting of the Metropolitan Section of the Society of Automotive Engineers. Mike's topic, "Diagnosing Some Fuel System Ailments—Causes and Cures," covered ways of eliminating the effect of gasoline contaminants on carburetor performance.

During the United States Atomic Energy Commission Sodium Components Development Conference held in San Jose, California, RUSS HUDSON of Chemical Research and Development, Baton Rouge, presented a paper entitled "Sodium Specifications from a Manufacturer's Point of View."

Two Chemical Research and Development employees at the Baton Rouge plant conducted one of a series of seminars for faculty and seniors in the department of chemistry at Louisiana State University. FRED IMPASTATO spoke on

"Some Aspects of Cyclopropane Chemistry" and TOM MUNGALL's talk was on "Application of Vapor Phase Chromatography and Other Techniques to Some Unique Analytical Problems."

AL GASSMANN, Detroit Labs, was general chairman of the Ninth Detroit Anachem Conference at which MANUEL BRANDT and MITCH KAPRON, also of the Labs, gave the paper "Determination of Oxygen in Organometallic Compounds by a Modified Unterzaucher Method." The meeting was held at Wayne State's McGregor Memorial Conference Center.

"The Oil Industry of Australia" was the title of a speech presented by DERYCK GRAHAM to the Baton Rouge Desk and Derrick Club. Deryck, who is with Commercial Development at the plant, is a native of Brisbane, Australia and a graduate of the University of Queensland.

VIRGIL MITCHELL of Engineering in Baton Rouge presented a paper at a meeting of the California Natural Gasoline Association. His talk, entitled "A Pioneer Installation of Electronic Multi-Component Blending Facilities," describes the electronic blending unit developed at the plant. Co-authors of the paper were LEWIS DECKER and WARREN GREEN, also of Baton Rouge.

JOHN FURR of Training in Baton Rouge was a member of a panel on "Employee Development" at the Ninth Annual Public Personnel Management Conference held in Baton Rouge.

PUNCH PFUNDSTEIN, Detroit Laboratory, was chairman at the presentation of two papers—"John Deere Sleeve and Deck Engines" and "Development of Oliver's New Gasoline Engines" during a recent SAE "Heavy Duty" Vehicle Meeting in Milwaukee, Wisconsin.

In addition—ROLLIN GISH, also of Detroit, gave a prepared discussion on the "Development of Oliver's New Gasoline Engines."

Two Detroit Laboratory men gave several "1962 Passenger Car Trend" presentations to various oil companies. CASEY JONES, manager of the Passenger Car section, Technical Service, gave the presentation to Tidewater and California Oil personnel; and HARRY TOULMIN, staff-assistant to the associate director of the Labs, made the presentation to the eastern region home office management groups at Shell, Sinclair, Humble, Socony Mobil, Cities Service, Atlantic, Sun and Texaco. The presentations were arranged by account representatives of the Eastern Region.

lpropane Chem-
ALL's talk was on
Phase Chromo-
hniques to Some
lems."

t Labs. was gen-
nth Detroit Ana-
which MANUEL
CAPRON, also of
r "Determination
allic Compounds
ncher Method."
at Wayne State's
ference Center.

ustralia" was the
ted by DERYCK
Rouge Desk and
who is with
at the plant,
Australia and a
v of Queensland.

Engineering in
a paper at a
Natural Gaso-
lk, entitled "A
lectronic Multi-
Facilities," de-
nding unit de-
authors of the
KER and WAR-
on Rouge.

in Baton Rouge
on "Employee
th Annual Pub-
nt Conference

Detroit Labora-
ie presentation
ere Sleeve and
velopment of
ngines" during
Duty" Vehicle
isconsin.
GISH, also of
discussion on
r's New Gaso-

nen gave sev-
Trend" pres-
il companies.
the Passenger
vice, gave the
and Califor-
HARRY TOUL-
ssociate direc-
e presentation
e office man-
sinclair, Hum-
service, Atlan-
presentations
epresentatives

PEOPLE IN THE NEWS



With the appointment of **TED CARRON** to the position of Manager of Employee Relations at the Detroit Laboratories. **JOHN LANE**, superintendent of Information Services, and **F. J. SCHROETER**, safety engineer, are now reporting to **DR. HAROLD SORROS**.

New assignments of six Baton Rouge plant men have recently been announced. **BILL AXTELL** transferred to Economic Evaluation on a rotational basis; **EARL BROWN** moved to a special assignment in Industrial Engineering; **ROLAND MCKENZIE**, who has been on special assignment in Manufacturing Planning and Coordination, has assumed the position of assistant superintendent, Sodium Operations; **LOUIS REYNOLDS** is now in charge of Technical Services in the EtC1, VCI and Sodium Areas; and in the Finance Department, **PERCY RICHARD** moved to assistant supervisor in Cost and Budget, and **PAT HARRIS** was transferred to intermediate auditor.

EXTRACURRICULAR

Baton Rouge plant's **RON MARSTON** of Chemical Research and Development and **RAY METTERNICH** of Training have been elected to the board of the Cedarcrest-Southmoor Civic Corporation.

CHARLIE KYLE of Legal, Baton Rouge, has been elected a member of the Executive Committee of the Louisiana-Arkansas Division, Mid-Continent Oil and Gas Association for 1962.

FRED O'ROURKE, EtC1 Operations in Baton Rouge, has been awarded the Masonic 33rd degree, one of the highest honors bestowed by the Masons.

QUENTIN HALL, EtC1 Operations, Baton Rouge, has been named chairman of the Citizenship Development Committee, a group of local citizens who have joined together to bring to Baton Rouge a series of lectures to help develop a better understanding of the American way of life.

IN THE FIELD



DEANE BIRKES and **MARVIN SMITH** of the Tulsa district office assisted with installing the equipment and acted as judges for one day during the contest of the Oklahoma Junior Tractor Operators at the Tulsa State Fair. The contest was sponsored by the Petroleum Industry Committee of the Chamber of Commerce.

Refinery Technologists **ALON COLE** and **CLEM MAASSEN** of the Eastern Region gave slide presentations of "Analyzing Octane Costs and Antiknock Effectiveness" to the manufacturing, technical service, research and economic groups of Tidewater in Delaware City. The same presentation was given before Sinclair's home office manufacturing and computer personnel, and also before Gulf's Har-marville Research and Development employees.

As a result of presentations and discussions by **JOHN WATT**, New York district product service and safety engineer, with customers about the "Ethyl" Microflex Blender he designed, Socony Mobil Oil Company, Inc. is constructing the blending system at their refinery in Paulsboro, New Jersey. The Texaco Research Center also has approved the improved blending system and they are in the planning stage of constructing the system at their research laboratory in Beacon, New York.

Ethyl Corporation was well represented at the tenth annual Desk and Derrick convention held in Houston. Attending as official delegates were: **MARY LEVERING**, secretary in the Philadelphia district; **MAXINE GILBERTI**, secretary in the New Orleans district; and **LUCY JOHNSON**, secretary in the San Francisco district. Maxine is currently president of the New Orleans Chapter; and Lucy, who is now serving as first vice-president, was elected president of the San Francisco Chapter for 1962.

Position titles have been changed in the merchandising group in New York Advertising and Sales Promotion and in the regions. The Merchandising Manager in

New York has become Sales Promotion Manager. The Regional Merchandiser has become Regional Sales Promotion Manager.

At the same time, an Assistant Sales Promotion Manager position has been created with **KERNEY HURST** officially filling this new position.

Also in Advertising-Sales Promotion, **GORDON SAXON** has been appointed Assistant Advertising Manager.

BIRTHS



Detroit

PAUL and **ELIZABETH ELSEY**—a daughter, **BARBARA LOUISE**. Paul is a chemist for Chemical Research.

JOSEPH and **SHIRLEY ANN FORSTER**—a daughter, **SUSAN GAIL**. Joe is a lab technician in Chemical Research.

LLOYD and **BARBARA GRIEVE**—a son, **JAMES EDWARD**. Lloyd is with the Products Application division.

JIM and **MURIEL SEWELL**—a daughter, **CAROLE JEAN**. Jim is with the Refinery Technology section.

MANNY and **JEANETTE TILL**—a daughter, **CATHERINE RENEE**. Manny is with the Chemical Research division.

New York

JOHN and **GLADY DINGER**—a son, **JOHN, JR.** Gladys is a former member of Public Relations.

BETTY MERGNER—a grandson, **KENNETH**, born to her daughter and son-in-law Louise and Albert DePierro. Betty is with General Services.

TOM and **DOROTHY PRENDERGAST**—a son, **JOHN FRANCIS**. Tom is supervisor of Financial Analysis and Reporting.

Sarnia

DAVID and **SHIRLEY HYDE**—a son, **ROBERT PERNELL**. Dave is an area technician in Manufacturing.

JIM and **EVELYN LAMBERT**—a daughter, **JOAN**. Jim is an operating technician in the Manufacturing department.

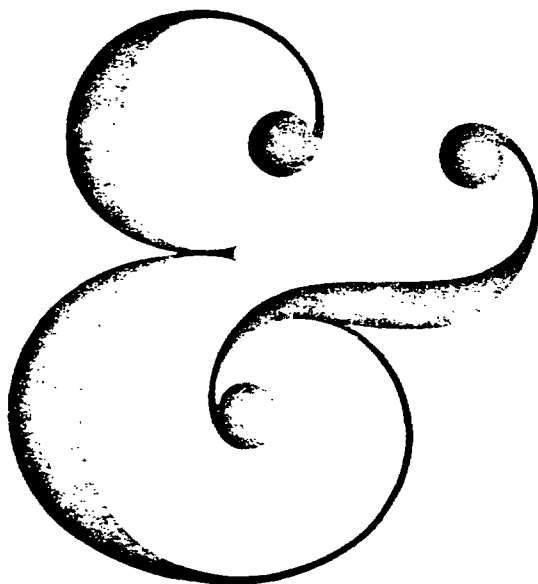
FRANK and **ELEANOR SELINGER**—a daughter, **LESLIE MARIA**. Frank is an operating technician in Manufacturing.

OKLAHOMA PETROLEUM COUNCIL



At left, Deane Birkes, Tulsa District field representative, chats with Don Dillman of Gulf and Ralph Myers of DX Sunray at the annual meeting of the Oklahoma Petroleum Council in Tulsa, Oklahoma. All three men were among those honored by the Council for their work in behalf of the Council's School Program and other activities. The men were presented with initialed penknives in appreciation of their efforts. Bob Douglass, Mid Continent Region manager, serves on the Council's Board.

PEOPLE



PLACES

Ralph Myers
ma. All three
Program and
Bob Douglass,



TANGIBLE REWARD

Don Shaw, left above, is shown getting his half of a \$350 suggestion system award from Sarnia Operations superintendent Maurice Siverns, center. Ernie Carter, right, happily awaits the other half of the award money. The suggestion resulted in a tangible saving to the Company and was the first made by Ethyl of Canada in this category.

COMPANY HONORED

Ethyl Vice President in charge of Sales, Mac Murdock, left, admires the award given the Company by the National Association of Travel Organizations. Russ Weston, director of Advertising and Sales Promotion, is holding the award, which was given to Ethyl in recognition of its advertising campaign designed to stimulate travel via automobile.



ETC 34458



TWO-WAY TOUR

Ethyl of Canada's Frank Huyler (division manager, Western Sales Division, Calgary) and Jimmy Main (division manager, Eastern Sales Division, Toronto) were the joint hosts to oil company executives from across the border on a tour of the Sarnia manufacturing plant and the Detroit research laboratories. As a part of the customer service program,

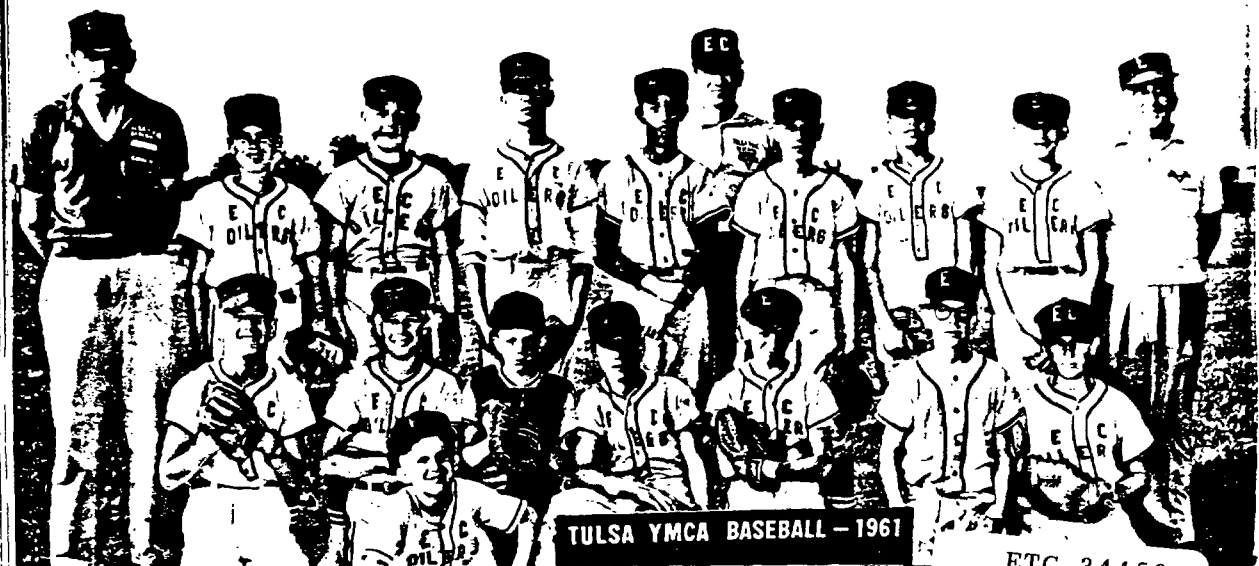
the tour was designed to acquaint the Canadian customers with our diversity in regard to products and research. Among those who served as guides and lecturers at the Labs were Ed Desmond, Mike Remondino, Chuck Shepherd, Dan Guy, Charlie Kass, Joel Warren, Wayne Warren, Dave Bartleson, Jim Retzloff, John Wintringham and Ben Brewster.

more people, more places

TEAM SPIRIT

They start in young at the great American pastime in Tulsa, where this team of youthful ballplayers took top honors in their league and went on to the finals, where they lost the play-off by one heart-breaking run. Ethyl's Harold Lee, technician in the gasoline testing lab, has helped coach the team for the past four seasons. (He appears in the photograph

below at far right.) Harold's son Steve, kneeling in the front row, first from left, is left fielder and alternate second baseman for the Oilers, who are classed as Midget "A" twelve-year olds. There were some 8,000 boys playing ball in the Tulsa youth program and about 200 from the school at which Harold served as vice-chairman of the program.



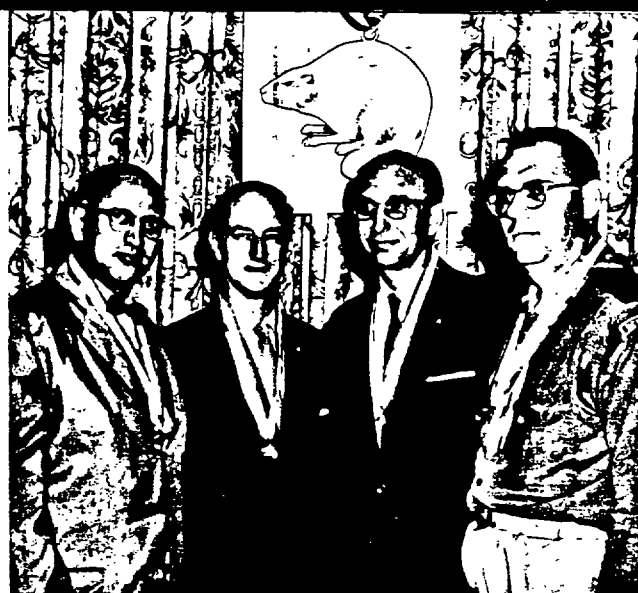
ETC 34459



AT THE FAIR

Canadian customers and guides and like Remondie Kass, Joel, Jim Retz-

At the recent Kansas State Fair, which was held in Hutchinson, Ethyl presented an exhibit on the progress of gasoline in the last 35 years. The display was on loan from the American Petroleum Institute and featured the old automobile in which Bill Purcell is at the wheel. Bill is an account representative in the Mid Continent Region.



MAHLKE HONORED

Elmer Mahlke, business manager at the Yonkers lab, was among those who recently received the highest honor to be awarded by the Boy Scouts of America. Elmer, third from left, was presented with the Silver Beaver for his outstanding contributions to the group. The others are, left to right, Dr. Rulon Rawson, Joseph Strilowich and Ira Binder.

GEORGIA BOY

kneeling in and alter- are classed were some with program nich Harold

Jack Warner, Atlanta district manager, was the master of ceremonies for the Georgia Petroleum Council convention at Jekyll Island, which was attended by some 300 oil men and their wives. Jack, at left, presented the annual award to the Dealer of the Year, Charles Doe. The others are Harry Moir, Vice President of Pure Oil, and Mrs. Doe.

TRAVELING MAN

Russ Weston, director of Advertising and Sales Promotion, recently addressed the Texas Travel Counselors Conference, which held a three-day meeting in Brackettville, Texas. Russ, who spoke on the first morning of the gathering, presented statistics on travel promotion to the meeting of people who wish to develop and promote further travel in the state.





TORCH TOUR

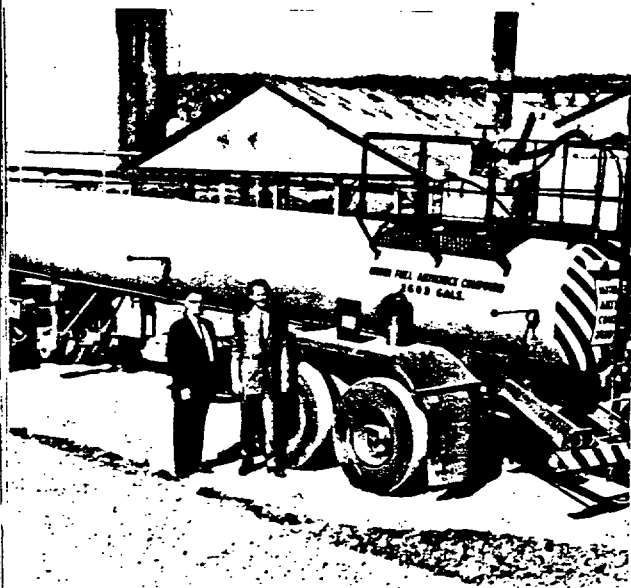
In connection with the opening of the 1961 Torch Drive at the Detroit Laboratories, the Lab personnel who are to act as solicitors were privileged to tour the Lutheran School for the Deaf recently. Shown, left to right, in the first grade class are: Betty Kunz, Marianne Van Vurst, Marie Springer, Al Palmby (partly hidden), Doug Cobb, Merlyn Beane, Will

Zutaut, Bill Adams, Gladys Cuff and Bob Aiken. The group observed classroom procedures on the tour to help them in the fund raising campaign which is now in progress. Under the General Chairmanship of Bob Adams, 27 Ethyl people are now soliciting support for the Torch Drive at the Labs. The Lutheran School is just one of many charities receiving support.

more people, more places

TEL TANK TRUCK

Below, Charles Harshfield, president of Sioux Oil Company, left, and Chuck Michel, Denver District, stand before the first tank truck load of TEL to be delivered in Wyoming. The truck was on the road from Houston for 37 hours to reach its destination 330 miles north of Denver. Sioux Oil is a fully integrated company operating in Wyoming.

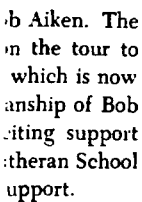


OFFICIAL FARE

Recently city officials of Ferndale, Michigan, were invited to tour the Ethyl Labs located there. The City Commissioners, School Board Members, the Police and Fire Chiefs and other officials responded to this Ethyl gesture towards good community relations. Below, some of the group are served refreshments after having made a tour of the Labs.



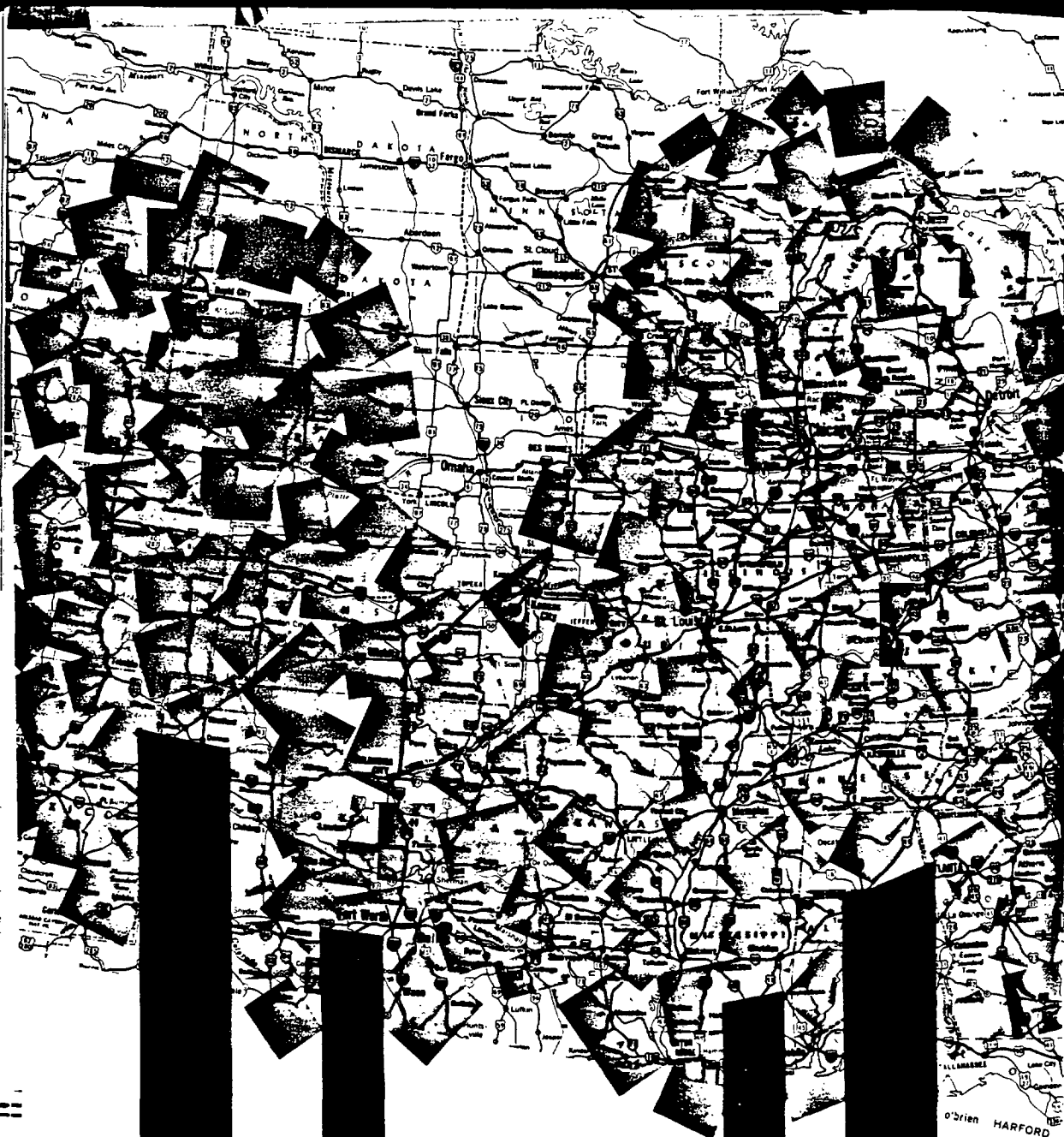
ETC 34461



Michigan, were
ed there. The
embers, the
als responded
community rela-
rved refresh-
abs.



Interested in the culture of the Orient, Ruth and Frank Hayes—he's Operations manager, Eastern Region—spent their vacation in Japan, Hong Kong and Hawaii. Picture was taken in their room in Kyoto, where they slept on the floor with rice pillows. Traditional kimonos were supplied by inn. One of the pictures Frank took in Hawaii won honorable mention in regional finals of the World Telegram photo contest.



IT'S A

GREAT BIG WONDERFUL WORLD



TO

DRIVE I

ETC 34463

ETHYL

bulletin board

DECEMBER 1961



DRIVE I



ETC 34464

ETHYL bulletin board

Published monthly by Ethyl
Corporation and Ethyl Cor-
poration of Canada Limited

IN THIS ISSUE	PAGE
Christmas Stockings	2
Lessons in Leadership	4
The Charge of the Light Brigade	8
Ethyl on Camera	12
180 Acres of Christmas	14
Milestones	16
Ethyl Welcomes	17
Personals	18
People and Places	20

Leonhard Dowty *Editor*
Edward Metcalf *Associate Editor*
Stella Sideris *Editorial Assistant*
Layout and art work by Stringfellow Agency

Contributing editors—*Atlanta*: Louise Moffett;
Baton Rouge: Ben Hodge, Ivan Martin, A. J.
Robichaux; *Chicago*: Ham Greenup; *Cleveland*:
Janice Gedridge; *Dallas*: Ann Selfridge; *Detroit*:
Marge Baylerian, Jim Boag, Chris Boyle, Russ Frank,
Carol Hotchkiss, Les Motson, Ed Myron, Eric
Owen, Alyce Peterson, Ross Rife, Ed Simon, Neva
Yanakeff; *Houston*: Dave Agnew, Don Connell,
Elizabeth Dodson; *Kansas City*: Lola Chinn, Jane
Hudlemeyer; *Long Beach*: Dean Painter;
Los Angeles: Harry Manning; *Mexico*: Mike Espi-
nosa; *New Orleans*: Maxine Blue; *New York*: Jim
Donohue, Erna Harris, Joseph Hopkins, Madge
Lothouse, Marilyn Sax, Miriam Wallace; *Pacific
Coast*: Gene Hatfield; *Philadelphia*: Mary
Levering; *Pittsburgh*: Meredene Portzer; *Salt Lake
City*: J. S. Cole; *San Francisco*: Jeff Bessire; *Tulsa*:
Carl Bartholomew, Harold Lee; *Yonkers*: Testing:
Catherine Henderson; *Yonkers Central*: Al Mor-
schafter; *Central Office*: Ethyl Corporation of
Canada Limited; *Sarnia*: C. G. Manore; *Toronto*:
Alan Thomas.

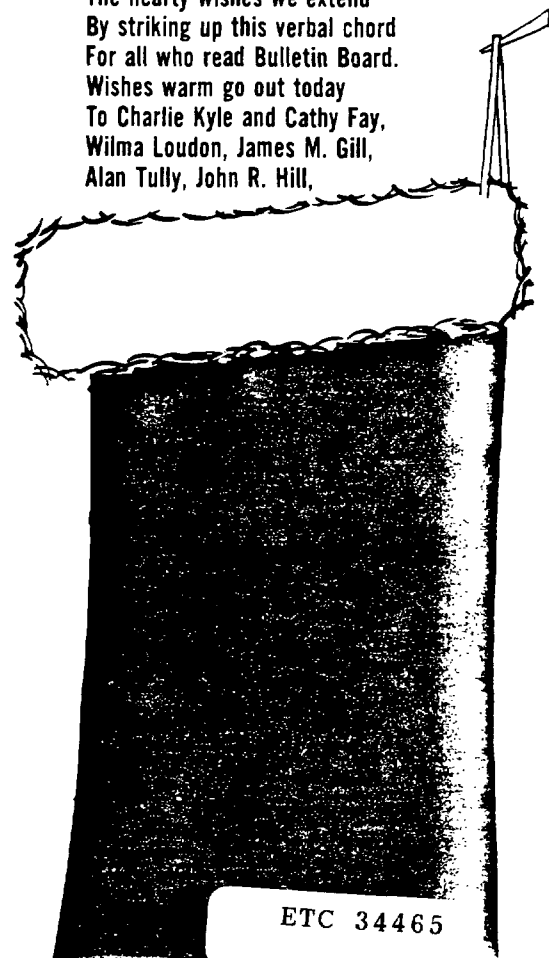
ON OUR COVER: Bob Kerley, director of
Products Application at the Detroit Labs,
strolls through his own forest of Christmas
trees on the 180-acre tract he planted. The
story of his hobby is on page 14.

Published by Ethyl Corporation, 100 Park Avenue,
New York, New York. B. B. Turner, President;
William R. Perdue, Jr., Vice President and Treas-
urer; Herbert A. Savage, Secretary.

Printed in U.S.A.

CHRISTMAS STOCKINGS

Oh, hang up the holly and hoist up the tree.
Go shopping for presents on the Q.T.
Get out the mugs and mix up the nog.
Now is the time to live high off the hog.
Christmas is here. The world is your clam,
To paraphrase an old epigram.
The postman delivers mail by the stack:
Greetings to Mary, greetings to Jack.
Add to those, herewith penned,
The hearty wishes we extend
By striking up this verbal chord
For all who read Bulletin Board.
Wishes warm go out today
To Charlie Kyle and Cathy Fay,
Wilma Loudon, James M. Gill,
Alan Tully, John R. Hill,



AS
GS

up the tree.
e Q.T.
he nog.
the hog.
your clam,

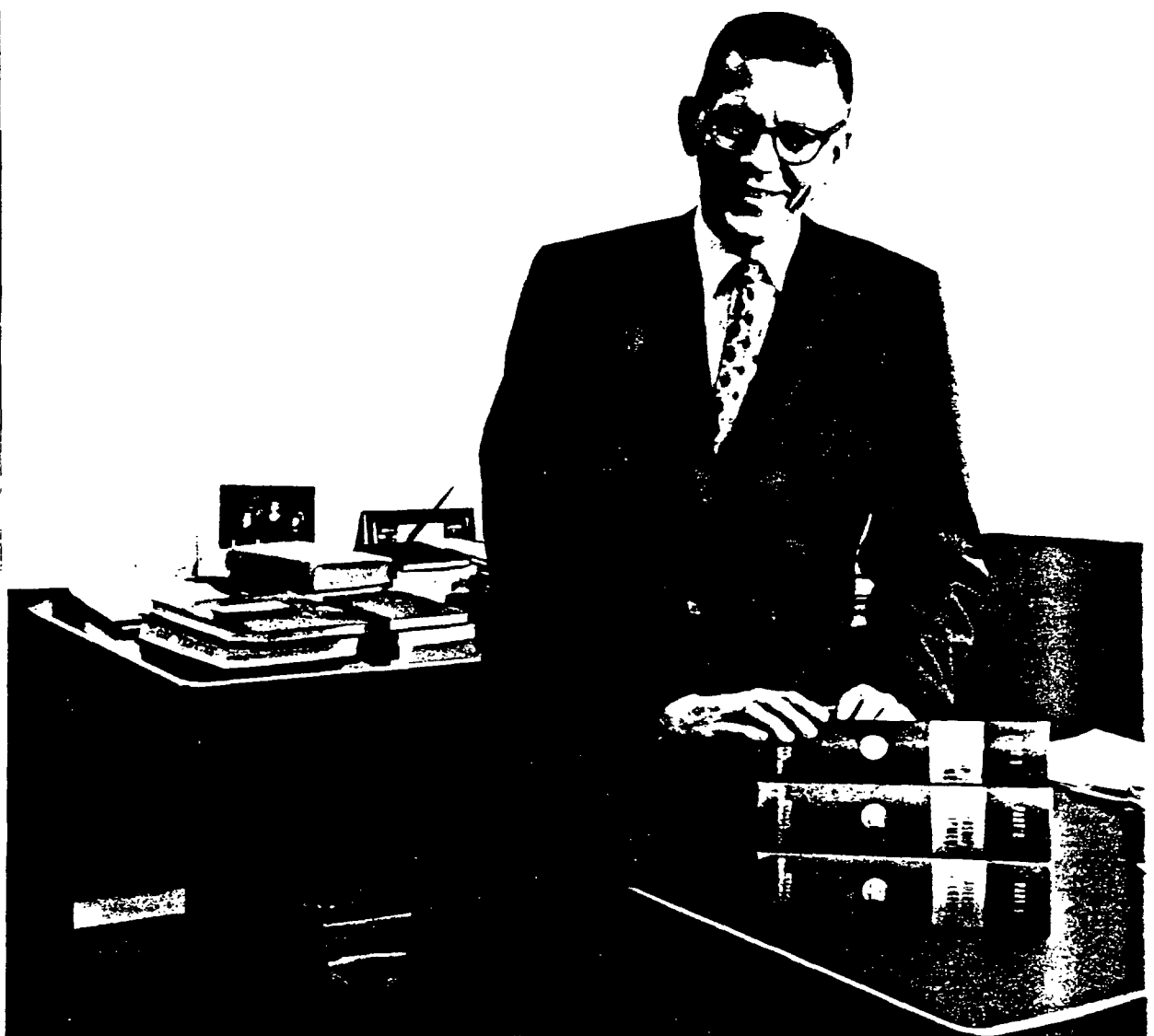
he stack:
Jack.

Ed McDonald, John C. Klock,
Norma Brooks and Dorothy Locke,
Harry Manning, Gary Starr,
Johnny Howard, Ernest Carr.
While we're at it, cheers as well
To Eastern Region's Redge and Gel,
To Lillian Campbell, Maurice Booth,
Clayton Hall and also Ruth,
Dolton Brown, Amos Black,
Ellis Locher, Louis Slack,
Agnes Morgan, Marie Lynn,
Bart Ragazzi, Big Bill Brinn.
Happy days to Irene Rowan,
Hudson Kellog, Eric Owen,
Bill Trelease, Harold Mehler,
Ashford Sims, Dotty Taylor,
George McKenney, Robert Payne,
Sonja Huestis, Johnny Lane,
Betty Beach, J. B. LeRay,
Lumis Coats and Ollen Clay.
Also send we season's best
To A. B. Horn and Robert West,
Wally Distler, Callie Spiller,
Randy Charlton, Alton Miller,

Peggy Smith and Charlie, too,
Walter Cosgrove, Bill Perdue,
Layton Willians, Betty White,
George O'Connell, Norman Wright.
Baskets full of Christmas joy
To Harold Chalk and Frank McCoy,
Arthur Schiller, Robert Werner,
E. L. Shea and B. B. Turner,
Gordon Saxon, Nolan Sparks,
All the Joneses, all the Clarks,
Tom Maloney, Edward Cox,
Roy and all the other Bocks.
Sing we, too, in festive choir
To Agnes Ryan, Emil Beyer,
Harold Amos, Ralph S. Braun,
Margaret Furman, Alice Lahn,
Ellis Rifkin, Douglas Cobb,
Frank McNally, Donald Schwab,
A. B. Wyrick, L. H. Ritter,
Douglas King and Helen Stritter.
To all, to all at Ethyl sites
May this year's Christmas hit the heights,
And may the spirit be with you
All the days of '62.

ETC 34466

LESSONS IN LEADERSHIP



ETC 34467

HIP

In the wake of research comes progress: progress, change, new concepts, a better life. Ethyl's research programs seek this end as our researchers and technicians keep working to improve and expand Company products. But what of the people doing this work, the others who support their efforts and employees who make, sell and service Ethyl's growing list of commercial chemicals? Can these men and women—the human equation in our particular industrial complex—be helped to perform more effectively through research? The answer, of course, is "yes."

Between that simple answer, however, and the "how" and the "why" lies a story; a continuing story that goes on as the results from research into the problems of human behavior are applied to improving human relationships; a story of how techniques developed through this research have now come to be applied in modern industry.

Some time ago Ted Carron, manager of Employee Relations at the Detroit Labs, took a look at the "behavioral sciences" with an eye to putting them to good Ethyl use. Ted's inquiry was to take him down a long academic road. Already the holder of a Masters Degree in Chemical Engineering from the University of Michigan, Ted went back to his alma mater for courses in Industrial Psychology. He monitored courses at the Harvard Business School, and he enrolled at the University of Detroit, where he is now well on his way towards a Masters Degree in Psychology. It belabors the obvious to say that Ted did not lightly approach his task.

What he learned in these classes, combined with a knowledge of Ethyl's particular needs, produced a course for supervisory personnel at the Labs which came to be called the Leadership Development Program. To date, four 40-session programs have been completed at Detroit with classes averaging 23 persons. Classes met over a nine to twelve month span and each of the sessions was for a period of two hours. Last May a similar course was arranged for a supervisory group of 30 at the Baton Rouge Plant. These sessions wound up in mid-October.

To call the Leadership Development Program a course or series of classes and let it go at that, would not do it justice. The means used to teach the philosophy of human behavior it seeks to implant are not conventional teacher-pupil concepts. Now based on three three-inch-thick manuals compiled by Ted Carron, this outline allows for enough flexibility to reflect the needs of each participating group.

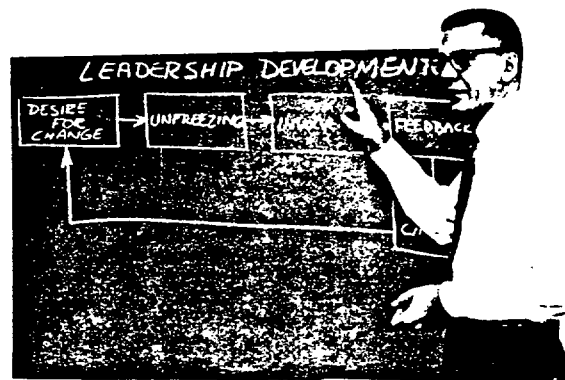
Basic tools for instruction used are: case discussion, role playing and laboratory experiments. These methods seek to place the supervisor in given situations involving work relationships to a degree not possible with more conventional teaching methods. With this involvement, a much greater understanding of human action develops. The technique, in essence, is a kind of guided practice in human relations with a chance for self-criticism and evaluation afterwards. Meaningful strains and stresses that occur in people on the job become, thus, more apparent to the supervisor.

A person's outward actions are not often prompted by what appears on the surface nor can they be altered significantly except by someone who is aware that his own personality may well have some bearing on them. Once this principle becomes clear in the eyes of the men taking the course, a whole new approach to human behavior opens up. It leads to a broader, more realistic understanding of one's own behavior and that of others.

A prerequisite of the Leadership Development Program is to obtain what Ted calls a "learning situation" during the opening phases of the course. This means, for one thing, getting the class away from the usual work and home environment long enough to absorb those facets of the human relations philosophy unfamiliar to the layman. So, some 30 hours of instruction at the start are held in surroundings which lend themselves to complete concentration. Subsequent meetings—usually approaching 20 or more in number—ideally are held in off-plant sites but do not require the isolation needed in the beginning stages.

Measured results—though precise—cannot indicate the full effect of such a program. While favorable evaluations have been made, the lasting effect sought does not lend itself to reduction on chart or graph. It is better to say what has been done—and why.

At the blackboard, Ted shows what the course tries to do. Note that change, once brought about, induces desire for more change.



Under Ted Carron's hands, left, are the manuals he compiled for Leadership Development course.

LESSONS IN LEADERSHIP (continued)

Those supervisors who have taken the Leadership Development Program have been exposed to the idea that each man and woman who works for them will do a better job if they, the supervisors, are always aware of the employee's desire for individual growth. Moreover, a soundly based knowledge of human motivations—in themselves and others—helps to inspire that need. It plants the seeds of positive rather than negative motivation. The whole program is rooted in the premise that that which helps the individual, in the last analysis, helps the Company.

It's no small goal. But based, as the Leadership Development Program is, on the fruit of years of study, applying these modern techniques at Ethyl is a solid achievement. What is being done is a sound step to-

wards progress: just as research progresses from the laboratory out into an area of wider application. The unique part of the Ethyl program is that it fits Company needs and, at the same time, breaks new ground for others.

As stated, fully meaningful results cannot be graphed. A better indication of what the Leadership Development program has done can be gleaned from a quote from one of the men who took the course in Detroit. Listen:

"Not a week goes by that I don't see some evidence of it, either in myself or one of my supervisors. There is more listening among my people. Less telling and selling."

In a nutshell, that's a good summation.



Dick Zietz, Bob Skinner and Jerry Giraitis, above, discuss an actual case history gleaned from industrial researches.



Clarence Neher, left, and Tom Mixon exchange views on personality problems in film they've just seen.

Graduates of Leadership Development Course in Detroit, below, meet for a re-evaluation session on applying what they learned.



resses from the
application. The
hat it fits Com-
ks new ground

not be graphed.
rship Develop-
d from a quote
urse in Detroit.

some evidence
ervisors. There
less telling and

n.

Detroit, below,
at they learned.



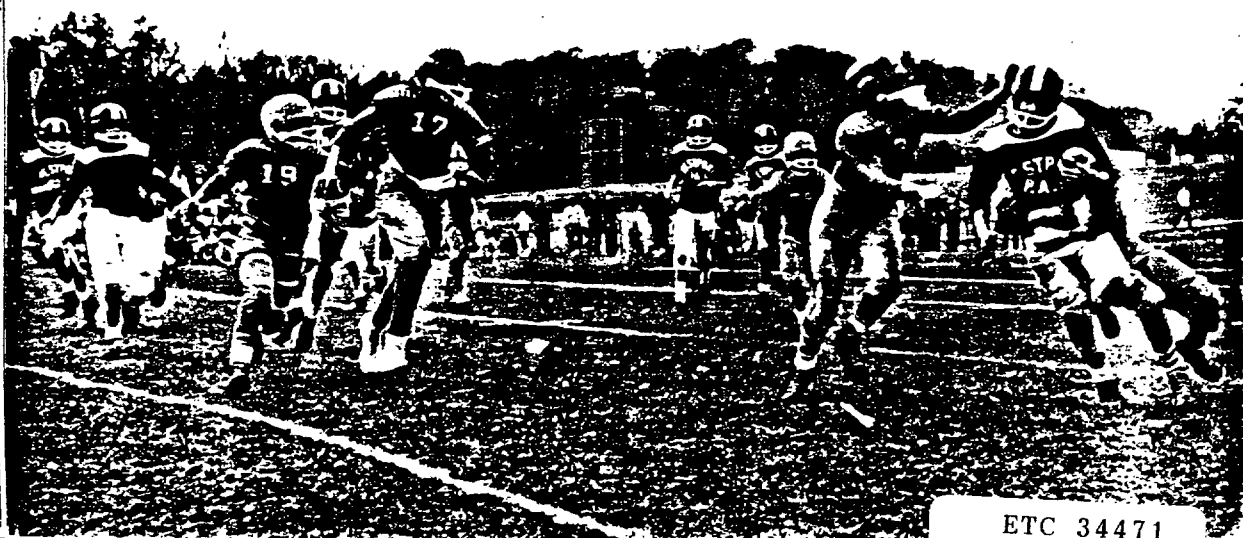
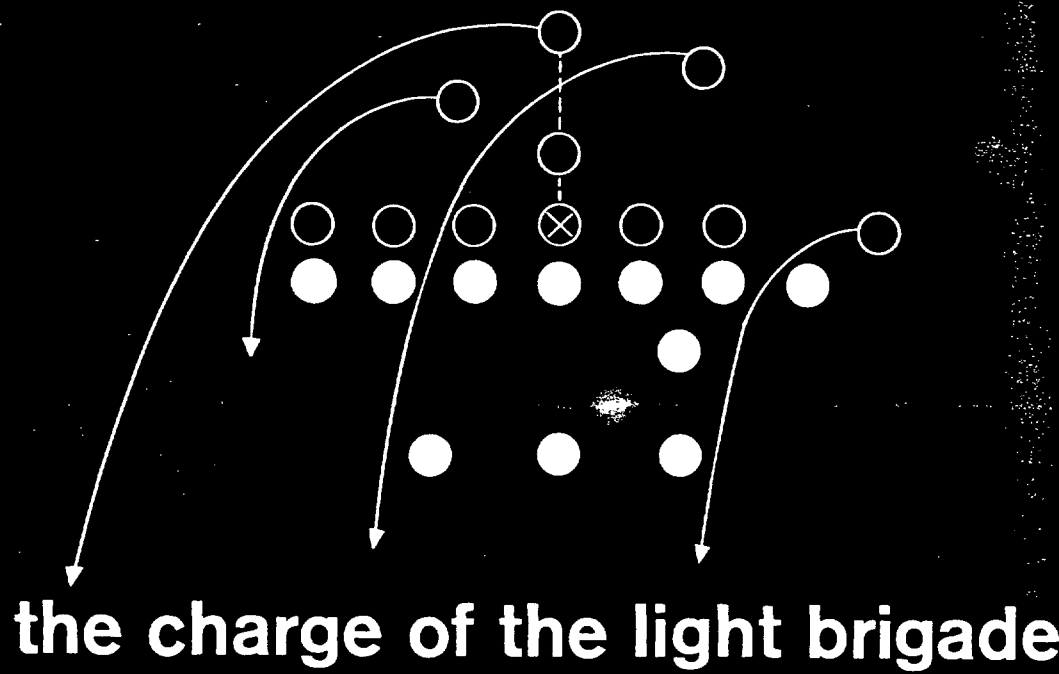
Divided into workable groups, role-playing parts are assigned to some while others observe. Above, a Baton Rouge session at work.



Baton Rouge's Bim Gautreaux and Tom Taylor set out to apply new-found techniques to a case discussion poser.



At Baton Rouge meeting, Walt Foster, left, expounds a theory to Jack Sieberth, center, and Al Haefner, right.



ETC 34471

The ball was not quite regulation size, none of the players weighed over 115 pounds and they all wore canvas-topped shoes, but the name of the game was the same: football. Yes, football complete with T-formation quarterbacks, excited parents in the stands and a bevy of sub-teen girl cheer leaders thrown in for good measure.

Frank McNally, director of Finance in New York, had a double stake in this recent Sunday gridiron doubleheader played between the Westport, Connecticut PAL and the Colts Boys Club of Yonkers, New York. Two of Frank's sons played in the first game, 75 pound player limit and eight minute quarters, and two more of his boys played in the second contest, 115 pound limit and ten minute quarters. Frank also helped to coach the second game. And what games they were! These youngsters ran, tackled and blocked with all the spirit and drive worthy of their heavier counterparts in high school and college games.

The Colts Boys Club is a neighborhood organization which sponsors year-round sports activity for 220 young boys. Fathers, like Frank McNally, and other men who are interested supervise the activities and support the club. With sound coaching and first class equipment, the boys are active all year round.

A Colt rule is that every boy gets to play and inter-club leagues are set up to this end. Basically, however, enthusiasm is the key to their success. Enthusiasm from the boys and the men who run the club. That, really, is what makes the Colts go, go, go.



Frank McNally presents a classic picture of an anxious coach as he kneels on sidelines and observes the Colts in action.



At left, action decidedly speaks louder than words as the light brigade charges across the gridiron during 115-pounder's game.

Above, Frank puts his arm around the shoulder of son Matthew as the boys on the 75-pound team wait eagerly for opening gun.



gade

CHARGE OF THE LIGHT BRIGADE (continued)



Coaches from both teams watched over weighing-in for players could not exceed the agreed on pound limits.

A Colt halfback skirts his own left end for a first down as Westport linemen close in, below.



Co-captain Peter McNally (#13) meets with officials before 115-pound tilt. Games are rigidly supervised.





n left end for a
close in, below.



ets with officials
gidly supervised.



Left, Coach McNally holds forth at half
time for the benefit of his young squad.

They also serve who only stand and wait. Below, Eleanor McNally
holds her youngest, Regina, and roots with daughter, Mary Anne.



Colts team was All-Star squad picked from the regular league
teams. Below, Frank picks subs during the 115-pound encounter.

Below, nearly the whole clan. Left to right: James, Matthew, Frank,
Peter, Regina, Paula, Eleanor Jr. with Mother and Mary Anne behind.

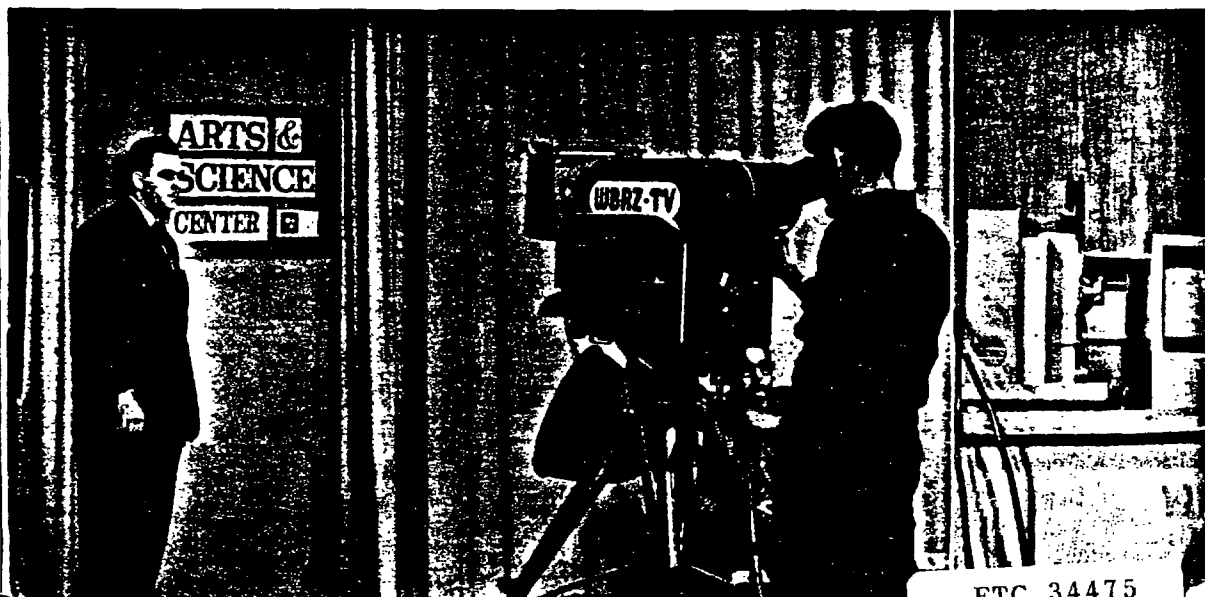


ETHYL ON CAMERA

For the second consecutive season, Ethyl Corporation sponsored The LSU Quarterback Club on WBRZ-TV in Baton Rouge. The discussions of the tactics of the winning Tiger team in the preceding Saturday's game had wide audience appeal when Coach Paul Dietzel and his guests reviewed the LSU games every Sunday evening at 9:30, competing favorably with network shows of infinitely higher budget.



Left to right in panel above, behind-the-scenes photographs depict: Ethyl's host, Charley Zeanah, being made up prior to appearance on camera; Charley introducing the show; and Coach Paul Dietzel, center, discussing plays with local sports directors.



ETC 34475

Ethyl Corporation's Club on discussions of the preceding appeal when viewed the LSU football, competing favorably higher budget.

With Charley Zeanah, director of Community Relations in Baton Rouge and himself a former sportscaster, as host for the series, the program not only let local viewers in on the behind-the-scenes activities of the LSU team it also took them behind the scenes at Ethyl and both showed and told them of the Company's diversity, of its role in the community, of the part it played in the local economy. In commercials

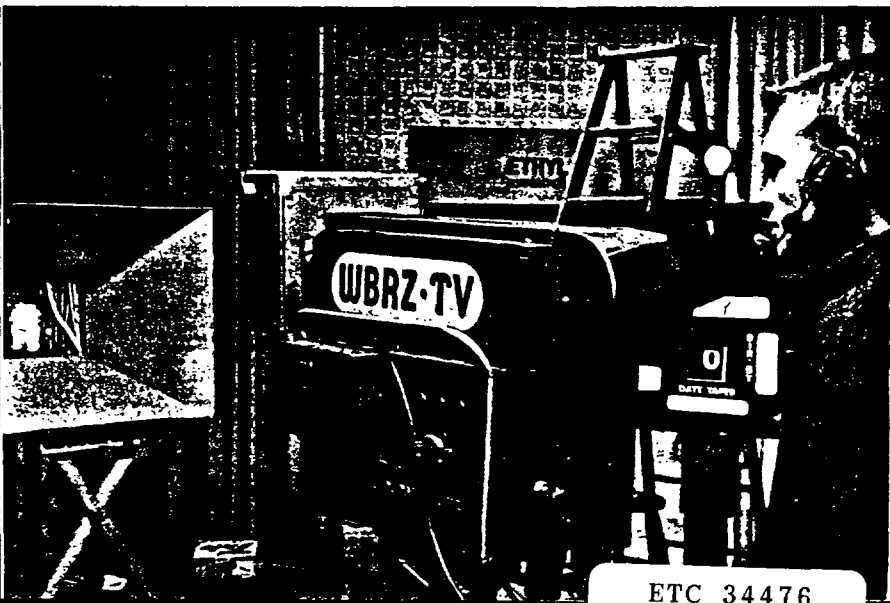
that made no attempt to sell the public anything, Ethyl simply sketched its continued desire to be a good industrial citizen operating in the treasured atmosphere of free enterprise and contributing, where and when it could, to the betterment of the locale. On each of the telecasts one of the commercials was devoted to community service or some civic enterprise.

Like the Tigers, Ethyl had a winning season.



prior to appearing on sports directors.

In the panel below, Charley devotes a segment of the program to the new Baton Rouge Arts and Science Center; Coach Paul Dietzel runs a play on a special camera that permits him to stop action while describing tactics; and a cameraman pans in on a commercial spot.



ETC 34476

180 Acres of Christmas

Christmas, as the saying goes, comes but once a year. But to Bob Kerley, director of Products Application at the Detroit Laboratories, something of the Yuletide spirit is present throughout the year. On weekends, more often than not, Bob literally finds himself up to his ears (and sometimes over his head) in Christmas trees, which he grows on a 180-acre tract of land some 45 minutes by car from the Kerley home in Birmingham, Michigan.

Bob started the hobby some 10 years ago. For the first five years that he owned Kerley's Headacres, he put from 10,000 to 20,000 seedlings into the ground. Now, the result is a towering harvest of Christmas, a conical, green forest of Austrian, Scotch, red and white pine, and Norway spruce.

Walking around his place, Bob keeps up on the progress of the various stands. There are also streams and two man-made ponds on the property.



s but once a year,
Products Applica-
something of the
ie year. On week-
ally finds himself
(head) in Christ-
acre tract of land
Kerley home in

ars ago. For the
s Headacres, he
into the ground.
t of Christmas, a
ch, red and white

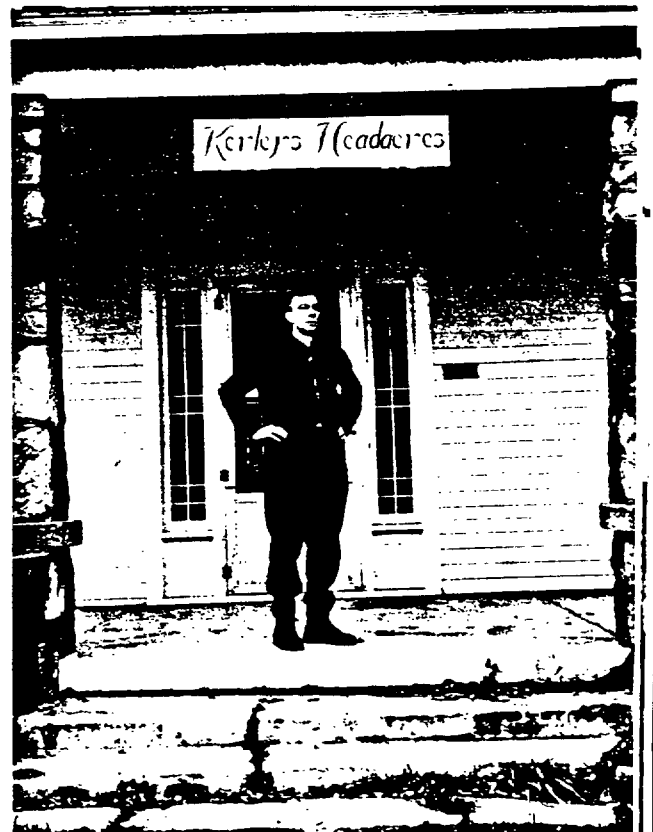
rious
erty.



Bob brings a scientist's curiosity to the care and cultivation of Christmas tree crop. Above, he looks for a sign of blight.

Many Ethyl families and many friends have bought their trees from Bob, who gives an extra measure of Christmas pleasure to the children, who are permitted to come and help cut the tree that they have selected from the Christmas forest.

Bob loves nature, and in this way, as well as others, he shares it with those who also appreciate it. Active in Boy Scout work for many years, Bob developed a section of the tract as a camp site for use by the Scouts of Troop 1030. When the weather is too cold, a wing of the house is ready and waiting for the chilled campers. Many are the Forestry Merit Badges that have been earned on the Kerley land, and many are the boys who have come to appreciate the beauties of nature there, in the midst of perpetual Christmas.



Left, Bob uses a brush saw which can cut a thousand trees in a day. Above, he stands on the porch of the house on the grounds.

MILESTONES

25 YEARS



JOSEPH Y. ACHORD
Manufacturing,
Baton Rouge



EDGAR L. ALFORD
Finance,
Baton Rouge



JOHN H. BLACK
Manufacturing,
Baton Rouge

20 YEARS



EARL L. CARAWAY
Manufacturing,
Baton Rouge



EDWARD J. DARRAGH
Manufacturing,
Houston



HENRY H. FIELD, JR.
Purchasing,
Houston



JACK D. FULLER
Sales,
Western Region

ETHYL WELCOMES



ROSEMARY LARSON, a data clerk in the New York office, holds her B.A. from Dickinson College. She enjoys tennis.



PETER PEROPOULOS is a chemical engineer at the Houston plant. He holds his M.S. from the University of Iowa.



BURTON RENDALL, a graduate of Worcester Polytechnic Institute, is a design engineer in the New York office.



JOHN H. BLACK
Manufacturing,
Baton Rouge



YVONNE L. GUERTIN
General Sales,
New York



JEWELL A. MCCARSTLE
Manufacturing,
Baton Rouge



JOHN L. SHARKEY
Manufacturing,
Baton Rouge



ARTHUR S. TOWNLEY
Manufacturing,
Baton Rouge



JACK D. FULLER
Sales,
Western Region



RAYMOND H. MEITERNICH
Employee Relations,
Baton Rouge



JOHN R. MONTGOMERY
Purchasing & Traffic,
Baton Rouge

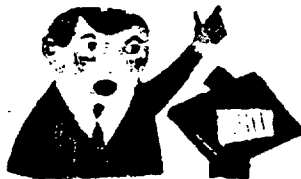


ROSS E. RIFE
Research & Development,
Detroit



JOHN C. WATT
Sales,
Eastern Region

ON THE ROSTRUM



Our Company was well represented at the 41st annual meeting of the American Petroleum Institute held in Chicago. The men attending were President **B. B. TURNER**, Vice Presidents **MALCOLM MURDOCK**, **BILL PERDUE**, and **GEORGE KIRBY**, and Director of Finance **FRANK McNALLY**.

Others attending were Director of Public Relations **JIM BOUDREAU** and **BILL BALL**, assistant director of Public Relations. Both Jim and Bill presented Ethyl's "A Study of Gasoline Prices and Gasoline Value" to a group of oil industry public relations executives.

TED CARRON, manager of Employee Relations, Detroit Labs, gave a talk entitled "Training the Professional-Technical Employee" at a meeting held in Texas by the A.P.I. Division of Refining's Gulf Coast District Committee.

The following two technical papers were presented and authored by Detroit Laboratory men during the National Fuels and Lubricants meeting of the Society of Automotive Engineers recently held in Houston, Texas.

BOB KERLEY presented "The Indicated Performance of Otto Cycle Engines" which was co-authored by **KELLY THURSTON**; and **ARTHUR FELT** gave the speech entitled "Combustion Control in Dual-Fuel Engines," co-authored by **BILL STEELE**.

CHARLEY ZEANAH, director of Community Relations in Baton Rouge, recently spoke on "Some Aspects of the Corporate Image" to approximately 400 members of the Memphis Rotary Club.

Charley presented the same talk at a meeting of the Desk and Derrick Club of Lake Charles, Louisiana.

Two Baton Rouge plant men made presentations of the Ethyl Management Club's Selling America Program, featuring the four economic freedoms.

DICK EISWIRTH of TEL Operations spoke before the Red Stick Kiwanis Club; and **LARRY DALLAM** of Employee Relations presented the program to the Tally Up Club.

EUGENE ASHBY of Chemical Research and Development in Baton Rouge conducted a seminar for students and faculty of the Chemistry department at Notre Dame University in South Bend, Indiana. His subject was on "Recent Developments in Organometallic Chemistry."

FRED FREY of Chemical Research and Development, Baton Rouge, was the guest speaker at a meeting of the Petroleum Division of the Philadelphia Section, American Chemical Society. Fred spoke on "Recent Developments in Organometallic Chemistry of Boron and Aluminum."

"What Have You to Sell" was the speech presented by **HARRY WHEELER**, Medical, Baton Rouge, to supervisory and technical personnel of Petroleum Chemicals Inc. in Lake Charles, Louisiana.

PEOPLE IN THE NEWS



The Detroit Labs announced the transfer of **DR. MARGARET GRIFFING** from the Hydrocarbon Oxidation group to the Analytical section, reporting to Dr. Sigurd Rue, as senior research associate.

Margaret's immediate assignment will be the overall responsibility for developing a group of analytical methods required for the AN compounds. It is also intended that she be available for consultation on any analytical problems arising within the Detroit Laboratories. It is further anticipated that she will undertake, as time permits, special research assignments, not necessarily limited to analytical research.

The Baton Rouge plant has announced new assignments for six plant employees.

KARL CAST has been promoted to general superintendent of Engineering Services in the Research and Development Department, with responsibility for coordinating the activities of Manufacturing Technical Services in Baton Rouge, and the Houston and Pittsburgh Engineering Services. He is continuing to serve as superintendent of Manufacturing Technical Services in addition to his new duties.

Also in Research and Development, **BOB AGEE** was transferred on rotation to Process Design; **GENE TRAVIS** has returned to Process Development; and **CHUCK WATSON, JR.**, Manufacturing Technical Services on rotation.

In Maintenance and Construction, **HUGH BOURQUE** is now superintendent of General Maintenance, and **GUS LARSON** is superintendent of Power.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

NEW YORK: **C. G. DEMALVILAIN**, \$35.00 (Suggest that all gasoline testing labs using the Phillips detonation meter be advised that erratic, unstable or insensitive knockmeter operation can be due to improper power supply filtration and consequent AC ripple, and that the useful life of the filter condenser involved is usually about four or five years).

PACIFIC COAST: **FREDDIE G. BECK**, \$20.00 (Modifications to still droplights); **GEORGE M. BRAYTON**, \$10.00 (Signal light for aerator agitator switch); **ROBERT L. FERGUSON**, \$15.00 (Method of calibrating Horton sphere); **ALBERT J. KRUL**, \$15.00 (Removable walkway section at sludge driver); **JAN PROPER**, \$25.00 (Method of calibrating Horton sphere level indicator); **LAWRENCE J. REILLY**, \$20.00 (Install guard over draft blower switch on No. 1 boiler); **KENNETH G. SCOTT**, \$10.00 (Install water line on first deck between ditch treaters); **STANLEY R. WEINBERG**, \$15.00 (Device for rodding sodium lines).

Notice

Bound volumes of the **ETHYL NEWS** and **BULLETIN BOARD** will be available at cost to Ethyl employees again this year. The price for the 1961 edition, including the cost of imprinting your name in gold on the cover, will be \$2.85 for the E.N. and \$3.20 for the B.B. Orders should be sent to Public Relations Dept., Room 1726, Ethyl Corporation, 100 Park Avenue, N.Y.C. not later than January 19. Be sure to include your check made payable to Ethyl Corporation.

Also in Research and Development, **BOB AGEE** was transferred on rotation to Process Design; **GENE TRAVIS** has returned to Process Development; and **CHUCK WATSON, JR.**, Manufacturing Technical Services on rotation.

In Maintenance and Construction, **HUGH BOURQUE** is now superintendent of General Maintenance; and **GUS LARSON** is superintendent of Power.

SUCCESSFUL SUGGESTERS



Suggestion awards were made to the following employees:

NEW YORK: **C. G. DEMALVILAIN**, \$35.00 (Suggest that all gasoline testing labs using the Phillips detonation meter be advised that erratic, unstable or insensitive knockmeter operation can be due to improper power supply filtration and consequent AC ripple, and that the useful life of the filter condenser involved is usually about four or five years).

PACIFIC COAST: **FREDDIE G. BECK**, \$20.00 (Modifications to still droplights); **GEORGE M. BRAYTON**, \$10.00 (Signal light for aerator agitator switch); **ROBERT L. FERGUSON**, \$15.00 (Method of calibrating Horton sphere); **ALBERT J. KRUL**, \$15.00 (Removable walkway section at sludge dryer); **JAN PROPER**, \$25.00 (Method of calibrating Horton sphere level indicator); **LAWRENCE J. REILLY**, \$20.00 (Install guard over draft blower switch on No. 1 boiler); **KENNETH G. SCOTT**, \$10.00 (Install water line on first deck between ditch treaters); **STANLEY R. WEINBERG**, \$15.00 (Device for rodding sodium lines).

Notice

Bound volumes of the **ETHYL NEWS** and **BULLETIN BOARD** will be available at cost to Ethyl employees again this year. The price for the 1961 edition, including the cost of imprinting your name in gold on the cover, will be \$2.85 for the **E.N.** and \$3.20 for the **B.B.** Orders should be sent to Public Relations Dept., Room 1726, Ethyl Corporation, 100 Park Avenue, N.Y.C. not later than January 19. Be sure to include your check made payable to Ethyl Corporation.

BIRTHS



Central Region

VINCE and **CECILE HANLON**—a son **BRUCE CLARK**. Vince is a refinery technologist in the regional office.

Detroit

ANDY and **RUTH PALLAY**—a daughter, **CYNTHIA ANN**. Andy is with Chemical Research at the Laboratory.

Mid-Continent Region

GENE and **BETTY ANN GALLAGHER**—a daughter, **SHEILA**. Gene is a field representative in the Dallas office.

New York

ANNE O'NEILL—a granddaughter, **TRACY LYNN**, born to her daughter and son-in-law **Joan** and **Warren Valero**. Anne is with Public Relations.

LEONARD and **AMELIA STERN**—a daughter, **BARBARA**. Amelia is a former member of the Public Relations department.

LOWELL and **MARILYN SWAIDNER**—a daughter, **KRISTA EILEEN**. Lowell is with the Economic Evaluation section of Finance.

Sarnia

LORNE and **MARY ROBB**—a son, **ANDREW JOSEPH**. Lorne is a plant chemist.

EXTRACURRICULAR

JUD BIEHLE of Administration in New York has been elected vice president of the Association of Records Executives and Administrators for 1962.

JOHN FURR of Training in Baton Rouge was elected chairman of the Gulf Coast District Committee on Training of the American Petroleum Institute. He was named to a one-year term at the group's meeting in Beaumont, Louisiana.

DOUG KING, Product Service and Safety in New York, has been elected to serve as chairman on the Atlantic division of the National Safety Council's Petroleum Section. Election to the Petroleum Executive Committee, representing one of the important industrial sections of the

Council, was in recognition of Doug's abilities as a safety specialist in the industry.

Three Baton Rouge plant employees, **HENRY BRADFORD** of Production Scheduling and Distribution, **BOB PERCY** of Engineering, and **BILL CROISSANT** of Traffic, served in key positions in this year's annual Cub Scout Pow Wow held at the Istrouma High School in Baton Rouge. Henry was general chairman; Bob was head of exhibits; and Bill was in charge of handicrafts.

In addition, **ED COXE**, Power, Baton Rouge, conducted a special Pow Wow Program on his regular scout afternoon television show.

IN THE FIELD



BOB HOGAN, chief automotive engineer in the Eastern Region, made a number of presentations on "Passenger Car Development and Trends" and "Fuel Filter Clogging" at several Atlantic coast areas. In Boston, he spoke to a group of California Oil salesmen and lube engineers, before the division staff and salesmen of Cities Service, to the regional management and salesmen of Sun Oil, and before the entire district sales force of Atlantic Refining. He also gave the presentations to Mobil Oil district men in Providence, Rhode Island, and another was made in Philadelphia before the manufacturing, research, sales, and purchasing executives of Sun Oil.

DALE MILLER of the Tulsa district office was one of the honor guests and the presiding officer at the annual Public Affairs "Oil Forum" held recently saluting Tulsa's huge petroleum industry.

The Houston Chapter of the PBX Club, an international organization, has pledged its support to the Muscular Dystrophy National Foundation. **ALMA BIRDWELL**, stenographer-receptionist in the Gulf Coast Region, who is president of the Houston Chapter, along with civic leaders from the Lions Club and representatives of the medical field, were busy taping TV and radio spot announcements which were being used extensively on a local basis prior to the national cam-

paign which officially opened in mid-November.

Eastern Region Sales Promotion Manager **JOE HOPKINS** made a "Creative Thinking" presentation in Houston, Texas, to the entire sales department of the Plymouth Oil Company and obtained some good solutions to their two most pertinent sales problems in a brainstorming session. Joe trained a Plymouth man to carry on brainstorming throughout their company.

In addition, Joe presented "A New Concept of Gasoline Progress" script-slide presentation at a regional workshop conference of the New York State Petroleum Council. He also obtained approval of the speaker-film program committee to have all Council speakers use this story with civic groups.

NEWS BRIEFS

The average individual contribution made by employees at the Detroit Labs to the 1961 Torch Drive was \$28.30, which exceeded last year's \$26.00. The amount collected was \$15,067.00, of which \$4,425.00 was contributed by the Company. **BILL ADAMS**, Products Application, was chairman of the drive and 26 employees served as area solicitors.

Three sons and a daughter of Baton Rouge plant employees are among the 29 Baton Rouge and Hammond high school seniors who have been named semifinalists in the National Merit Scholarship competition. They are **BOBBY EDWARDS** of University High School, who is the son of **BILL EDWARDS** of Employee Relations; **DOUGLAS HARVEY** of Lee High, son of **CLARENCE HARVEY** of Commercial Development; **PHYLLIS JOHNSON** of Glen Oaks High, who is the daughter of **BUDDY JOHNSON**, Industrial Engineering; and **FRANK ROBERTS** of Baton Rouge High, son of **SAM ROBERTS** of Engineering.

The semifinalists were chosen on the basis of outstanding performance in the National Merit Scholarship qualifying tests that were taken last March. The finalists will be named next spring.

IN MEMORIAM

ROBERT L. JORDAN, JR., son of **ROBERT JORDAN** of the Eastern Region, died last month following a lengthy illness. We wish to express our deepest sympathy to Bob and his family.



Barney Lewis, Seattle District account representative, has lately been spending a considerable amount of time in the wilds of Alaska doing fuel and engine troubleshooting work for customer companies. Above, Barney stands by a life size statue of a Kodiak Bear on Kodiak Island where over 5,000 of the real live version prowl.



PEOPLE

&

PLACES

erable amount of time in
panies. Above, Barney
real live version prowls.



MAIN EVENT

Ethyl of Canada recently announced the appointment of James H. Main as assistant sales manager. Jim will take on his new duties as of December 1 and will continue his work as eastern divisional sales manager. Headquartered in Ethyl of Canada's executive offices in Toronto, Jim reports to H. J. Philp, sales vice president for Ethyl of Canada.

ROLLIE SPEAKS

Rollie Gish of Technical Services in Ethyl's Detroit Labs recently presented a prepared discussion on a paper given at an SAE Heavy Duty Vehicle Meeting in Milwaukee, Wisconsin. The talk concerned the engine in Oliver's new 1800 Tractor which Ethyl engineers helped to develop. Punch Pfundstein of Detroit was chairman of session where Rollie spoke.



ETC 34484



ARCH AT WORK

Archie Smith, Atlanta District field representative, has put together a full-day Ethyl program called "American Facts Clinic" for American Oil Company. Presented to all sales personnel in American's regional and district offices throughout the South, the program involved the use of audio-visual props, a number of Ethyl presentations and reference material for the use

of the men attending the meeting. Arch, above holding aloft glass tubing used to demonstrate knock, has given the program seven times and shortly will be covering American's Baltimore and New Orleans regions. One of the reasons for the success of these meetings was the inclusion of an active and lively question and answer period afterwards.

more people, more places

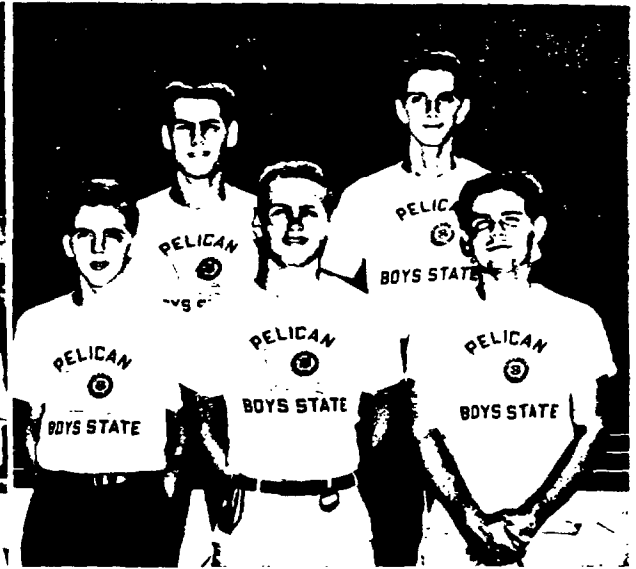
HAROLD ON HAND

Below, Minnesota's Governor Elmer Anderson is shown flanked by Ethyl's Harold Berg, left, and A. W. Winter, vice president of Great Northern Oil Company. The occasion was the presentation to the Governor of a picture from the Ethyl advertisement featured in national magazines on Minnesota's Magic Circle. Ad showed Mesabi Range in Hibbing.

CIVIC HONOR

H. F. Bradford, superintendent of EtCl Maintenance in Baton Rouge, was honored recently with the first annual Civic Service Award by the Baton Rouge Council of Engineering and Scientific Societies. Bradford, right, was picked for the award on the basis of his professional accomplishments, experience and his many community activities.





PELICAN STATERS

Boys and Girls State programs have been supported by Ethyl for the past 10 years. These citizenship training programs are conducted by the American Legion and the American Legion Auxiliary. Above are the two groups who attended the meetings on the campus of LSU under Company sponsorship. Girls, from left to right are: Kay Long, Joyce Foy, Ginger

Guidry, Betty Gayle and Emilie Steffek. Boys, from left to right, are: John Pisa, David Loudon, Danny Crochet, Gerald Hubenak and Ray Lamonica. A similar program under Company sponsorship called Bayou Boys' and Girls' States, is held each year on the campus of Southern University. Youngsters are selected for scholastic and leadership achievements.

CARD PARTY

The Annual EERA Luncheon and Card Party for ladies drew a goodly crowd this year. For wives and/or women employees of the Pittsburgh Plant, the festivities took place at the Concord Inn in Concord, California. Below left is the Committee in charge of the party. Members were, seated left to right: Joan Bell, Gerry Linn and Carol Elder while standing, are:

Audrey Erickson, Louise Glasser, Katherine Isham, Colette Goettsch and Dona Krul. The picture, below at right, shows some of the lucky prize winners from the afternoon's bridge tournament. Winners included: Betty Morgan, Door Prize; Carol Elder, First Prize; Dona Krul, Second Prize; Theresa Reilly, Third Prize; and Ines Winkle, Fourth Prize.





ETC 34487