

PLAINTIFFS
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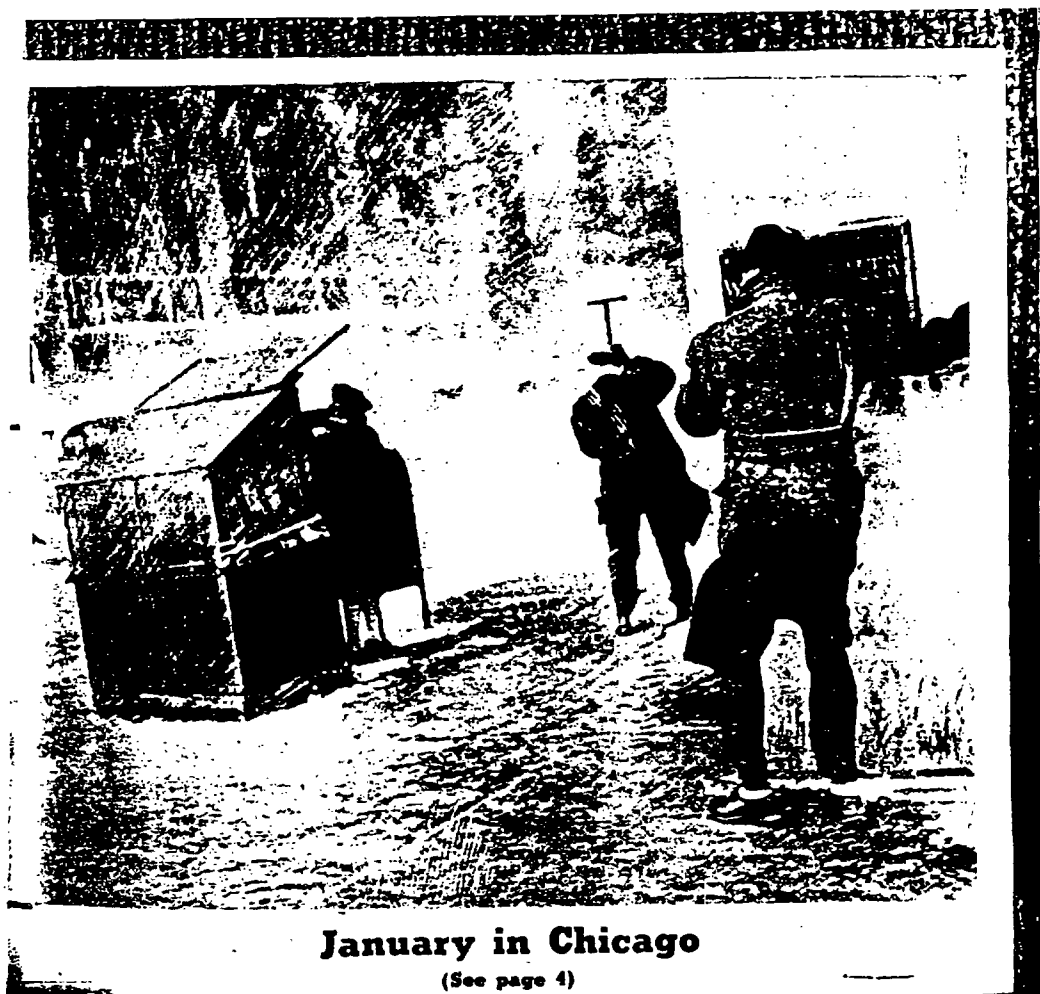
ETHYL
ULLETIN
BOARD

1949

ETC 12158

CHICAGO BOARD

JANUARY, 1949



January in Chicago

(See page 4)

**FOUR SCORE AND
TEN FOR TEN**

PAGE 7

WATCH YOUR STEP!

PAGE 10

**SOMETHING
FOR THE
GIRLS**

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**BEHIND THE WHEEL
FOR BETTER FUELS**

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VACATION ON WINGS

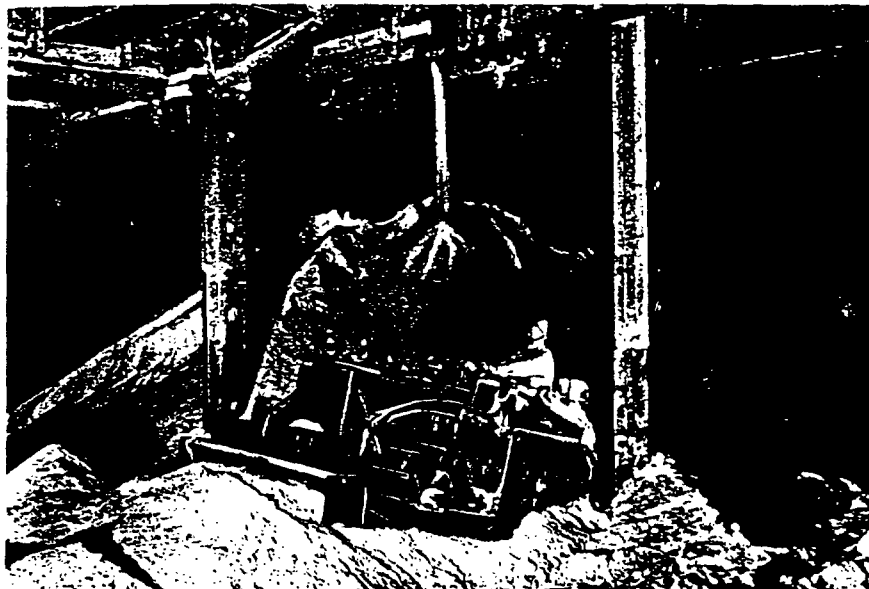
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RINGERS AND LEANERS

PAGE 25

JINGLE BELLS

PAGE 26



As salt cake pours into this warehouse from a conveyor above and piles up into a small-sized mountain, David Kimberly—with the help of a bulldozer—pushes it aside for convenient loading.

New Sales for New Year

With the New Year, Ethyl Corporation began a new sales program—the marketing of chemical products other than “Ethyl” antiknock compound. Harry Kuhe, who came to the New York office last Fall as manager of the new chemical sales division, this month launches the sale of salt cake to the paper industry.

Of great importance in the manufacture of kraft paper, salt cake (chemically speaking — sodium sulphate), until now has been sold for us by a sales agent. It now becomes the chief product being marketed by our new sales division.

Salt cake is used in large quantities in the manufacture of sulphate wood-pulp—from which kraft paper and

board are made. The paper is the strong, tough kind used for bags, wrappers for coins, automobile tires and countless other things. The board goes into containers, boxes and cartons—both as corrugated board and as solid fibre board.

Our Baton Rouge plant, strategically located in the South, where most of the kraft paper is produced, is near many of the mills. Since salt cake is turned out as a by-product of the plant's ethyl chloride operations, our Company provides a continuous and steady source of supply. This month's *Ethyl News* will tell you more about kraft paper, what it is used for, how it is made, in a story which is titled “Ethyl Serves the Paper Industry.”



Betty Hammer makes the keys fly as she turns out a letter for Ham Greenup—undoubtedly having to do with safety work.



Jim Boudreau, the Central regional manager.



... Home Central

George Rose (seated) and Wally Distler examine some burnt valves and damaged pistons and get ready to do a little trouble shooting for one of Ethyl's customers. George is an account representative and Wally is senior sales service engineer.



Chicago—pride of the great Middle West—was built in the traditional American way—on ambition and drive, courage and optimism. From a frontier outpost in 1803 it has become today the busiest crossroad in America, our second largest city, fourth largest in the world.

Nerve center of the nation's railway network, 45,000 freight cars are handled daily on the steel web of tracks that bind the city. Passenger trains speed in and out at the rate of more than one a minute.

Ethyl's offices are located in the city's front yard overlooking Lake Michigan, its yacht clubs and sandy beaches, its sailboats and cargo ships.

Behind the beauty of the Lake shore's parks and roadways, sky-



of the Region

scrapers and white sails on the horizon, lies a sprawling, industrial giant that annually produces billions of dollars worth of iron and steel, food, petroleum, chemicals, machinery and clothing. The Chicago industrial area leads all other industrial areas in the production of meat and packing house products; soaps, perfumes, cosmetics and toilet preparations; machinery; petroleum products and many others.

In or near this center of commerce and industry, a large percentage of the Midwest's oil men and refineries are concentrated. Chicago is the home of the largest customer in Ethyl's Central region—the Standard Oil Company of Indiana. And Chicago is, logically, the home of Ethyl's Central regional office—just a night's jaunt from almost any point in the region.



Clarence Kautz, a field engineer and Ethyl man of long standing, will celebrate his 20th anniversary this year.



Len Huxtable, the Central operations manager.

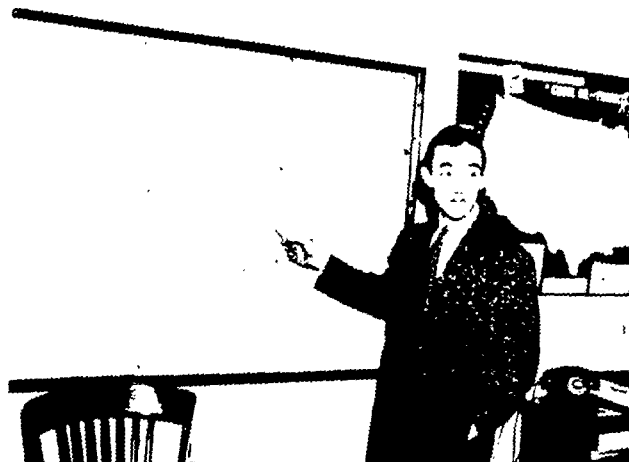
Wearing that five o'clock smile, Pat Kelly, Ruth Gallaway and Mae Kelly head for home. Pat handles the teletype, and turns out letters and reports for sales staff members. Ruth is secretary to Len Huxtable and Mae is Girl Friday for Jim Boudreau.





Sue Schaibel
checking the
safety records.

Ham Greenup, chief
safety engineer, ex-
plains the Central re-
gion's control chart for
unloading and blend-
ing observations and
quarterly inspections.



Smiling,
typing,
listening—
Pat Kearney.

TONES

Three New Yorkers round out their first decade and a half of Ethyl service this month and share the spotlight as they join the 15-Year Club.

Gerald Forsdick, of the Safety department, joined the Company following his graduation from Greenwich High in Connecticut. Originally a member of the Mail Room staff, he later became head office boy, and in 1937 was made assistant to Russ Weston, who at that time was manager of the Jobber department.

Gerry transferred to the Safety

Gerald Forsdick



department in 1942, a few months before he went on military leave to join the Navy. In service for more than three years, Gerry was a chief specialist (aviation free gunnery). He spent two years and nine months in the Asiatic-Pacific area with a combat aircrew training unit. It was a happy day in September of 1945 when he returned to Ethyl and his work as a safety engineer.

A Pennsylvanian by birth, Gerry was born in Hazleton but spent most of his school years in Connecticut. For several years after his graduation from Greenwich High he belonged to the Riverside Yacht Club, and is still a sailing enthusiast. He also goes in for fishing, and ties his own flies. A good shot, Gerry likes to hunt, enjoys skeet and trap shooting too. He's a member of the American Society of Safety Engineers, lives on Staten Island with his wife and daughters Arden and Lynn.

W. Cary Harris as office manager in New York is responsible for the many services so important to the smooth operation of any organization—telephone, mail and messenger, stenographic, to mention a few. Before stepping into this job in 1937, he was in charge of publicity, and was the first editor of the Ethyl News. He recalls with a gleam its unpretentious debut as a black and white, 10 page "news sheet" back in October, 1934. He had come with Ethyl the previous year from Wall Street. Before that he had been office and credit manager for the American Book Company—and in the dim past with the Washington Trust Company which later merged with the Corn Exchange Bank and Trust Company.



W. Cary Harris

Cary was born in Brooklyn, educated at private schools and attended Williams College in the class of 1906. One of the pioneers of golf in America, he is an honorary life member of the famous St. Andrews Golf Club at Hastings-on-Hudson, N. Y., where golf was first played in this country. During the curling season—December to March—he pursues that sport on the rinks of the St. Andrews Club. The Harris home is in Yonkers, where Cary and his wife reared two sons, Edward Saltonstall and Allen Holbrook, who are now bringing up their children in Rome and Watertown, N. Y.—two grandsons and two granddaughters.

E. O. Jones began his Ethyl career in January 1932 as a field representative in the old New York division. That means he was a field-fleet-tractor-and-safety engineer. We had no specialists in those days. But when

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BULLETIN BOARD—JANUARY

the Safety department was organized in 1936, he began to specialize as a full-time safety engineer. The following year he went out to California as No. 1 safety man for the Los Angeles division. He later spent a year at the Kettering lab in Cincinnati, returning to New York in 1941 as a staff safety engineer.

Ollie was called to Washington in 1943 by the Petroleum Administration for War. He served as a petroleum engineer and later was appointed special assistant to the director of refining. Upon his return to Ethyl two years later, Ollie became special assistant to General Sales Manager Julian Frey. Since 1947, when the Sales department was reorganized, Ollie has been manager of customer services, including safety.

Born in Columbus, Ohio, Ollie attended Cornell University and was graduated from Massachusetts Insti-

E. O. Jones



tute of Technology. He is a member of the Atlantic Beach Club, Cornell Club, and Delta Phi fraternity, and is a trustee of the Cornell Delta Phi Association. Ollie and Marion (Mrs. J.) live in Rockville Centre, L. I. Ollie has a 21-year-old son who will graduate from Yale in June, and a stepson, John Gates Martin, nine.

Celebrating 10 years of Ethyl service this month are ARTHUR ACKEN,

Eastern region field engineer, and another New Yorker, EDYTHE KIMBALL, secretary to Harry Kuhe.

It's five for five as the first new members for 1949 are added to the roster of the Five-Year Club. They are Detroiters DOROTHY RHOADES, and four New Yorkers: HARRY CAMPBELL, JOHN FINCK and JAMES GALLAGHER, of Finance, and BETTY WHITE, of Industrial Relations department.

Amvets Raise Money on White Clover Day for Needy Veterans

The Christ-Dickerson Amvet Post No. 30, whose members are World War II veterans at Ethyl's plant in Baton Rouge, has established a service fund to aid needy veterans and their families.

The Amvets set December 4 as White Clover Day to raise money for the project. White clovers, a form of forget-me-not commemorating the December 7 attack on Pearl Harbor, were sold on the business streets of

Baton Rouge. Pretty high school girls urged pedestrians to buy, and were so successful that the Amvets cleared a net profit of \$508. Part of the money was set aside for Christmas gifts and a Christmas party for World War II veteran patients at Carrville.

The Amvet Post is named in honor of Johnny Christ and Ordell Dickerson, the first two Ethyl employees from the Baton Rouge plant to be reported missing in action in the war.

Red Feather in Their Caps

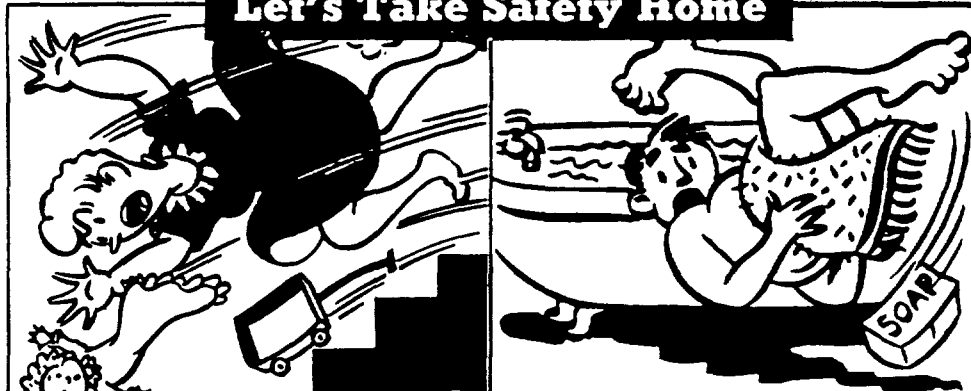
Through the generosity of Ethyl's Research laboratories and their employees in Detroit, the 1948 Community Chest in Southern Oakland County added \$4,014.50 to its coffers.

The average contribution per person was higher than in 1947—the highest, in fact, in the history of the labs. The grand total probably would have been much greater if the employees had not been solicited at their homes, as well. Many decided to contribute to their

local chests, instead of through the Company.

Jack Bailie of Tech Service, chairman of the labs' drive, called the response "overwhelmingly gratifying." Serving on the able committee who helped him to collect for the Chest were Maxine Acre, George Betker, Jimmy Boag, Chuck Denzler, Idan Flaa, George Hall, Louise Hennessey, Helen Peckham, Mike Rometti, Chick Sortman and Art Zeitz.

Let's Take Safety Home



Home, the record reads, is filled with hazards. But it need not be, if you take care, if you give thought to eliminating unsafe conditions, and avoiding unsafe practices.

During the first eight months of 1948 there were 23,300 deaths from home accidents. Deaths from home accidents, which rank fourth as a cause of death, take more lives in the home than in industry or on the highway. Injuries from home accidents cause thousands of disabilities, some temporary (one every seven seconds), some permanent (one every four minutes).

The beginning of the New Year is a good time to check up and see if you have any unsafe conditions in your home, if you have any habits which invite accidents. Here is a quick check list to help you get off on your safe foot to a safe 1949.

Inside The House

- Keep all medicines, poisons, insecticides, and cleaning fluids in a safe place—out of the reach of children.
- See that all rugs are secure and are padded to keep them from slipping.
- Read labels carefully and the directions twice when using medicine.

- Use a rubber mat or towel in the bathtub to prevent slipping.
- Keep stairways and floors free of articles, such as toys, brooms, and mops over which people might fall.

Outside The House

- See that hoes and rakes are never left with the sharp edges up, and that nails are removed from broken boxes and boards.
- Leave the garage doors open whenever the automobile engine is running.
- Proceed slowly in and out of the driveway to make sure no one is in the way, and sound your horn.
- Keep garage and cellar doors closed when not in use.
- Be sure the clothesline is strung high enough to prevent anyone from running into it.

Streets And Sidewalks

- See that the whole family crosses only at intersections and with the light.
- Don't jaywalk; never cross the street from behind a parked car or truck.
- Keep your car in safe condition.
- Obey all traffic rules, signs, and signals and stay within safe speeds.
- Keep your mind on your driving—watch the road!



Ethyl's fuel technologists, latest group formed to increase our service to customer companies, met with Sales, Research and Technical Service representatives at the laboratories in Detroit recently to discuss their future activities. Clockwise around the conference table are Herb Peters, fuel technologist in Western region; Martin Alsbaugh, Automotive Products engineer; Jack Macauley, director of research; Oscar Lewis, assistant sales manager; Tom Risk, research coordinator, Automotive Products; Jack Fuller, fuel technologist in Central region; Dick Scales, director of Technical Service; Bill Ball, Sales department, New York; Russ McGuiney, fuel technologist in Eastern region; Len Huxtable, Central region operations manager; and Rollie Barnes, fuel technologist in Southern region. Others who attended the three-day meeting were Earl Bartholomew, general manager of the laboratories; Hal Beatty, assistant director of research; and John Wintringham, associate director of research, Automotive Products.

Unwelcome Mat for Snow

Just a stone's throw from Ethyl's Research labs in the Detroit suburb of Ferndale is a 500-ft. strip of snow-proof, ice-proof road, the first heated highway in America. Ethylites at the lab have a ring-side seat to watch an experiment that may retire the snow plow to a museum and help to reduce the hazards of winter driving.

The Michigan State Highway department is trying out a new means of snow removal on portions of two lanes, one on each side of West Eight Mile Road. Heating elements, imbedded one and a half inches beneath the road surface, work on the same principle as an electric toaster. Grids were made by welding electrodes to the

ends of standard two-inch sidewalk reinforcing mesh, 18 inches wide. Two grids, one under each wheel track, produce enough heat to melt snow or ice on one lane. Pavement temperature is controlled by a thermostat which turns on the current when the thermometer drops to 34°, and cuts it off when the mercury rises to 40°.

The heated highway passed its first test on the Monday before Christmas. Michigan roads were icy, but the 500-foot test strip was clear. By Spring the department expects to know how well the system works under severe weather conditions and whether it is economical enough for use on highways throughout the state.

Wedding Bells



Mr. and Mrs. Andrew Kolan, Jr.

Shirley DeGrass, of Automotive Research at the Detroit labs, became the bride of Andrew Kolan, Jr. on Wednesday, November 24. A reception followed the 7:30 p.m. ceremony in the St. James Methodist Church. The newlyweds went to the Smoky Mountains on their honeymoon, are now at home on Prest Avenue in Detroit.

Hope Petroff, of Statistical Research in New York, is now Mrs. R.W. Morano. She and Roy exchanged vows on Saturday, November 20, at a five o'clock ceremony in Glad Tidings Tabernacle, New York. The bride and groom motored through New England and Canada on their wedding trip.

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BULLETIN BOARD—JANUARY

Credit Union Reports

The New Year promises to be a good one for the Baton Rouge Credit Union, if the record it chalked up during 1948 is any indication. Membership jumped more than 25% between April and October of last year, according to a report by H. D. Crook, the Union's president, covering the six-month period. Coupled with this was an increase in assets of more than 40% with the total listed at \$75,186.50.

The 251 Ethylites who joined the Credit Union during those six months brought the membership up to 916. A total of 342 loans, amounting to \$62,226, were made during that time, bringing the grand total to \$317,154.

Bound to Please

Would you like to look back on your life with Ethyl during 1948—recall the fun of parties and the historic events of Company progress? Copies of the Bulletin Board will keep your memory fresh. Would you like an informative and entertaining volume covering everything from Ethyl's road testing operation to jungle airlines? You may have either or both, by ordering bound volumes of the *Bulletin Board* and/or *Ethyl News*. To make the books personally yours, your name will be imprinted in gold letters on the cover.

Price for the News is \$2.65, and for the Bulletin Board, \$2.30. Make checks payable to Ethyl Corporation, and send with your order to Publicity Office, Ethyl Corporation, 405 Lexington Avenue, New York 17, N. Y. All orders must be in by Friday, January 28.

THE WOMAN'S PAGE

Food Savers

Use leftover mashed sweet potatoes as the crust for a pie. Line a baking dish with the sweets seasoned with salt and a little fat. Fill the center with vegetables and leftover bits of cooked meat moistened with gravy, or with firm cooked dried fruit or drained canned fruit. Cover with more mashed sweet potato. Bake in a hot oven (425°) until hot through. If you have just a little sweet potato, make only the upper crust.

Odd pieces of cheese may be grated and used up in potato soup. Add about $\frac{3}{4}$ cup of grated cheese to a quart or more of the soup before you are ready to serve. Keep the soup over the fire just long enough to melt the cheese.

The peel of an orange, like the pulp and juice, contains vitamin C. Add slivers or gratings of peel to sauces, spreads and desserts to give orange flavor and some added vitamin C.

Popular Pastime

Crocheting is such an established hobby in America that it has found its way onto the calendar of events for 1949. January 22 to 29 has been designated as National Crochet Week.

More than 14 million Americans find fun and relaxation in crocheting. It's a pleasant and productive hobby, and an inexpensive one, too.

The rose filet dinner cloth pictured here is the stuff that heirlooms are made of, and only one of many lovely and useful articles that you can make in your spare time. Why not try a

buffet set in the popular pineapple design? A note to the BB will bring you the free, illustrated directions.



Anyone who crochets can make this beautiful dinner cloth. Three wide bands of filet crochet are inserted between lengths of linen, and the cloth is edged with a dainty border. It's less work than crocheting an entire cloth, but still has that handmade look. The directions are free and yours for the asking—just drop a line to the Bulletin Board.

About People

Charlie Gambrill, head of the Analytical section of Chem Products Research at Ethyl's labs, has been elected secretary of the Detroit District Council of the ASTM.

Al Gassman, assistant head of the analytical section at the Research laboratories, has been elected treasurer of the Detroit section of the American Chemical Society.

Harold Gibson, motor fuels and lubricants coordinator at Ethyl's Research labs, presented a paper titled "Factors Affecting Octane Number Requirements" on January 13 at the SAE meeting in Detroit.

Carroll Hebert, supervisor of safety and plant protection in Baton Rouge, has been elected president of the Pelican Safety association for 1949. The election of officers was held at the December 20 meeting.

Carroll Hebert



Ollie Jones, manager of customer services, has been elected to membership in the Veterans of Safety. The organization is restricted to men with 15 years of service in safety work.



Robert Palmer

Robert Palmer, of Baton Rouge, has been elected a member of the American Society of Safety Engineers. He is one of less than a score in the State of Louisiana to gain full membership in the organization, which requires 10 years of active safety participation with experience and background in all industrial phases. Bob is the second Ethylite at our plant to become a member—only he and Mike Porch meet the length of service qualification.

John Schaefer, vice president in charge of manufacturing, took office on the first of January as a member of the board of directors of the Baton Rouge Chamber of Commerce. He was one of nine new directors elected on November 30 to serve for two years.



Max Roensch

Max Roensch, of the Detroit Research labs, has been elected vice president of the Society of Automotive Engineers for the diesel engine activity for 1949. The SAE met in Detroit the week of January 9, and Max presided at the afternoon session of the truck and bus activity on Tuesday, the 11th. Max is engine development coordinator on the Automotive Products Research staff at Ethyl's laboratories.

Dick Sneed, roving engineer for the Southern region, spoke at a meeting of the American Legion in Romeo, Mich. on December 2. His topic was "Petroleum—Today and Tomorrow."

Baton Rouge Cagers Open Season

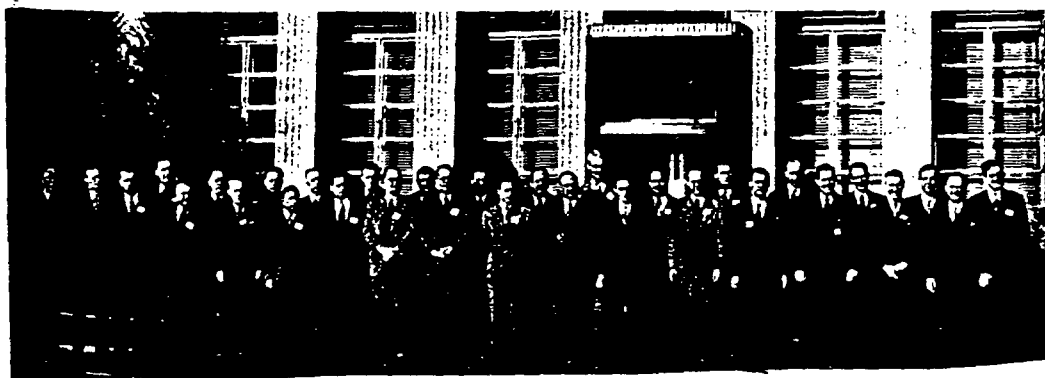
The 1949 basketball season got under way in Baton Rouge on January 5, with 10 teams from Ethyl's plant entered in the Industrial Intramural Basketball League. A total of 20 teams have entered the league and the Ethyl fives will vie with squads from Stone & Webster, Kaiser, Esso and Louisiana Creamery.

The plant teams and their managers are: Brown Shift, Emmett Falconer;

Carville Shift, S. W. Dixon; Couey's Shift, J. S. Day; Development Lab, Harry Demouy, Jr.; Epps Shift, H. W. Clement; Ethyl Chloride Maintenance, Shorty Yarbrough; Ethyl Chloride Operations, John Sharkey; Office, Marshall C. Milton; Sodium, Bill Morris; TEL Maintenance, Robert J. Wickers.

Complete uniforms are provided for the players, according to Ben Burge.

Safety session—Thirty Ohio-Michigan group members of the National Petroleum Association's fire and accident prevention department visited Ethyl's Research labs in Detroit on the third of December. Dolly Dollahan (second from right), Central region account representative, was in charge of arrangements and escorted the men on a tour of the labs that was followed by luncheon in the cafeteria. The Ohio-Michigan group is visiting member companies in its territory to exchange ideas on safety and fire prevention. They are shown here outside the lab. The tall, distinguished looking gray-haired man in front of the door is Jack Fuller, one of our fuel technologists, and in front of him is Ham Greenup, Central region's safety chief.



Don Flynn
Heads East

Almost A Million Saw Ethyl
Movies Last Year

Top Honors Go To
Lou Slack
in Photo Contest

"Trade-Marks" of Nature Ads
Win Wide Praise

THE SNOW OF '47

Ethyl Men Aid Oil Industry
Information Program

Curtis Holton Named Director
Of Industrial Relations

Detroit Labs Celebrate 20th
Anniversary In Motor City

"Ethyl"

Tulsa Says So Long
To Len Huxtable

Richard M. Page
Elected Secretary

World's Law
Will Aid

New Associate Director Joins
Detroit Research Staff

ETHYL
SEVEN

California Keglers Beat Michigan

New Drumming Plant Starts
Operations at Baton Rouge

Wally Distler Goes
to Chicago

New Managers

Currier and Merz Promoted

Baton Rouge Management Starts
Idea Exchange

United States Up
As

Sales Executives Meet in New York

Whitie Gruwell Wins
Ethyl Bowling Championship

Nation-Wide Safety Conference
Held in New York

IRI Elects

Sales and Tech Service Exchange
Ideas in Regional Meetings

A BIG DAY FOR

ETC 12174



**Baton Rouge
Breaks
A Billion**

**Price of "Ethyl" Antiknock
Compound To Go Up In October**

**West Coast Terminal
Starts Operations**

**Cost of Baton Rouge Expansion
Program Up to \$28,000,000**

'S OF '48

FIRE POWER

**New Plant At Baton Rouge
Doubles Nitrogen Capacity**

s the Test

**Earle Webb Retires from Office
But Not from Ethyl**

**Thousands Saw Ethyl Movies
at Tulsa Oil Show**

**et Refrigerator
Production**

**Kirby Named
General Auditor**

**Over 5200 Oil Men Rally Under
API's Progressive Banner**

PARTS PLANT

**700 Turn Out for Baton Rouge
Management Club Picnic**

**Regional Meetings Wind Up
on West Coast**

Have You Got a Problem?

ed for Test Labs

Ben Brewster Promoted

**Frank Elliott Tours
SAE Circuit**

**Times As Much Oil
World**

Detroiters Take to the Air

Harry Kuhe Heads Chemical Sales

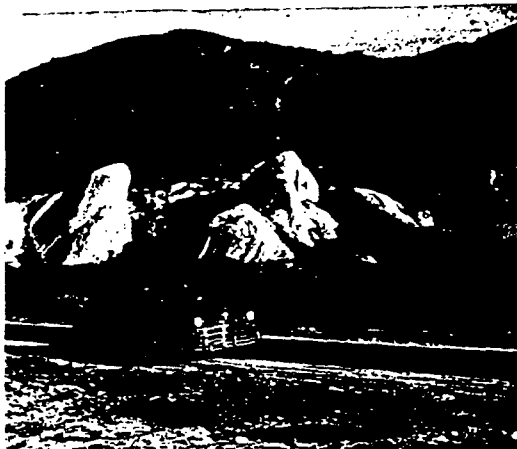
**Beatty Named Assistant Director
of Research**

Schaefer

**Southern Region Salesmen
Visit Baton Rouge Plant**

**Baton Rouge Chemists Develop
Corrosion-Testing Meter**

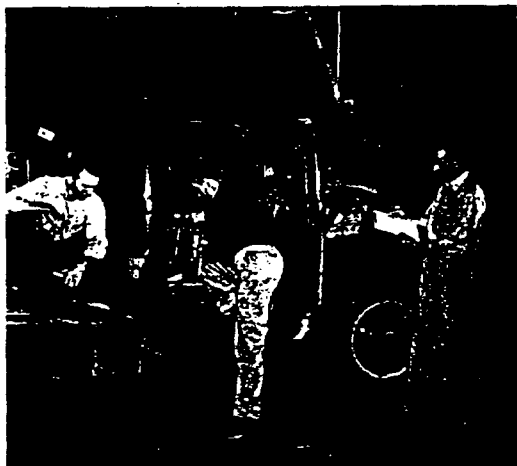
PROGRESS



The long highway stretching across the desert to Mojave makes the second lap of the trip hot and dreary. One of our drivers covered 64 miles without meeting anyone along the way.



In the Road Test garage at the lab, drivers check over a truck. Harry Perdew (right), shift foreman, makes a note as Virg Allred puts water in the battery and Jim Bay refuels.



Test drivers pass through some picturesque countryside as they roll up mileage. This unusual formation of white rocks, part of San Andreas Fault, is less than 25 miles from Ethyl's laboratory in San Bernardino.

A Half Million

Test driving at our San Berdu lab is one of the loneliest jobs that Ethyl can offer a man, but it's a mighty important one. During the long, monotonous hours behind the wheel of a truck-tractor and semi-trailer unit, the driver piles up mileage that helps laboratory engineers learn more about engine durability and the effects of experimental fuel blends and anti-knock additives.

Ethyl's laboratory in San Bernardino is headquarters for a fleet of six trucks that traveled more than 400,000 miles during 1948. That's an annual average of almost 45,000 miles for each of our nine test drivers there.

Their normal daily run is the 214-mile round trip between San Bernardino and Mojave, over a route that winds through mountains and across the desert, exposing the truck to wide

With the first leg of its test run completed, this truck stops at the summit of Cajon Pass, almost a mile above sea level. Grades vary up to six per cent during the 22.5 mile climb.



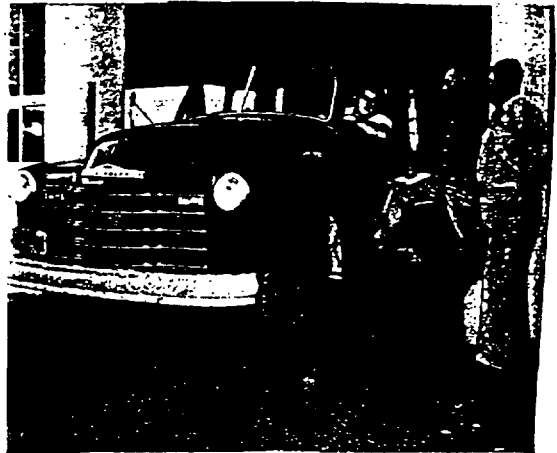
Leaving the lab on his daily run, Slim Allen stops a moment to chat with Jack Webster, shift foreman, and Earl (Tiny) Ellis. Our fleet of six truck-tractor and semi-trailer units piled up some 400,000 miles last year.

Miles To Nowhere

ranges of temperature, altitudes and road grades.

Crossing the desert you can drive for hours without meeting a stop sign or traffic light. Since that seldom happens to commercial trucks in regular cross-country service, Ethyl drivers simulate actual conditions by making stops for imaginary traffic lights at the 54-, 80- and 92-mile posts on the trip to Mojave. Here rise lovely mythical cities out of the ether—Ethylville, Ethylburg, and Ethyltown—visible only to the Ethyl test drivers. A monotonous job? Yes. But, as these men sit at the wheel day after day and week after week, rolling up miles on cars and trucks, they have the satisfaction of knowing they are accumulating valuable information that will lead to better and more economical operation of gasoline engines.

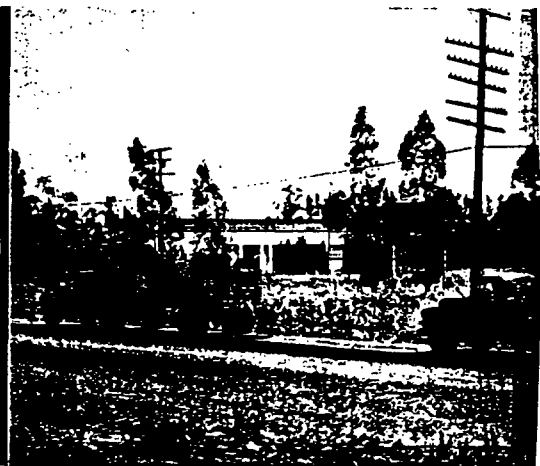
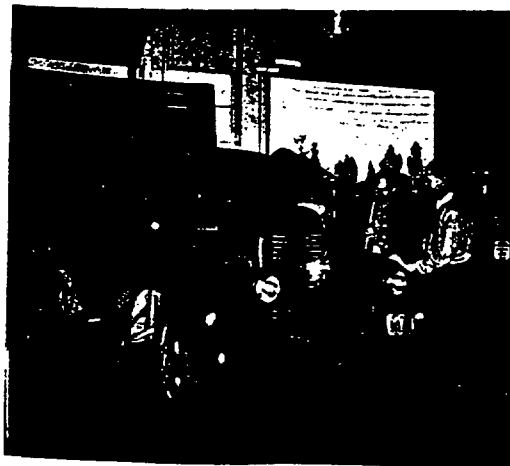
Resting his foot on the running board, Shorty Guinn puts gas in one of Ethyl's test trucks. At right, Whitey Gruwell, shift foreman, watches as Ellis Ringwald puts in some oil.



Ethyl's drivers often lend a helping hand to stranded motorists. Here Ray Seymour looks over a stalled car on the highway across the desert, where the temperature may reach 115°.



Twenty-four hours a day, five days a week, our trucks are on the move, rolling up mileage, for research study. As the shift below returns to the lab, another is ready to start its run.



Flight Into Alaska

Stories about the Alcan Highway and government propaganda encouraging homesteaders to settle in Alaska have painted a fascinating picture of the land beyond the Yukon—a picture which lured Ethyl's Leon Chrzan to the great north country on his vacation. Now he has first-hand information about this wonderland and many treasured memories of beautiful scenes and thrilling experiences.

A chemist at our Research laboratories in Detroit, Leon bought a Stinson Voyager last summer and began, with his brother Henry, making plans for a flight to the top of the world. They collected camping gear—everything from sleeping bags to waterproof matches—and outfitted the plane for the trip. On Sunday, the first of August, they called the Detroit City Airport tower by radio-phone and obtained clearance for take-off at 9:15 a. m.

The first day they ran into headwinds, rough weather and radio trouble. In Fargo, N. Dak., the radio was repaired, an emergency receiver was connected, and they were off again. By the second night they had reached Lewistown, Mont. and the next morning crossed over into Canada. Customs clearance was no problem, and after signing a variety of waivers relieving King George VI of any responsibility, they were off to Dawson Creek, B. C.

On the next hop they reached Fort Nelson, arriving at nightfall in a heavy rainstorm. Static interference made radio reception almost impossible, and the plane was cleared to land by green signal flares. Next morning



Leon Chrzan and his Stinson Voyager stand in the shadow of a DC-6 at Northway, Alaska.

the mountain tops were lost in a layer of heavy clouds, but the weather was passable so Leon and his brother decided to take off with only 10 gallons of gasoline. By nightfall they had reached White Horse, Yukon Territory—the last stop in Canada.

They spent the night at famous White Horse Inn, and next morning were off for Northway, Alaska. Predictions of bad weather forced them to follow the Alaska Highway. This part of the trip took them over one of the most beautiful sections, but rain and low clouds blotted out much of the scenery. On the sixth day of their trip, after 37 hours and 28 minutes in the air, Leon and Henry were officially inside the territory of Alaska.

At Northway, they learned that Fairbanks, only 225 miles away, was completely closed in, but late in the morning they were able to get through. Landing in Fairbanks in the rain, under a 1000-ft. ceiling, they dodged mud puddles on the one runway.

The changeable weather finally gave them a break. Friday night, the only clear night during their entire stay in Alaska, they saw the Northern Lights.

Fairbanks, heart of the gold country, has only about five blocks of paved streets, but has sidewalks through most of the town. Fairbanks is a typical frontier town, with more than its share of saloons and liquor stores. It is the home of the University of Alaska, which is conducting extensive agricultural experiments to help local farmers plan and grow their crops.

On Sunday, the eighth day of their trip, Leon and Henry set out to get some aerial photographs of a local farm, taking the owner along with them. When the picture taking was completed, the trio flew up to Chena Hot Springs, where they had hoped to bathe in the 160° mineral water. The condition of the one short dirt runway discouraged any attempt to land, so they went on for a bird's eye view of the gold mines.

Bush Flying

It was then that they found out what "bush flying" meant. To stay below the cloud ceiling, they had to fly in valleys around the mountains because there are no radio navigation aids in the locality. Getting lost would have meant a forced landing in wild country, and although Fairbanks was scarcely 60 miles away, few people could survive in the bush.

Sunday afternoon, after dropping their farmer friend in Fairbanks, they went on through Windy Pass, the narrowest one they had encountered. At Summit, highest point on the railroad, the Civil Aeronautics Association operates a radio range, weather station and emergency landing strip. Next morning the flying tourists, with one of the men from the weather station, set out in a rubber boat for a day of fishing in the pouring rain.

Above the Clouds

It wasn't until the following afternoon that the weather cleared enough for the flight to Anchorage. On the way they climbed to 12,000 ft., barely above the cloud layer, for a view of Mt. McKinley which towered above the surrounding jagged, snow-covered peaks and the blue ice of the glaciers.

Leon and Henry found Anchorage similar to Fairbanks, except that prices were generally higher. There is little work to be found in either town, and most of it is government-supported building and maintenance of roads and Army airfields. Fishing is seasonal, and there is little lumbering.

Automobiles in Alaska are a luxury and there are few roads other than dog sled trails. Most travel is by foot or air. In the wintertime, most planes are equipped with skis.

The following Sunday the boys defied heavy rain and took off for Northway on the first lap of the trip home. A little more than three days from Northway, after 31 hours in the air, they landed at Detroit. Leon took off his seven league boots to return to the Chem Research lab from a thrill-packed vacation that makes him the envy of everyone at Ethyl's labs.



We Greet . . .

Beverly Grant . . . secretary in N. Y. Stenographic . . . born in Jackson, Mich. . . . attended Michigan State College and the Washington (D. C.) School for Secretaries . . . commutes to the Chrysler Bldg. from Scarsdale.

Therese Hemmer . . . teletype operator in the Chrysler Building offices . . . native New Yorker . . . graduate of Queens Vocational High . . . bowls on Ethyl's Mello Rollers team . . . roller skates, and collects coins.



Caroline Long . . . typewriter tapper in N. Y. Stenographic . . . her home state is North Carolina . . . graduate of St. Mary's Jr. College in Raleigh . . . A.B. from University of North Carolina . . . member of Pi Beta Phi sorority.

Carle Mathis . . . lab assistant in Aeronautical Research at the Detroit labs . . . born and educated in the Motor City . . . graduate of Eastern High . . . 21 months in U.S. Navy Air Corps . . . works on radios and engines during after-Ethyl hours.



Maxine Mendum . . . member of the Finance office staff at the labs . . . born in Des Moines, educated in Chicago . . . teachers degree from American Conservatory of Music . . . twin brother is an Army Medical Corps major.



James Moran . . . internal auditor in N. Y. Finance . . . graduate of College of the City of New York . . . during the war was special agent of the F.B.I. . . . certified public accountant . . . amateur astronomer . . . married, has two sons and a daughter.



Lillian Rusestine . . . whips up pies, cakes, and super salads for Detroit folk . . . captained high school swimming team . . . past councilor in Daughters of America . . . married, has a son and a daughter . . . hobby is setting hair.



Jules Zeph . . . messenger in N. Y. Mail Room . . . born in Yonkers . . . daily commuter from Hastings-on-Hudson . . . June graduate of high school there . . . received letters for cross country and music . . . sports enthusiast, likes bowling.





West Coast meeting—The San Bernardino lab held its first top overhaul demonstration on December 1, with Fred Ramin, of the Tulsa Test lab, explaining the fine points of the care and maintenance of CFR knock engines. This is another in the series of meetings held from time to time for chemists and engineers from customer companies in the Gasoline Testing labs throughout the country. Here Messrs. Barta, Lindsay and Berka of the Los Angeles County Bureau of Weights and Measures watch with interest as Mr. Frizell of Macmillan Petroleum Corp. asks Fred a question. In the background are Messrs. Meredith and Hale of the Wilshire Oil Co.

Our Sports Forecasters Make Grand Slam

Redg Bushell and **Don Flynn**, of the Eastern regional office in N. Y., are right on the ball—crystal that is, and pigskin, too.

Last Fall the two football fans entered a contest run by *The News*, based on the scores of 15 major grid clashes. With what seemed like psychic insight they picked the 15 win-

ners for November 20, wound up with a perfect score.

Late last month Redg and Don received printed cards from *The News* to certify their accomplishment. Reg modestly says it was nothing—there were no upsets that week. He and Don guessed right but they weren't the only ones—so did 19,998 others!

Stork Club

The new tenant at 2526 South Evans-ton, Tulsa is Charles Edward Rankin, who arrived on November 30 to make his home with Mabelle and **CHARLIE RANKIN**. Young Charles weighed in at 6 lbs. 2 oz., and received a hearty welcome from sister Rosalind who will be eight on February 19. Their pop is manager of the Tulsa Test laboratory.

Elaine Emery

With deep sorrow we report the death of three-year-old Elaine Emery, only child of Gertrude and Wallace Emery, Southern region safety engineer. She died at Texas Children's Hospital on December 10, following an illness of about a year. We at Ethyl extend to Gertrude and Wallace our sincere and heartfelt sympathy.

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BULLETIN BOARD—JANUARY

Hello, Detroiters



Arthur Hawkes . . . research chemist . . . University of British Columbia graduate . . . Ph.D. from McGill University, Montreal . . . member of Sigma Xi and ACS . . . golfer and shutterbug . . . married, has a son, David.



Bobby Jackson . . . technician in Chem Research . . . attended Michigan College of Mines & Technology and Southern Illinois University . . . 15 months in Army following high school . . . sports enthusiast.



Irene Larson . . . technical assistant in Chem Research . . . B.S. in chemistry from Wheaton College in Illinois . . . a member of the choir and Script Club there . . . likes to fish and swim, is learning to ski . . . after five keeps house for husband Joe.



Herman Miller . . . physicist . . . University of Michigan graduate . . . served more than three years with Army, was a first lieutenant in the Aleutians . . . member of Armed Forces Communications Association . . . likes to ski, hunt, build radios.



Leslie Motson . . . member of the Maintenance department . . . born in Ontario, Canada . . . attended Cass Tech in Detroit . . . three and a half years in RCAF, served in India and Burma . . . married and has two youngsters.



Mary Rowse . . . steno in Tech Service . . . born in the Motor City, graduate of Immaculata High . . . B.S. from Northwestern University . . . member of Alpha Xi Delta sorority . . . before Ethyl worked for a law firm . . . likes to swim.



Roy Sugimoto . . . chemist . . . born in Los Angeles . . . B.A. and M.A. from University of California, Ph.D. from Purdue . . . former second lieutenant in Infantry, served two years in Germany . . . member of the ACS and Sigma Xi . . . enthusiastic golfer.



Margaret Welp . . . chemist . . . June graduate of the University of Detroit . . . member of Sigma Delta, professional science sorority . . . lab technician with Chrysler Corporation before entering college . . . handicrafter, all-around athlete.

Meet the champs



Here's the pitch that won Idan Flaa (second from left) the class B singles crown in the annual horseshoe pitching contest at the Detroit labs, after a close match with Chick Sortman, right. Nearby onlookers lending a little moral support from the side lines are Bill Wood and Red Welsh.



It's a ringer for Ed Goller, winner of the Class A singles for 1948. Ed defended his title for the third year in succession by nosing out Harold Faucher in the pitching finals.

With winning form the top pair of pitchers, George Betker (left) and Merrill Anderson show how they won the doubles title. They teamed up to take over defending champions Ed Goller and Bob Mescher. George, who is sports chairman of the Detroit Ethyl Society steering committee, was in charge of the tournament, arranged the matches.



NOEL



Enjoying a delicious dinner at the San Berdu Ethyl Society party, held on December 3, are Gil Way, Margaret Adams, Art and Anna Sortman. In the right-hand corner, backs to camera, are Bess Way and Doug Baker.

Judy Schaub (foreground) has an interested audience—Bob Adams (back to camera), Doug Baker, Art and Anna Sortman. At the right is Mrs. Bob Adams, and left rear is Eadie Guinn.



More San Berdu merry-makers, in a happy holiday mood, are Jim and Mrs. Bay, Virg Allred and his wife. At the next table on the left are Jim and Mrs. Terrell.

Watching the fun from the sidelines at the San Bernardino party are Ellis and Mrs. Ringwald, Mrs. Harry Perdew and Shorty Guinn.



NOEL

Detroiters dance to the strains of Bill Raleigh's orchestra at the Ethyl Society's Christmas party. More than 200 filled the Bonnie Brook Country Club on December 4, enjoyed sizzling steaks, danced away the hours.



Having a good laugh at the San Berdu party are Marv Russell (left), his wife, and their guests.

A "Ladies Only" sign was out on December 14 when the girls at the Detroit labs had their annual Christmas party in the library (below). Turkey and trimmings for 32 were followed by games and gifts. The girls closed their party on a cheery Christmas note by singing carols.



Gathered around the punch bowl above are three of the arrangement committee's pretty planners — Margaret Dullinger, chairman, Juanita Smith and Nita Eskuri. Fourth member of the committee, not caught by the camera, was Betty Grant.



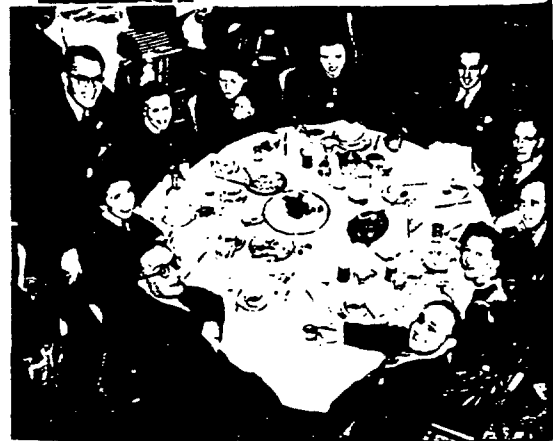
Relaxing in the lounge at the Bonnie Brook Country Club, Detroiters sit out a dance. In the usual order, they are Gus Liggett and a guest, Mrs. Liggett, Al Kolka, another guest, Mrs. Kolka and Mrs. Chick Sortman. Chick is standing at right.

More Detroiters, this time topping off their steak dinners with dessert. At the head of the table is Mrs. George Betker, on her right is husband George, and opposite him are the Al Tandrups, Gordon Millar and Betty Malvern. The smiling trio at the next table are Tommy Roberts, Chick Sortman and Mrs. John Capinjola.

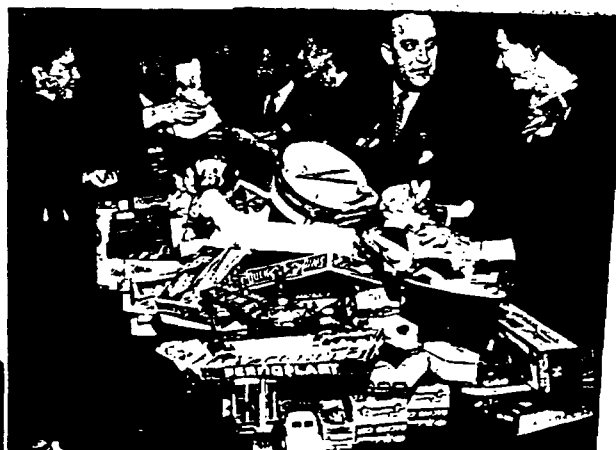


New Yorkers strike a merry note singing carols during the party at the Hotel Biltmore. Seated around the table are Helen Furey, Jack Lister, Thelma Elsasser, Ernie Lange, Virginia Atamian, Muriel Homer, Grace Gregna, Margie Smith and Harold Woods. Jim Southwick, Frank McCahill, Edith Wilson and Bill Lan-kenau harmonize in the background.

Jack Lawrence (standing) stops to chat with a circle of N. Y. Payrollers. Clockwise, from lower left, they are Al Warrington (dark-framed glasses), Gertrude Melloh, Ronnie Wiegman, Loretta Hogan, Ellen Svendsen, Bill Meyer, John Robertson, John Finck, Ruth Hall and Angelo Pascucci.



New Yorkers played Santa Claus, brought toys which were distributed by the Salvation Army. Lillian Campbell presents a doll to committee members John Robertson, Walter Cosgrove and Betty Beach as Ellis Locher and Irma Harris, also of the committee, admire a drum.



Lucky door prize winners at the Christmas party in New York. Terry Nolan and J. P. Weeks, show off the \$15 gift certificates they received.

More Manhattanites enjoy the festivities in New York. From left are Jim Wilkin, Arnold Nelson, Trudy Horstmann, Wilma Hansa, J. P. Weeks, Edith Mahoney (white feather on hat), Al Merz, Eleanor Dunlop and Ed Nieser.



All decked out as Santa, A. S. "Scoop" Barton presents a gift to Joseph Brown at the Maintenance office Christmas party in Baton Rouge.

The Ethyl Glee club sang Christmas carols in the cafeteria at the Baton Rouge plant during the lunch period on the 23rd of December.





Elmer Ory's daughter, Nell, poses with Paint, selected as the grand champion of the show.



Ray Sanders displays his Hi-Rock Stride and the cups the champion won in the field trial.

Seven Come Eleven

Elmer Ory and **Ray Sanders** of Baton Rouge entered seven walker hounds in the Fox Hunters' Field Trial in November, and went home with eleven prizes between them. Competition was supplied by some 160 dogs that are among the best in the state of Louisiana.

Elmer, a member of the patrol force at the plant entered four winners,

Paint, Miss Ethyl, Tutsie and Buzzard. When it was all over, Elmer had added two cups and five ribbons to the collection his pack of hounds has already received.

Ray Sanders, of TEL Operating, entered three of his registered dogs, Hi-Rock Stride, Frosty Stride and Kilroy. Ray went home from the show with two cups and two ribbons.

Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Rensfroe, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: Fred Green, Louise Hennessey, Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Marjorie Poindexter, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl; Ethyl-Dow: Jim Donohue.

ETHYL BULLETIN BOARD

by and for Ethyl employees

Published by the Ethyl Corporation, 405 Lexington Avenue, New York, New York;
Edward L. Shea, President; Stanley T. Crossland, Vice-president and Treasurer;
Richard M. Page, Secretary.

Marceline Marquis, Editor

Looking Forward

Everybody is asking what will 1949 bring? How will I fare? There are prophecies of depression on one hand and of boom on the other.

So, let us look at the record. The fact is that 1949 looks pretty good to the Ethyl Corporation. And it looks good to the *Baton Rouge Morning Advocate*. Here is what the *Advocate* said:

"The Ethyl Corporation, like the city of Baton Rouge, looks to the future with hope and confidence. A company planning to spend \$40,000,000 expanding its production facilities is not looking forward to recession, depression, and shrinking markets, or any such disasters. Neither is it embarking on a policy of low production and high prices. It aims to grow with America, and its officials evidently believe that America still has a good bit of growing to do.

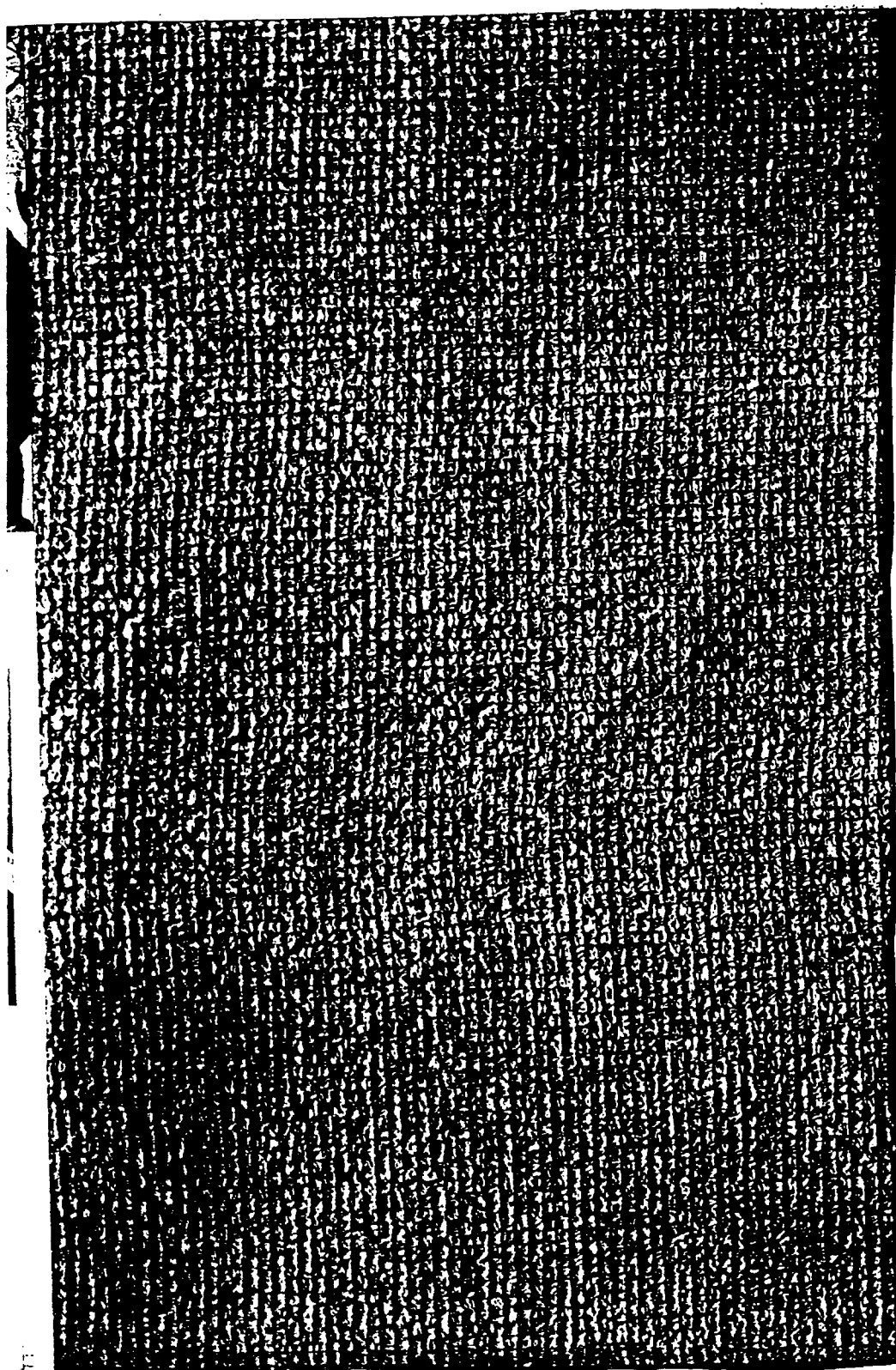
"We can think of no better guarantee against future economic troubles than maintenance of a similar attitude by all business and industry. There is a good bit of truth in the famous statement by the late President Roosevelt that all we have to fear is fear itself. He made this statement during the worst of the depression. Although the exact causes of both depressions and periods of great prosperity are not clearly known, it is certain that

the mental attitude of business, industry and the public plays a large part in creating periods of prosperity or periods of depression.

"That is, at least, true when artificial economic stimuli such as wartime spending are not present on a very large scale. In what we think of as 'normal' times, the confidence or lack of confidence on the part of business and industrial leaders and the public has a tremendous influence on economic activity of all kinds. While all are confident and hopeful, credit is available, business and industry expand their production, the consumer continues to buy. When all are fearful, credit vanishes, expansion and construction plans are halted, and consumers, fearful of the future, stop or reduce their buying. Unemployment quickly appears, plants are closed, merchants fail, and panic spreads.

"Recent studies in the fields of medicine and psychiatry have revealed that he who thinks he is ill may in fact become ill. Might not the same thing be true in the field of economics? Whether it is or not, Baton Rouge and the nation have nothing to fear, economically speaking, so long as we continue to look to the future and build for the future with confidence that it will be better than today."

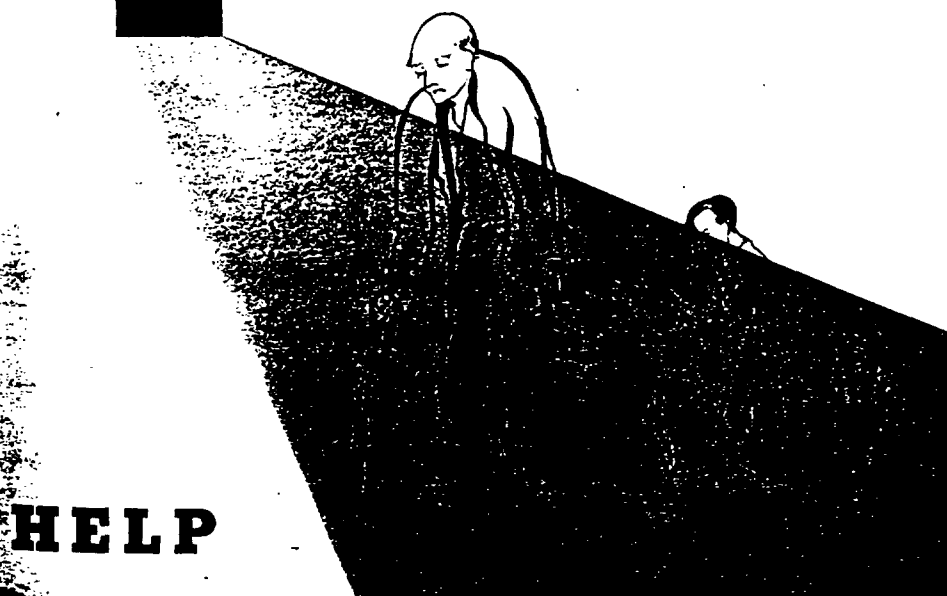
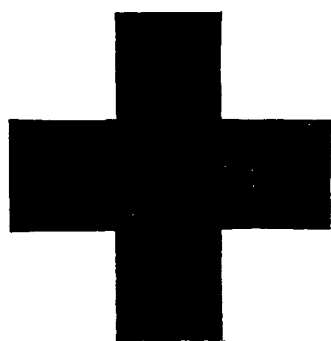
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ETC 12190

FLY BULLETIN BOARD

FEBRUARY, 1949



HELP

ETC 12191

PROMOTIONS

PAGES 6 AND 7

HAVE YOU HEARD?

PAGE 8

**FAITHFULLY
OURS**

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? ? ? ? ? ?
PAGE 12

KNIT ONE, PURL ONE

PAGE 14

INVESTMENT-WISE

PAGE 15

THIS FRIEND WILL TELL YOU

PAGE 17



Looking forward to more production and more sales during 1949, sales management met in New York last month to map out the sales program for this year and next. Sales Manager Julian Frey (center) presided over the meeting, aided by assistants Mac Murdock (left) and Oscar Lewis.

Planning for Increased Sales

With Sales Manager Julian Frey at the helm, regional and operations managers met in New York last month to discuss sales efforts based on future increased supplies of "Ethyl" antiknock compound and the competitive market. Looking forward to the time when the two new tetraethyl

lead plants now under construction at our Manufacturing plant in Baton Rouge are completed, they made plans to market the increased production. President Edward L. Shea sat in on several sessions to take part in the major discussions which centered around the challenging days ahead.

Center of attention here is Southern Operations Manager Lou Shank. Interested listeners are Russ Weston, advertising manager, at left, and Sam Wagner, western regional manager at right.





Len Huxtable (left) and Jim Boudreau (right) go over some details pertaining to expenses and budget with Tom Ronan (center), of the New York office, who is manager of sales administration.

Review of the safety policies, study of the supply and demand situation, presentation of the 1949 advertising program, and open forum discussions on sales problems and promotional plans kept the men busy throughout the four-day meeting January 18-21.

Highlight of the conclave was a talk by Dr. Robert A. Kehoe, medical director, who came to New York from

Cincinnati to speak before the Sales group for the first time since 1941. Dr. Kehoe, who has been primarily responsible for the safety policy governing the manufacture and distribution of "Ethyl" fluid, reviewed the safety activities of the Company. He also stressed the importance of maintaining Ethyl's safety services at a high level.

Mac McCulloch (right) gets a laugh from this discussion as Bill Ball (center), Oscar Lewis' right hand man, presents the evidence, and Harry (Chemical Sales) Kuhe looks on at the left.





Future supply and demand picture occupies Harold Berg (left), southern regional manager, Dick Murphy (center), eastern regional manager, and Mac Murdock, assistant sales manager.

A preview of 1949 advertising was enthusiastically received. Featuring the "Ethyl" trade-mark our 1949 ads will continue the Trade-marks of Nature series, which has been so popular. This series, one of the most successful campaigns in Ethyl's advertising history, has brought many fine comments from the public.

Projected sales promotional plans

focus on customer services as a prime factor in solidifying relationships with old customers and friends as well as gaining new ones. New services and ways of improving old ones were discussed.

Preliminary plans were laid for meetings for all the men in the Sales department. They will be held in the various regions during the Spring.

Flanked by Mat Taylor, eastern operations manager, left, and Ray Wyrick, western operations manager, right, Julian Frey enthusiastically discusses the sales prospects for 1949 and 1950.



Randolph Charlton Heads New Section in New York



Randolph Charlton

Randolph Charlton, office supervisor at our Baton Rouge plant for the past three years, moved to New York last month to take over a similar post in the Chrysler Building offices. He heads a new section combining Purchasing, Stenographic, Files, Telephone and Teletype, Mailroom, Receptionists, Duplicating, and other services.

The new New Yorker is no newcomer to Ethyl, for he has been wearing a 20-Year pin since 1946. His business career began at Esso Standard in Baton Rouge where he started as an office boy 23 years ago. He later became shipping clerk, then lab assistant and secretary. Randolph transferred to Ethyl in 1939 as purchasing agent, and for the next three years looked after the Company's buying at our manufacturing plant in Baton Rouge. By that time the country was at war, and he enlisted in the Navy, served for three-and-a-half years, saw action in the European and Pacific theaters. He stepped out of a lieutenant commander's uniform to return to Ethyl in December of 1945 and from that time until his recent transfer to New York was office supervisor at the plant.

A native of Louisiana, Randolph was born in Lottie and educated at Louisiana State University in Baton Rouge. He and his wife, Patricia, have two children—Randolph Seville II, age four and one-year-old Patricia.

Randolph Charlton happily accepts a farewell gift from friends on his last day in Baton Rouge before leaving for New York. Julia Mae Heil presents him with a 21 jewel Waltham wrist watch as Doris D'Aquin and Pearl Mann wait their turn to add their good wishes.



Frank McNally Named Tax Counsel

Frank McNally has been appointed tax counsel for Ethyl Corporation to succeed David Mitchell who resigned on January 1st, to take a position with the Chesapeake and Ohio Railroad. Frank came with us three years ago and since last July has been acting as assistant head of the division.

Frank graduated with first honors from Manhattan College and also attended New York University's Graduate School of Business Administration specializing in accounting. He received his L.L.B. from Columbia Law School where he was president of the senior class and a finalist in the Harlan Fiske Stone Competition. After his admission to the bar, Frank worked as an attorney for the Securities and Exchange Commission.

During the war, Frank was a naval aviator engaged in piloting single-engine Scout planes on anti-submarine patrol in the Atlantic and Caribbean areas. For his efforts, Frank received a letter of commendation from the Commander, Air Force, Atlantic Fleet.

Working with him in the Tax di-



Frank McNally

vision are two able tax accountants, Bruce Douglass and Jim Brierley and three girl Fridays, Anne Daul, Dorothy Callahan and Vally Tujague.

Frank and his wife live in Yonkers, where they are rearing a family of four—Jud, five, Mary Anne, three, Paula, two and Peter who is three months old.

Three of a Kind

The stork flew low over Greenwich, Conn. on December 29 to express a brand new son and heir to Kay and **DON FORSDICK**. Donald Jeffrey, who arrived at 2:26 a.m., weighed in at five lbs. 12 $\frac{3}{4}$ oz. His dad is on the staff of the Eastern regional office in New York.

A blue-wrapped bundle, tipping the scales at five lbs. 13 oz. was delivered to Shirley and **ART JENNINGS** on December 11. Thomas Raymond is

the Jennings' first son. He won't lack for playmates, with two sisters to amuse him—Barbara Jean, four and a half, and Mary Ellen, 15 months old. Their dad is personnel assistant at the Research labs in Detroit.

The new star boarder at the home of Bill and **MARGE QUINN** is young William Patrick, who arrived on the third of January. Marge is on leave of absence from the Tax division in Ethyl's Chrysler Building offices.

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About People



Acy Adams (right) receives the Bronze Star with Oak Leaf Cluster from Capt. R. H. Piehl.

A. C. Adams, of the Maintenance section at the Baton Rouge plant, has received the Bronze Star award with Oak Leaf Cluster in recognition of his outstanding service in the Pacific and Asiatic theaters during the war. The medal was presented to Acy at a meeting of the Christ-Dickerson Am-vet Post on December 8.

Earl Bartholomew, general manager of Ethyl's Research laboratories, has received the Army-Navy Certificate of Appreciation for his services to the office of Scientific Research and Development. The award was made in connection with one of the war-time projects carried on at our labs, and

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BULLETIN BOARD—FEBRUARY

was presented during an Industrial and Economic Mobilization Conference held recently in Rackham Memorial Hall, Detroit. General John P. Lucas and Rear Admiral Lucian M. Grant made the presentations for the Army and Navy, respectively.

Two Baton Rouge Ethylites were honored by the Boy Scouts at the annual leaders' dinner of the Istrouma Area Council held at Louisiana State University on December 7. **Ardee Causey**, supervisor in TEL operations, received the scoutmaster training award in recognition of his completion of the training course. **Edwin B. Smith**, of TEL maintenance, was awarded the scoutmaster's key for completing all of the required courses offered by the Boy Scouts in its five-year leadership training program.

Jim Hinkamp, of Chem Research at the Detroit labs, spoke at a meet-

Frances Lamb



ing of the Wayne University Student Affiliate of the American Chemical Society on January 17. His subject was, "Chemistry of Petroleum."



Don Jennings

Don Jennings, accountant in charge at the Research labs in Detroit, has been elected a director of the Ferndale (Mich.) Exchange Club for 1949.

Edythe Kimball, who has been handling exports in the Order & Shipping department for the past 10 years, is now secretary to Harry Kuhe, manager of chemical sales. Edythe's departure from O & S was preceded by a send-off (complete with corsage) at lunch with Barbara Landers, Joyce Ringquist, Winifred Boos, Lillian Campbell, and Betty Hench at the Pompeii Room of the Shelton Hotel in New York.

Frances Lamb, of the Chemical Research lab in Detroit, read a paper at the Sixth Annual Pittsburgh Conference on X-ray and Electron Dif-

fraction. Titled "Studies in the Lead Chloride—Lead Bromide System," the paper was prepared by Frances Lamb and Fred Meyer, who is also on our Detroit labs staff.

Gus Ligett, another member of Chem Research in Detroit, addressed the Student Group of the Detroit section of the ACS on January 18. The title of his talk was "Approach to Research Problems."

Thom Yates, public relations representative at the Detroit labs, has been appointed chairman of the Oil Industry Information Committee for the metropolitan Detroit area. He will head the committee's public relations program in Michigan's Wayne and Oakland Counties for this year.

Thom Yates





Coleman Davidson

Two members of the Research staff in Detroit—Coleman Davidson and Richard Scales—have completed a score of years with Ethyl and this month received 20-year pins in recognition of their faithful service.

Coleman Davidson, manager of automotive research operations in Detroit, joined Ethyl as an engineer at the old New Orleans Gasoline Testing laboratory back in 1929. In those days the lab was located in a stable, and was staffed by two people—Dave and Andy Anderson, who is now in New York. They had to take care of everything—accounting, shipping, testing, and even clean-up duties on the working end of a broom. When the new Test lab was opened in Baton Rouge in 1931, Dave went along, and five years later became manager. In 1938 he moved to Detroit to take charge of the Gas Test lab there, and has

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BULLETIN BOARD—FEBRUARY

DETROIT TONES

been in the Motor City ever since. Dave was made head of the Fuel Research section in 1946, and since August of the following year has been manager of Automotive Research operations.

Not even his Michigan address can make Dave a Yankee. Born in Wartrace, Tenn., he was graduated from Georgia Tech in Atlanta with a B.S. in engineering. He later attended Louisiana State University in Baton Rouge and received his M.S. in mechanical engineering in 1935. Before Ethyl he was a service engineer for Chevrolet Motor Company in Columbia, S. C., and prior to that spent two years as branch service manager for White Motor Company in Chattanooga, Tenn.

The Davidsons live in Romeo, Mich., a 30-mile jaunt from the labs. Dave is president of the Romeo Rotary Club, and a member of SAE. He and his wife, Helen, have a 21-year-old son, Philip.

Dick Scales, director of technical service, began his career as a chemist at our Detroit laboratories doing research work on chemical antiknock compounds. His next assignment took him to Dayton (on loan to the Frigidaire Division of General Motors) to work with Tom Midgley on the

development of Freon. After about a year he returned to Detroit and was put in charge of the manufacture of a carbon remover compound which he had helped to develop. In 1932 he was transferred to the Sales department and represented Ethyl in Michigan for the next year and a half.

In 1934 Dick traveled half way around the world to represent Ethyl Export Corporation in Australia, and spent the next three years Down Under. On his return to Detroit in 1937 he joined the Technical Sales group as head of its Passenger Car division to help maintain Ethyl's contacts with passenger car manufacturers and accessory companies.

When the Technical Service division was organized in 1942, Dick was appointed assistant director of the division. In 1944 he became director of technical service, succeeding Julian Frey, who went to New York as general sales manager. As director of technical service, Dick is responsible for liaison between the Research laboratories and the manufacturers of passenger cars, buses, trucks and farm tractors, as well as for liaison with technical personnel in our customer companies. By keeping them posted on new developments. Tech Service promotes cooperation between the manufacturer and the refiner so that ever better efficiency may be obtained from fuels and engines. The Tech Service department's findings also serve as a guide for Ethyl's research programs.

Dick spent his early life in the East. He was born in New Jersey, attended Cornell University in Ithaca, N. Y., and joined Ethyl's Research staff following his graduation in 1929



Richard Scales

with a bachelor of chemistry degree.

Dick lists among his memberships the ACS, SAE, API, Engineering Society of Detroit and Recess Club. The Scales—Dick, Melissa and daughter Beverly, who will be 13 this year—live in suburban Birmingham.

Rounding the Ten-Year turn this month are WALTER COSGROVE of Industrial Relations in New York, and four members of the Sales staff: FRANKLIN DEVORE, Southern region fleet engineer, FRANK HAYES, Eastern region field engineer, GERALD LOFQUIST, Western region safety engineer, and MONROE WEILL, Western region sales coordinator.

Five-Year pins are gleaming on two Detroiters—LINCOLN COLE and ALBERT BREULEUX, and three New Yorkers—CHARLES FINNEY and ANDREW SCHMITT, of the Finance department, and GERALDINE LINDER, of the Public Relations department.

? ? ? ? ETHYL



1. In 1948 meals served to employees at the Company cafeterias in Detroit and Baton Rouge were about:

- (a) 99,000
- (b) 341,000
- (c) 519,000



3. The first gallon of "Ethyl" gasoline was sold on:

- (a) February 2, 1923
- (b) August 3, 1924
- (c) April 10, 1919

2. Bill Van Wyck shows the effect of static electricity in Ethyl's new safety show called:

- (a) Fire Power
- (b) Safe Handling of Gasoline
- (c) An Ounce of Prevention



4.

(a)
(b)
(c)
(d)

QUIZ ? ? ? ?



5. Ethyl's manufacturing plant in Baton Rouge is situated on a plot of ground covering:

- (a) 50 acres
- (b) 100 acres
- (c) 200 acres

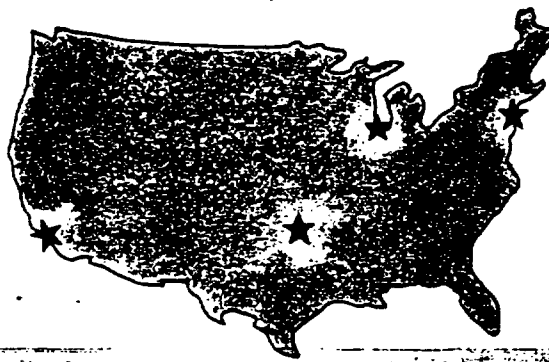
7. In New York City, Chicago, Tulsa and Los Angeles, Ethyl has:

- (a) Storage terminals
- (b) Research laboratories
- (c) Regional sales offices



6. This complex arrangement of hose at the Detroit Research labs:

- (a) Feeds the sprinklers
- (b) Supplies fuel to the dynamometers
- (c) Supplies water for drinking



operation
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Manhattan
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d offices
It is

State

Building
Building
(17.)

THE WOMAN'S PAGE



Courtesy Botany Mills, Inc.

Pattern for Spring

Nothing would please the man in your life more than a hand made sweater, especially one you've knitted for him. The sleeveless slipover above is a useful addition to any wardrobe and will get a lot of wear in the changeable Spring weather ahead. Make it for your husband, brother, boy friend, son or father—it's good looks have no age limit. Directions for sizes 36 to 42 are available free. A note to the BB will bring them to you.

A good idea when you're baking a cake is to have the eggs, like the other ingredients, at room temperature, so that they will combine well.

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BULLETIN BOARD—FEBRUARY

On Your Toes

If the thought of breaking in a new pair of shoes makes you shudder, try the scientific approach next time you buy. Here are 10 tips on shoe shopping that will help you to select good fit as well as good style.

1. Heel seat of shoe should accommodate the broad base of your heel.
2. Counter of shoe heel should fit snugly around top of your heel.
3. Shoe should fit smoothly and snugly under your arch.
4. Select high or low instep pattern to give comfortable fit.
5. Ball joint should rest in widest area of fore part of the shoe.
6. Vamp seam should not be over ball joint.
7. Allow width across ball for spread of your foot in motion.
8. Have shape of last conform to shape of fore part of your foot.
9. Have toe shape conform to shape of your toes with great toe lying out straight.
10. Allow plenty of space for elongation of your foot in motion.

Remember—there are as many as 166 sizes of one shoe style, so you can surely find the perfect size for you!

Pep up creamed potatoes by grating a little onion or cheese into the sauce. Or vary them by stirring in chopped parsley just before serving.



At Your Service to Help You Save the Easy Way

Impatiently waiting in line to deposit your savings at the bank is out, when you save the easy way. All you do is tell the Payroll division how much you wish to save each month and they will deduct the amount from your pay-check, buy and deliver your Savings Bonds.

If saving money is one of your major problems, why not do it the easy, convenient way—U. S. Savings Bonds. You don't have to take cash out of your pocket. You don't have to take time out of your day. You don't have to tie a string around your finger to remind you that a savings deposit should be made.

All you do is sign a card, indicating how much you wish to save each month and the Payroll division does the rest. The money is deducted from your pay-check and the bonds are bought and delivered to you.

Ethyl Corporation started this service for employees in 1942 when most of us were buying War Bonds to send planes, tanks and guns overseas. After the war was over and the victory won, the Company continued the service

for all those who wished to keep on buying bonds to build a nest-egg for themselves. It is a painless, automatic way to save—and in 10 years your money starts coming back to you—well-fattened! For every \$3 invested you get back \$4.

Here's how it works. Suppose you invest \$18.75 a month. In five years you'll have \$1,159.44 and in 10 years, \$2,498.94. If you invest \$37.50, you'll get back \$2,319.00 in five years, and \$4,998.00 at the end of 10. On a \$75 monthly investment you would have \$4,638.00 after five years, and \$9,996.00 in 10. That's how your money grows when you invest it in U. S. Savings Bonds. That money may spell a home for you, college for your children, or comfort and travel for the ripe days of your future retirement.

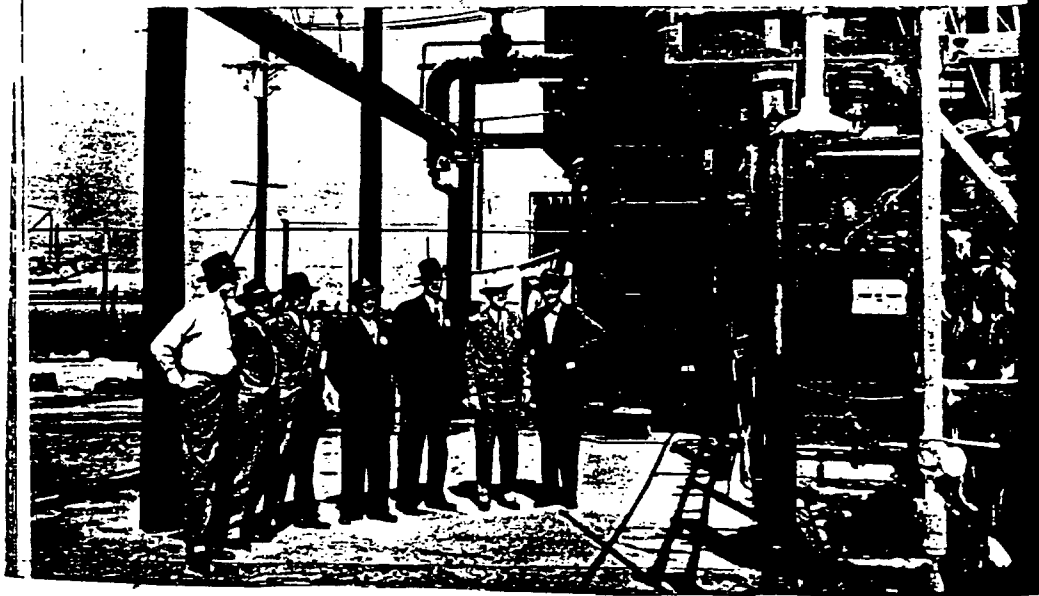
15

BULLETIN BOARD - FEBRUARY



Animal party—These kids are getting a last-minute preview of the January 18th meeting of the Detroit Ethyl Society. Ross Rife, social chairman of the Society, set up the event as a "bring the children" meeting, and the response was a packed house of 150 Laboratories employees and their families and friends. Speaker at the meeting was Frank McInnes, director of the Detroit Zoo. Illustrating his talk with colored slides, Mr. McInnes told all about who's who at the zoo. He bared the private life of many of the animals, particularly that of a naughty chimpanzee. Here, Mr. McInnes is shown talking to some of the children just before the meeting. Grouped around him, left to right, are: Judy Clixby, daughter of George; Beverlee Rife, daughter of Ross; David Chalk, son of Harold; John VanCamp, Harold Chalk's nephew; Alan Tandrup, son of Al; Ross Haiferkamp, friend of Tommy Yates; Tommy Yates, son of Thom; Cookie Sewell, daughter of Jim; Louise Jackson, child of Jim. Indoors or out the zoo's tops.

Impressed—A group of Pan-Am men who visited Ethyl's Manufacturing plant in Baton Rouge recently to see just what is being done in the way of expansion expressed themselves as "much impressed with the development." Here Tom Smiley (left), of Process Engineers, acts as guide for Pan-Am's J. D. Tufts, refinery superintendent; H. A. Read, vice-president; Ed Dorgan, Louisiana division sales manager; Robert Argus, assistant superintendent of refinery; and J. B. Hamblen, general manager of manufacturing. At far right is Ethyl's Bill Munding, account representative in the Southern region, who headquarters in Baton Rouge and arranged the tour.



This Smells

A new safety device for detecting leaks in gas lines has been installed at our Baton Rouge plant. An odorant called "Captan," injected into the gas lines, gives the natural gas a distinctive smell that makes any leak noticeable at once.

Odorizing units feed "Captan" into the lines in a continuous operation in proportion to the flow of natural gas, which the plant uses at the rate of approximately 3,500,000 cubic feet a day. One pound of "Captan," which costs only \$1.00, odorizes 1,000,000 cubic feet of gas, so this protection costs only about \$3.50 a day.

The first gas odorizing unit was installed on September 20, and two others followed soon afterward. They cover the TEL, Sodium, Ethyl Chloride and HCL areas. Since the new



Set-up for safety—This odorizing unit feeds "Captan" into the natural gas lines at the Baton Rouge plant. Its smell gives immediate warning of any gas that may be escaping.

odorizing units have gone into operation, even the smallest leak in a gas line has been detected immediately.



Answers to Picture Quiz

1. (c) 519,000. During 1948 approximately 39,000 meals were served in the cafeteria at the Detroit labs and 480,000 at the plant in Baton Rouge. 2. (a) Fire Power. The show, put on by members of Ethyl's Sales staff, is designed for people engaged in the marketing and distribution branches of the oil industry, and is available to customer companies as one of Ethyl's many services. 3. (a) February 2, 1923 is the historic date when Mike Redelle purchased the first gallon of "Ethyl" gasoline in Dayton, Ohio. 4. (b) Chrysler Building. Ethyl's executive offices were originally located in the Cunard Building on lower Broadway.

5. (c) 200 acres. Already the world's largest anti-knock compound production center, Ethyl's plant has plenty of acreage for the expansion program now under way to increase production still further. 6. (b) Supplies fuel to the dynamometers. At each dynamometer stand, fuel from either of two lines may be selected by the turn of a valve. Flexible couplings at the central distribution station pictured permit connections of the lines to 24 underground tanks and eight drums. 7. (c) Regional sales offices. In addition to these regional offices, Ethyl also has sub-offices in a number of cities throughout the United States.



Franklin Baldwin . . . Chem Researcher at the Detroit labs . . . graduate of Hobart College where he edited the year book, played in the band . . . chemist with Naval Research lab in Washington during the war, commissioned an ensign . . . later taught at Cornell while working for M.S. degree . . . with Shell Chemical Corporation in Houston before Ethyl . . . married and has a two-year-old son, Billy . . . likes carpentry, photography and traveling.



Janet Chamberlain . . . keeps busy with typing and shorthand in Automotive Research at the labs . . . June graduate of the University of Michigan in Ann Arbor . . . member of Kappa Alpha Theta and U. of M. Alumni Association . . . born in Oak Park, Ill. and while living in her home state belonged to the Chicago Figure Skating club for four years . . . now lives in Ferndale with husband Cal who attends school . . . enjoys playing the piano.

WE WELCOME . . .

Lucille DeVew . . . makes typewriter keys fly at her desk in the Chem lab office at Detroit . . . born in the Motor City, has lived there all her life . . . attended Wayne University . . . came to Ethyl from Berry Door Corporation in Birmingham . . . before that was a secretary at Christ Church in Cranbrook . . . one of seven children, has three sisters and three brothers . . . she and her husband, Harden, live in Birmingham, have a son, Harden, Jr., five.

Patricia Henry . . . crystallographer in Chem Research . . . another native Detroit . . . B.S. from University of Michigan, where she was president of Zeta Tau Alpha sorority . . . attended graduate school there before joining Ethyl . . . while in college was a lab instructor and tutor . . . member of the Mineralogical Society of America . . . spends after-Ethyl hours (weather permitting) swimming, playing tennis, riding or skating, also enjoys music.



First Story—Hot Stuff!

Art Zeitz, one of the new 1949 BULLETIN BOARD correspondents at the laboratories in Detroit, didn't have to wait long for his first story. It blazed up right under his nose.

Art and Larry Warzell, a fellow Automotive Products research engineer, were burned out of their bachelor quarters on the morning of January 6 while both were at work at the labs. Their apartment was in a house on North Woodward Avenue in suburban Birmingham. They had moved in a little more than a month before.

Both rushed out to Birmingham as soon as a telephone call put them on the trail of the flames. They arrived just in time to jerk a few pairs of socks and other small items from dresser drawers, and gaze gloomily at the ashes of their suits, coats, jackets, luggage and all the rest of their belongings.

George Robinson, also of Automotive Products, took the homeless Ethylites in until they could find

temporary living quarters in Detroit.

The fire was the second in two months to strike the home of an Ethyl research employee. In mid-November, a new home that was a building on Detroit's west side for Ruth Simons, of Technical Data, was badly burned by flames that at times reached a height of 30 feet. Ruth had expected to move in at Christmas, but there was nothing to do but tear down the charred ruins and start over again. Ruth had gone out to see how things were coming along and left the premises only 30 minutes before flames engulfed it. She hopes to move into her rebuilt home by Valentine's Day.



Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Renfroe, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: Fred Green, Louise Hennessey, Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Marjorie Poindexter, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl; Ethyl-Dow: Jim Donohue.

Cupid's Corner

Anne Anderson, of Mimeographing in New York, is wearing a new ring and a new name. She was married on the 18th of December to James O'Neill, in Elkton, Md. They are now at home in their new apartment in Flushing, Long Island.



Frances Ward

Frances Ward, of Payroll in N. Y., has joined the third-finger-left-hand club. Her engagement to Benjamin Norz was announced on the 24th of December. Fran met Ben, who used to work in Ethyl's Cost division, at the Christmas party in 1947. They plan to be married this coming Fall.



Helen O'Leary, of Statistical Research in New York, has also scheduled a Fall wedding and change of name to Mrs. Francis X. Dowd. She and Frank decided on the 22nd of December to make it a date forever.

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BULLETIN BOARD—FEBRUARY

\$25 for a Buck

They went gunning in Baton Rouge and no unwary buck with a fine head of antlers could call his life his own during the deer hunting season from November 15 to January 10. Ethyl's marksmen were aiming for the \$25 prize offered to the Ethyl Recreation Association member who bagged the buck with the most points.

When Paula Stogner and Frederick Guillory brought back a 10-point set of antlers on November 23, they thought they had a winner. But Carey Vickers topped their mark on Thanksgiving Day by taking an 11-point buck which still headed the list when the season closed. So Carey, a mechanic in TEL Maintenance, was declared the winner, and was awarded the \$25 prize for his prowess.

★ ★ ★

Reports from Ethyl Sharpshooters

There were bulls-eyes by the dozen and the targets were well peppered when the Ethyl Athletic Association pistol team competed in a shooting meet at state police headquarters on December 12. They matched marksmanship with the deputy sheriffs of East Baton Rouge Parish and the Marine Corps league.

The Ethyl team, undefeated in four such matches, came out on top with 1065 points. The Marines chalked up 1006 and the deputy sheriffs came in third with 947.

The individual high score of 284 out of a possible 300 went to one of the Marines. Second and third places went to Ethylmen J. T. Bridges, with a 272, and Dan McDonald with 270.



THE YOUNGER SET

Jeanne Sauls is counting the weeks until vacation time when she will return to Quannacut Camp in Pine Bush, N. Y., where this picture was snapped last year. Jeanne's mother, Eunice Sauls, is secretary to Paul Monahan, assistant treasurer, in N.Y.

Roger Berg, son of Southern Regional Manager Harold Berg, enjoys hunting and fishing with his pop. Rog goes to Cascia Hall in Tulsa, and Mrs. Berg is classroom mother for the sophomores.



Bobby Roberts in his parade dress—he's a member of the Mountainside N. J. Drum and Bugle Corps. That's his brother Steve below.

Steve Roberts couldn't be prouder of a Cadillac than he is of his new tri-cycle. He and Bobby (above) are the sons of Art Roberts, Eastern region safety engineer and account representative.





The oil industry is constantly stepping up its exploration each year, drilling more wells and finding more oil. The known volume of oil underground is at the highest point in history. Last year, alone, the industry drilled a record of about 37,000 wells, of which 6,000 were exploratory, or "wildcat", wells.

ETHYL BULLETIN BOARD

by and for Ethyl employees

Published by the Ethyl Corporation, 405 Lexington Avenue, New York, New York;
Edward L. Shea, President; Stanley T. Crossland, Vice-president and Treasurer;
Richard M. Page, Secretary.

Marceline Marquis, Editor

Where Else?

You and I and 148,000,000 like us are the uncrowned rulers of this land. Speaking for myself, I like it that way. Seems to me our system has done pretty well by us.

Where else does the average man—the plain Joe Doaks—do so well? Where else can the average man live in such luxury—own a home, automobile, washing machine, electric refrigerator, radio, television set, and whatever other modern convenience he happens to fancy? The answer, of course, is—nowhere.

It is the great, free economy won by the blood and bravery of our forefathers that has brought us the highest standard of living known to man. The staggering production record of industry, the marvels of scientific discovery are the result of this economic system, where men have incentive to work, to create, to produce.

But now Americans who once roared like lions for liberty are yelling even louder for government aid, which in the end may cost them that liberty. Whenever we are faced with any difficulties, the first and only thing some of our modern leaders think of is controls—controls over prices, controls over commodities. If they would reduce government spending, make it possible for industry to plow back earn-

ings and increase output, and not remove the incentive of reward for enterprise, this country could continue its tradition of outdistancing the world in production, in scientific achievement, in living standards. Good men and women working in good jobs could go on producing more and more to build a stronger America and help keep the fires of freedom burning throughout the world.

Economic freedom and political freedom go hand in hand. When you lose one, you wind up by losing the other. This truth was clearly stated recently by General Eisenhower. Said he: "I am convinced that once economic freedom is lost, all others go by the board. We can achieve success in protecting these only as each of us does his part to resist depending on the uncertain mercies of an all-powerful bureaucracy."

What happens in America affects every free man in the world. Succinctly and significantly, Abraham Lincoln, nearly 100 years ago, said: "This is the last best hope of earth."

Today the world stands at the crossroads with all eyes turned on America. If our economy goes down it will carry all humanity with it. We in America, who value freedom, should do our utmost to preserve it.

MARCH, 1949



**Four
Queens
and a
New Ace**

(See page 11)

TMN SCORE HIT

PAGE 6

FROSTED ORANGES

PAGE 9

**THEY JUST KEEP
ROLLING ALONG**

PAGE 14

HOW TIME FLIES

PAGE 16

PROMOTIONS PLUS

PAGE 10

FOLKS AND FACTS

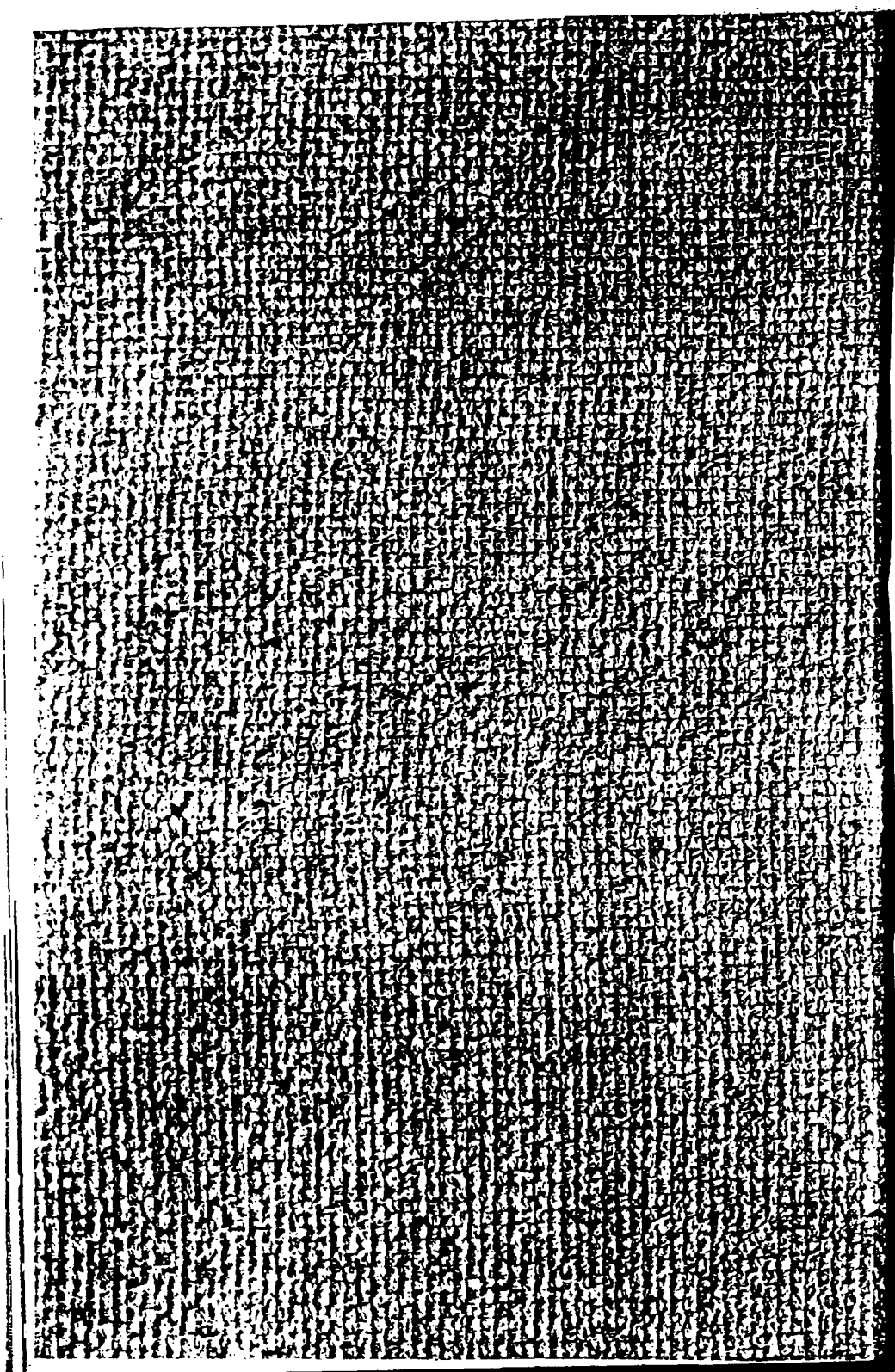
PAGE 12

HEEL, TOE AND BINGO

PAGES 18 AND 26

SCHUSS! SCHUSS!

PAGE 20





Specialists in Safety—To these members of the Safety department goes much of the credit for reducing accidents at Baton Rouge. They are, front row from left, E. J. Lorio, safety engineer, Ethyl Chloride area; Alyce Wilbert, typist; Delores (Petite) Brignac, stenographer; Carroll Hebert, supervisor of safety and plant protection; standing in back are R. R. Palmer, E. B. Loudon, D. W. Read, W. S. Smith, F. M. (Mike) Porch and W. B. Heck, safety engineers.

Baton Rouge Employees Honored for Safety Achievement

Employees at the Baton Rouge plant chalked up a safety record during 1948 that has brought awards, honors and laurels to them and to Ethyl, culminating with the National Safety Council's Distinguished Service to Safety Award. Highest honor the Safety Council can bestow, it was

presented at a special ceremony held in the new Medical and Personnel building square on March 9 for all plant employees.

This is the third safety award won by the plant within the past six months. At the National Safety Congress last Fall, our plant placed third in Division III, Group A, of the Chemical Safety contest.

The plant also received the American Petroleum Institute's "Accident Prevention" award for operating 1,016,983 safe

Baton Rouge folk believe in signs—They heed this one on their way to the Mannheim plant.





Graphic reminders of safety rules attract attention, keep all the people on the plant alert.

hours during the period from September 9 through November 7.

This fine safety record is the result of a well-planned program that called for the cooperation of everybody at the plant. It started at the end of 1947 when Resident Manager Clint Bond outlined for members of top management specific responsibilities and duties. They picked up the ball, and, backed by good team play on the part of all workers, carried it through for a smashing victory over accidents. The score shows that during 1948 time-losing injuries decreased

33 per cent and frequency dropped 40 per cent.

Last summer the Ethyl Chloride Operating department won special laurels by chalking up 466 days without a time-losing injury. In recognition of this outstanding safety achievement the Company honored some 225 Ethyl Chloride employees at a dinner on August 12.

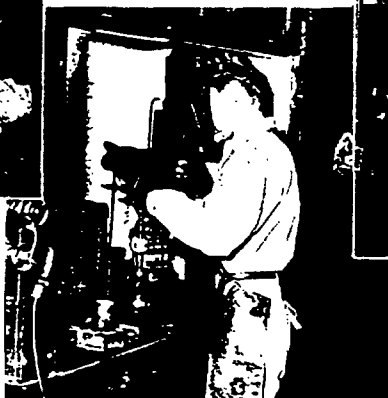
Defying the law of averages, our safety record at the plant has improved with increasing numbers of employees. As each of the plant's new units begins production, more accident exposure hours are added. Based on the opera-

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BULLETIN BOARD—MARCH



Foremen always help employees get off to a safe start. Here W. W. Mills (right) checks safety instructions on the handling of this machine with W. H. Britton, iron worker first class.



At work in the Development laboratory, Carroll Forbes protects himself with face shield, rubber apron and gloves. He is a senior laboratory assistant.



In certain parts of the Sodium area everyone is required to carry gas masks. Checking these masks is one of the duties of Benjamin Rogers, who is a fireman inspector first class at the plant.

tion of the law of averages, the number of accidents should therefore increase. Carroll Hebert, plant safety supervisor, is justifiably proud of the fact that the exact opposite is true.

Today, with almost twice as many employees at the plant as in 1945, accident frequency has dropped about 57 per cent. During the last quarter of 1945 there were about 1800 people employed and accident frequency (number of accidents per million man-hours worked) was 10.08. Now there are more than 3200 employees and accident frequency has dropped to 4.32.

The safety program that brought about such gratifying results included a contest, motion pictures, lectures by specialists in the safety field, and a course in "accident prevention." The course, part of the training program directed by John Furr, training supervisor, was given to all members of management during the summer.

Decentralization of the work of the plant safety staff was also devised as a means of aiding the safety program. The seven plant safety engineers assigned to Carroll Hebert's office were reassigned to specific areas. This facilitated the job of the safety engineers by enabling them to work more closely with the area superintendents and act as technical advisors to them in accident prevention.

A special bulletin from Resident Manager Bond went to all employees at the plant congratulating them on their achievement. He said:

"This outstanding safety performance could not have been accomplished without your cooperation, and as long as each of us maintains a real interest in accident prevention our plant will continue to be a safe place in which to work.

"Please consider this my personal thanks for a job well done in safety during 1948."

Advertising Campaign

If you are one of the many people who have enjoyed Ethyl's "Trade-Marks" of Nature ads, you will be glad to hear that you can go right on enjoying them. The series, which from the start has been an unusually successful advertising campaign, is growing more popular and more effective every day.

This month the 29th and 30th ads in the series are appearing in seven leading national magazines. The full color ad features nine different dogs with their rich coats and distinguishing markings. The black and white ad features strange flying creatures including a flying snake and a flying frog. If you haven't already seen these ads, you probably will since they are, as always, near the front of the magazine where you can't miss them.

Only change in the general style of the 1949 series is the treatment of the selling message under the "Ethyl" trade-mark. In the new ads, a cartoon drawing, based on one of the animals in the ad, has been added to attract attention to the selling message. It contains fast-moving, reason-why copy, that has new interest with every ad.

This series of ads, which is reaching 50 million readers every month, has been proved to have far better readership than the average ad in the magazines in which they appear. They have brought to us, to our advertising agency, Batton, Barton, Durstine & Osborn, and to the various publications, an ever-mounting flood of complimentary letters and requests for reprints. In answer to these requests, reprints have been supplied to hundreds of schools, parents and cus-



Continues To Win Friends For Ethyl

tomers, in addition to the reprints supplied to our own field men for use in their contacts with customers.

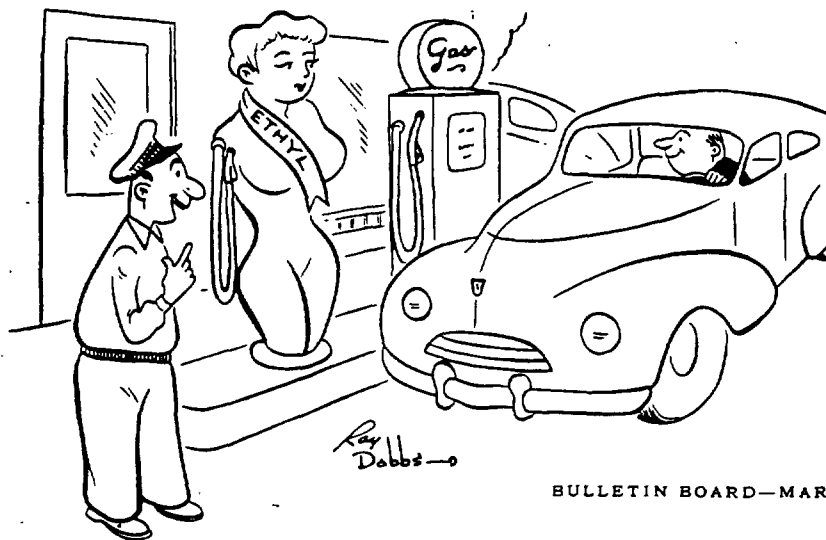
It's quite the usual thing for our Advertising Manager Russ Weston and other Ethyl people to receive frequent compliments on the "Trade-Marks" of Nature series from business associates and friends who identify them with Ethyl. That's always pleasant, but it's even better when the Ethyl connection is not known. For example, Mac Murdock was pleasantly surprised one night, when he walked into a parent teacher's meeting in New Rochelle and found reprints of some Ethyl ads on the bulletin board. After the meeting, assuming the air of an innocent bystander, Mac inquired of the teacher where she got them. "Why, I just wrote to the Ethyl Corporation," she replied, "and they sent me a very nice letter and these prints." (For your information, it was one of 24 form letters that Frank Howard, assistant advertising manager, has drawn up

to answer the various types of mail received on the campaign.)

So far more than 225 different nature subjects have appeared in the "Trade-Marks" of Nature ads, which cost us something less than $\frac{1}{16}$ ¢ per magazine reader. The magazines in which the ads appear have a reading audience from coast to coast, from top level executives to average wage earners, farmers and small business men. The publications used are selected in order to get the most effective results for the advertising dollar.

Speaking of effectiveness, the commercial in these ads is nearly three times better read than the average advertisement commercial, according to national readership studies. Other studies show that readers retain the idea that "Ethyl" is a trade-mark to look for when buying gasoline.

When you look for the "Trade-Marks" of Nature you'll find them in such magazines as *Life*, *Look*, *Time*, *Country Gentleman*, *Holiday*, *Saturday Evening Post* and *Collier's*.



BULLETIN BOARD—MARCH



Some 150 employees recently moved into this modern building just completed in Baton Rouge.

Old Staff in New Home

February was moving month in Baton Rouge as 150 members of the Personnel group, Medical and Finance departments and top management set up shop in the new Medical and Personnel building. The office forces moved in on February 5 and 6, and the Medical department on the 26th.

Much of the building's exterior is devoted to window space and the walls are of red face brick to match the adjoining Ethyl buildings. The height of its modern design is reached in the main lobby, which is finished in marble, contains a curved balcony and is fronted by a large glass wall.

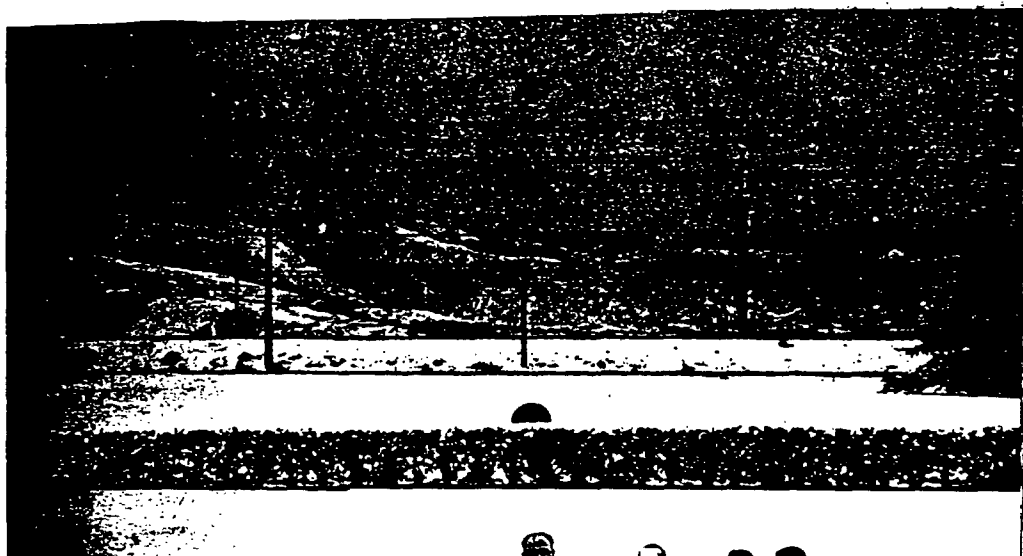
Air conditioned throughout its 100 rooms, equipped with acoustical walls and ceilings, the building is one of the most complete and modern of its type in the United States. Designed by Bodman and Murrell, plans allow for the addition of another (third) floor.

Equipment of the Medical department includes: physiotherapy, drug, x-ray, x-ray reading, and dark rooms, laboratory, library and conference room, electrocardiograph, oxygen, first

aid, and minor surgery rooms, and booths for eye, nose, throat, and foot work. Dr. Roy Bock, head plant physician and his staff, Dr. George D. Dicks, Dr. Carlton L. Harris, and Dr. John William Lane are now settled in these fine new quarters.

The move into the Medical and Personnel building makes expanded facilities available in the Administration building for Production Planning, TEL operations, Plant and Employee Services and Purchasing people.

The following management men are now at home in the Medical and Personnel building: John Schaefer, vice president, Clint Bond, resident manager, Bynum Turner, assistant resident manager, Roy Clothier, operations manager, Bill Henry, engineering and maintenance manager, George Kirby, process engineering manager, and Art Stover, labor relations manager. On the second floor along with Vice President Schaefer are members of the Finance staff, headed by Bob Cowlishaw, assistant treasurer, and Ed Acker, resident controller.



VERY UNUSUAL OF COURSE

Above: View from the front windows of the San Berdu Lab. Unaccustomed as they are to sculpting in snow, these San Bernardino men turn out a statue in the white stuff. In front, left to right, are Virg Allred, Shorty Guinn, Jim Bay and Harry Perdew. In back: Earl Ellis, Art Stahlheber, Ed Lindsay, Ernie Goodman, Buford Millard and Miner Gamble.



Below left: The unusual tracks in the unusual snow were made in front of Charlie White's home in Pasadena, California. **Right:** Ray Wyrick, also preserved in celluloid the unusual decorative effect that winter's artistic hand made on his Pasadena home and surrounding grounds. Ray is operations manager in Los Angeles and Charlie is a safety engineer in the Western region.





New Foremen are welcomed to the management team, brought up to date on Company policies and procedures. Several members of the Development staff also sat in on the sessions. First row, from left are J. B. Furr, Training; Harry Butler, Development; Sam Boudinot, TEL Maintenance, Cal Spiller, TEL Operations; Bill Walsworth, Stores; Steve Henry, manager, personnel and employee services; Clint Bond, resident manager. Second row, from left are R. R. Faller, Industrial Relations, New York, Allen Guerin, TEL Operations; Bob Blom, TEL Maintenance; Purc Gilmore, TEL Operations; John Willard of the Development department.

Training Program for New Foremen at Baton Rouge

A training program for newly appointed foremen was inaugurated at the Baton Rouge plant last month. Two groups of men recently promoted to jobs as foremen were indoctrinated at meetings held in the cafeteria conference room. First group met February 16, 17 and 18, and the second, February 23, 24 and 25.

Company policies, principles of supervision and accident prevention were discussed by men of management. In the opening sessions, Vice President John Schaefer and Resident Manager Clint Bond explained that the program is designed to help the new foremen meet their increased responsibilities with assurance and ease and fit smoothly into their jobs. As members of the management team

most closely associated with the employees, it is of prime importance, they said, that the foremen be informed on all matters pertaining to Company policy and procedure.

The subjects covered and the men who discussed them included: Aptitude Testing, Bill Edwards; Ethyl History and Background, Ray Faller, head of training activities of the Industrial Relations department; Principles of Supervision, John Furr, supervisor of training; Accident Prevention, Carroll Hebert, supervisor of safety and plant protection; Company Policies, Steve Henry, manager of personnel and employee services; Labor Relations, Art Stover, manager, labor relations; Employee Relations, John Ward, supervisor of personnel.



Second Group to go through the training program recently set up for new foremen pose for their picture with Steve Henry, head of the Plant Employee Services Section. Front row, from left are Tom Taylor, Development; J. D. French, Ethyl Chloride; Ted Crawford, Ethyl Chloride; "Ham" Hamby, TEL. Standing are "Cleve" Womack, TEL; John Furr, Supervisor of Training; "Dick" Dickerson, TEL; "Sid" Cowart, TEL and S. G. Henry.

On the cover: Baton Rouge lovelies leaving the new Medical and Personnel building. They are, from left, Lou Knighton, of Personnel; Rosemary Moore, secretary to John Schaefer; Audrey Rogers, of Medical; and Eula Mae Bradford, Roy Clothier's secretary.

Steering Session in San Berdu—On the last Thursday of each month the officers of the San Bernardino Ethyl Society meet to plan a varied program of sports and social events for after-hour fun. First one of the year, a Valentine Square Dance (see page 26), brought out a lot of Ethyl folk and friends for a rollicking good time. Seated around the table, clockwise, are: Harry Perdew, publicity chairman, Carol Simcock, secretary and treasurer, Dean Painter, general chairman, Judy Schaub, social chairman and Claude Guinn, sports chairman.





Lew Barnum receives the Silver Beaver Award from E. B. Doran, a vice president of the Istrouma Area Council of Boy Scouts. The award, the highest that can be given by a local council, is for "service to boyhood."

Lew Barnum was presented with the Silver Beaver Award of the Boy Scouts at the annual meeting of the Istrouma Area Council in Baton Rouge on January 25. Lew is assistant to the manager of the plant and employee services section.

George Calingaert, associate director of the Research laboratories, gave a talk for the Ann Arbor chemical engineering students on January 6. His subject was "The Practice of Scientific Research."

Idan Flaa, of the Research laboratories, spoke on "Trends in Passenger Car Design" before a divisional sales meeting of the Continental Oil Company on February 2. Territory representatives from seven states attended the meeting, which was held in Chicago.

Clarence Harvey, of the Development section in Baton Rouge, was elected president of the Baton Rouge

About People

Industrial Forum on January 22. The group comprises 120 members representing nearly every phase of industrial supervision.

Casey Jones, head of the Passenger Car section of Tech Service, gave a talk before the Technical club of Dallas on "Trends in Passenger Car Design" on February 1. He also addressed representatives of several oil companies on this subject while in the Southwest.

W. B. Ligett, new products research coordinator at Detroit, spoke at an American Chemical Society meeting for student associates on January 18. He discussed "The Approach to Research Problems."

Wheeler Lovell spoke in the nation's capital on "Chemistry of Engine Combustion" before the Washington section of the American Society of Mechanical Engineers, February 10. He is an associate director of research at the Detroit laboratories.

Fred Naylor, sales coordinator in our Western region, Seattle office,

has been elected president of the Seattle General Motors Club. Fred served as vice president of the club last year.

Ed Paige, head of the Commercial Engine and Fleet section, Detroit, spoke in New York, January 27, and Toronto, February 10, on "Factors Affecting Valve Life in Commercial Engines." After his main talk before the Metropolitan Section of the Society of Automotive Engineers, Ed joined a panel of experts for a round table discussion of valve problems. Also on the panel was **MAX ROENSCH**, national SAE vice president and a research coordinator at the Ethyl labs in Detroit.

F. M. Porch, safety engineer in Baton Rouge, gave a series of safety talks to some 61 industrial engineering students at Louisiana State University the week of January 10.

Vice President John Schaefer presiding as toastmaster at Industrial Research Institute dinner. James Killian, president of Massachusetts Institute of Technology, seated at the right, was the principal speaker.



Ross Rife, purchasing agent at the Detroit labs, has been elected a director of the Ferndale Community Building Association, Inc. The duty of this 14-man Board of Directors is to maintain and pay for the community building where social, civic, educational and philanthropic activities for teenagers are sponsored. Ross will serve for three years.

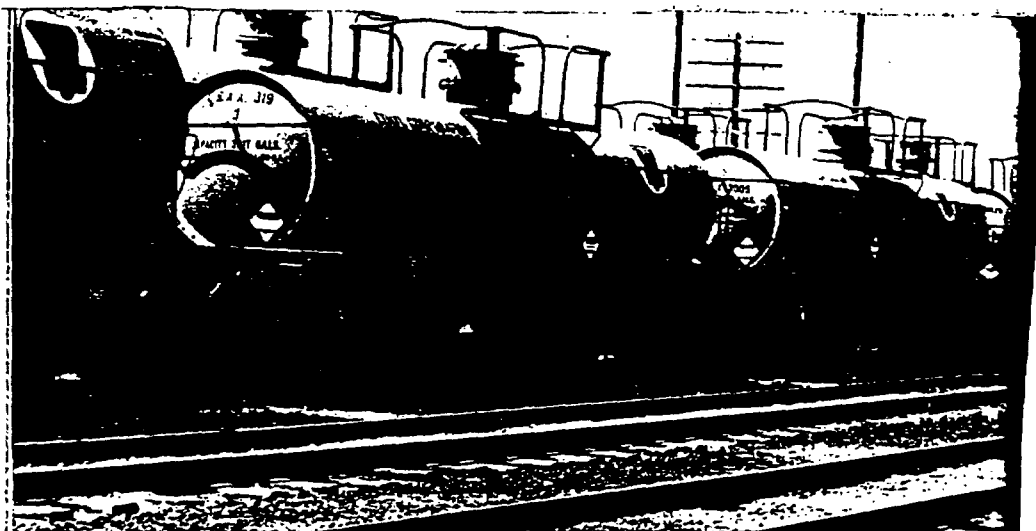
Max Roensch gave a talk on "Engine Design for Past, Present, and Future Fuels" before a joint meeting of the SAE and the Central Pennsylvania section of the American Society of Mechanical Engineers in Williamsport, on February 17.

John Schaefer, vice president in charge of manufacturing and traffic, played a prominent part in the Industrial Research Institute's Winter meeting held in Rye, N. Y., February 2, 3 and 4. The Institute's vice president, he served as toastmaster at the initial dinner and as chairman of three of the scheduled sessions at which various phases of research were discussed by leading industrialists and scientists.

Gil Way, one of our roving engineers, was a speaker at the January 17th meeting of the Salt Lake City Section of SAE. He discussed vapor lock.

Earle Webb was reelected to the board of the National Industrial Conference Board on February 17. He was one of 24 New York executives who were reelected at the 302nd regular meeting held at the Waldorf-Astoria hotel in New York City.

Thom Yates, public relations representative at the Detroit labs, spoke before the Gratiot Lions club on February 15. His topic was "Ethyl—A Romance in Industry."



Keeping pace with increasing production, new tank cars recently built for Ethyl roll into the plant at Baton Rouge to begin service in the delivery of "Ethyl" antiknock compound. Of special design and construction they give maximum insurance for the safe delivery of our product.

The EBAX Fleet Is Growing

Ethyl's fleet of tank cars keeps growing in pace with increasing production, to provide ample facilities to meet our customers' needs even during unusual periods of peak demand. These cars are constructed to specifications which will give maximum insurance for the safe delivery of "Ethyl" antiknock compound and are not interchangeable, but used solely for this purpose. The shell, or bottle, as the fluid tank is called, is made of steel seven-eighths of an inch thick, fusion-welded and stress-relieved. Around this practically invulnerable casing is four inches of insulation, and around that is another layer of steel, one-quarter of an inch thick, which serves as a weather shield to protect the insulation. As a further safety measure, the tank has no bottom outlets. Loading and unloading is

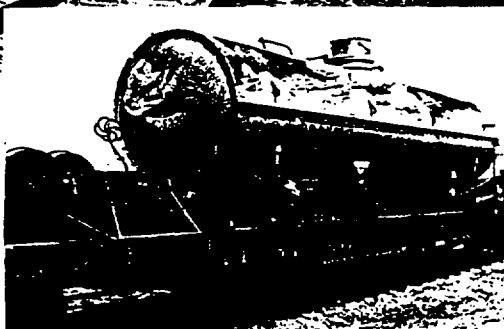
handled by vacuum through the dome, in which there are two sets of stand-pipes and vents (an extra set in case one doesn't work), and a safety valve.

The fluid tank is built to withstand up to 300 pounds of pressure and the safety valves are set for 225 pounds. Just to give you an idea about how special these specifications are, the average gasoline tank car is made of riveted steel about half-an-inch thick with no insulation and tested for 60 pounds of pressure.

Reviewing and approving the specifications for these antiknock cars is the headache of Bill Henry, engineering and maintenance manager at Baton Rouge. Happily and with pride we report that the cars have withstood the test of time in accomplishing the job of protecting our product and



Rescued from a train wreck this car, battered, scarred and without wheels, was set on a flatcar and delivered to its destination without loss of any of that magic "Ethyl" fluid. It was protected by plate steel almost an inch thick plus four inches of insulation plus another layer of steel. So far this protection has been adequate to preserve our product intact through all the beatings our cars have had to take in transit.



giving speedy delivery to our customers. Although they have taken severe beatings in various derailments, wrecks and mishaps, they have come through them all without loss of product. For a shining example, take a look at EBAX 6047 shown above.

Looking ahead to the future, when expansion facilities under construction at the plant will be operating in full swing, Traffic Manager Ed Gresslin is now making plans to add still more cars to the EBAX fleet. In addition to the tank cars, we also have a fleet of tank trucks to serve our customers who are not equipped to use "Ethyl" fluid in larger quantities, or do not have rail facilities.

Old Time Transportation

The first oil was carried on flatboats which were rushed down Oil Creek, in Pennsylvania, by "pond freshets" made when dams along the stream were opened at just the right time. The entire cargo of a flatboat fleet of the 1860's could be carried in one of today's 10,000-barrel steel petroleum barges operating on the Ohio-Mississippi River system.

Because of wastage from wells and leakage from tanks and barges, Oil Creek was covered with floating oil. People stood along the banks with buckets, skimmed the oil off the top of the water, and poured it into barrels for sale.



Louis LaMar Wilson, as he looks today

"These past 20 years seem more like 20 months," writes Lou Wilson, as he recalls that on March 16, 1929 he started a new period in his life—one filled with varied and unusual experiences, such as only old-time Ethyl field representatives can fully appreciate.

He got off to what can be referred to without reservation, as a quick start. His phone in Dayton rang at 8:35 on Saturday night and Bob Jordan was on the line. "There's a train out of there at 9:45," said he. "Pack a bag, get \$100 and I'll meet you in Chicago in the morning."

It's been like that ever since for Louie. "That was the beginning and now 20 years later the phone still rings and you are off to distant parts, with just about the same amount of warning. Never a dull moment."

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BULLETIN BOARD—MARCH

LOUIE

Some of Louie's first efforts to convert the world to the use of "Ethyl" gasoline were wasted on the desert air of Kansas. Oh, no, not entirely. He had one listener—Harold Berg, but then he wasn't a listener, exactly. He was teacher, and was coaching from a reclining position in the middle of a wheat field.

This pillar of strength telephoned just before Lou was to stage his first meeting. Harold had to leave for Hutchinson right away, but reassuringly said: "You'll be all right. Just make some notes on the back of one of your business cards so if you get stuck you can look at them." Lou followed the advice, but got through without having to use the notes. It was just as well. When he opened his hand at the end of the meeting all he had was a wad of wet paper. Said Lou: "I really sweat that one out."

One of Lou's most vivid memories is an unhappy encounter with the Missouri State Troopers. They closed in on him at a restaurant on U. S. Highway 50. It didn't take Lou's companion, the sales manager for the St. Louis division of Standard Oil, long to convince the troopers that



In the long ago
when Lou Wilson
started with Ethyl, he
looked like this . . .

. . . and rode over
wooden bridges like
this down in the
Ozark hill country.



Lou wasn't their man, but he sprouted a cropful of gray hairs. After all, it is a nerve-wracking experience to be mistaken for Public Enemy No. 1, even for a few seconds. It was some weeks later when Dillinger was actually spotted and shot in Chicago.

Lou, now busy putting on the Fire Power show for Ethyl customers, finds it smooth going. No stage fright now, and no trouble with the old red "demo" engine.

"When I look at the fine equipment we have today," said Lou, "and compare it with what we had in the early days to carry the word to the unbeliever I marvel at the job Ethyl has done. That word Ethyl is no longer a girl's name. Just mention it to anyone and they think not of women but of gasoline—the best."

A native of Ohio, Lou attended Ohio Wesleyan and St. Mary's College. He was co-owner of the Dixie Express Company in Dayton, an aeronautical designer for the U. S. Army Air Ser-

vice at McCook Field, on the sales and construction staff of the Permutitt Company of New York, and owner of the Film Service Company Motor Truck Line before coming to Ethyl. That last move, he thinks, was a good one.

In Lou's book, "anyone who has worked with Ethyl has been associated with the finest people and the best company, bar none." Looking back he says: "If my next 20 years go as did the past, it will be a swell world. I only hope they don't go quite as fast."

John A. Fischer, of Sales, Central Region, receives his 10-year service pin this month.

Rounding the five-year milestone are: Maxine Acre, Research, Detroit; Betty Beach, Finance, New York; Mary Dumville, Publicity, New York; Ruth MacDonald, Manufacturing, New York; Newt McClanahan, Gas Testing, Tulsa; and Gertrude Melloh, Finance, New York.



Playing at these tables are Mrs. Dan Hirschler, holding down the left corner, the Punch Pfundsteins, at the far side facing the camera, and next to them at the right, are the Fritz Schroeters.

It's All in the Call

Bingo night in Detroit brought out 185 men, women and children on February 15 for the monthly Ethyl Society meeting. The Laboratories cafeteria, where tables were set up for the event, was filled to capacity.

With eyes on the prizes and ears cocked to the calling of Barney Jones,

who acted as master of ceremonies, excitement among the players ran high. After the serious business of the evening was over, refreshments were served, tales of "almost won" were exchanged, and bingo was declared a "must" on the Society's calendar of varied social events for next year.

Game for an evening of fun and chance these Ethyl folk gathered in the cafeteria at the Detroit laboratories to play bingo. Barney Jones, master of ceremonies, kept them busy at the boards, awarded lovely prizes to the 14 winners, then all relaxed over refreshments and conversation.





Emcee Barney Jones presents the grand prize to Mrs. Maude Wesley, of the cafeteria staff, while her husband (in the bow tie) and Laurel Wilkinson, of Maintenance, look and listen.



Above: Bill Burt, chairman of the Society's Steering Committee, admires Roy Sugimoto's prize. **Below:** Mrs. Dale Thompson happily holds up to view the reward for her prowess.



Above: Mrs. Bill Leitch shows off the pair of horses she's taking home, while husband, Bill, of Chem Research, is "agaping." **Below:** Bob Mescher gets his prize from Barney.





Relaxing outside the Otsego Ski club, 250 miles north of Detroit are Ethylites Jim Hinkamp, the Al Kolkas and C. A. (Cap) Hall.



Posing with his skis is J. P. Weeks, N. Y. Finance. He's been skiing all his life and is starting his grandson, 4, in the sport.



It looks as if Gerry Harms, of the Eastern region takes her skiing lying down. This picture was made at Lake Placid, N. Y. during her first day of skiing. Also her last day.

SNOW, SE

Margaret Sakayan Einarsen had a date with a slope, now has a broken ankle and is on leave from her job in N. Y. Statistical.



Anne Coyne, of N. Y. Finance has been a ski enthusiast for the past two years. Here she is on her way down a Pocono slope.



SITZMARKS

Edith Wilson, N. Y. receptionist, tries the snow at Great Barrington, Mass., finds it cold. Anyway, she's keeping her ears warm.



With the Green Mountains of Vermont forming a backdrop, Helene Barclay, of N. Y. Finance, casts her shadow on the drifting snow.



Boyne Mountain, 25 miles inland from Lake Michigan, is a favorite winter resort for Max Roensch and his family. Max is a coordinator at the Detroit Research laboratories.



Harold Soroos, of the Detroit Research labs, pauses to admire the view. The scene is a slope at the Otsego Ski club in Michigan.



Ben Brewster, of Tech Service, Detroit labs, takes a look at yon hills and plots a course. He and Harold Soroos had some smooth skiing up in the Laurentians a couple of years ago.





Ralph Hutchinson at work on his new job in the Industrial Relations department in N. Y.

New Job for Ralph Hutchinson

Ralph Hutchinson, New York, has been transferred from Finance to the Industrial Relations department. He replaces Jack Lawrence, who resigned the first of the year to go with a management consultant firm.

In his new job, Ralph will handle employment and procedures. He interviews all applicants for jobs with the Company, whether they come through an agency or off the street. If a person wanders in and asks a receptionist about work, he is not told, "Sorry, no jobs today," but sent to the 43rd floor of the Chrysler building, where Ralph invites him into his office for an interview.

Until now Ralph has specialized in credits and collections, having handled them for most of the 10 years that he has been with us. He likes his new work, finds people interesting and the job challenging.

Ralph is a native of New Jersey. Born in New Brunswick, he now lives

in Weehawken with his wife, Adele. He has a bachelor of arts degree in business administration from Rider College in Trenton, N. J., was credit and collection manager for Chevrolet in North Tarrytown, N. Y. before coming to Ethyl. After Ethyl hours he enjoys bridge and swimming.

New secretary to Tech Service Director Dick Scales is Lucille de View. Lucille had been working in the Chem lab and was promoted to this position when Evelyn Stewart left to go to Denver.

All dressed up for the Covered Wagon Days celebration in San Bernardino, Bill and Zoe Schulze pose for a picture. He is head of our Engineering Research lab at San Berdu.



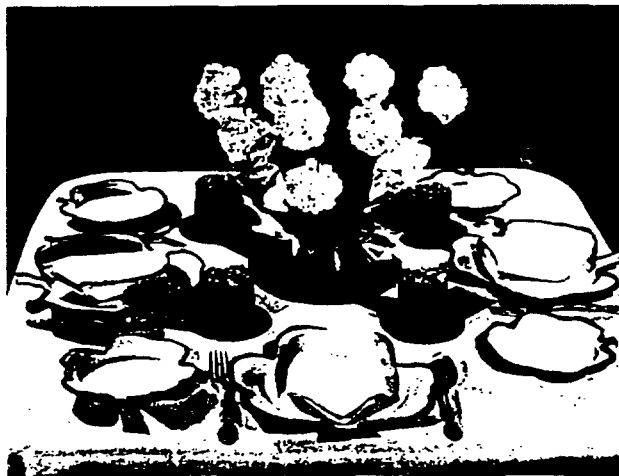
THE WOMAN'S PAGE

For a Gay St. Patrick's Party

It's bound to be a top o' the mornin' gala green day, so why not give a party in honor of dear old St. Pat? Whether or not you hail from Ireland, here's a wonderful chance to get that old gang of yours together for whatever kind of high-jinx they most enjoy.

If you wish to have favors, just remember that superstitions prevail on the Emerald Isle. Wood to knock on, pins to pick up, wishbones, black cats, and, of course, shamrocks—the list is practically endless. Your decorations can be beautiful yet simple to make. Materials for a table as pretty as the one in the picture are: paper plates, green tissue paper, green cellophane tape, clear cellophane tape, a few pieces of stiff cardboard, a gay bit of green ribbon and some carnations.

For the top-hat centerpiece, cover a vase and a paper plate with green paper. Tie the base of the vase with ribbon, and stand it on the plate. The little hats to hold nuts or candies are



made of cardboard 3" by 9", rolled and taped together then wound with green tape over the entire surface. A circular cardboard base is covered with green tape and attached to the top with clear tape. To make the shamrock plates, draw the shamrock outline on the paper plates, cut, and bind the edges with green tape.

"Out, D . . . Spot!"

Lady Macbeth had nothing on most of us who often find ourselves not only on the spot, but with the spot on us. Write the BB for spot removal hints on everything from egg to ink.

Janie Jacobs, receptionist and switchboard operator at our Los Angeles office, comes to Ethyl via Paramount Studios. Born in Seattle, Janie went to California in 1947. After hours enjoys dancing and tennis.



William J. Cleary, new assistant to the wage and salary coordinator in the Industrial Relations department, commutes from Elmhurst, Long Island. He is a graduate of Fordham University, and comes to Ethyl from the Federal Telephone and Radio Corp. in New Jersey. Bill is the proud owner of two model railway setups, which he claims are for the amusement of his two sons. He also has a good-sized record collection, likes softball, fishing, bowling and golf. He says he took up golf to develop his patience, no comment on the results.

EAST AND WEST WE WELCOME . . .

Martha Cassin, newcomer to Ethyl's Statistical department, is an honest-to-goodness native New Yorker. Martie's interests include basketball, roller skating, bowling, dancing and Broadway productions.

Lillian McCarthy, born on Long Island, travels from Forest Hills to the Chrysler Building's 43rd floor to her new position as secretary in the Traffic department. After hours, keeps house for husband, Joe.



FUN With HOBBIES

With Madcap March comes the first day of Spring and National Hobby Week, a good time to add something new to that list of your favorite doings. Could be the cure for whatever brand of Spring fever you call your own. E. J. Enoch, Jr., who spends his 9 to 5 hours in our N. Y. Advertising Dept., polishes with care his first attempt at furniture-making, a mahogany, cedar-lined, Queen Anne chest.



This shining modern kitchen is another example of Ed's creative ability. His wife Lillian proudly demonstrates the tailored-just-for-her qualities of her combination cabinet work table. Ed modestly told us he did not do the hanging cabinets, but little else here is not his work. An unusual feature is the recessed foot room under the cabinets and sink. The cabinets are made of $\frac{3}{8}$ " and $\frac{3}{4}$ " five-ply wood, with linoleum top and stainless steel trim. Each cupboard contains a shelf, and the drawers are partitioned. The valanced ceiling effect comes from the same type of linoleum used on the work table. Two coats of flat white paint and one of high gloss finished the job, which took just four months to complete.



You might not think that a man who goes in for cabinet-making and carpentry would also be able to turn out this sailing picture, but apparently nothing daunts this hobbyist. It took Ed only a couple of weeks to produce this spare time art project. It is done in pastels on suede paper and is a scene familiar to all who know Long Island Sound. Can't you almost feel the wind on your face and the tangy taste of salt in the air?



Celebrating St. Valentine's Day with an old-fashioned square dance at the San Berdu lab, Anna and Art Sortman, really enjoy themselves as they balance off with Rollin and Florence Gish (back to camera). That's Florence Remondino and Jim Terrell watching; at right, Judy Schaub demonstrates how the "Suzanna" is done with the caller, Mr. Lemay. Irene and Ray Shelley are in the background. Lower left, Bess Way and Juanita Halsey get into the spirit of the dance and swing Gil high, wide and handsome.

SWING YOUR PARTNER! BALANCE ALL!

At right, a couple of '49ers—in plaid waistcoat, badge and sun bonnet—"Sheriff" Jim Terrell and his Missus look as though they followed the covered wagon trail.

Whitey Gruwell, in dungarees and derby, dances gaily with beruffled Mrs. Gruwell and Bob and Helen Pope, as Marjorie Poindexter and Bob Peters beat out the time.



ETHYL BULLETIN BOARD

by and for Ethyl employees

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Edward L. Shea, President; Stanley T. Crossland, Vice-president and Treasurer;
Richard M. Page, Secretary.*

Marceline Marquis, Editor

Looking Up At Opportunity

I had a most enlightening conversation with a cleaning woman the other night. Working late to get some copy ready for the printer, I was banging noisily away at my typewriter when down the hallway floated a familiar sound heralding the arrival of the cleaning detail dragging the instruments of tidiness behind. Soon a slightly-stooped, gray-haired woman appeared in the doorway with a surprised "Still here?"

That seemed fairly obvious, but taking the query as a friendly overture, I verbally verified my presence. The office was in a somewhat cluttered condition, galleys, engravers' proofs, pictures, layout pages were piled about, and wads of paper ripped from the typewriter and tossed in the direction of the wastebasket were kneedeep.

The visitor quickly decided to discharge her duties later in the evening. Since it was Friday and I was coming in the next day, I asked why she didn't skip it and clean Saturday. She replied that they only clean Mondays through Fridays, since nobody comes in on Saturday. After a short pause she qualified this statement with, "That is, not anybody who works. Just executives, vice presidents and people like that."

Her observation intrigued me. What, I wonder, does she think executives do? And how does she think they

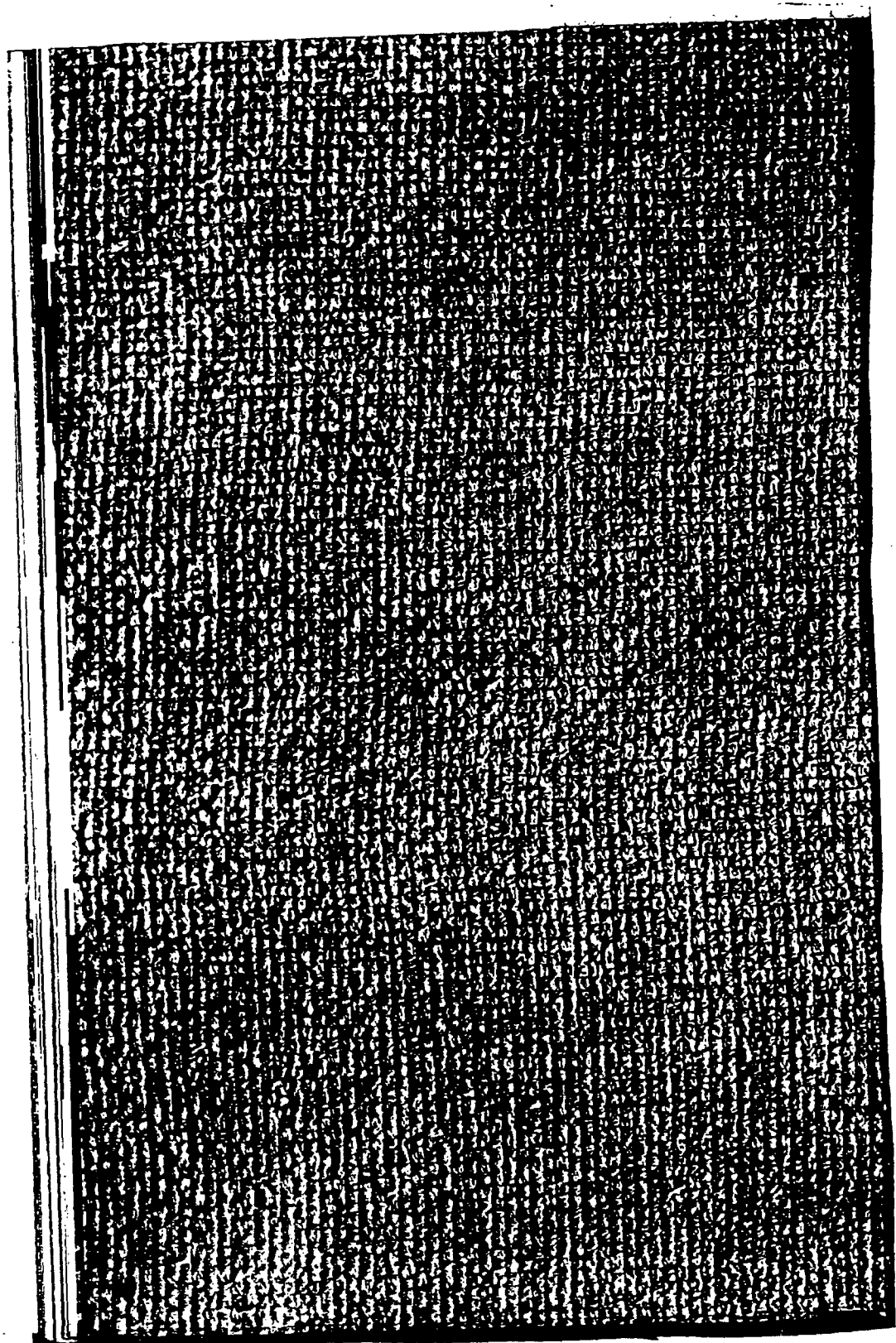
get to be executives? Why does she think they bother to come in on Saturday if they don't do any work?

Perhaps she thinks that executive jobs are inherited, handed down from father to son, like land in feudal times and crowns in the days of rule by the divine right of kings. Nothing could be further from the truth. All of Ethyl's top executives worked their way up from small or ordinary jobs as have so many American business men.

Now that I think of it, this woman spoke with an accent. Perhaps she has not been in this country long, and does not know that in America a man can start any place on "the ladder" and reach the top if he has ability, stick-to-itiveness and is willing to work harder than average.

And as I thought about it, I realized that the children of the woman who speaks broken English will soon learn from experience, if they do not already know how the principles of democracy work—in school, in team play on the athletic field and in business. If they have what it takes, they may, themselves, rise to the top. There's a long list of other first generation Americans who have—men like Beardsley Ruml, board chairman of Macy's; Maurice Tobin, Secretary of Labor; A. P. Giannini, the California banker; and Herbert H. Lehman, former governor of New York.

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ETC 12242

FIRE BULLETIN BOARD

APRIL, 1949



Spring in Manhattan (See page 29)

**MEET THE NEW
MODELS**

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**HOW TO HAVE
AND HOLD**

PAGE 6

SAVINGS SOAR

PAGE 7

**HOPEFUL
SPEEDSTERS**

PAGE 8

**THEY'RE SAYING
AND DOING**

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ON THE BEAM

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HURRAH FOR ED DARRAGH

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ANNIVERSARIES OF SERVICE

PAGE 26

Flying A "Ethyl" Premium Gasoline Launched on West Coast



Among top officials of Tide Water and Ethyl who were on hand to launch Flying A "Ethyl" gasoline were W. A. Reanier, domestic sales manager of Tide Water, Edward L. Shea, president of Ethyl, San Wagner, Western regional manager, Ethyl, and H. Y. Hyde, Tide Water VP.

Flying A "Ethyl", Tide Water Associated Oil Company's new premium gasoline, was introduced to motorists last month at service stations in seven western states, where pumps displaying Ethyl's yellow and black trade-mark dispensed the new product.

On February 25, just a few days before Flying A "Ethyl" was launched on the West Coast, 26 executives of Tide Water and Ethyl held a luncheon meeting in San Francisco to 1) celebrate a 22 year association between the two companies and 2) announce the introduction on March 1 of the

Associated division's new premium gasoline.

Representing Ethyl at the meeting were President Edward L. Shea, who for many years was an executive of Tide Water, San Wagner, Western regional manager, and Ted Littlefield, Western region sales coordinator.

William F. Humphrey, president of Tide Water, predicting a bright future for the new product, stressed the important part trade names and trade-marks play in American marketing and merchandising today. He said:

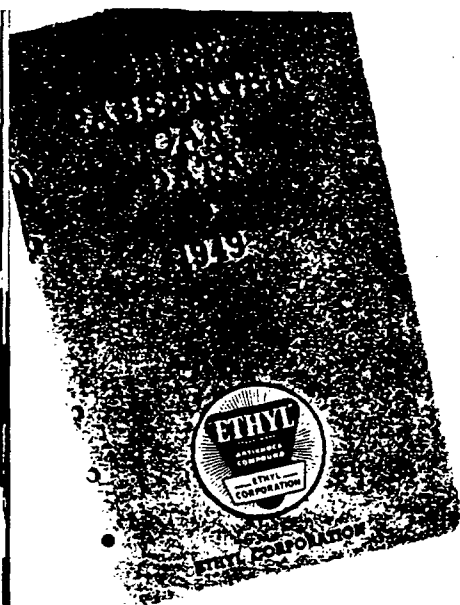
"The Flying A is the symbol—the trade-mark of our company and . . . the public at large recognize it as identifying a business establishment where quality petroleum products and courteous service are always available.

"Similarly the familiar yellow and black triangle—the trade-mark of the Ethyl Corporation—has a distinct meaning to the buyer of gasoline. American advertising and merchandising methods have taught the buyer of gasoline that this trade-mark means quality, that he can buy with confidence where he sees the familiar Ethyl insignia."

Introduction of Flying A "Ethyl" was timed, said W. A. Reanier, domestic sales manager of Tide Water, to the appearance of the 1949 automobile models. It has an octane rating of 91 (Research), considerably higher than the minimum requirements of the new Oldsmobile and Cadillac and is, he said, the scientifically achieved answer to the fuel needs of the higher compression engines of the cars of today.

3

BULLETIN BOARD—APRIL



Facts and Figures

such essentials as compression ratio, ignition timing, and valve material.

When the original booklet was first brought out in 1931, it was to be a guide for the sales staff of Ethyl Corp. Only 500 copies a year were printed to keep company representatives posted on the engine specifications and characteristics of cars then being put on the market. This was to help them render better and more prompt on-the-spot service in the field.

The 1949 edition reflects tremendous enthusiasm for the booklet—some 175,000 copies will be printed—350 times the number printed in 1931. Of this total Ethyl's customer companies will distribute approximately one half.

Although the Brief Passenger Car Data booklet started as an aid to automotive company personnel, it is useful to sales, service, marketing and research staffs. It has proved of interest to engineers around the world.

If you're looking for a sure way to compare current models of passenger cars, consult the Brief Passenger Car Data booklet for 1949. Compiled by Ethyl, this handy booklet has listed within its pages engine specifications and vital statistics for every late make and model automobile of all established manufacturers in this country. Covered in these listings are 40 different features of each car—from AMA horsepower to wheelbase, including



Quick reference for answering questions about new model cars, the Brief Passenger Car Data booklet helps both service station operator and motorist with latest information on car specifications, direct from the factory. They enable him to get maximum benefits from the high quality fuels provided by the progressive petroleum industry.

New Models

who want information on U. S. automotive development. Copies are also distributed to libraries and engineering students.

Idan Flaa, of the Passenger Car section of Tech Service, has compiled most of the data for the current 1949 edition soon to be published. All data is furnished by the manufacturers of automobiles, spark plugs, engine parts . . . none by the Ethyl labs. Thus, the booklet is a direct report from the car manufacturer to the reader.

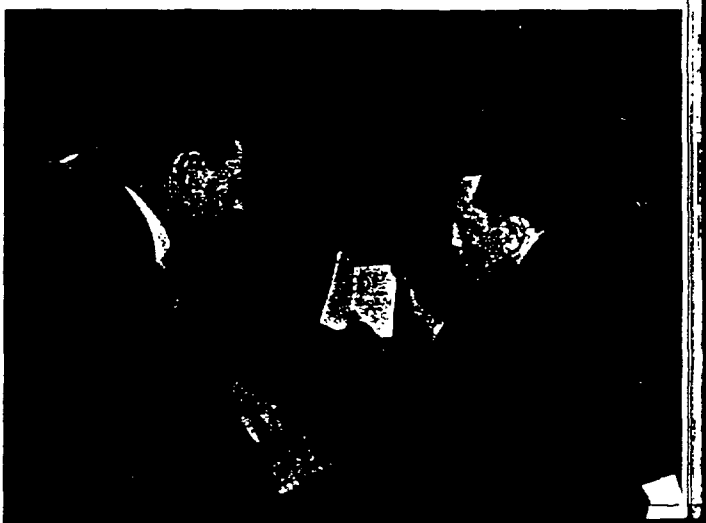
As the booklet has progressed in circulation, it has changed its title and its coverage. "Passenger Car Specifications and Adjustments" of 1931 became in 1937 "Brief Passenger Car Data" and has continued as such till today. From 70 models from 32 manufacturers, it was condensed to 54 models by 20 established makers of today. The Cord, Duesenberg, Marmion, and others have all passed into

oblivion. Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Ford, Hudson, Lincoln, Nash, Oldsmobile, Packard, Plymouth, Pontiac, Studebaker, and Willys have appeared every year, with Mercury, Crosley, Frazer, and Kaiser making more recent debuts.

To the average motorist, the most important information in the new edition is that engine compression ratio is continuing its constant increase. 1949 presents an average of 6.80, compared to 6.73 for 1948. This average was determined from figures supplied by all 20 manufacturers, who contribute to the high degree of accuracy of the booklet by their cooperation in giving latest facts available.

Thus, this booklet reflects the history of the American automobile industry. Back in 1931, the average standard compression ratio was 5.23. Availability of superior motor fuel has made possible an average standard compression ratio more than a full ratio higher. "Ethyl" gasoline, which averaged 73 octane (Motor method) 18 years ago, now has an average octane number of 80-plus. Thus, this booklet reflects the history of the American automobile industry and the contribution of the Ethyl Corporation.

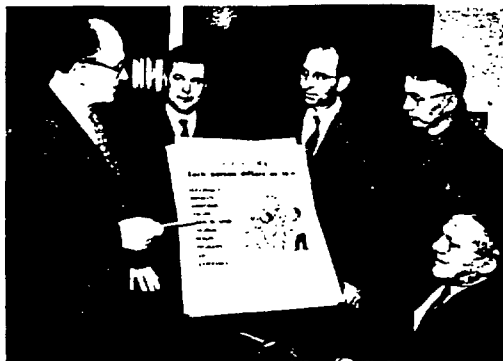
When it's tune-up time for new models, the 1949 edition of Ethyl's car data booklet proves helpful both to the mechanic and the interested car owner who wants to know precisely what is under the shiny hood. Here, Redg Bushell, Eastern region account representative, discusses pertinent tune-up data with a dynamometer operator.





Round table talk—First in a series of conferences on human relations was held at Yonkers March 23 for supervisors of the Central and Yonkers Test labs with Ray Faller, of Industrial Relations, N. Y., leading the discussions. Here are, clockwise, Harold Mehler, Hudson Kellogg, Ev Garnsey, Chris Bruhl, Ray Faller, Fred Ramin, Elmer Mahlke, Cliff Pope and George Carpenter.

Gassing on Good Relations



Ray Faller, Fred Ramin, Elmer Mahlke, George Carpenter and Cliff Pope talk over a point.

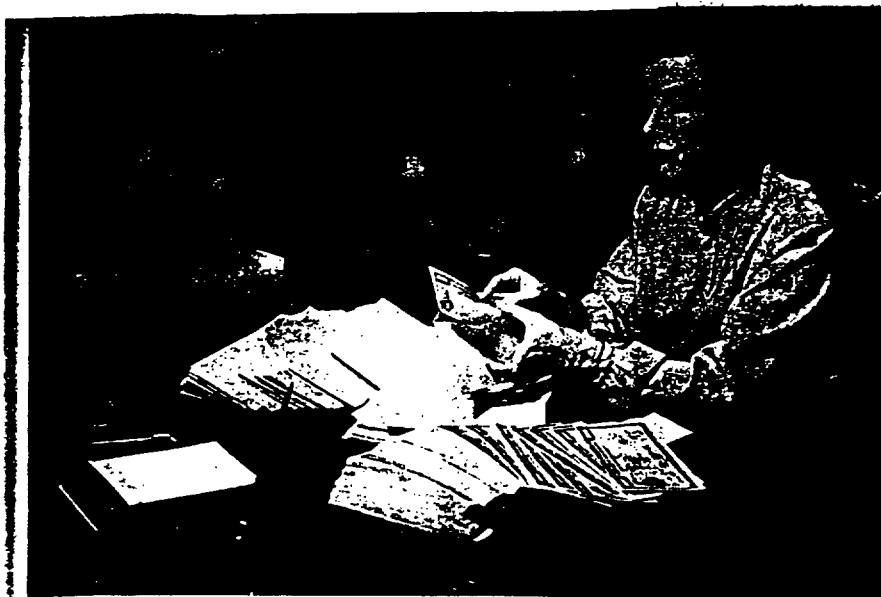


Good relations are good business. That, of course, everybody knows.

But just how to go about 1) achieving and 2) keeping good relations is a subject currently open for discussion at Yonkers. The first in a series of conferences on human relations was held there March 23 for supervisors of the Yonkers and Central Test laboratories.

Seven basic principles of supervision were brought up for discussion by Ray Faller, of Industrial Relations, N. Y., who leads the conference. Through an exchange of ideas and experiences, the best practices dealing with people are brought out. By following these practices the supervisors hope to make the best use of each person's abilities, increase his enjoyment of his work and his productivity.

Hudson Kellogg, Chris Bruhl, Fred Ramin, Ev Garnsey and (seated) Merritt Collins pay attention to one of the visual presentations.



Bond Sales Going Up

Catherine Klein, New York Payroll, is a great deal busier these days as the result of the two-month campaign for increased purchases of U.S. Savings Bonds held throughout the Company during January and February. In cooperation with the U.S. Treasury Department, Ethyl joined a nation-wide campaign to promote the sale of U.S. Savings Bonds through the Payroll Savings Plan.

The overall number of Ethyl employees participating has increased by

11%, while the amount of monthly payroll deductions for bond purchases has increased 13%.

Greatest increase was at the Detroit laboratories where the number of employees participating increased about 25% and payroll dollars going to the purchase of bonds increased more than 21%.

You may always obtain literature and signature cards for authorization of payroll deductions for purchasing U.S. Savings Bonds through Payroll.

New Tax Exemptions

Boys are in style with Rosamund and **JOHN P. FARNHAM** of New Canaan, Connecticut. Second son, George Dryden, was born at 6:52 p.m. on March 19, and weighed in at six lbs. 4 oz. Brother Johnny was five on February 23. Their dad is on the staff of the Law department in New York.

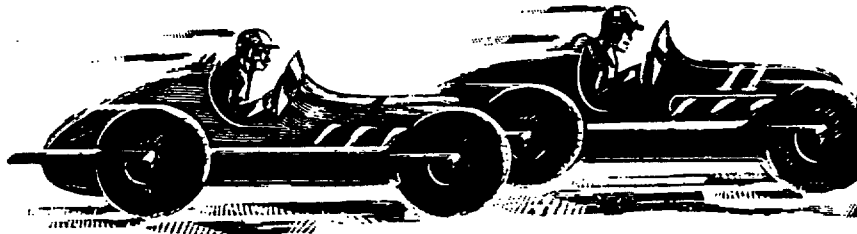
It was an eight-pound boy for Linda

and **ART HAWKES** on January 15. Art, a research chemist at the Detroit laboratories, has one other son.

RUSS MCGUINEY, fuel technologist for the Eastern region, has a new son, Donald Edward. Born on February 15, he weighed in at 6 lbs., 15 oz. He has a little brother, Russell H., Jr., who is now four-and-a-half years old.



A FAST



By Art Zeitz

The thundering crescendo of 33 cars roaring off to a crowded start around the red brick oval of the Indianapolis Speedway on May 30 might have special meaning for two Ethyl employees, Leonard Smith and John Koehnle. They hope to have a car of their own make and design speeding around the 2½-mile oval--and will if their entry qualifies.

Len, Detroit Automotive Products, has spent all of his spare time since

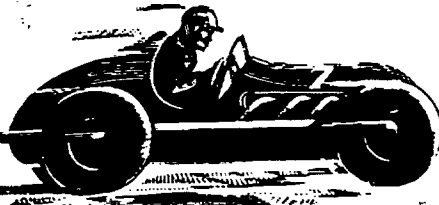
last August in a converted four-car garage, building the 250-horsepower speedster. John, Western regional area field engineer, is a partner in the design and production of the racer.

Both men have been keenly interested in racing for years. Len has been associated with almost every kind of racing. He has owned and driven bicycles, motorcycles, boats, and cars in many competitions during the past 25 years. At one time, Len raced for Indian Motorcycle Company of Springfield, Mass. Just before World War II, he was a partner in Northey and Smith, manufacturers of midget racing cars and racing equipment in Detroit. When war broke out, Northey and Smith was dissolved. Len, now garage foreman, came to work at Ethyl's Research labs in Detroit.



While still in the 1947-1948 engineers-in-training class at Detroit, John Koehnle now Western regional area field engineer, started work on plans for the racing car he and Len Smith have entered in the 500-mile race at Indianapolis on Memorial Day

500



The Northey brothers, Charles and Les, are helping Len build the racer. Through the years, Len has given technical and mechanical assistance to many entrants in the historic 500-mile Indianapolis classic, but it has always been his ambition to enter his own car.

John has had a hobbyist's interest in racing for many years. He was graduated from the University of San Francisco in 1943 with the degree of bachelor of science. After serving three years as an officer in the U. S. Navy, he studied for a year at Stanford University. During 1947-1948, he was a member of Ethyl's engineers-in-training class.

While John was in Detroit last year, he and Len attended the preliminaries of the Indianapolis 500-mile race together. That was the start of their plans—pursued in spite of John's transfer to California at the end of his Detroit training—for a speedway car to enter the internationally famous classic this year.

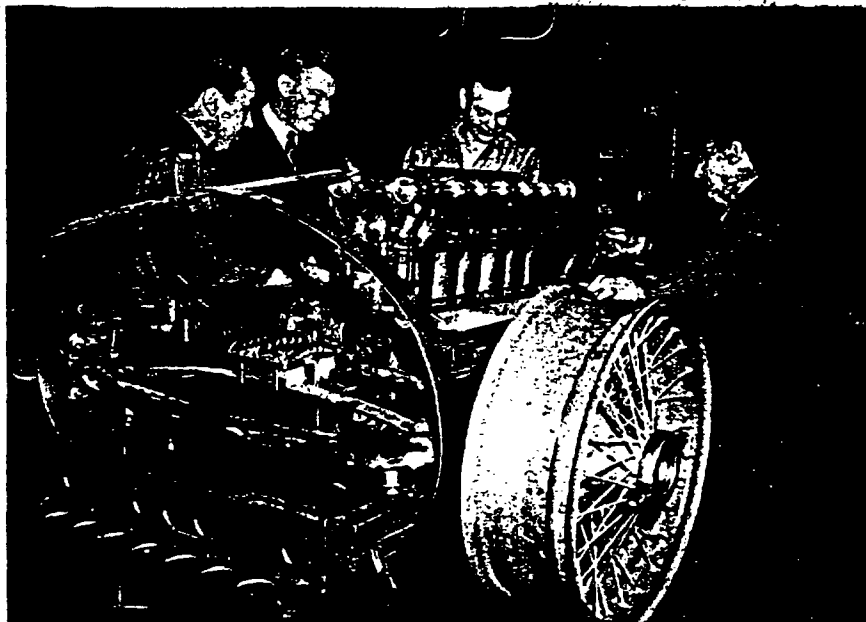


Leonard G. Smith, Detroit Automotive Products, seated on the retaining wall in the main pits at Indianapolis Speedway in 1939.

The fastest cars in the history of the race will roar around the speedway on May 30. Leading them across the starting line, Wilbur Shaw, veteran race driver and president of the Indianapolis Speedway Corporation, will drive the pace car, a Series "88" Oldsmobile.

"The new Rocket engine suggested by Mr. Kettering and developed by Oldsmobile," says Shaw, "is designed to take full advantage of the increased power and economy made possible by modern high-octane fuels."

The entire field of contestants will



The Smith and Koehnle car is hand-built to meet the exacting requirements of high-speed operation. It is powered with a 6-cylinder, in-line, nonsupercharged, overhead cam type engine constructed of aluminum with the exception of shafts and cylinder sleeves. The compression ratio is 12.5 to 1. Shown here examining the engine are, standing from left to right, Chuck Northey, Bulletin Board Correspondent Art Zeitz, Chuck's brother, Les, and Leonard Smith.

race down the track at 90 mph for the traditional "flying start" at 10 a.m. (CST). After lapping the track Wilbur Shaw will pull the pace car over to the track apron and let the world's finest racers fight it out for the 1949 title.

Last year's winner, Mauri Rose, set the record of 119.81 for 500 miles, bettering the mark held by Floyd Roberts for 10 years with his 117.20 set in 1938. The first 500-mile race held in 1911, was won by Ray Harroun, who achieved the then-fantastic speed of 74.59 mph in his Marmon.

The Indianapolis Speedway was built especially to be a proving ground for automotive vehicles. Today it is the scene of America's best attended single sports event, but many an improvement and refinement of cars, trucks, and buses (such as 4-wheel brakes, safety glass and the rear-view

mirror) has had its initial test during a Memorial Day race.

Indianapolis racing cars first tried "Ethyl" gasoline in 1923 on an experimental basis. The 1924 contest proved conclusively the superiority of gasoline containing "Ethyl" antiknock compound. Out of 21 cars entered, seven used "Ethyl" gasoline—and won the first seven places! The introduction of leaded gasoline permitted an increase in compression pressures and also lowered engine temperatures by controlling knock. Sometimes racers are powered by alcohol fuels, but their low mileage per gallon makes the use of gasoline with varying percentages of "Ethyl" antiknock a favorite with most race drivers.

Under existing Indianapolis track rules, there can be a maximum of only 33 starters. A few days before

the race, the driver must qualify his car in a 10-mile pre-race spin with an average speed of at least 115 mph.

Len and John plan to run their car on a Cocktail Special—a blend of gasolines which will contain at least 8 ml. of tetraethyl lead per gallon.

The car, following the European trend of body design, is extremely underslung. Charles Voelker, manager of the Harmsworth Challenger racing boat, Miss Canada, designed and built the special engine which will power the speedster.

The engine is of a 6-cylinder, in-line, naturally aspirated, double overhead cam design constructed of aluminum except for shafts and cylinder bore sleeves. It has a 260 cubic inch displacement with a 12.5 to 1 compression ratio and is equipped with three side-draft carburetors and a special magneto. One of only six in existence today, the engine is valued at \$4,500.

Other unique features of the car are a double over-and-under frame and a quick change rear axle designed and fabricated by Len. Expected to make at least 140 mph on the straightaways, the car would cost approximately \$15,000 to duplicate.

Drivers in the Indianapolis Memorial Day Race must travel a fast 500 (approximately 260 minutes from starting time) to win fame and fortune on the speedway. When asked if he would drive during the race, Len laughed and said he'd be content to manage from the pits and let a younger professional do the driving.

Len may be content not to drive, but one thing is certain. If their car qualifies, he and John will be mighty anxious for about four hours on May 30, when they and their Ethyl friends hope they have a date to make the fastest 500 miles ever driven on the Indianapolis Motor Speedway.

One of Len Smith's early attempts at race-car building was this midget speedster in which he is sitting. He built the car in 1937 and like most cars in this class, it is equipped with two-wheel brakes to promote skidding on the turns and is geared to make a jack-rabbit getaway.





King Tetra I and Queen Ethyl I hold court at the Ethyl Management club costume ball. Under the masks are Joe Marrs and Mrs. Julian Bennett.

Carnival Time in Ethmaclu

Joining the city-wide spirit of gaiety, the Baton Rouge Management club held its first annual costume ball at the Skyline Roof on February 25. Joe Marrs was crowned King Tetra I and reigned with Queen Ethyl I, Mrs. Julian Bennett, over the assembled Mystic Krewe of Ethmaclu.

Carnival season has long been a cause for great festivities in Louisiana. Parties, masked costume balls and parades all lead up to the biggest celebration of all—Mardi Gras—the day before Ash Wednesday and the 40 days of Lent. For the first time, Baton Rouge decided to have its own parade of floats and a Mardi Gras ball, featuring the crowning of a king and queen selected by complicated nomination process.

Ethylites simplified the matter of choosing a king and queen for their costume ball by a drawing of tickets

included in the invitations. Members of the royal court were selected in the same way. The six dukes of the reign were Joe Tinney, Norm Fogg, Elmo Dixon, Feltus Wade, R. N. Smith and John Clark. The queen's maids were the Mesdames L. C. Dixon, Glenn Hayes, R. C. Bloodwell, John Ward, G. E. Montes, and Joe Melancon.

Among the 350 costumed members attending the ball, Dan Read, of the Safety department, won first prize in the men's costumes for his interpretation of Miss Ponchatrain Beach of 1904. Mrs. Morgan Many, who came complete with wig and blacked-out teeth as "Sis" Hopkins, was voted best dressed woman.

Serving on the arrangements committee for the dance were the following Ethyl men: John Graziano, chairman and E. L. Crunk, H. B. Hunt, R. J. Laporte and F. M. Porch.

THE WOMAN'S PAGE

Spring is Here

May is just around the corner so it's not too early to begin to think about your beach impression in June. If you're inclined to be a bit too plump, start now to streamline yourself for summer days ahead. If you are really serious about losing a few pounds but do not want to lose vitality while you are reducing, be careful to:

1. Eat plenty of fruits, vegetables, milk and meat, eggs and cereal, but cut down on fats, starches and sugar.
2. Use lemon juice instead of salad dressings made with mayonnaise and oil.
3. Broil and roast your meat instead of frying it.
4. Avoid extras such as nuts, candy or between meal snacks.
5. At the corner drug store when the rest of the crowd has ice cream sodas, order a fruit drink.
6. Cut down on salt because salt makes you thirsty and also drives the liquids into fatty tissues of the body, thus creating excess fat.
7. Start your day right with a good breakfast . . . one that includes citrus juice, cereal, toast (you can have butter) and black coffee.

Sew for Sunny Summer Days . . .

While April showers tap at your window and you are wishing for the sun, why not make your time count, pull out your sewing machine and start your summer wardrobe. Below are two vacation-time suggestions—a dirndl in solid color, highlighted by bands of eyelet, and a trim, tailored dress. We'll be glad to send you either or both patterns; just send us your size and 25c for each pattern that you wish.

Courtesy of Simplicity Patterns





H. B. Harelson, Jr.

Ed Armistead, Finance; **L. J. Savage**, Industrial Engineers; and **Ross Womack**, Ethyl Chloride, are among 25 local citizens recently selected as members of the Baton Rouge Infantile Paralysis Foundation Board of Directors. Ed and Ross are also members of the 7-man Executive committee for the local Foundation.

Harold Gibson, a research coordinator at Detroit, spoke at the SAE Passenger Car Body and Production meeting on March 10. Harold discussed the paper entitled "The New Cadillac Engine," which was presented by two Cadillac engineers. On April 22, Harold will give a paper titled "Factors Affecting Octane Number Requirements" at a meeting of the Canadian section of SAE in Windsor, Ontario.

Glen Grant, field representative in the Seattle division, discussed

About

engine and gasoline improvements and trends toward higher-compression engines at the recent meeting of the Seattle Service Managers club.

H. B. Harelson, Jr., an electrical inspector in the Baton Rouge Ethyl Chloride Area, was selected by the City-Parish council as a member of the City-Parish Planning Commission. Following this appointment, he was named council representative on the Recreation and Parks Commission.

Stephen G. Henry, Major General, U.S.A., retired, has been presented with the C.B.E., a citation as honorary commander of the military division of the Most Excellent Order of the British Empire. The presentation was made by British Consul General D. MacDermot, of New Orleans, aboard HMS Bigbury Bay on March 6. Steve is manager of the plant and employee services section in Baton Rouge.

Casey Jones, head of the passenger car section at the Detroit labs, spoke on March 11 at the closing session of the annual convention of the Indiana Independent Petroleum Association in Indianapolis.

Charlie Kass, roving engineer for the Central sales region, is head man for the annual fund-raising drive of the Birmingham (Michigan) Community House. This is Charlie's second straight year in the post, and he and his committee hope to raise

People

\$30,880 as compared to the \$28,000 goal of last year.

F. M. Porch, safety engineer in Baton Rouge, has been named by the City-Parish council to be a member of the 7-man committee to investigate public transportation in Baton Rouge. The committee will hold a public hearing on rates and service of local transportation facilities.

Max Roensch, Detroit Research labs, has been busy speaking at various SAE meetings around the country. As national SAE vice president, Max gave a paper on "Thermal Efficiency

Casey Jones



Charlie Kass

and Mechanical Losses of Automotive Engines" at the March 10 SAE Passenger Car Body and Production meeting. He also spoke at Milwaukee on March 4.

Alan C. Tully, sales coordinator for the Southern region, became a United States citizen on March 13. Born in Levenshulme, England, Alan was educated in England and the United States. He came to work with Ethyl in November, 1929, as field representative with Chicago Sales. While manager of the Australian Sales division of Ethyl Export Corporation in Melbourne, Australia, Alan met Mrs. Tully. After his return to Dayton in 1940, Alan became acting assistant division manager, and in 1941 moved down to Atlanta as division manager. He is now sales coordinator for the Southern region.

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BULLETIN BOARD—APRIL

Safety



Reginald W. Woest, Sr. (standing at left), a maintenance foreman representing the management group, accepts the National Safety Council pennant on behalf of Ethyl and its employees. The presentation is being made by Arthur J. Naquin (standing at right), of New Orleans Public Service and an executive committeeman of the National Safety Council.

At ceremonies held in the cafeteria on March 9, and attended by hundreds of employees, the Ethyl manufacturing plant at Baton Rouge was presented with the Distinguished Service to Safety Award of the National Safety Council. This award, the highest honor of the Council, was given to Ethyl as recognition for "completing on Nov. 7, 1948, 1,016,983 man-hours worked without a time-losing injury and for the over-all 1948 safety program."



the Spotlight

Presentation of the award and pennant was made by Arthur J. Naquin, of New Orleans, executive committee-man of the National Safety Council.

Accepting the pennant for Ethyl and its employees was Reginald W. Woest, Sr., a maintenance foreman, representing the management group. The award was accepted by Harry Zachary, an employee in TEL Maintenance. Harry has one of the outstanding plant safety records.

The Distinguished Service to Safety

Award is the third safety honor the Ethyl Manufacturing department has received during the past six months. In November, 1948, the plant won third place in the NSC Chemical Section, Group III, and the American Petroleum Institute accident prevention award for the record of one million safe man-hours worked.

The 57% drop in accident frequency since 1945 with a 77% increase in the number of workers is conclusive proof of the worth of safety precautions.



Charles Smith Joins Product Development Staff



Charles L. Smith, an entomologist, has been appointed to the staff of the Product Development department in New York to assist in the development and application of various chemical products.

For the past four years, "Doc" has been Technical Advisor of the National Agricultural Chemicals associa-

tion, formerly the Agricultural Insecticide and Fungicide association, which has just moved its offices to Washington, D. C. He has also served as research entomologist at Rutgers University, manager of the Doggett-Pfeil Co., Springfield, N. J., and chemist for Interstate Chemical Manufacturing Co., Jersey City, N. J. He is a graduate of Rutgers University where he received his B.Sc., M.Sc., and Ph.D.

"Doc" is the father of a family of four. He has three sons—Loren Howard, 10; Richard James (Dubby), 7; and Kenneth William (Bill), 4—plus one daughter, Diane Patricia, 6.

"Doc" lists his family first among his hobbies, with home repairing and decorating coming as close seconds. He is particularly interested in Cub Scouts and serves as a pack committeeman. His wife is a den mother. As far as sports are concerned, "Doc" counts himself as "mostly a spectator now," but he probably makes a good coach for that lively family when summer vacation time rolls around.

Howard Speaks

Research personnel at the laboratories in Detroit recently heard Frank A. Howard discuss synthetic fuels, particularly those derived from coal, natural gas, and shale. The guest speaker at the labs has been an Ethyl director since our Company was formed almost 25 years ago, and is a former president of the Standard Oil Development Co. He is now a consultant to Standard Oil of New Jersey.

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BULLETIN BOARD—APRIL

The Shift Key

Fred Ramin is now deputy manager of the Yonkers testing laboratory. For the past three years, Fred has been deputy manager of the Tulsa lab.

Deane Birkes has taken over as deputy manager of the Tulsa lab after two years in the same job at the North Kansas City Test lab.

Ed Otto has become deputy manager at North Kansas City. Ed started with Ethyl in 1946 as a chemist.

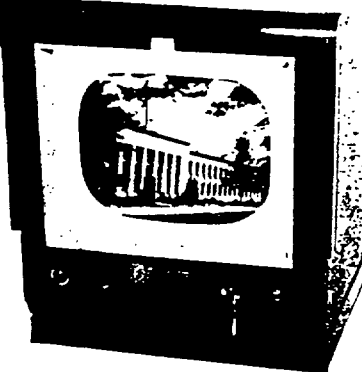


Ethyl Labs on Video

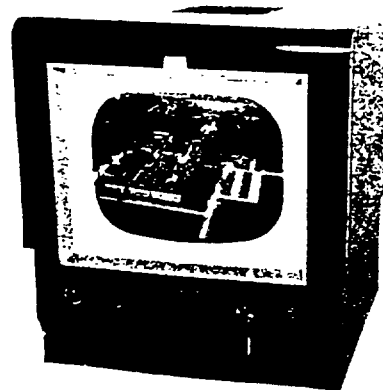
Ethyl's Detroit Research laboratories took a bow over WWJ-TV on February 18 as part of a Ferndale Day program.

Photographs of the buildings and grounds were flashed on the television screen as the voice of Mayor Carl Forsythe of Ferndale, supplied a running commentary about the community's modern and progressive industries. Two views of the labs were shown: an aerial shot and a close-up of the entrance and east wing.

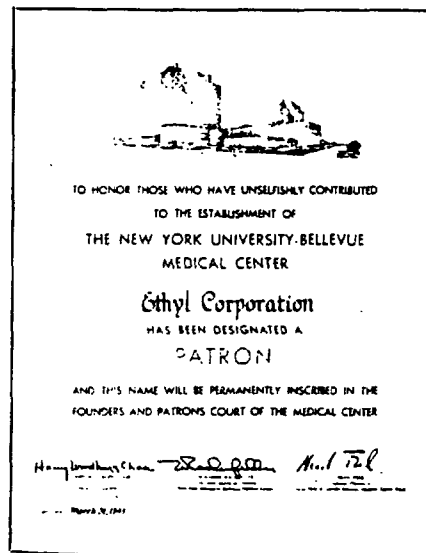
On March 24 WJBK-TV in Detroit beamed to their audience Ethyl's film, *The Long Road*. First movie made by Ethyl Corporation, it portrays the long search and discovery of tetraethyl lead as an antiknock agent. An estimated 60,000 people saw these two television programs.



This is how the pictures of the Detroit Research laboratories should have looked to the WWJ-TV audience who got perfect reception of the Ferndale Day program, February 18.



Ethyl Contributes to Medical Center



Business leaders and industrial firms throughout the country are accepting the responsibility for helping to give the average family access to the full benefits of modern medical

science by contributing to hospitals, research institutes and foundations. At a luncheon in New York last month, Ethyl Corporation received a certificate as a patron of the New York University-Bellevue Medical Center. Curt Holton, industrial relations director, accepted the certificate, presented by Winthrop Rockefeller, chairman of the board of trustees.

The Medical Center, largest project of its kind ever undertaken, will cost an estimated \$32,744,000. The Center's comprehensive program of research, training and care in all phases of medical science seeks to raise the health level of each adult and child.

To honor those who have given substantial sums to aid in the establishment of the Center, a Founders and Patrons Court will be included in the grounds of the Medical Center. There the names of those who have contributed \$1,000 or more will be inscribed.

Detroit Drive

Combined contributions for the Red Cross and United Foundation totaled \$1,926 in the March fund-raising drive in Detroit. This total figure represents both employee and Company contributions.

March was national Red Cross month and Ethyl employees were given the opportunity to support the United Foundation as well as the Red Cross in one drive. The United Foundation is the Metropolitan Detroit Branch of the Health and Welfare Fund of Michigan, which has

coordinated the fund-raising efforts of 23 agencies into one major campaign.

The Ethyl contribution to the Wayne County Red Cross was almost 18% of Ferndale's \$7,200 quota.

Thom Yates served as chairman of the committee of employees who assisted in the handling of contributions. His group included: Margaret Dullinger, Betty Grant, Fred Green, Evelyn Harworth, Howard Hesselberg, Emerson Ide, Al Sechrist, Al Tandrup, Margaret Welp, Late Wilans, and Dorothy Wilson.

Ambassador of Good Will

The Ethyl Corporation, like every other company, is judged by the people who represent it. You are a walking, talking advertisement. It is a good thing, therefore, for both you and the Company, when the impression you create is good.

Ed Darragh, of Production Planning in Baton Rouge, has apparently been doing his share toward keeping the public opinion meter registering favorably for Ethyl. This was brought out recently by a letter to President Shea from the executive head of W. R. Zanes & Company, customs brokers in New Orleans. The letter revealed that in an annual poll among their employees to determine the nicest person they deal with, several votes were cast for Ethyl's Ed Darragh, who contacts the Zanes Company in connection with our export shipments for Associated Ethyl.

Of him one said: "My vote goes to Ed Darragh, a player's player if there ever was one; shines on tough assign-



Ed Darragh

ments and they don't come more likeable."

Practically a newcomer to the South, Ed—with his wife and three children—moved to Baton Rouge a little more than a year ago. He is a native of Wilmington, Del., started to work for Ethyl in the Traffic department at Deepwater in 1936.

Promotions for Eleven

There has been good news in the pay envelope lately for 11 Baton Rouge employees. Resident Manager C. W. Bond has announced the following re-assignments and promotions of personnel.

In the operations section of the Ethyl Chloride area, W. E. Crawford was promoted to the position of salaried foreman. He has been with Ethyl for 10 years.

In the engineering and maintenance

section, several changes have been made.

Gustav H. Larson has been assigned the duties of supervisor in the TEL area. An Ethyl employee for 19 years, Gus was formerly temporarily assigned as supervisor in the plant expansion construction program.

Newcomer John C. Klock, who joined Ethyl last summer, is now an assistant supervisor in the TEL area.

Another 10-year-man, Stanley A.

D'Armond has been promoted from assistant to supervisor in the plant expansion construction program.

Joseph F. Tinney has been reassigned from supervisor, Ethyl Chloride area, to assistant supervisor, plant expansion construction. Joe has three years' Ethyl service.

New supervisor in the Ethyl Chloride area is Alan S. "Scoop" Barton, who has been with Ethyl two years. Scoop was formerly supervisor in the TEL-sodium shops area.

Joseph A. Brown has stepped up from principal foreman in the TEL-sodium shops area to supervisor in that area. Joe has been with the Company for 11 years.

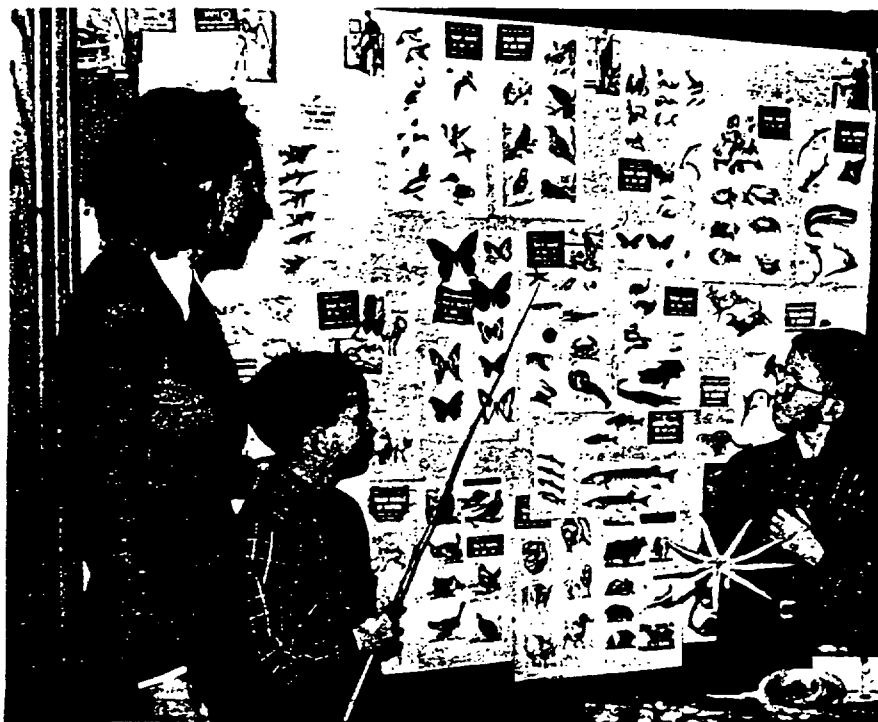
Formerly pipe-fitter foreman in the Ethyl Chloride area, Floyd L. Smith has been made assistant supervisor in that area. This is Floyd's 10th year of service with Ethyl.

John H. Black has been promoted to principal foreman in the TEL-sodium shops. John has worked for Ethyl for 12 years and has been sheet metal foreman in the TEL-sodium shop.

After 11 years with Ethyl, Jim Stanfill has been made sheet metal foreman.

John B. Heard has become pipe-fitter foreman. Formerly shift foreman in the Ethyl Chloride area, John joined Ethyl nine years ago.

Visual aid to education, Ethyl's Trade-marks of Nature ads are proving to be a great boon to teachers throughout the country. More than 500 teachers and schools have requested and received reprints of many of them. Students of Mrs. Dorothy Haven in the third grade at Adams School in Birmingham (Mich.) spend many of their after-school hours thumbing through magazines looking for Ethyl advertisements. The ads are then placed on a large bulletin board at the rear of the classroom for constant use by the pupils in their studies. Special tie-ins are arranged, such as this sea shell display, made to tie in with the Ethyl ad on starfish and crustaceans. With Mrs. Haven at his side, David Chalk points to the appropriate Ethyl ad while a classmate looks on. David is the son of Harold Chalk, of Automotive Research, Detroit labs.





Diane Gulick, 10-year-old daughter of Howard Gulick, of Industrial Relations, N. Y., made her debut on the stage of the Metropolitan Opera on March 18. She is a member of the dancing class sponsored by the Metropolitan Opera Association, and was chosen along with one other girl to appear in Parsifal. The Gulicks, who live in Baldwin, Long Island, have another daughter, Dawn, who is eight years old and, like her sister, is an enthusiastic student of the dance.

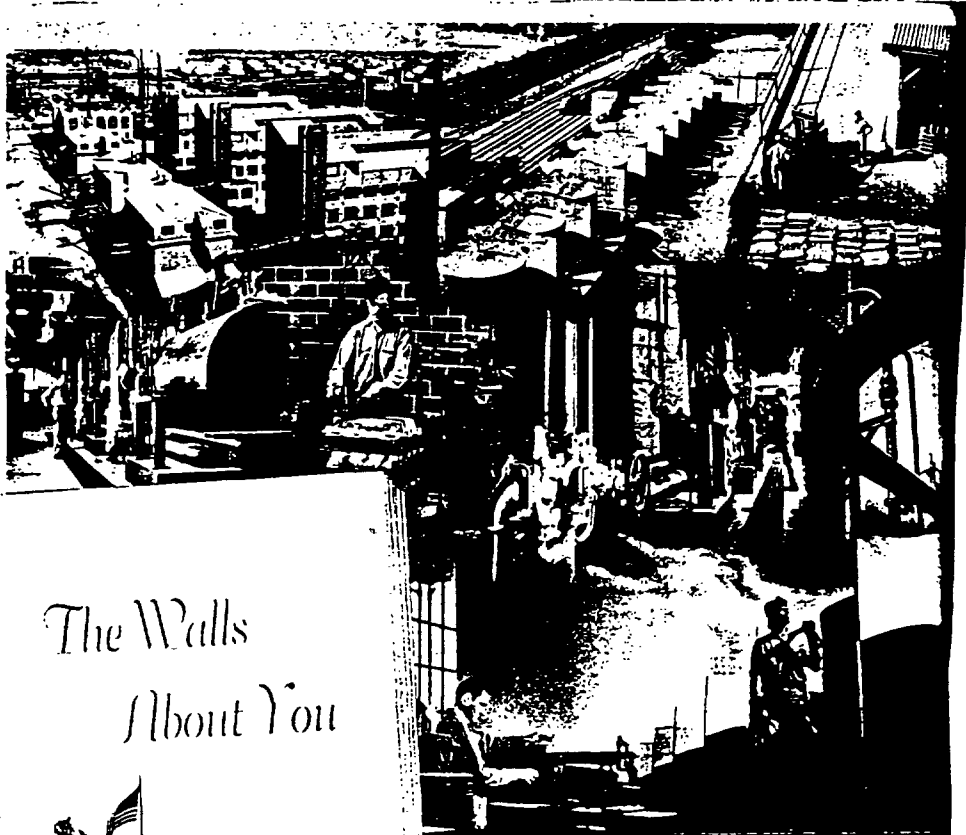
Joe Costello has a standing date with his horse, Buck, every afternoon when school is out. The 16-year old son of J. A. Costello, assistant general manager of manufacturing, New York, Joe goes to the Friends' Academy in Locust Valley, L. I., boards his horse near the Costello home in Roslyn Heights.



The radiant smile belongs to **Barbara**, 5-year-old daughter of Bob Cleveland, N. Y. Statistical, and the big floppy ears to her friend, Taffy.

Mary Jean Palmer, trimly uniformed in the blue and white of Hempstead High's band, is all ready for a performance. She plays the flute and piccolo and brother, Bob, is a trumpeter in the band. Young John, Jr. is developing his lungs in the Junior band—also on the brass. Pop helps run N.Y. Payroll.





The Walls About You



The Murals Say

To give Ethyl employees and visitors to the Research laboratories in Detroit a better understanding of the impressive photomurals in the lobby and on the second floor landing, a booklet has been written explaining their significance.

When the present modern laboratories were built, careful consideration was given to the selection of scenes to

be represented in the photomurals. They were chosen and arranged to tell a step-by-step story of the manufacture of "Ethyl" antiknock compound at our plant in Baton Rouge, and the activities of the Research laboratories in Detroit and San Bernardino.

Titled, *The Walls About You*, the booklet is a guide to identifying the 68 pictures included in the murals.

New Personnel Aide in Detroit



Art Jennings is the new personnel assistant at the Detroit labs. He joined Ethyl after a two-and-one-half-year tenure as administrative

officer for the War Assets Administration in Detroit, during which time he won the Regional Director's Award for outstanding performance in his job.

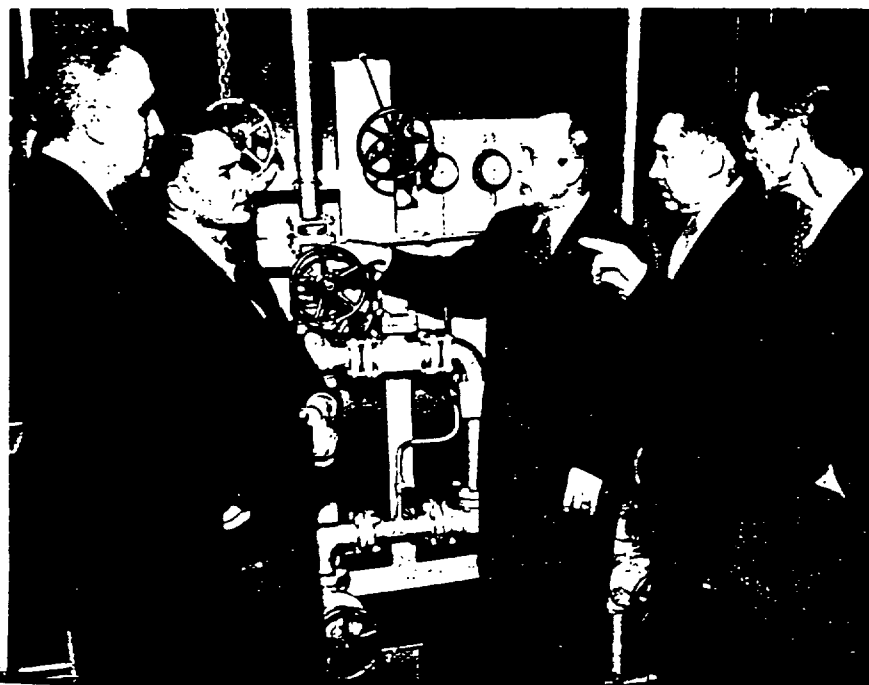
During the war, Art served in the Detroit office of the War department as assistant chief of classification and wage administration for Ordnance and as chief in this capacity for the Air Force.

Art was born and reared in the Motor City. He attended Wayne University for a year, and was graduated from Detroit Institute of Technology with a B.C.S. degree in 1942.

The Jennings—Art, wife Shirley, and offspring Barbara Jean, Mary Ellen, and Thomas Raymond—live in Grosse Pointe. Art is a power boating, fishing and baseball enthusiast.

* * *

Lou Slack, Ethyl's No. 1 photographer, in front of the lens for a change, is shown here (center) explaining the intricacies of blending plant operations to a group of Ashland Oil Company men. Len Huxtable, Central region operations manager, who sent the picture to the BB, doesn't want you to miss the fascinated expression of our own Jack Pruitt (second from left), account representative for Ashland. Lou recently held a safety meeting for 14 of their blenders and supervisors. At the far left is Ken Davis; at Lou's right are Wayne Harrison and Frank Sluze.





Edwin F. Rehwooldt

That pencil Ed Rehwooldt holds is equally capable of quick figuring and clever cartooning. At Christmas time, holidays, and whenever someone on the 34th floor of the Chrysler building has a birthday, Ed can always be counted on to whip off a card specially for the person and the occasion.

Ed has been with Ethyl 20 years this April, and is now working in the Sales Statistics section of General Accounting in New York Finance. He was born in Brooklyn, went to school there, and married a Brooklyn girl. Now he and his wife Hattie live in Bayside, Long Island, with their two children. Son Robert is 13 and daughter Marie is 18. His family and home repairing are among Ed's major interests.

"It was all over in a few hours," said Steve Droege, recalling the day

26

BULLETIN BOARD—APRIL

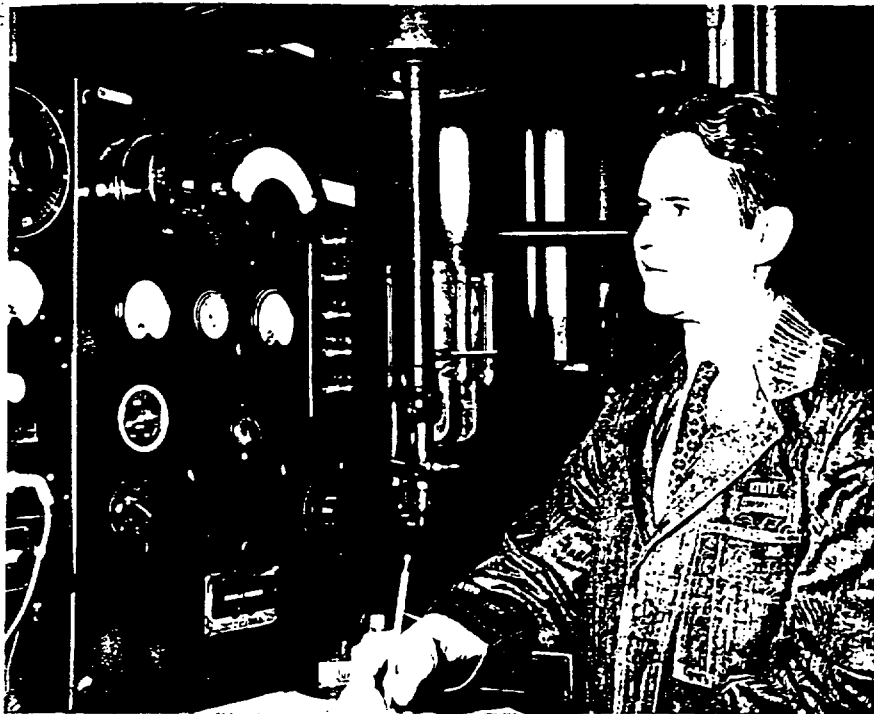


back in 1930 when Ethyl Corporation moved its offices from 25 Broadway to the Chrysler building, newly-built midtown skyscraper. That was the first of many moves that have marked the growth and expansion of this Company, and is one of Steve's most vivid memories about his first years with Ethyl.

Twenty years ago this month, Stephen H. Droege came to work as an office boy for the late Russ Wells, who was office manager. Shortly after the move to the famous skyscraper, Steve was sent over to Bayway, N. J. to take a year's training course at Standard's refinery. When that was completed, Steve went down among the Razorbacks with a large chunk of the state of Arkansas assigned to him as a field representative.

The following year he was transferred to the Gasoline Testing laboratory at Yonkers. Knock-test engines have been his love ever since. In 1939 Steve was shifted to the Gasoline Testing laboratory then located in Detroit. Although the Test lab is no more, Steve is still working with his knock-test engines as a laboratory technician in the Analytical section.

Both Steve and his wife, Mildred, are upstate New Yorkers by birth. Steve is a native of Dunkirk and Mil-



Stephen H. Droege

dred of Fredonia. They now live in Farmington, Mich. and have one child, four-year-old Wendy Jacqueline.

Steve attended Peddie School in Hightstown, N. J., and the University of Pennsylvania. An active fraternity man in those days, Steve is now an active bowler. He is secretary of the Detroit Ethyl Bowling league, a job he has held since 1947.

His hobbies are collecting stamps and coins, and hunting with his two prize English setters.

Receiving their five-year pin and certificate of award are: JAMES T. BECKWITH, New York Sales; EDWARD J. CUNNINGHAM, New York Finance; ERMA W. HARRIS, New York General;

PAUL R. HARRIS, New York Sales; WALDO B. LIGETT, Detroit Research; FLORENCE B. MCMAHON, Detroit Research; and WALTER J. SHERMAN, Detroit Research.

★ ★ ★

Small independent oil operators and individuals account for 60 per cent of oil discoveries.

Progress in oil refining techniques has brought motorists an improved quality of gasoline which together with engine improvements, gives them about 25% more efficiency as compared with the product of 20 years ago.



Joyce Ringquist, formerly a switchboard operator, New York, was surrounded by well-wishing friends at a party at the Hotel Shelburne on March 31. Among those present to wish Joyce a pleasant trip to California were, clockwise from back left, Grace Ferguson, Terry Himmer, Barbara Landers, Joyce, Mary Staunton, Agnes Bowe, Carolyn Sikora, Edythe Kimball, Margie Orzio, Jessie Halton, Kathy Staunton, Betty Metzger, Bernadette Curtin, Norma Frazier, Eleanor Schreyer, and (hidden) Eileen Charman.



It's a good-bye party for Louise Hennessey, former chief correspondent for the Bulletin Board at the Detroit labs. Louise was guest of honor at a luncheon on Thursday, March 17, when 30 of her fellow workers gathered at the Alamo Dining Room in Detroit. Here Louise (standing) pauses to chat for a minute with Ann Caplan, Jerry Maisel, and Lorraine Tackels, all of Chemical Research.



Farewell party—When Jacqueline Juge Hoover decided to go in full-time for homemaking, the Publicity department, where she had worked for three years, had a party for her at Stan Nickerson's Manhattan apartment, gave her a Mixmaster and lots of good wishes. Jerry Westerfield brought along his camera to get the above shot. Seated and smiling are Jerry Linder, Mary Dumville, Jackie and Chris Vogel. On their feet and smiling are, from left, Ralph Clark, Stan, Marceline Marquis, Alice Heck, Dave Donovan, Edwin J. Enoch, Jr. and Bobbie Maffie.

Cupid's Calendar

Jim Donohue, accountant analyst in New York, married Cecile Neary on February 19. A private reception followed the wedding at Holy Cross Church in Brooklyn. After a honeymoon in Washington, D. C. and the surrounding countryside, Cecile and Jim are now at home in Stuyvesant Village, New York.

Mrs. Katherine Wood Mitnacht was married to Arthur T. Ormsby on February 22 in St. Peter's and Paul Church in Miami, Florida. Wedding plans were made while she was visiting her sister Mrs. Florence Friedrich, who was an attendant at the wedding. The bride is the widow of Arthur E. Mitnacht, Ethyl Corporation's first secretary and treasurer. Their three sons are scattered across the country from California to Pennsylvania — Richard and Stewart are both in the insurance business, Dick in San Francisco and Stew in Philadelphia; Arthur who took his medical degree from the College of Physicians and Surgeons, New York, now has a residency in the Baptist State Hospital, in Little Rock, Ark. Mr. and Mrs.

Ormsby will live in Boston and are now looking for an apartment in the Hub City.

Marjorie Mouron was married to William Brown on December 31 and the bride and groom are now at home in Berkley, Mich. Marge is secretary to Ken Swartwood, patent attorney at the Detroit labs.

Bessie Anne Sherwin was married to ROBERT W. STEVENSON at Ann Arbor, Mich. on February 12. Bob is an engineer in Automotive Products Research at the Detroit labs, and Anne is a former Ethylite, having worked in the Engineering lab. Art Huffman, of Automotive Products, was best man.

Dorothy Whitman became Mrs. William H. Rodenhouse on December 31. The couple eloped to Maumee, Ohio and have now set up housekeeping in Birmingham, Mich. Dorothy is a secretary in the Analytical section of Chem Research.

On the cover: Among the joys of Springtime in Manhattan are the beautiful flowers that bloom in the gardens at Rockefeller Center. On April 1 more than 5,000 early red and white double-flowering tulips, which were imported from Holland last October, made their appearance in the gardens. Here three Ethyl belles with a touch of Spring fever pause by a fountain to enjoy the view and the April sunshine. They are Alice Wygand, who handles passenger transportation; Hazel Anderson, secretary to C. W. Wasserman, and Dorothy Watson, secretary to R. C. Champlin.



Al Giraitis (standing far left), Baton Rouge Development, working out plans with other members of the radio committee of the Baton Rouge section of the American Chemical Society for the series of programs entitled "Headlines in Chemistry." Committee members are J. P. McKenzie, Copolymer Corp.; Margaret Kramer, Esso Standard Oil Co.; Henry G. Allen, Allied Chemical & Dye Corp.; Al; Robert Stobaugh, Esso Standard Oil Co.; Louis J. Russoff, L. S. U.

Chemistry on the Air

"Headlines in Chemistry" is a new presentation of the Baton Rouge section of the American Chemical Society over radio stations WJBO and WLSU. Ethyl work in chemistry and chemical research was the subject of part of the first two broadcasts.

The program will give weekly news

bulletins on developments in chemical science combined with information about different chemical activities in the Baton Rouge area. The underlying object is to give to listeners a survey of the role of local industries in chemistry, and to show the progress of chemistry both nationally and locally.

Bulletin Board Correspondents

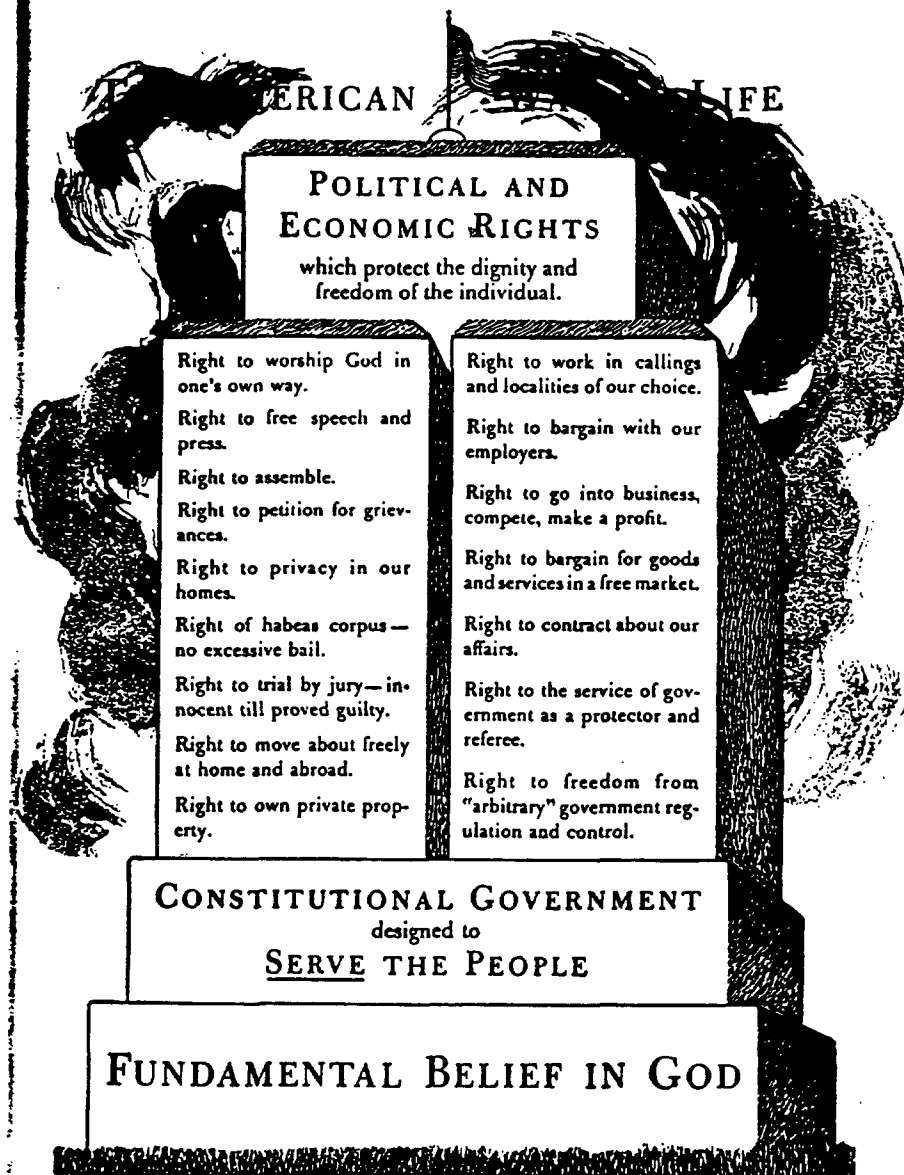
Baton Rouge: Douglas Price, John C. Renfroe, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: Margaret Dullinger, Fred Green, Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Marjorie Poindexter, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl; Ethyl-Dow: Jim Donohue.

ETHYL BULLETIN BOARD

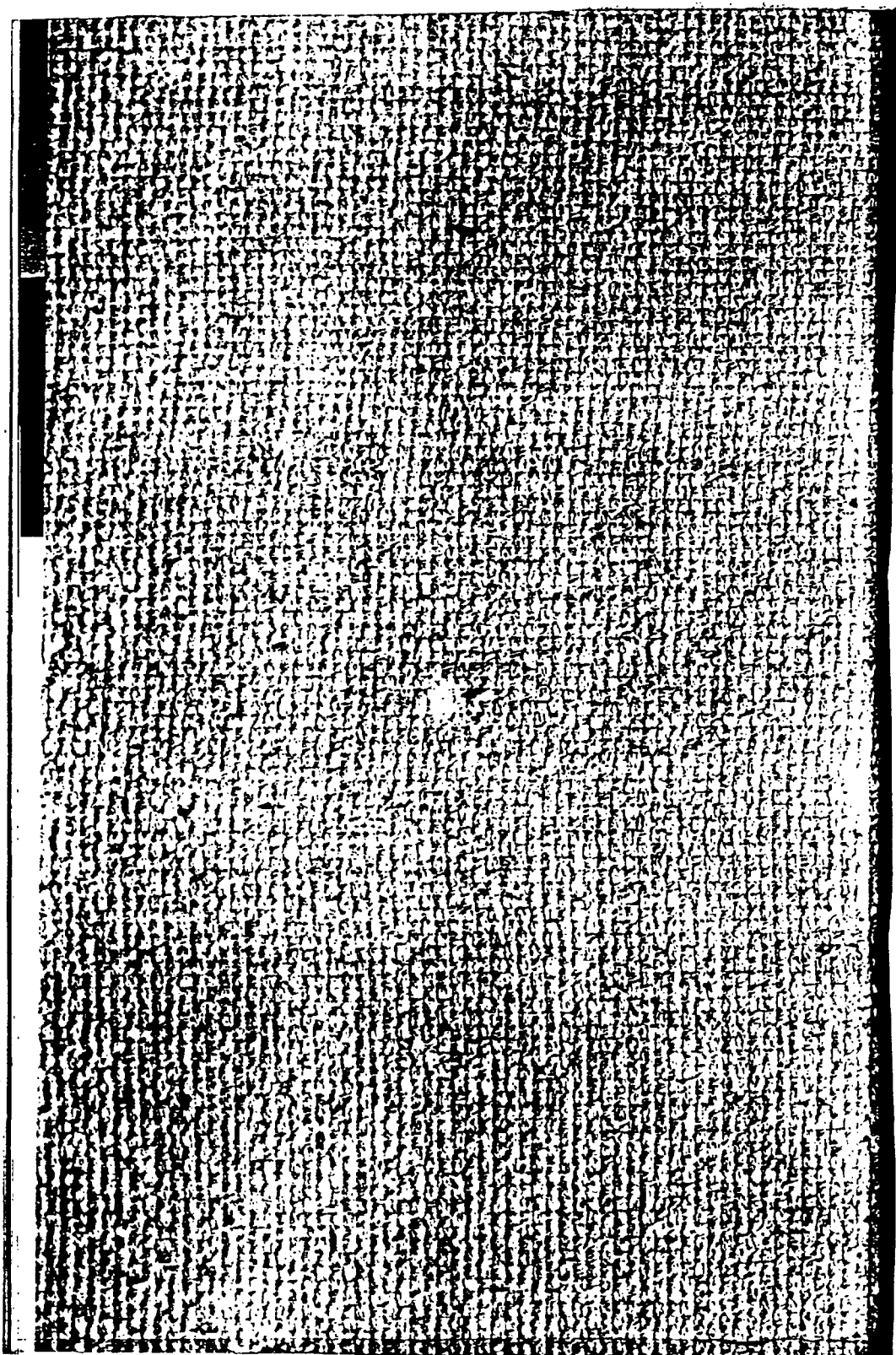
by and for Ethyl employees

*Published by the Ethyl Corporation, 405 Lexington Avenue, New York, New York;
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Marceline Marquis, Editor



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ETC 12274

PLAY BALL BOARD

MAY, 1949



**Play
Ball!**

(See page 24)

**DR. KEHOE
HONORED**

PAGE 6

**FROM BOMBERS
TO BEBOP**

PAGE 10

MYTHICAL T M

PAGE 13

**QUESTIONS
AND ANSWERS**

PAGES 14 AND 24

MANY HAPPY RETURNS

PAGE 16

WE APPLAUD

PAGE 20

ADROIT IN DETROIT

PAGE 22

NOW WE SEE IN N.Y.C.

PAGE 25

Although the joke is on Harry Mack, he takes it with a hearty laugh. In the circle are, clockwise, Dr. Leslie Schradin (pointing), Jack Pruitt, Jim Boudreau, Harry Mack, Dick Sneed and Dr. Earl Doty.



Regional Meetings the Best Yet

With management leading the discussions on all phases of the sales program, the men who are on the line selling the Company, its products and its services to our customers are meeting in regional groups to chart a sales course. At the meetings already held, the men of the Eastern region who met in Atlantic City early in March, and of the Central region who met in Cincinnati late in April, unanimously agreed that this year's meeting was the best yet.

The presentation of the 1949 sales, research and service programs, safety policy, and promotion and advertising material by management, coupled with the discussions introduced by the men about key problems in customer relations and services shed light on all phases of sales activities.

In his discussion of the 1949 plans Sales Manager Julian Frey stressed the importance of the present period as we move from a position of allocation and short supply to one of balanced supply and eventually long supply. He pointed out that all activities must fit into the general Sales Policy, which is divided into

four basic parts: 1) Maintain a reasonable sale of Premium gasoline, 2) Expand the use of our trade-mark, 3) Maintain our service program, 4) Develop and expand customer programs in order to retain present 100% accounts and increase our share of business now split between Ethyl and our competitor.

Emphasis was placed on the Company's safety program, which was reviewed by Dr. Robert Kehoe (see page 6), who answered any questions pertaining to safety policies and procedures the men wished to raise. Other subjects discussed were "Technical Service," "The Farm Market," "Economics of TEL," "Supply and Demand," "Advertising and Sales Promotion," "Promotion of 'Ethyl' Trade-mark," "Employee Relations and Training," "Research Laboratory Activities," "Refinery Technology Program," and "Test Lab Service." Members of management and specialists who led these discussions were R. K. Scales, D. M. Guy, M. L. Alsbaugh, M. P. Murdock, O. B. Lewis, R. B. Weston, W. K. McCulloch, C. R. Holton, R. R. Faller,

Relaxing after a serious session, Bob Douglass and Bob Smith have a long, tall one. Don't miss Bob Douglass' tie. It's a stopper in bright red and green.



Intent on the speaker's words are Alan Tully, C. D. (Nick) Carter and Ham Greenup at the table on the right, and at the left table Norm Linstromberg and Charlie Welch. Bill Polachek looks over to see what the photographer is doing.

Earl Bartholomew, J. B. Macauley, Russ McGuiney, J. D. Fuller, M. E. Collins, and W. C. Ludt.

The Atlantic City meeting was run by Eastern Regional Manager R. C. Murphy with the help of Operations Manager M. A. Taylor. In Cincinnati, Central Regional Manager J. E. Boudreau was at the helm while Operations Manager L. L. Huxtable was first mate. These men discussed regional sales policies and operating procedures.

Special feature at the Cincinnati meeting was a preview of the new

And now it's a tall tale from Dolly Dollahan (center) with Al Ryan providing a very good audience.



show for customer personnel developed and built by the men of the Central region. A dramatic and effective presentation of the operating principles of the internal combustion engine, the show offers great possibilities as a future sales tool.

Another special feature of the Central regional meeting was the presence of the Company doctors. A welcome addition, they came over from the Kettering lab to sit in on various business sessions and luncheon meetings.



Shirt sleeve session with George Rose and Jack Fuller at the left. Across from them is Bob Douglass. In the background from left are John Fischer, Lou Wilson, Bill Ludt, Russ Weston, Mac McCulloch, Herb Nixon and Dan Guy.



This meeting of minds brings together, clockwise, from left, Al Bingham, Lou Wilson, Julian Frey, Len Huxtable, Jim Boudreau, Mac Maccauley and Wally Distler. That is Charlie Welch standing over at the extreme right.

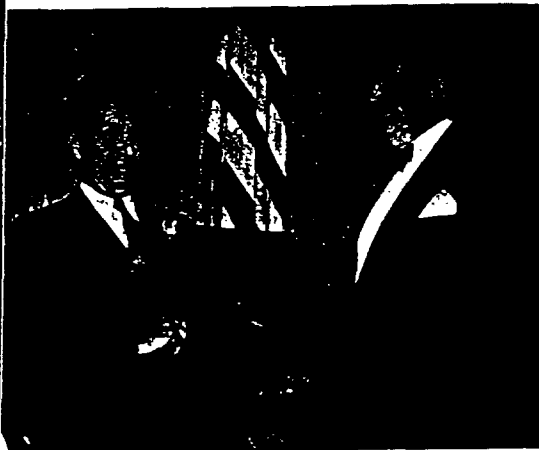
Nick Carter and Norm Linstromberg watch Bill Wilson compose a telegram for the homefolk.



Cooperating with Lou Slack, who took all of these pictures, Al Basye and Jack Maynard look into the lens while he pushes the button.



Medical Director Wins Highest Honor



Dr. Robert A. Kehoe, medical director of Ethyl Corporation, receives the William S. Knudsen award "for the most outstanding contribution to industrial medicine 1948-1949." Making the presentation, right, is Dr. T. Lyle Hazlett, medical director, Westinghouse Electric Corp.

Dr. Robert A. Kehoe, medical director of Ethyl Corporation, has received the 1948-49 William S. Knudsen award for outstanding service and achievements in industrial medicine. The award was presented at the American Association of Industrial Physicians and Surgeons banquet, on April 7, at the Book Cadillac Hotel, Detroit.

Highest honor of the American Association of Industrial Physicians and Surgeons, the Knudsen award was given Dr. Kehoe in recognition of his achievements in research on medical problems relating to the manufacture and use of tetraethyl lead and in the development of the Institute of Industrial Health. Dr. T. Lyle Hazlett, who is medical director of Westinghouse Electric and was last year's winner of the Knudsen award, said, in making the presentation to Dr. Kehoe:

"This individual deserves special recognition for his broad vision in the field of industrial health, and especially in sensing the importance of the various sciences which have a part in this all-out endeavor."

This vision and this scientific approach resulted in the outstanding record of safety in the manufacture and distribution of TEL. Dr. Kehoe, who has been director of Ethyl's Medical Department since 1925, when it was founded, is the guiding light behind the Company's safety policy covering the manufacture and use of "Ethyl" antiknock fluid. He is primarily responsible for the safety standards and methods which have been maintained over the years at such a high level.

Known as one of the country's outstanding authorities on problems of industrial toxicology and industrial health, Dr. Kehoe has been called a consultant to many parts of the world, including Great Britain, many European countries, and South America, but remains a loyal citizen of Ohio. Born in Georgetown, Ohio and educated in public schools there, he received his M.D. from the University of Cincinnati in 1920.

Upon his graduation, he remained to teach at the College of Medicine of the University of Cincinnati and conduct medical research in pathology and physiology. Since 1930 he has been director of the Kettering Laboratory of Applied Physiology, one of the national centers for research in industrial toxicology and related

fields. He is head of the department of Preventive Medicine and Industrial Health of the University of Cincinnati.

Among his many activities in the scientific and medical fields, Dr. Kehoe is a fellow in the American Medical Association and a member of its Council on Industrial Health, was president of the American Industrial Hygiene Association in 1945, a director of the American Association of Industrial Physicians and Surgeons

from 1941 to 1944, and is currently president of the American Academy of Occupational Medicine.

He is also a member of Alpha Kappa Kappa, Alpha Omega Alpha (honorary medical) and Sigma Xi fraternities. His principal social clubs are the University and Literary clubs, both of Cincinnati.

He married Lucile Marshall, a Georgetown girl, in 1920. They have one daughter, Kathleen.

Price Reduction Reflects Company Policy

When Ethyl Corporation reduced the price of "Ethyl" antiknock compound on March 14 and again on April 5, the Company was following a long-standing policy of furnishing our product to customer companies at the lowest possible cost.

The new price, which became effective on April 5, is fifty-seven and seven-tenths cents (57.7¢) per pound

of tetraethyl lead content for Motor Mix and sixty-three and two-tenths cents (63.2¢) per pound of TEL content for Aviation Mix.

This is approximately twenty-one hundredths of a cent (.21¢) per cubic centimeter of tetraethyl lead for Motor Mix and twenty-three hundredths of a cent (.23¢) per cubic centimeter of tetraethyl lead for Aviation Mix.



New Safety Manual

Bill Newman holds some of the material that was submitted by safety engineers throughout the Company for the revised safety manual. Bill, Ethyl veteran of more than 20 years' standing, coordinated the information and supervised the revision of the manual, which is just off the press.

The new safety manual has been distributed to Ethyl personnel and will be used as a standard guide and ready reference in all Ethyl safety work.

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BULLETIN BOARD—MAY

Dr. Willard Dow Dies in Plane Crash



Dr. Willard Henry Dow

The death of Willard H. Dow, 52, president and chairman of the Dow Chemical Company and former president of Ethyl-Dow Chemical Company, brought an untimely end to a brilliant and distinguished career. Dr. Dow and his wife, and Mrs. Calvin Campbell and two pilots were killed on March 31, 1949, when their private plane crashed and burned just outside London, Ontario, during a sleet storm. Sole survivor was Calvin Campbell, head of the legal department of Dow Chemical, newly elected secretary of the Company.

Born in Midland, Mich., Willard Dow was educated in Midland public schools and was graduated in 1919 from the University of Michigan with the degree of bachelor of science in chemical engineering. He then joined his father, Dr. Herbert Henry Dow, in the Dow Chemical Company, and

became a director in 1922. At the age of 33, upon the death of his father, he became president and general manager of the company. In 1941, he assumed the added position of chairman of the board.

Soon after "Ethyl" antiknock compound had been put on the market, "Boss" Kettering and the late Tom Midgley had gone to Midland with H. G. M. Fischer of Standard Oil to see Dr. Herbert Dow about an assured supply of bromine for "Ethyl" antiknock compound. Dow Chemical was then producing practically all the bromine in this country from Michigan salt wells. All agreed that they would not be able to supply enough bromine to meet Ethyl Corporation's needs for long.

Ethyl and Dow research chemists went to work on the problem and developed a process for extracting 40 to 50 of the 67 pounds of bromine contained in every million pounds of sea water. The first sea water chemical plant was built by Ethyl-Dow Chemical Company at Kure Beach, N. C. and began its business of mining the sea for bromine in 1934. President of the company, organized the year before by Ethyl and Dow, was Dr. Willard Dow, who continued as head of the firm until 1946 when he resigned and was succeeded by Ivan F. Harlow.

Dr. Dow was also a director of Midland Ammonia Company, Dowell Incorporated, Dow Magnesium Corporation, Dow Chemical of Canada Ltd., Dow Corning Corporation, and The Saran Yarns Company.

The tremendous scope of Dr. Dow's

activities included membership on the Chemical Advisory Committee, National Military Establishment Munitions Board, Chemical Corps Advisory Board, Director-at-large of Chemical Corps Association, American Institute of Chemical Engineers, American Institute of Chemists, Society of Chemical Industry, American Association for Advancement of Science, and the American Chemical Society.

His clubs included the Midland

Country, Rockefeller Center and Chemists' of New York, Bohemian of San Francisco, York of Toronto, and Newcomen Society. He was a 33d degree Mason and a member of Theta Delta Chi, Alpha Chi Sigma and Tau Beta Pi.

Dr. Dow is survived by a son Herbert H. Dow, 2nd, a student at Massachusetts Institute of Technology, and a daughter Mrs. Macauley Whiting, who lives in Midland, Mich.

Arch Maxwell Dies

Arch M. Maxwell, former officer of Ethyl Corporation, died on April 18, 1949, in Cleveland, Ohio, just four days before his 54th birthday. At the time of his death, he was vice president and director of the Standard Oil Company of Ohio, having joined the Jersey affiliate in 1932.

When the Ethyl Gasoline Corporation was organized in 1924, Arch Maxwell was named vice president in charge of sales, and a member of the board of directors. To a large extent, he was responsible for introducing "Ethyl" gasoline to the United States and Canada and signed many of the original contracts with oil companies for the sale of "Ethyl" antiknock fluid.

Born in Knoxville, Tenn., Arch Maxwell received his bachelor of arts degree in 1918 from Cornell University. After serving in the U. S. Navy for two years, he started to work with Standard Oil Company of New Jersey. He was later transferred to the fuel oil and asphalt division and was assistant manager until he joined the infant Ethyl Gasoline Corporation.

Mr. Maxwell has been a director of the Latonia Refining Corporation, Fleetwing Corporation, Fordsville Gathering Line, Inc., Great Lakes Transport Corporation, Fuel Oil Corporation and Atlas Supply Company.

Surviving are his widow, Mrs. Ruby Maxwell, and a stepson, Robert Hupp.



This nation's annual oil output can do the work of four and a half billion men toiling eight hours a day, six days a week. This is the equivalent of 32 able-bodied servants for each man, woman and child in the U. S. Our country produces about 60% of the

world's oil supply from over 424,000 producing wells. The record-breaking year of 1948 marked the drilling of a total of 38,650 wells with 24,620 completed as producers. The combined depth of these wells would penetrate the depth of the earth three times.

From Dancing to Dominoes



There'll be many a good time in the old town with a new ERA recreation center at the Harding Field in Baton Rouge. Opening ceremonies for the Center, formerly an officer's club, were held on Sunday, April 3, from 2-7 p.m. About 1000 employees, their wives, families, and friends attended the festivities.

Acting as hosts and hostesses were members of the Ethyl Recreation Association board of directors and their wives, headed by Joe Marrs.

Ben Burge, recreation director of the ERA recreation center (left), and Joe Marrs, president of ERA, were among the official greeters when the new Center opened. Here they welcome Miss Christine Mizell and Floyd Carbo, of the Baton Rouge TEL area.

Taking time out between supper and installation ceremonies at Pallud's recently, old and new members of the Ethyl Recreation Association Board of directors at Baton Rouge pose for a photograph. In the usual order are Dan Walsh, retiring board member; Ben Burge, recreational director; Emmett Falconer, new member; Bill Morris, re-elected; E. R. Haddox, new member; Jules J. Beysselance, re-elected; L. C. Dixon, re-elected; Bob Moles, re-elected; Rhaumann Browning, new member; Hallie Boles, re-elected; Wallace Mixon, retiring; Joe Marrs, re-elected; J. D. French, re-elected; Willard Landry, new member; L. D. Pendergrass, new member; Harry Demouy, Jr., retiring; Thad Bridges, re-elected; Harry Demouy, Sr., re-elected; and Mary Walsh, new member. New board members not present include Ernest Aucoin, A. B. Calmes, J. E. Christy, A. J. Broussard, J. G. Cheik, and John Fonte, re-elected.





Scene near the punch bowl during opening ceremonies of the Baton Rouge recreation center. Refreshments were served by the wives of the Ethyl Recreation Association board of directors.

president of ERA, and Mrs. Marrs, and Ben Burge, ERA director of recreation, and Mrs. Burge. Refreshments were served and recorded music was played throughout the afternoon. The clubhouse was decorated with signal flags and flowers donated by employees and local firms.

Among features of the Center are a television room with full equipment, coffee shop, ballroom, lounge, and reading room. Several smaller rooms are available for parties, bridge clubs, committee meetings and board meetings. In addition to serving regular customers, banquet and special facilities will be handled by the coffee shop.

The ERA spring dance on April 29 was one of the first activities held in the ballroom, which can also be used for large meetings and banquets, glee clubs, amateur theatricals, ping pong

and bingo. Later it is planned to convert one room into a dark room for a camera club. Nearby facilities, available to members at a small charge by the Harding Field Recreation Commission, include a picnic grove with barbecue pits, athletic fields, large gym with full equipment, swimming and wading pools and a skeet and pistol range.

The ERA board plans to organize a club for the Ethyl wives, a boys club and a girls group so that not only the employees but their families and friends may enjoy the facilities to the fullest extent. Members who just want to "sit around" are invited to make use of the comfortable lounge and reading rooms. This applies to the youngsters, too. Games are provided for all and dominoes and checkers are favorites with the younger set.



The last of a series of meetings held throughout the West to introduce Flying-A "Ethyl" premium gasoline was in Honolulu. This picture shows a group of the 350 dealers and wives who attended the meeting given by Tide Water Associated, and the equipment used to demonstrate their new high octane (91 Research) gasoline, sold from pumps displaying Ethyl's trade-mark.

Getting Associated Across the Sea

Bedecked with leis, the guests of honor here are Mrs. W. A. Reanier and Mr. Reanier, domestic sales manager for Tide Water, Ethyl's Ted Littlefield and Frank Elliott, both of the Western region. They were greeted by these three girls from the Tide Water office, who presented the leis. Helping to launch Flying-A "Ethyl" was just part of the overseas assignment for Frank and Ted, who participated in programs put on by Associated, Standard, Shell and Union, as well as SAE. Frank stayed on, at the request of customers, to work with large fleet accounts.



Have You Seen the Dragon?

What color is a unicorn? What special talent does a mermaid possess? Who entertained with music from his pipes long before bebop?

Just in case a quizmaster asks you about these mythical creatures, you'll know the answer if you have read Ethyl's ad in the April 16 Saturday Evening Post or the April 30 Collier's.

The ad is unusual in many respects. It's the first in the "Trade-marks" of Nature series to portray purely imaginative beings. With but one exception—recently extinct creatures—it is the only "Trade-marks" of Nature advertisement presenting animals not living in some part of the world today.

Florian Kraner, noted Viennese artist, did the original painting for the ad. His inspiration was an exhibit entitled "Animals That Never Existed," shown recently at the Metropolitan Museum of Art in New York. Florian worked closely with authorities of the Museum and every detail was carefully researched. For example, a pair of griffins on a Venetian tomb were studied for background on this fantastic creature.

Traditions connected with all these weird beings were carefully observed. Original sketches showed a green unicorn. Because the unicorn symbolizes purity, Metropolitan authorities pointed out that it must be white. A unicorn also has cloven hoofs, a detail often overlooked in contemporary art.

At first, the centaur was sketched with a smooth-shaven face. However, a centaur is a creature of the wild and had to have a full beard.

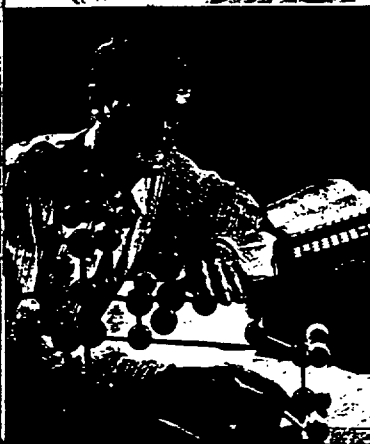
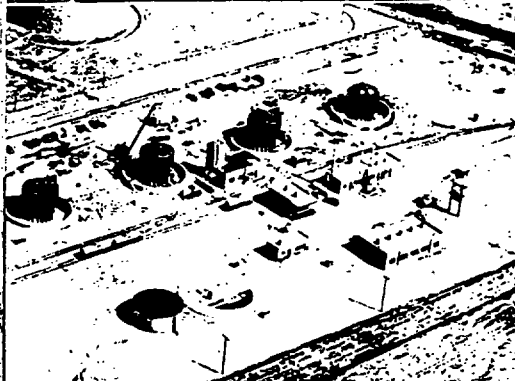
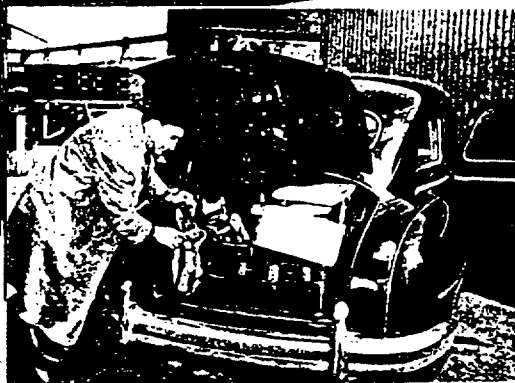
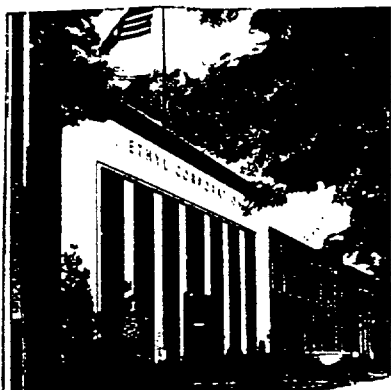
Even the dragon had to be the right kind. Chinese dragons symbolize be-



nevolence, but the fire-belching dragon of the Middle Ages meant only evil. The accuracy in this interpretation is backed by reference to the works of Leonardo da Vinci and Raphael.

Pan and the fabulous pipes he used to entertain shepherds and their flocks were sketched from a small antique Greek sculpture. The mermaid is adapted from a fountain figure on the Place de la Concorde in Paris and an engraving on a Renaissance spoon. Should you happen to meet a mermaid, she will, according to legend, tell you all about your future in exchange for a gift.

Whether Junior has to brush up on his mythical creatures for a school assignment, or you want to check the kind of dog you just saw run down the street, the "Trade-marks" of Nature ads come in handy. Many students, teachers and nature lovers are clipping them for ready reference.



ETHYL P

Knowing the answers to these Ethyl Quiz questions won't necessarily hit the jackpot on a quiz show and put you into a higher income tax bracket.

?

1. The flag waves over the entrance of the Ethyl Corporation:
 - (a) Medical and Personnel Building in Baton Rouge.
 - (b) Gasoline Testing labs in North Kansas City.
 - (c) Research labs in Detroit.
2. C. P. (Spike) Speaker stows away typical equipment:
 - (a) For a weekend of fishing in Northern Michigan.
 - (b) Carried by Ethyl safety engineers.
 - (c) For towing a car out of a deep mud rut.
3. Early in 1948, a delivery of "Ethyl" antiknock compound was made by the first tank truck to roll out of:
 - (a) West Coast field terminal at Wilmington, Calif.
 - (b) Baton Rouge plant.
 - (c) Tulsa Gas Testing lab.
4. Researcher George Thomson at the Detroit labs uses these models to:
 - (a) Calculate molecular moments of inertia in fundamental research studies.
 - (b) Portray graphically molecular structure of lead oxide.
 - (c) Plan toys for children.

For answers to

RE QUIZ

However, if you can identify six or more pictures, you may count yourself "in the know" about your Company and its different operations.

5. With this simple apparatus, it is possible to:

- (a) Test valve spring stiffness.
- (b) Stamp out small engine parts.
- (c) Measure amount of weight automobile seat springs can support.

6. This portable analyzer is new and easy to use for:

- (a) Measuring minute quantities of lead in the atmosphere.
- (b) Determining alcoholic content of perfumes.
- (c) Testing purity of drinking water.

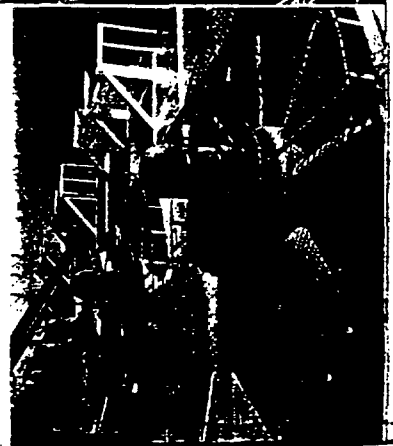
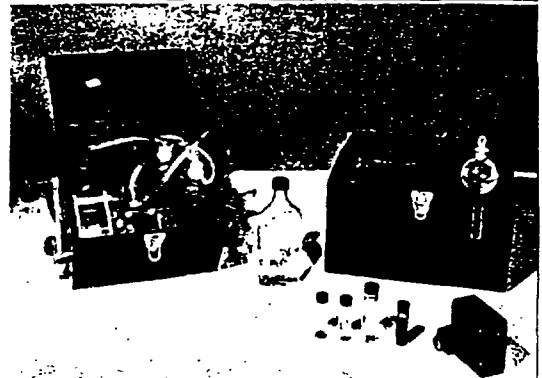
7. The glow of heat reflects on the face of this Detroit "girl in white" as she:

- (a) Puts an egg on the stove to poach in the cafeteria.
- (b) Sterilizes delicate surgical instruments.
- (c) Tests gum content of fuels.

8. When you see these huge fans, you know they are:

- (a) Used for air-conditioning the New York offices.
- (b) Cooling towers at the Baton Rouge plant.
- (c) Part of a system for removing cooking odors from cafeteria kitchens.

ons, see page 24.





Tucker Dawson

Congratulations go in all directions as four Ethyl men celebrate 20 years of service with the Company.

There were few Saturdays off for fishing when Tucker Dawson began his career with Ethyl in the Gasoline Testing laboratory back in 1929. The lab was then located in an old garage building on Burgundy Street in New Orleans. E. R. (Andy) Anderson, now in New York Manufacturing, was laboratory manager. There were two technicians—Tucker and Dave Davidson, now of Automotive Research, Detroit. Working hours were most uncertain, and it wasn't at all unusual for everyone to work on Saturdays and Sundays. In 1931, the lab was moved to Baton Rouge and Andy, Tucker, and Dave carried on their work in an up-to-date laboratory.

Tucker is a Mississippian born and

BATON ROUGE TONES

bred—his birthplace Cary. He attended Tulane for a year, then was graduated from Mississippi State in 1927 with a bachelor of science degree in chemistry. Before joining Ethyl, he did two years of analytical work with the Department of Agriculture's Bureau of Entomology at Tallulah, La. Tucker started with Ethyl as a chemist and in 1937 was appointed laboratory manager of the Gasoline Testing lab at Baton Rouge.

When he and wife Evelyn were helping to organize the first square dancing club in Baton Rouge, Tucker volunteered to pinch-hit till a caller could be found. He's been in popular demand ever since and has called at dances for the U.S.O., Baton Rouge Recreation Center, and LSU Faculty club. He's a member of the Ethyl Management club, and the Stardusters, Entre Nous, Quadrille and Swing-Your-Partner dance clubs. He also belongs to the American Chemical Society and the Rotary club.

On Saturdays and Sundays, Tucker can usually be found with his three children wandering around City Park Lake catching crawfish or angling for perch. The fishing ability of his offspring—Teddy, 13, Tally, 11 and Levin, 7—offers tough competition.

In his 20 years with Ethyl, Richard C. Murphy has seen a lot of country. When Dick first started with the

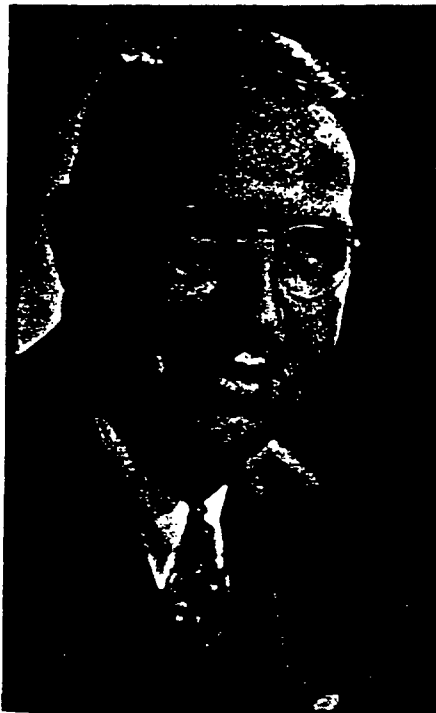
Company in 1929, he was assigned to Baltimore to conduct meetings for Standard Oil of New Jersey. Later Standard of New York began marketing "Ethyl" gasoline and Dick was shifted to New England to hold meetings for their sales personnel.

He moved to the old Atlanta division to assist in a Pan American Oil Company campaign and, upon its completion, returned to the New York territory. He was appointed assistant manager of the former New York division in 1935 and manager in June, 1936.

In 1941, he became western regional manager in charge of the Chicago, Kansas City, Tulsa, Los Angeles and Seattle divisions. When the sales department was reorganized in 1945, he became eastern area sales manager, and in 1947 eastern regional manager.

A native New Yorker, Dick was born in Olean. He graduated from Olean High school and attended St.

Richard C. Murphy



Bonaventure and Cornell. Before joining Ethyl, he spent a year in Wall Street with the National City Bank.

Dick now lives in Bedford Village, N. Y., with wife Mary and the three young Murphys—Shelby, 13, and twins Dick and Meredith, 11. He is a member of the Cornell club and the New York Oil Trades association.

Matthew A. Taylor celebrates his 20th year with Ethyl back in his native New York. Mat started with



Matthew A. Taylor

the Company as a field representative in St. Louis in 1929 and was then transferred to Chicago. For 14 years—1931 to 1945—he ran the Boston division office and when that was closed, went down to manage the newly

opened Philadelphia office. Two years ago he was brought to New York as Eastern regional operations manager.

Born in New York, Mat attended Brooklyn College and Stevens Institute of Technology in Hoboken, receiving his degree as a mechanical engineer in 1922. He worked in the public utility field as a mechanical engineer and field engineer for seven years before joining Ethyl.

While in Boston, Mat was section chairman of the local Society of Automotive Engineers. During his Philadelphia stay he was a member of the world-famed Poor Richard club.

Whenever the weather is good on weekends, Mat keeps busy with his camera. He specializes in color photography and has some beautiful movies to show as a result of his efforts—Taylormade and tops. His family of four—Carol, 16, Mary Elizabeth, 15, Patsy, 10, and Butch (Matthew) 9—provide the action.

Mat, his wife Gertrude and family

James M. Terrell



now live in New Rochelle, New York.

BULLETIN BOARD salutes one of its own correspondents this month as James M. Terrell, of San Bernardino, celebrates his 20th anniversary with Ethyl. When asked about his Ethyl career, Jim said he "started as a school boy out of chemistry class at 16 and grew up with Ethyl Corp."

Jim was born in Aberdeen, S. Dak., and later moved to Omaha, Nebr. While attending Omaha Technical High School, he worked part-time as general handy man at the Ethyl Testing lab, then located in Omaha. After graduating in 1929, he continued as a helper until the lab was moved to North Kansas City. He then became swing man between the GDS room and the engine room. In 1936, he took over the entire duties of the GDS room. Chemistry classes at the University of Kansas City kept Jim busy evenings and helped him in his work. Jim is now a technician at the San Berdu Testing labs.

Traveling is Jim's favorite spare-time occupation. This year he's looking forward to trying out his new house trailer on an extended vacation tour all along the Pacific Coast to Canada. Jim is also keenly interested in music—even makes his own recordings. Baseball is his favorite sport.

Jim married a Kansas City girl, and he and Bernice now live in San Bernardino with their four daughters—Janice, 15, Carolyn, 12, Phyllis (Jill), 7, and Andrea (Suzy Q), almost 2.

Four more Ethylites marked their fifth year with Ethyl in May. They are: DOROTHY CALLAHAN and GERTRUDE SCHRADER, New York Finance; WILLIAM O. VAN WYCK, JR., Los Angeles Sales; and JACK H. WEBSTER, San Bernardino Engineering Research.

THE WOMAN'S PAGE

A Creamy Favorite

Luscious angel cream pie makes wonderful spring eating when appetites crave something new and extra good. Flaky pastry, custard-like filling, smooth with whipped cream, is topped with grated sweet chocolate.

- 1 teaspoon gelatine
- 1 tablespoon cold water
- 1/2 cup sugar
- 2 tablespoons cornstarch
- 1/4 teaspoon salt
- 1 cup milk, scalded
- 3 egg yolks, well beaten
- 1 tablespoon butter
- 1 1/2 teaspoons vanilla
- 1 cup heavy cream, whipped
- 1 baked pie shell
- 1 ounce sweet chocolate, grated

Soak gelatine in cold water. Mix sugar, cornstarch, and salt. Add to scalded milk in double boiler, cook until thick and smooth, then cook 15 minutes longer, stirring constantly. Stir small amount of mixture into egg yolks, return to double boiler, cook a few minutes longer. Add gelatine. Add butter. Cool thoroughly. Add vanilla.



Courtesy Spry Kitchens

Fold in whipped cream. Pour into baked pie shell. Sprinkle with chocolate. Chill until serving time.

Both glamorous and nourishing, this pie is sure to make a hit with special company as well as the family.

Quick Clean-up

It's May and the out-of-doors is beckoning. To save steps and time when doing household chores which absolutely *have* to be done, keep cleaning equipment in one cupboard or closet ready for immediate action. Can-packaged items are easily stored, non-breakable and keep their contents from deterioration. It's a good idea to convert an old shopping or picnic

basket into a cleaning basket. In it, small brushes, dust cloths and cleaning and polishing preparations may be easily carried from room to room. Use special cleaning aids such as glass wax preparations, self-polishing floor wax and Venetian blind cleaning solution to save elbow work and gain hours for working in the garden or taking a leisurely walk in the park.

About



Ruby Fertal

Stephanie Ciul, nurse at the Detroit labs, was co-chairman of the Publicity and Program Printing committee for the conference of the American Association of Industrial Nurses. The conference was held April 5 through April 9 in conjunction with the convention of the American Association of Industrial Physicians and Surgeons, at the Book Cadillac Hotel, in Detroit.

John P. Doohar, assistant secretary of Ethyl-Dow Chemical Company, has been appointed chairman of the Federal Tax committee of the Controllers' Institute of America. Jack has been a member of the Federal Tax committee for almost a year and is also a member of the Admissions committee of the Controllers' Institute. On May 3, he participated in a panel discussion of the Institute.

Ruby Fertal, cafeteria manager at the Detroit labs, was chosen one of the delegates to attend the 31st conference of the midwestern region of the American Federation of Soroptimist clubs in Lima, Ohio, on April 23 and 24. Ruby is a member of the Soroptimist club in Ferndale.

Dan Guy, head of the Agricultural section of Tech Service, was one of the featured speakers at the April 12 meeting of state secretaries of the National Retail Farm Equipment Association in New Orleans. Dan spoke on "Mechanization of Agriculture." Earlier in the month, Dan told the Howell (Mich.) Rotary Club all about chemurgy.

Stephen G. Henry, manager of the plant and employee services section at Baton Rouge, was among the alumni receiving special recognition at the annual LSU Honors Day convocation held on April 27. Steve is a Major General, U.S.A., retired. He was cited for his work in organizing and establishing the Armored Forces school at Fort Knox, Ky., where he was former commandant, and "as a great soldier, humanist, officer, administrator and educator."

Frank Roe, of Baton Rouge Development, spoke on the subject of "Infra Red Gas Analyzers for Process Control" at a meeting of the Baton Rouge Instrument Society held at Louisiana State University on March 25.

People

John Schaefer, vice president in charge of manufacturing and traffic, was unanimously re-elected a member of the board of directors of the Lead Industries association at the annual meeting in Chicago. During the two-day meeting held April 8 and 9, he took part in a panel discussion on the outlook for some of the more important lead products.

Paul Thompson and **George Thomson**, Detroit Chem labs' nature experts, are spending some busy Spring days making public appearances. On April 9, Paul gave a talk in

Dan M. Guy



Paul Thompson and George Thomson

the WWJ auditorium (Detroit) on "Leelanau—the Little Finger of Michigan." He illustrated his talk with kodachrome slides he had taken of the picturesque Glen Lake area. George recently gave members of the Michigan Association for Native Plant Protection a glimpse of other vistas when he showed colored slides with his lecture on "The Rockies in July." He has also been asked to be a judge at the Michigan Salon of Nature Photography in Detroit. Paul and George spend lunch hours looking for nature specimens and have discovered 336 species of flowers in the grove in back of the labs.

Cal Worrel, of the Chemical Research labs, Detroit, has been named to serve as the vice-chairman of the Hospitality committee for the Detroit section of the American Chemical Society.



Joe Weaver, Detroit Dynamometer, is giving wife Jerry some keen competition with the needle. He's been spending the winter doing needlepoint chair covers for their dining room in a soft shade of green. The needlepoint bag he made for Jerry was, much to Joe's surprise, given a valuation of \$150.



"Argyles? They're nothing," says knitting expert Edith Bryant, Detroit Dynamometer. Edith finds it hard to keep up with requests of her friends for the fluffy little dogs she crochets in her spare time. She also knits sweaters like this one with patterns which she adapts from Appalachian designs.

Hobnobbing With Hobbies

Nita Eskuri, Detroit Dynamometer, shows some of the china she has painted. The plates are from the tea set which she has almost completed. Nita holds one of the exquisite figurines she has done, and the pin she is wearing is one of the many pieces of dainty jewelry she has decorated with her clever brush.

While her husband studies to finish college, Stella Shafer, secretary to Frank Fricker, Detroit, spends her time painting china and fashioning Chinese gardens. Stella also decorates small figurines like the Chinese man and woman shown here. The covered dish and lamp are among her other decorating projects.



Seven New Citizens

It's a boy for Helen and JIM BELL, chemical operator in Detroit Chem Research. The newcomer, Karl Owen, weighed seven lbs. 14 oz. when he arrived on February 24.

ERNIE CLINTON, technician at the Detroit Chem lab, is hearing about some different formulas these days. On April 3, Ernie's wife Catherine gave birth to their first child Kathleen Ann, weight 7 lbs. 14½ oz.

There's a pink blanket on the crib at the AL GASSMANS. Al and Mary welcomed daughter Ann Marie on February 11. Brother John, age 3, is pretty pleased, too. Al is a chemist at the Detroit Chem labs.

When she gets a little older, Pamela Ruth, newest member of the family of Corona and WILSON HANCOCK can make a fourth at bridge with her two brothers, W. MacKenzie (Mac), age 8, and Bruce, age 7, and sister Susan, age 4. Pamela was born on March 18

at Women's Hospital in Detroit. Wils is head of the fuel handling section at the Detroit labs.

JIM and THEODORA HINKAMP now have potential talent for a brother and sister duet. On March 15, they became parents of their first daughter, Joan. Little Jim, Jr. is 3. Big Jim is a research chemist in the Detroit Chem laboratories.

STEVEN REIMOLD made his first appearance on April 7 at the Florence Crittenton Hospital in Detroit, weighing in at 7 lbs. 10 oz. Papa ANDY and wife Mary also have two daughters—Ellen, 5, and Lee, 3. Andy is employee relations manager at the Detroit labs.

The Guerden Ludlows became parents of a baby girl on February 16, whom they have named Claire Reis. Her mother is the former MARJORIE REIS, who left Ethyl last April after seven years with us at the Yonkers lab and in the Eastern Region Sales office.

One and One

Morley Morgana, assistant to patent attorney Ken Swartwood at the Detroit labs, married Margaret Smart, of Detroit, on March 5 at Colorado Springs, Colo. After honeymooning at Cripple Creek, Morley and Peggy are now at home in Farmington, Mich.

Kitty Weiss and **Rex Closson**, both chemists at the Detroit labs, prove there's romance in chemistry. On April 2, they announced their engagement at a party for a small group of relatives at Kitty's home in Detroit. Wedding plans are indefinite and no date has yet been set.

The Shift Key

George A. Brum has been transferred from the Hudson Street warehouse in New York to the Chrysler Building offices, where he is now in charge of the stationery stock room.

BULLETIN BOARD correspondent **Jim Donohue** makes news himself this month. He has been transferred from Ethyl-Dow Finance to the Ethyl Tax department, New York.

Formerly with the Tax department, **Margy Quinn** is now working with Emily Whitfield in New York Mimeograph. Margy recently took time out for the arrival of her first son, William Patrick, who is now 4 months old.

Answers to Picture Quiz

1. (c) Research labs in Detroit. The Motor City was selected for the site of the principal Ethyl Research laboratories as it not only offered the best possible opportunity for contact and cooperative effort with the automobile industry, but also the greatest advantage to the customer companies because of the liaison which laboratories so located would provide between the oil and automobile industries.
2. (b) Carried by Ethyl safety engineers. In order to protect the employees of Ethyl customers as well as Ethyl's own employees, Ethyl safety engineers travel about to refineries and storage plants to give instruction and to supervise blending operations and cleaning of tanks in which gasoline containing Ethyl Anti-knock compound has been stored.
3. (a) West Coast field terminal at Wilmington, Calif. Part of a program by which Ethyl Corp. is increasing its distribution and storage facilities in order to speed its service to customer companies, the Wilmington terminal is almost an exact duplicate of the East Coast terminal at Edge Moor, Del.
4. (a) Calculate molecular moments of inertia in fundamental research studies. Atomic models such as these help in probing into the innumerable complex combinations of hydrocarbons for gasolines and the various types of lubricants.
5. (a) Test valve spring stiffness. One of the many pieces of equipment for routine inspection of small engine parts, this valve testing device is used in furthering engineering research.
6. (a) Measuring minute quantities of lead in the atmosphere. A recent contribution by the Development section, in cooperation with the Ethyl Safety division, is this lead analyzer which satisfactorily answers the basic question, "Is it safe to work in a particular atmosphere without protective equipment?"
7. (c) Tests gum content of fuels. To maintain the high standards of "Ethyl" gasoline, the amount of gummy materials contained in gasoline is carefully checked.
8. (b) Cooling towers at the Baton Rouge plant. These towers are required in Ethyl Chloride area operations and form part of the water system used all throughout the plant.

On the cover: Steve Henry (see page 20) starts off the ERA intramural softball season at Baton Rouge on April 11 with a beautiful hit—right back to the pitcher! It was a one-two-three play with Clint Bond, resident manager, throwing a strike, Steve hitting a fast one back to the pitcher, and a quick catch that put the batter out.

There are 15 teams participating in the two leagues—American and National. Each of the teams has been allotted complete uniforms and playing equipment. Both diamonds—Weller Avenue and 23d Street—are in top condition with well-marked fields, excellent backstops and good bleachers for the fans. Thad Bridges, president of the ERA softball committee, says that he expects this to be the biggest year yet for ERA intramural softball.



Paul Cahill is new tax assistant in N. Y. Finance. He received his A.B. from Fordham, L.L.B. from NYU in Feb. 1948. It took the Army to move Paul away from his native Brooklyn—he spent 3 years in the Pacific with the field artillery. Tops among his favorite recreations are swimming, dancing, sports and music. He is a member of Phi Delta Phi, N. Y. Young Republican, N. Y. Athletic, and Mermaid Tavern Literary clubs.



Marguerite Smith, clerk-typist in New York Public Relations, is an inveterate collector of souvenirs from the various states she visits, theater programs, and menus from interesting restaurants. Peggy was born in Brooklyn, attended school in East Cleveland, Ohio, then returned to Brooklyn to graduate from Ft. Hamilton high school. She enjoys all kinds of sports—particularly horseback riding, playing tennis, bowling and swimming.

New New Yorkers

Thomas Prendergast is the newest member of the internal auditing section of New York Finance. Born in Paola, Kans., he attended Trinity College at Hartford, Conn., and received the degree of bachelor of naval science in mechanical engineering from Tufts College in Feb. 1946. Before joining Ethyl he worked for Burroughs Adding Machine Co. Tom is now studying for his M.B.A. degree at NYU business administration school.



Clare Lewis, editorial assistant on the BB, hails from Mass. After 2 years of college, she worked in Boston till the war. Then she joined the Navy to see the world and saw Washington, D.C. as a yeoman and spare-time assistant editor of the WAVES paper. Clare returned to Boston U. and received her B.S. in 1948. She won honorable mention in a VOGUE contest and came to N. Y. to write publicity. Hobbies include sewing and music.





While 4-H Club leaders look and listen, Glen Grant, Ethyl fleet engineer, gives a demonstration at the 4-H Club Tractor Maintenance School held early in March in Boise, Idaho.

Glen Grant Trains Future Farmers

Cooperating with educators and oil and tractor men, Ethyl Corporation helped put on a three-day tractor-maintenance course for the 4-H Club of Idaho early in March. Jeff Bessire, field engineer and account representative of the Seattle sub-office, worked with representatives of the Utah Oil Refining Company, the University of Idaho and several tractor companies in making arrangements for the school. Glen Grant, Ethyl fleet engineer, was one of the professors.

Leaders of 4-H clubs throughout southern Idaho attended the school, which was held in Boise on March 2, 3 and 4. The 34 leaders who came, went back home to their own 4-H county headquarters and passed along

what they had learned to the members of their various clubs.

The Boise school was headed by D. E. Warren, Idaho State 4-H Club leader of the University of Idaho, and E. M. Hubbard, of the Utah Oil Refining Company. Our Glen Grant was scheduled to present films and talks explaining carburetion and engine maintenance difficulties which might cause valve failures. This he did, and also, pinch-hitting for a man from Champion Spark Plug who was in the hospital, he presented material on the ignition system and spark plugs. Classes were held in the Idaho Power Company building and demonstrations were given at the local International Harvester Company dealer shop.

Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Renfro, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: Margaret Dullinger, Fred Green, Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Marjorie Poindexter, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl.

ETHYL BULLETIN BOARD

by and for Ethyl employees

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Edward L. Shea, President; Stanley T. Crossland, Vice-president and Treasurer
Richard M. Page, Secretary.*

Marceline Marquis, Editor

THE UNCOMMON MAN

by

Herbert Hoover

RECENTLY, in my opinion, there has been too much talk about the Common Man. It has been dinned into us that this is the Century of the Common Man. The idea seems to be that the Common Man has come into his own at last.

Thus we are in danger of developing a cult of the Common Man, which means a cult of mediocrity. But there is at least one hopeful sign: I have never been able to find out who this Common Man is. In fact, most Americans, and especially women, will get mad and fight if you try calling them common.

This is hopeful because it shows that most people are holding fast to an essential fact in American life. We believe in equal opportunity for all, but we know that this includes the opportunity to rise to leadership—in other words, to be uncommon.

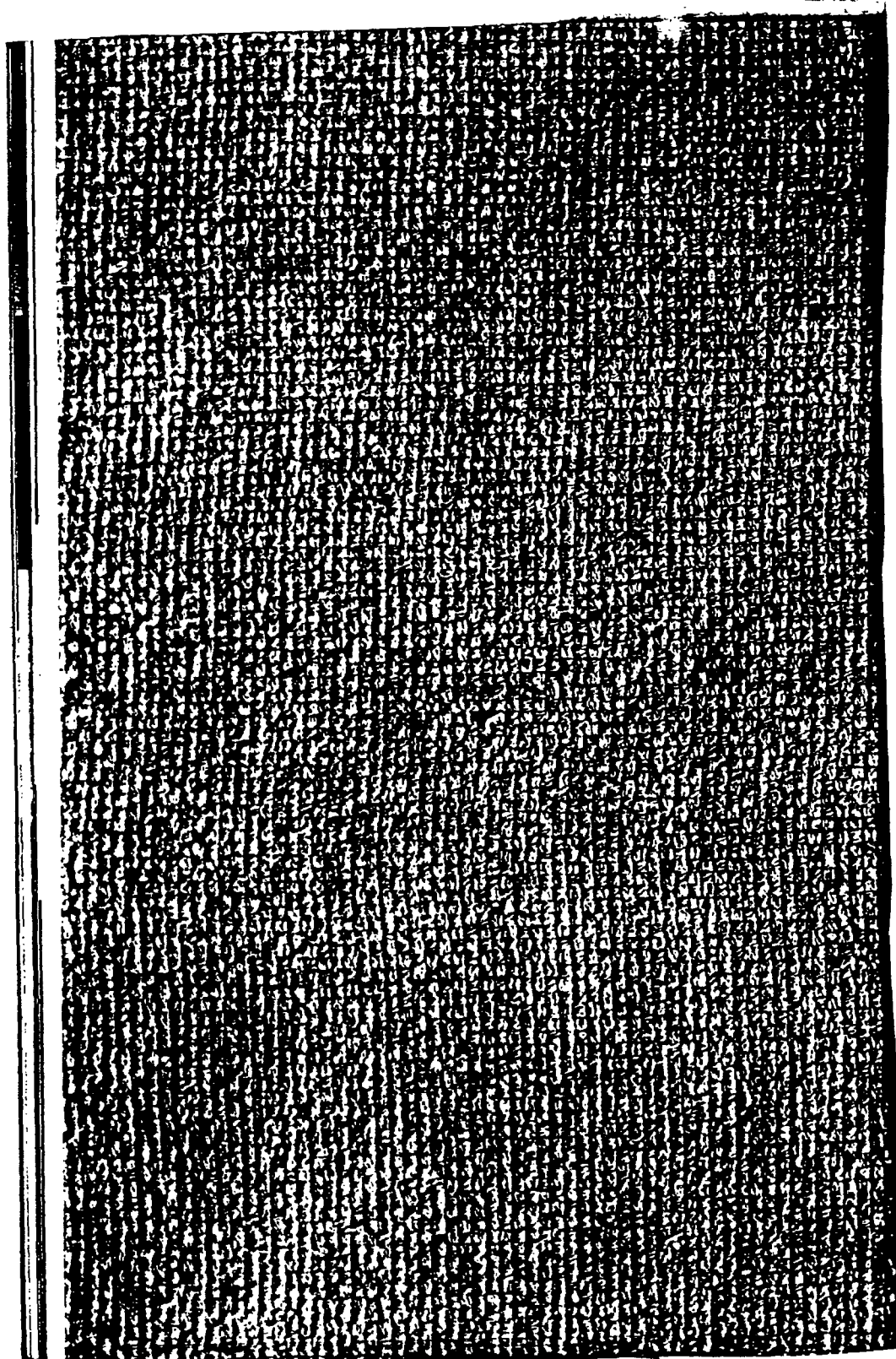
Let us remember that the great human advances have not been brought about by mediocre men and women. They were brought about by distinctly uncommon people with vital sparks of leadership. Many of the great leaders were, it is true, of humble origin, but that alone was not their greatness.

It is a curious fact that when you get sick you want an uncommon doctor; if your car breaks down you want an uncommonly good mechanic; when we get into war we want dreadfully an uncommon admiral and an uncommon general.

I have never met a father and mother who did not want their children to grow up to be uncommon men and women. May it always be so. For the future of America rests not in mediocrity, but in the constant renewal of leadership in every phase of our national life.

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Ethyl BULLETIN BOARD

JUNE, 1949



Forever and Ever (See page 36)

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BY FREY**

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**LEISURE
UNLIMITED**

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THE VICTORS

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**THE TEAM
PAYS TRIBUTE**

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OUT IN FRONT

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YOUR VACATION

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**"ETHYL" GALS FROM
AIRWAYS TO ROADWAYS**

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"WHEEL HAPPY"

PAGE 37

MILESTONES



Medical Director Robert A. Kehoe and Vice President Graham Edgar received high tribute for their contribution to the growth and development of the Company on the occasion of their 25th Ethyl anniversaries celebrated this month. They were honored guests at a luncheon given by the President at the River club in New York on June 10. Here President Shea (standing) presents a certificate of service and 25-year pin to Dr. Kehoe (center). Looking on (right) are Graham Edgar and J. A. Costello. Other guests included representatives of the Medical department and New York office.

June brings six important milestones to Ethyl people throughout the Company. Two—Graham Edgar and Dr. Robert A. Kehoe—this month join our 25-year club, bringing the total membership to five. (Other members are Pat Harding, Bob Jordan and Harry Mack.) Walter Bauer, Harold Chalk and Ethel Dieckman round out 20 years of loyal service and Rudy Williams, 15.

Vice President **GRAHAM EDGAR**, whose memories go back to the days of General Motors Chemical (predecessor to Ethyl) in Dayton, is chiefly concerned these days with the development of new products and long-range planning for the Company. As manager of the Product Development department, he was largely responsible for the addition last Fall

of benzene hexachloride, new agricultural chemical for insect pests, to Ethyl's list of products. Still others will be added as a result of the continuing search for new petroleum additives (in addition to tetraethyl lead) and other chemicals on the part of the Product Development staff and their mentor.

Graham Edgar was born in Fayetteville, Ark. After taking a B.S. from the University of Kentucky and a Ph.D. from Yale, he undertook the job of teaching chemistry to students at the University of Virginia, and later at California Institute of Technology. While in California, at the height of World War I, he was called to Washington to serve on the staff of the National Research Council and also as consulting chemist with the



Graham Edgar

Ordnance Department of the Army.

At war's end Graham Edgar returned to the University of Virginia and his teaching career, which he pursued until 1924. He then joined the research staff of General Motors Chemical Company in Dayton, Ohio. When the Ethyl Gasoline Corporation was formed in August 1924, he became director of research.

During the early days of premium gasoline, there was no consistently accurate method of measuring the antiknock quality of fuels. To solve this problem, Research Director Edgar originated the octane scale which is now used throughout the world as a measure of antiknock value in fuels.

Graham Edgar was elected vice president of Ethyl Corporation in 1932 and the following year he became a vice-president of Ethyl-Dow Chemical Company. When the New Products committee was reorganized in early 1946, he was appointed chairman

and took over his present job as head of the Product Development department in November, 1947.

The Edgars—Dr. and Mrs.—live in Bronxville, N. Y. Their only daughter Nancy became the bride of Warren Fales on May 7 and has just returned from a honeymoon in Sea Island, Ga.

DR. ROBERT A. KEHOE's 25th anniversary with Ethyl follows close upon the heels of his winning the William S. Knudsen award for outstanding service and achievements in industrial medicine (see May BB, p. 6). The broad vision and scientific approach that won for him this highest award of the American Association of Industrial Physicians and Surgeons is largely responsible for Ethyl Corporation's outstanding record of safety in the manufacture and distribution of tetraethyl lead.

When Ethyl's Medical department was founded, Dr. Kehoe became its first director and has continued in that post ever since. Under his direction, the Company's safety policy was established and has been maintained with an enviable record.

Ohio-born, Dr. Kehoe has traveled to many parts of the world as a consultant on industrial health problems, but has always kept his roots close to his native state. A graduate of the University of Cincinnati, he is now head of the University's department of Preventive Medicine and Industrial Health. He is also director of the Kettering Laboratory of Applied Physiology, internationally famous for its research in industrial toxicology.

In 1920, just after he received his M.D., he married Lucile Marshall, from his home town of Georgetown, Ohio. The Kehoes have one daughter.



Walter Bauer

20 Years

WALTER BAUER's special talents as a machinist have been put to good use for Ethyl ever since he joined the staff at our Yonkers lab in 1929. Under the direction of Graham Edgar and George Calingaert, he turned out much of the tailor-made equipment for Chem Research before that department moved to Detroit. In recent years, he has been building and repairing equipment for the Gasoline Testing division.

When the first safety show went on the road several years ago, Walter made many of the ingenious, eye-appealing props used. He also worked on the fittings for the trunks in which the equipment was carried.

A native of Yonkers, Walter worked as a machinist for the Otis Elevator Company and other local firms before starting with Ethyl. He also played trombone in several orchestras at RKO and Publix theaters and in bands of the 22nd N. Y. Engineers,

the 10th N. Y. Regiment of Mount Vernon and the naval training ship *Granite State*.

Music still tops his spare-time interests, along with gardening and civic affairs. For many years he has been a vestryman at St. John's Episcopal church in Yonkers. He is active in Boy Scout work and since 1945 has served on a troop committee.

Walter and his wife Lillian live in Yonkers and have two daughters, Irma and Audrey, and one grandson. Grandson Gary shares Walter's interest in finding out what things are made of—he just loves to take grandpa's gadgets apart.

Since the day after he received his master's degree in engineering from the University of Michigan 20 years ago, HAROLD CHALK has been an Ethyl research engineer. After working several months with Graham Edgar in the old Yonkers lab, he moved to De-

Harold Chalk



troit, where he has been in the Research labs for the past 19 years.

Harold was born in Marlette, Mich. and was graduated from Northwestern High School in Detroit. After attending Wayne University for one year, he transferred to the University of Michigan in Ann Arbor and received his B.S. and M.S.E. in 1929.

Last year Harold attended sailing classes to learn the technicalities of tacking and reaching. He spent the summer of 1948 putting his book learning into practice and looks forward to more sailing days on sunny weekends this summer. When he's not coaxing sailing power out of each passing breeze, Harold works in his garden. During the winter months, he likes to go skiing.

Harold, his wife Margaret and their family—Julian, 15, Sylvia, 13 and David, 9—live in Birmingham, Mich. He is a member of the Society of Automotive Engineers and the Detroit Engineering Society.

Ethel Dieckman



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BULLETIN BOARD—JUNE

ETHEL DIECKMAN, who celebrates her 20th anniversary with Ethyl Corporation this month, is supervisor of statistical typists in the N. Y. Finance department. Located on the 34th floor of the Chrysler building, her office overlooks the East River and the site where the future home of the United Nations will be built.

After receiving her high school education from St. Patrick's Cathedral High in midtown Manhattan, Ethel graduated from Bankers Business School. She came to Ethyl Corporation from Standard Oil of New Jersey, now Esso Standard.

A bowling enthusiast during the Fall and Winter, she switches to gardening and golf in the warmer months. Ethel and her husband have just moved from Flushing to a new home in New Hyde Park, Long Island, and are now very busy landscaping the yard. They have planted lots of rose bushes—Ethel's favorite flower—and also have a vegetable garden.

15 Years

Although his headquarters are at Edge Moor, Del., R. F. WILLIAMS has a transcontinental job. Rudy, as superintendent of terminals, directs the operations of Ethyl's Wilmington, Calif. and Edge Moor, Del. terminals from which shipments of "Ethyl" antiknock compound are made to our customers in their respective areas.

A graduate of the University of Delaware, Rudy started his Ethyl career 15 years ago as a chemist in the Manufacturing department of the Deepwater, N. J. plant. In November 1939, he became assistant resident manager and continued in that position until Ethyl's manufacturing oper-



Rudy Williams

ations were concentrated at the Baton Rouge plant. On January 1, 1948, Rudy took over his present job.

Born and reared in Minersville,

Pa., Rudy married a Delaware girl. He and his wife Kathryn and their son, George (Butch), who is almost 9, live in Wilmington, Del.

Rudy is a member of the American Chemical Society and the Wilmington Chamber of Commerce. A track man in his school days, Rudy is now a spectator sports fan.

5 & 10 Years

Two Ethylites rounded the 10-year milestone this month. They are VIRGINIA A. MCGUIRE, Law Department, N. Y. and GORDON W. WILCOX, Engineering, Detroit.

Black and gold 5-year pins were presented to RALPH S. CLARK, N. Y. Public Relations; ELIZABETH S. MERGNER, N. Y. General Files; JAMES C. HUGHES, Detroit Engineering; and CAROL E. SIMCOCK, San Bernardino Engineering Research lab.



Gas Tax Protest

Louisiana service station operators observed "Black Tuesday" on June 7 in protest against the nation's highest state gasoline tax. This day of mourning in behalf of gasoline customers marked the end of a full year under total state and federal taxes of 10½¢ a gallon. Customers were greeted with crepe-draped gas pumps, posters and black-edged "condolence" cards on which they could sign a protest against the high tax. Customer response was enthusiastic and service station men said this day of mourning will be observed annually until the tax is lowered.

New Tax Exemptions

The cards are chemically stacked in the case of little Ann Elizabeth Burt, born May 10, weighing seven lbs. 1 oz. Her parents, BILL and JANET (TERRY) BURT were both research chemists at the Ethyl labs in Detroit. From now on, however, Janet is going to concentrate on baby formulas and home making.

JIMMY HUGHES, a research engineer at the Detroit labs, and his wife Barbara, are parents of a baby girl, born May 11, weighing seven lbs. 5 oz. Little Patricia is number two for the Hugheses—their first, a son, Harold, is now one-and-a-half years old.

API Marketers Hear Julian Frey: The Plus in Premium Gasoline



Julian J. Frey

The average motorist who spends \$1.07 extra during a month for premium gasoline obtains many more benefits than he may realize, Sales Manager Julian Frey told members of the American Petroleum Institute Marketing Division in St. Louis on May 10.

"This additional cost of \$1.07 for the average premium gasoline user," he said, "is not so much an expense as a wise investment."

Discussing the need for premium gasoline our sales manager said that about half of all the cars on the road require premium gasoline for knock-free performance. This estimate, he said, is based upon recent investiga-

tions into the fuel requirements of the car population as well as research studies of the various factors that determine these requirements.

"We all know, in general," Julian declared, "the importance of premium gasoline to cars. The compression ratios of present-day automobile engines are such that gains in power can be realized in most cases, provided engines are adjusted to take advantage of premium gasoline."

But, Julian continued, the motorist receives a number of additional benefits. "For one thing," he said, "he gets some increase in mileage. How much of an increase will depend on the fuel requirements of his car and the type of driving.

"Furthermore, his car will start easier and warm up faster in cold weather. This may save a towing charge or put off the purchase of a new battery.

"Then, too, he has a better running engine which will produce more power and is protected against knock.

"Finally, the premium gasoline user gets satisfaction out of it. His \$2,500 automobile may be exactly the same as his neighbor's—but with premium gasoline, it runs better, has a faster pickup, produces more power, and even represents a safety factor when he's passing another car on the highway.

"These are some of the benefits the motorist buys with the small additional charge for premium gasoline," Julian declared.

Discussing the cost of gasoline, he said, "It is sometimes argued that

the two cents a gallon extra the motorist pays increases his fuel bill by as much as 10%. This is not a valid comparison, because the motorist's fuel bill, it has been estimated, accounts for only about one-fifth of the total cost of operating an automobile. On this basis, it costs the motorist only 2% more to operate a car on premium gasoline.

"The millions of car owners who buy premium gasoline, day in and day out," he continued, "do so because of the assurance of quality they receive. Gasoline quality is as important to them as the quality of everything they buy. They can buy a cheaper and equally nutritious piece of meat, a cheap pair of shoes, an inexpensive suit—all of these things serve their basic function. Yet, people want quality in gasoline, as in everything else, because of the personal satisfaction they derive from its use. This preference for quality has been repeatedly borne out in surveys of motorists' buying habits."

Analyzing three independent surveys conducted by Socony-Vacuum, Shell and Ethyl, Julian said that, when the results of these surveys are applied to present-day gasolines, "these data indicate that only 30% to 50% of the present car population will be free of knock on the current regular grades of motor fuels." A more recent survey, he added, conducted under the auspices of the Coordinating Research Council, shows that the road octane requirements of cars are in general even higher than had been previously reported.

"All of these surveys," he declared, "demonstrate that the number of cars which can benefit from premium

gasoline is much larger than had been popularly supposed."

Explaining this broad need for premium gasoline, Julian pointed to three basic factors: 1) the increasing number of cars which are being designed specifically for operation on premium gasoline; 2) the wide variation in octane requirements among automobiles of the same make and model; and 3) the higher octane requirements of the average car as it accumulates mileage.

Looking ahead, Julian said that premium gasoline, which in recent years has accounted for between 31% and 39% of all gasoline sales, would continue to play an essential role in automotive transportation. "We appear to be entering upon a new cycle of engine improvement," he said, "as a result of which a continuing demand for gasoline of high antiknock quality may be foreseen."

Plaque for Armed Forces Aid

Ethyl Corporation was recently honored by the Armed Forces Chemical Association with a plaque awarded to the Company "as an outstanding member of the organization." Vice President John Schaefer received the plaque on behalf of Ethyl.

Col. Harry A. Kuhn, president of the association, stated in a letter of presentation that the plaque was a "token of appreciation for your (Ethyl Corporation's) support and cooperation."

The Armed Forces Chemical Association is made up of chemical industries which cooperate with the armed forces to further development and improvement of chemistry in warfare.



Detroit "Retirees" were honored at a dinner in the Canterbury House on March 22. At the left foreground is Earl Bartholomew, general manager of the laboratories; three of the guests of honor are seated at the right—Mrs. Maude Wesley, Joe (Pop) Mescher and Mike McGrath, and the fourth, Charles Mummert is across from them, flanked on the left by Frank Fricker and on the right by Mrs. Bartholomew and Ross Rife, social chairman of the Ethyl Society. At the end of the table is Chuck Hawley and next to him is Bill Burt, chairman of the Ethyl Society steering committee. The four guests were honored further at the meeting of the Ethyl Society which followed the dinner, and each was formally presented with a life membership in the club.

First Group of Employees Retires Under New Pension Plan

Farewell parties were held in Detroit, San Bernardino, Kansas City and New York the end of March in honor of employees who were retiring.

The new "Retirees" include four from Detroit, three from New York, one from Kansas City and one from San Bernardino. In the Detroit group were: Michael G. McGrath, guard, with about seven years of Ethyl service; Joseph E. Mescher, head of the Machine shop, who had been with us almost 25 years; Charles C. Mummert, guard, just shy of 20 years' service; and Mrs. Maude Wesley, cafeteria cook, with nearly six years of service.

The three New Yorkers who cast aside the routine of regular duties

were Robert O. Brown, of Finance, who celebrated his 20th Ethyl anniversary in 1946; Charles Finney, of Finance, with five years' service; and W. Cary Harris, office manager, with 15 years' service.

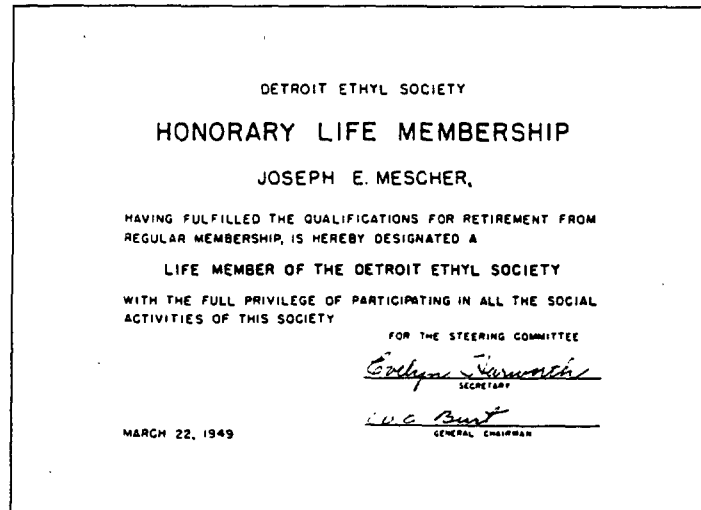
In North Kansas City Jesse B. Marshall closed his Ethyl chapter after eight years as custodian of the Gasoline Testing laboratory and turned the page to new activities. First on his list is building a house. Still very active, he plans to build the house practically single-handed.

From the San Bernardino Gasoline Testing laboratory, Charles R. Knight retired to his home on the Lazy K ranch in Badger Canyon, overlooking the San Bernardino valley. His own

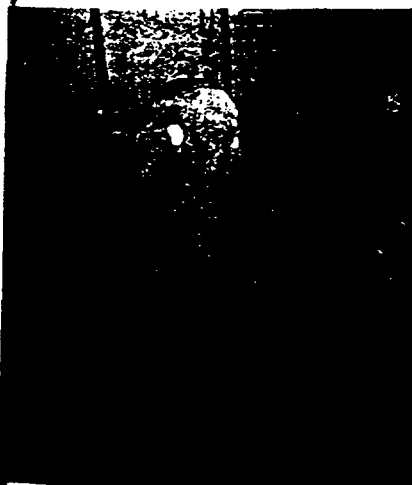
patch of paradise contains a private swimming pool, hunting grounds, groves of citrus and other fruit trees, with some good trout streams close by. Ethyl folk bid their associates good-

bye and happy days of leisure at farewell parties of various kinds. Pictures which were taken at some of the celebrations are shown below and on the preceding page.

Research laboratories "Retirees" received honorary life memberships in the Detroit Ethyl Society. Here is the one that was presented to Pop Mescher.



Marshall wants to make sure it runs. This clock watch was given to him by associates the Test lab and Sales office in North Texas City at a farewell party in his honor JB's last day at the Testing laboratory.



Charlie Knight cuts the cake at his farewell party in San Bernardino, while Dean Whitehead, Walter Rantanen, Dean Painter and Judy Schaub look on. Associates presented him with an automatic fishing rod and reel.





Hollywood in Detroit—Andrews Sisters (Bill Hancock, Merrill Anderson and Ross Rife), and Bing Crosby (Jack Bailie) sing a complicated arrangement of *South America Take It Away*.

Hollywood celebrities (Ethyl version) provided surprise entertainment at the Detroit Ethyl Society's annual sports banquet and spring dance held on May 14 at the Forest Lake Country Club in Pontiac, Mich. Bing Crosby (in the person of Jack Bailie) and the Andrews Sisters (more frequently identified as Bill Hancock, Merrill Anderson, and Ross Rife) sang two of their popular favorites. Recordings furnished the music while the Ethylites fitted actions to the words of *South America Take It Away* and *Along the Navajo Trail*.

Thom Yates was master of ceremonies. After reading the Roll Call of Champions—Ethyl people who had won various sports competitions at the Detroit labs during the past year—Thom presented the following trophies:

Individual trophies to Hal Bean, Harold Faucher, George Clixby, Chuck Denzler and Late Willans as members of the winning men's bowling team;

Announcing The Winnahs!

to Wally Sherman for Class A high game and high series; to Ted Carron for Class B high game; and to Dick Bothwell for Class B high series. Manager Harry Prince accepted the trophy awarded to the Ethyl softball team for top honors in the 1948 Ferndale Old Timers League.

Other names on the Roll Call of Champions include: Merrill Anderson, Class A high average bowler; Laurel Wilkinson, Class B high average bowler; Florence Held, high average, high series and high game female bowler; Veronica Grum, Kitty Weiss and Mary Carol Almen, members of winning Ethyl Girls' League bowling team.

Ed Goller, Class A singles horseshoe champion; Idan Flaa, Class B singles horseshoe champion; Merrill Anderson and George Betker, horseshoe doubles champions; Dorry Rodenhouse, women's singles ping pong champion; Angie Colosimo and Ruth Simons, women's doubles ping pong champions; Merrill Anderson, men's singles ping pong champion; Bill D'Arcy and Roy Sugimoto, men's doubles ping pong champions; Kitty Weiss, champion female golfer; and Rollie Ostrander, champion male golfer.

Others who took bows were Len Smith, who built a car to enter in this year's Indianapolis race (see page 38); George Betker, for staging the sports tournaments during the past year; and Ross Rife, 1948-49 Social Chairman, for arranging the Ethyl Society's meetings and events during the year.



All aboard—"Pee Wee" Corteloni, of Plant and Employee Services, loads the electric train.

More Than a Mile of Hot Dogs

Refreshment stands had a busy day when almost 5000 Baton Rouge employees and their guests gathered for the annual Company picnic on Saturday, May 21, at Harding Field. Some 16,700 hot dogs, 400 gallons of punch, 10,800 cups of ice cream and 500 cases of coke were consumed by the record-breaking crowd.

Young and old, there was fun for everyone—stage shows, pistol shooting contests, a hobby show, swimming, softball, train rides, contests, prizes, refreshments and dancing. Contests for children started at 10 a.m. and were held throughout the morning.

At noon, the first stage show went

on with a balancing act by three LSU students and Assistant Recreation Director Hewitt Gomez. Ventriloquists and clowns were also on hand to add to the fun.

Field and track events were held during the afternoon with everyone taking part and prizes for all winners. Most exciting were the 50-yard dash for women, men's water-balloon throwing competition and the baby bottle contest for men and women.

An all-star softball game, another stage show and, in the evening, dancing in the Recreation Center to the music of Tommy Crews and his orchestra rounded out the day's activities.

Contests for men drew a big audience. Water-balloon throwing proved especially popular.





Earle W. Webb Honored Guest of Mr. Shea and Associates



In the top picture, President Shea presents Mr. Webb with a tribute from his former associates—a bound volume of more than 100 letters from men and women of the Ethyl Corporation. Below some of the men who attended the dinner in his honor are shown listening to Mr. Webb. They are clockwise from left: R. R. Faller, W. H. Hubner, R. M. Page, J. P. Farnham, C. W. Bond, C. R. Holton, H. W. Kaley, (E. W. Webb), E. L. Shea, W. M. Turnley, C. L. Smith, L. A. Monroe, Graham Edgar, and S. T. Crossland. On the inside of the table, clockwise from left are the following: Earl Bartholomew, Harry Kuhe, R. B. Weston, J. B. Macauley, R. C. Champlin, H. A. Savage, B. B. Turner, R. S. Charlton, F. J. McNally, M. P. Murdock. A number of other Ethyl men who are not shown in the picture attended the dinner at the invitation of Mr. Shea.

Wednesday evening, May 4, marked a very sentimental journey into the past and future of Earle W. Webb, retired chairman of the Ethyl Board, and a group of his former associates who gathered at the River club in New York City.

President Edward L. Shea paid tribute to Mr. Webb after a social hour and dinner, by pointing to two outstanding Webb attributes: 1) the tremendous, permanent impression of personal magnetism and ability that he left with all his business contacts,

and 2) the able team of assistants which he gathered about him, trained and left to carry on. Mr. Shea completed his remarks by presenting to Mr. Webb a bound volume of the letters written to him at the time of his retirement by men and women in the Ethyl Corporation. The volume is bound in oasis leather, hand tooled and appropriately titled.

Mr. Webb was visibly affected by the tribute and gift, but as always, he arose to the occasion with a short speech of acceptance and greeting.

Dick and Mat Honored By Staff

On May 15 back in 1929 two young men started to work as field engineers for Ethyl Corporation in Baltimore. Today these men—Dick Murphy and Mat Taylor—have adjoining offices in the Chrysler Building from which they run the Eastern region, Dick as regional manager and Mat as operations manager (see May BB, p. 17).

All the local members of the Eastern region gave a party to celebrate their anniversary on May 16 (the 15th fell on Sunday) at the Barclay hotel.

Vice President Harry Kaley was there to present their Ethyl pins, emblematic of their 20 years of faithful service.

Other invited guests on hand for the party included Joe Costello, once head of the old New York division, now assistant general manager of manufacturing; Art Acken, who was a field representative with the Eastern region until a few months ago when he took over a Lincoln-Mercury agency; and the wives of the honored guests.

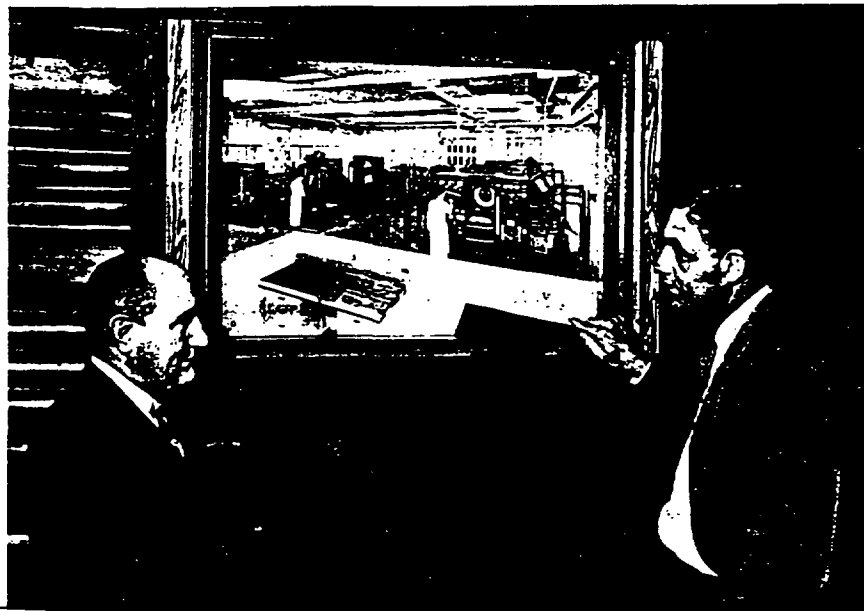
Portraits of Ethyl

Colorful and appropriate art decorating the walls behind the bar of the Denver Petroleum club includes the insignias and trade-marks of various oil companies and supply firms operating in the Rocky Mountain region. Prominently displayed in the center panel is the black-and-gold "Ethyl" trade-mark, surrounded by the trade-marks of such good customers as

Continental, Sinclair, Gulf, Phillips and Frontier.

In addition, large photographs of Ethyl installations are very much in evidence on the walls of the club. Set off by shadow-box frames, the pictures show an aerial view of the Baton Rouge plant and two Ethyl employees in the main dynamometer room at the Detroit Research laboratories.

Soon after the Ethyl pictures were hung at the Denver Petroleum club, Bob Douglass (r.) our account representative in the Denver area, was snapped discussing the equipment in the main dynamometer room of the Detroit Research labs (shown here) with H. Leslie Parker. An independent oil producer, Mr. Parker was one of the founders of the Denver Petroleum club.





Our doctors are photographed around the reception desk with members of the East Baton Rouge Parish Medical Association, honor guests at Open House. From left: Drs. R. J. Robert; W. A. Dial; R. C. A. Bock, chief plant physician; D. Miller; J. W. Lane and C. L. Harris, Ethyl staff.

Medical and Personnel Building Open House in Baton Rouge

Nearly 1,000 Ethyl employees, their families and guests visited the Medical and Personnel building in Baton Rouge during the two-day Open House on April 23-24.

One of the finest structures of its type in the country, the new building is designed to provide improved services and facilities for the health and well-being of the more than 3,000 employees at the plant. Started two years ago, it was completed in February and is now occupied by top Management, the Personnel group, the Finance department and the Medical department.

The red-faced brick and hollow-tile exterior of this latest addition harmonizes with the other new buildings nearby. Interior walls are pastel and floors are of asphalt tile or terrazo.

All of its 100 rooms are air-conditioned, have acoustical walls and ceilings and fluorescent lighting. Medical offices and facilities include rooms for physiotherapy and electrocardiograph; taking and reading X-rays, first-aid and minor surgery; booths for eye, nose, throat and foot care; and a medical library and conference room. Offering free service 24 hours a day, with three wards for temporary hospitalization, the Medical department is prepared to give complete or emergency treatment for occupational conditions and to assist in some other cases where medical care is needed.

Now headquarters for approximately 150 employees, the building may be enlarged later. Provision was made during construction for future addition of a third story if needed.

Mrs. A. H. Bingham

Mrs. Marguerite Potter Bingham, wife of A. H. Bingham, account representative in the Central region, died at their home in Cleveland, Ohio on May 13 of cancer. Burial services were held at Nashville, Mich. on May 16.

Active pallbearers were Jim Boudreau, Wally Distler, Len Huxtable, Norm Linstromberg, Harry Mack and Lou Slack, all of the Central region. His friends at the Ethyl Corporation extend to Al their sincere sympathy.

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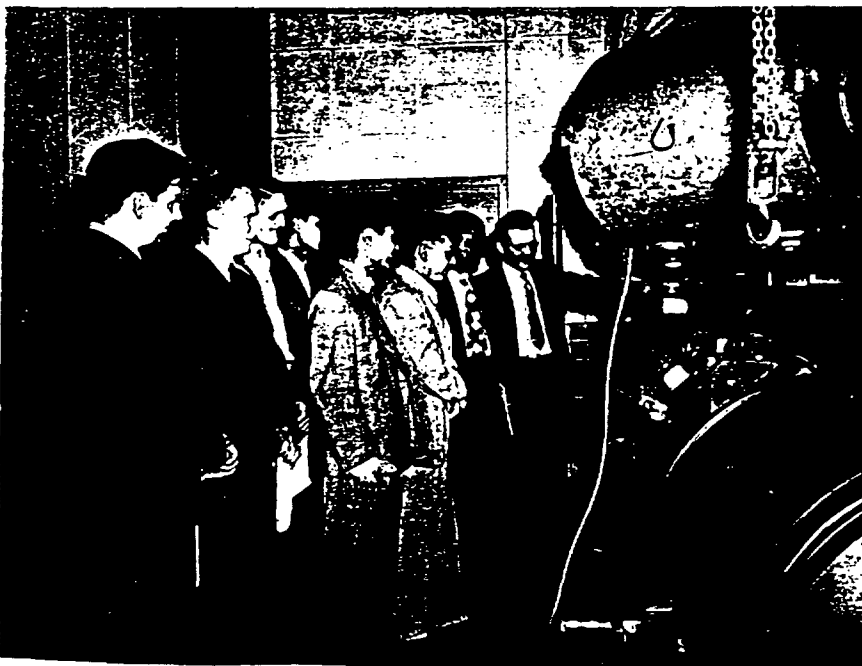
BULLETIN BOARD—JUNE

College Students Tour Detroit Labs



Making its annual field trip to the Ethyl labs in Detroit on April 29, the Chemistry club of Hope College in Holland, Mich. is shown on tour with Jim Hinkamp (nearest the camera in the striped suit). Here he explains a piece of chemical research apparatus to the group. The students include Jim's brother Paul, standing far right (behind Jim's head). Jim received his A.B. from Hope College in 1940 and is now a research coordinator in the Chem laboratories.

On May 3, automotive engineering students from Michigan State College in East Lansing made a tour of our Detroit labs. Guide Jerry Stanke (extreme right), of Ethyl Road Test section, shows the students the labs' new General Motors high compression fuel test engine, which is one of about 30 or so such engines produced by GM to enable petroleum companies to conduct research on the fuels that will be required by the higher compression engines now being developed. This engine in the Ethyl labs can be operated at compression ratios up to 12 to 1, quite a jump over the average standard compression ratio of 6.8 to 1 for 1949 model cars.



About People

Jim Bridges, Thad Bridges, Earl Johnson and Dan McDonald shot it out and won first place in the Baton Rouge city-wide pistol shooting competition held on April 9. Members of the Ethyl Recreation Association pistol team, the four men chalked up a total of 1096 points out of a possible 1200 to win over such competition as the Marine Corps League and the Sheriff's office. Firing will continue throughout the summer and Jim is in charge of scheduling dates for any teams who want to try outshooting our champs. Jim is an operator in the Ethyl Chloride Mannheim plant, Thad is a pipefitter in TEL, Earl and Dan are both in the TEL area.

Harold Gibson, coordinator at the Detroit Research laboratories, was on the program at the summer meeting of the Society of Automotive Engineers held June 5 to 10. Harold was on the panel which discussed "Mechanical versus Chemical Octane Numbers and High Compression Engines" on the afternoon of June 7.

Dan Guy, head of the Agricultural section of Tech Service, spoke at the Agricultural Engineering club's annual banquet at Mich. State College, East Lansing. He discussed the industrial outlook of agricultural engineering.

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BULLETIN BOARD—JUNE

Stephen G. Henry, manager of plant and employee services at Baton Rouge, and a member of the Honorable Order of Kentucky Colonels, was co-master of ceremonies at the Colonels' 13th annual Derby-Eve dinner held on May 6 in Louisville, Ky. Bill Corum, sports broadcaster and columnist for the N. Y. Journal American shared the emcee spot with Steve.

Don Jennings, accountant in charge at the Detroit labs, has been named instructor of the American Speakers club's newest chapter in the Motor City. The Speakers club, which trains business and professional men and women in public speaking, now has



Harold Gibson

five chapters in Detroit. Professor Jennings is also secretary of the club and a member of the board.

Fritz Mercer, one of our Eastern region field engineers, discussed premium grade motor fuels at May meetings of Esso sales personnel held at Asheville, Winston-Salem, Fayetteville and Charlotte, N. C. The four meetings were called to acquaint the

more than 1500 Esso personnel in N. C. with the new Esso-Extra motor oil which was introduced on June 1.

Bob O'Meara, of the Detroit Purchasing section—with the traditional luck of the Irish—held the winning ticket in a recent fund-raising raffle sponsored by the University of Detroit Student Council. As a result Bob now owns an Admiral-Ebony television set.

Robert R. Palmer, of the Baton Rouge Safety department, is so convinced of the value of the film, "Miracle of Paradise Valley," that he has shown it to 33 groups outside the plant—all on his own time and at no expense to Ethyl. Although the film stresses safety on the farm, it tells in an interesting way the basic rules of safety. Over 4,500 people, including Ethyl employees, veterans' organizations, Parent-Teacher Associations, Baptists, Lions, high school students, foresters and others have seen the film in the past four months.

F. M. Porch, a Baton Rouge safety engineer, is working with Patrolman J. H. Smith, Jr., supervisor of the school patrols, on a plan to show free movies to school safety patrol members as an award for their accomplishments of duty. Eight local theaters are cooperating in the plan.

John H. Schaefer, vice president and general manager of manufacturing, was elected to serve as 1949-50 president of the Industrial Research Institute at the annual Spring meeting held May 23, 24 and 25 at Asbury Park, N. J. A member of the board of I.R.I. since 1946, he served last year as vice president and chairman of the program committee.



Dick Sneed

Dick Sneed, one of Ethyl's roving engineers, spoke to the Ferndale (Mich.) Rotary club on May 5. His subject was "Petroleum Around the World."

San Wagner, Western regional manager, has been elected a director of the Jonathan club of Los Angeles. Tops in men's clubs, the tycoons of the West Coast are listed on the Jonathan roster.

Gilbert Way, technical representative for the Western region, spoke at the April 25 meeting of the Northern California section of the Society of Automotive Engineers in San Francisco. Gil was featured speaker of the evening and discussed "Factors Affecting Octane Number Requirements."

Thom Yates, public relations representative at the Detroit Research laboratories, spoke at the All-Ethyl Day meeting of the Boulevard Shrine club. The meeting was held on May 13 in Detroit's Fisher building and, after a brief talk by Thom, the Ethyl film "The Long Road" was shown.



One of the most interesting features of the California meeting was the staging of a board meeting with the Ethylmen pictured here acting as officers and department heads of a dreamed-up oil company. Main topic of discussion at the meeting was where to buy their antiknock compound. It was pointed out that when buying "Ethyl" fluid the company gets more than the product—it gets a package that includes all the services that only Ethyl Corporation with

California Conf Series of Re



Harry Cottrell, Southern account representative, John Rollins, safety engineer, Russ Schell, account representative, and Don Phipps, safety engineer, put their heads together to discuss this blueprint of a blending plant.

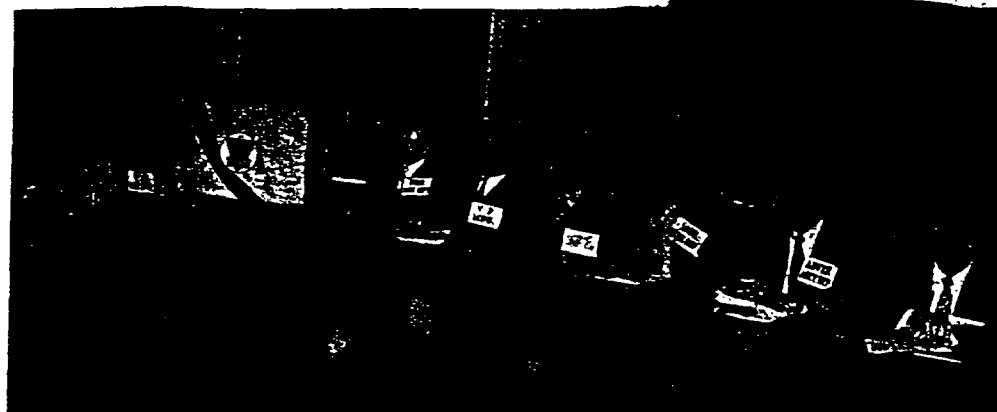
Shirt sleeves were the style at the Dallas meeting. Attentive and interested listeners here are Jack Macauley, John Watt, Clarence Kautz, Ray Faller, Carl Bartholomew (horn rims) Dick Sneed and Harry Hollingsworth.



With the regional meetings gaining momentum as they progressed, the third and fourth were held last month in the Southern and Western regions to discuss the sales plans for 1949-50 mapped out by the regional managers at their February meeting in N. Y. Keen interest spurred by the challenge of selling the increased supplies of "Ethyl" antiknock compounds that will be available when the plant expansion program is completed, set a high tone of accomplishment at all meetings.

The men of the Southern region met at the Stoneleigh Hotel in Dallas May 10-13 and the Western region staff met the next week at the Arrowhead Hot Springs Hotel in Calif.

Sales Manager Julian Frey presented the sales plans and policy at both meetings and stressed the importance of current sales efforts in building for the future.



26 years of experience is able to give. The man of the Western region who provided the action and the arguments in this fast-moving act that presented a summing up of the extras a customer gets when buying from Ethyl are, clockwise from left, Frank Elliott, Bill Van Wyck, Jeff Bessire, Ron Chapman, Bob Mead, Jerry Lotquist, Ben Enrose, Bo Weill, Ted Littlefield, Harry Manning, Scotty DuBose, Bill Sievert, Paul Harris, Dick Cole, John Kehnle and Glen Grant.

Successful Meetings

Other members of management and specialists from New York, Detroit and Cincinnati presented the latest information on available supplies based on increased manufacturing facilities at the Baton Rouge plant; predicted demands based on the upward trend in antiknock quality and an increase of between 4% and 9% in gasoline demand; developments in high compression engine design; and trends in gasoline quality. The program was similar to that of the two previous regional meetings held earlier in the Spring (see May BB p. 3).

The Southern meeting was led by Regional Manager Harold Berg and Operations Manager Lou Shank and the Western meeting by Regional Manager Sam Wagner and Operations Manager Ray Wyrick. Both meetings closed on a high note of enthusiasm and all felt they were a great success.



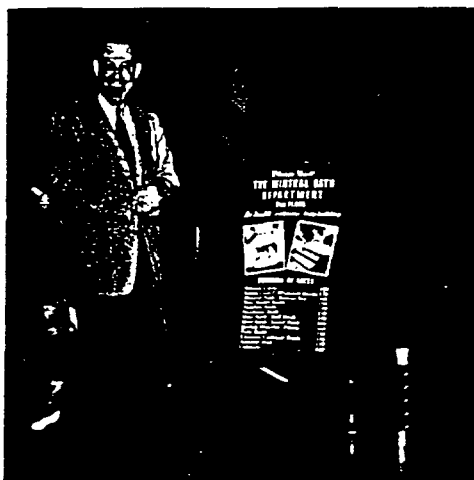
Jack Warner (standing), Southern account representative, Ed Muller, safety engineer, Tucker Dawson, manager of the Baton Rouge Test lab, and Bill Newman, veteran safety engineer, collaborate on some calculations.

Clarence Kautz, Central region field engineer, and Larry Reis, Southern account representative, enjoy a laugh. Clarence, who stayed in Chicago and held down the fort while the Central staff met, takes in the Southern session.





Southern region sales session was held at the Stoneleigh Hotel in Dallas, Tex., from May 10 to 13. Seated outside the tables, clockwise from left, are Clarence Kautz, Ray Faller, Roll Barnes, Jack Macauley, Don Phipps, Frank DeVore, Cliff Lenington, Frank Jobes, Bill Munding, Alan Tully, Mac Murdock, Harold Berg, Julian Frey, Lou Shank, Bob Jordan, Ed Muller, Hank Ball, Bruce Crane, Jake Balzer, Doug Jeppe, Grant Scott, Bill Newman, Tucker Dawson, Ed Hendrick, Harry Cottrell, Ellis Locher and Martin Alsbaugh. Seated inside the tables, clockwise from left, Carl Bartholomew, Dick Sneed, Larry Reis, Jimmy Zars, Jack Laubach, Dale Miller, John Rollins, Jack Warner, John Watt, Harry Hollingsworth, Lynn Phillips, George Hopkins, Russ Schell, Pres Barry, Charlie Rankin, Howard Gerber and Wallace Emery.



Mac Murdock, star Ethyl salesman, now turns his talents to the Mineral Bath Department. In view of the unusual rain in Calif. he suggests health-giving baths as a substitute for sun.



Alan Tully, Southern region sales coordinator, talks over a customer's sales analysis chart with Frank Jobes (far left), fleet engineer and Bill Munding, account representative.

Earl Bartholomew, general manager of the Research laboratories, discussed new developments in high compression engine design at the regional meetings. Here he is shown speaking at the West Coast conclave flanked by Bo Weill, sales coordinator, and Ray Wyrick, operations manager, left, and Sam Wagner, regional manager, and Julian Frey, general sales manager, right.



Whatta fish that was!"
 s Jeff Bessire, West-
 ern region field engineer,
 telling the fish story to
 Mike Remondino, of the
 San Berdu lab, while Larry
 Rinson (left) also of the
 lab, Gil Way (standing),
 owing engineer and Bob
 Mead, Western region ac-
 count representative, form
 an interested audience.



Hume Chenault (standing),
 chief safety engineer of
 the Western region, leans
 over for a word with Paul
 Harris, safety engineer.
 Others at the table are
 Glen Grant, fleet engi-
 neer, Bob Adams, manager
 of the San Berdu Testing
 lab, and Fred Naylor, who
 is Western sales coordi-
 nator in the Seattle office.



Following the meeting, San
 Wagner, Western regional
 manager, entertained at
 his home in Covina. Here
 at the head of the table
 is Mrs. Wagner and clock-
 wise around the table are
 Dorothy Lofquist, Rollin
 Gish, of the San Berdu lab,
 Bud Johnson, supervisor of
 the West Coast terminal,
 Florence Gish, Bill Sievert
 and Jerry Lofquist, West-
 ern regionsafetyengineers.



Enjoying the party, clock-
 wise from left are Polly
 White, Charlie White,
 safety engineer, Harry
 Manning, fleet engineer,
 Mae Manning, Ruth Van
 Wyck, Bill Van Wyck,
 safety engineer, Zoe and
 Bill Schulze, manager of
 the San Bernardino Engi-
 neering Research lab.





TIME OUT FOR VACATION!

This is the time of year to break out that old song, "Where do we go from here?" Even psychiatrists support the grand old American tradition of two-weeks-with-pay, that wonderful vacation period when it is possible to relax and enjoy a change from everyday routine.

What, actually, is a vacation? Webster's dictionary says: "intermission or rest . . . a period of rest and recreation; a holiday."

Everyone knows what an intermission is. You pause for a time, then go back to what you were doing. In order to rest, you have to do something to get tired. Two weeks of doing nothing can be exhausting because you can't quit and rest.

To make your vacation a holiday,

you should have fun. The best way is to pick the kind of vacation you'd like. Then consider the amount of money you can spend. You won't have a good time if you're worrying every minute about the cost.

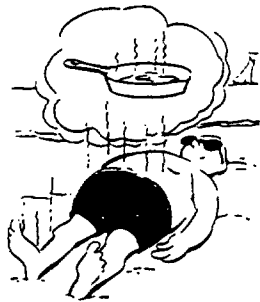
The length of time you can be away—one, two, three weeks—makes a great difference. Regardless of how you travel, you can cover just so many miles in the time available. Even if fortified with vitamins and liver pills, no amount of super energy will make it possible for you to be constantly active 24 hours a day.

In getting the most out of any vacation, consider whether what you plan will be refreshing. Office workers who go hiking or fishing will be exhausted. However, it will be physical fatigue,

easily overcome by rest, rather than mental fatigue which leads to tension.

Be sure to enrich your interests—read books, do handwork, see new places, take a once-in-a-life-time trip to some distant place. Whatever you do, get away from monotony. The man of the family may think it's grand to laze around home for two weeks. But what about a vacation for the kids and his wife, who finds him always in the way when the housework must be done?

Experts suggest these preparations for a successful vacation: Collect all the information you can about the place you select. Ask friends who've



been there . . . write for circulars. Plan a budget which will allow enough leeway for an extra hot dog or steak dinner or a side trip to a special point of interest. Be sure to write ahead for reservations—and take your confirmation with you. Unexpected arrivals receive less than a welcome reception at crowded resorts and camp sites.

Since a vacation is for fun, don't stick grimly to one plan, watching every fence post to be sure you have covered the plotted number of miles on the exact minute. Stop occasionally to watch a seaplane land on a blue lake or to read inscriptions on a

monument. For added pleasure along your way, familiarize yourself with the facilities in and near federal and state recreation areas. You'll find



everything from picnic grounds under shady trees to trailer parks with electricity and water.

Needless to say, no vacation is fun if you or your family get sick. Don't stay in the sun too long or swim for an hour after eating. Don't eat strange berries or drink impure water. Don't stand up in small boats or spill gasoline when filling an outboard motor.

To protect your home while you're gone, cancel milk deliveries and papers and have a neighbor keep watch lest piles of advertising folders on your doormat spell welcome to prowlers. Put a first aid kit in the glove compartment of your car for scratches and insect bites and include a repair kit for tires among your car tools. Have your car checked and be sure lights, brakes, tires, steering and windshield wipers are all in A-1 condition.

Then you're off . . . the world is yours . . . you're strictly in the leisure class and it's your turn to relax, rest, have fun and get set for another year.

★ ★ ★

The picture on the opposite page is courtesy of the RIB service. Jantzen bathing suit.



Talented Detroiters—Merrill Anderson, who tied Art Stahlheber of San Berdu for high average with 174; Wally Sherman, who shared high series honors of 661 with John Willard of Baton Rouge; and Laurel Wilkinson, who is Detroit's Class B champion with a high average of 149.

Keglers Wind Up Season

With the last pin down, final scores show that Ethyl's champions are well distributed. Merrill Anderson of Detroit tied Art Stahlheber of San Berdu with a high average of 174. High game honors are held by Chuck Colvin of Baton Rouge with 272. Wally Sherman of Detroit tied John Willard of Baton Rouge for high series with 661.

Baton Rouge

In the Baton Rouge men's league, top-notch team members and alternates J. D. Adams, Zachary Broussard, Harold Madden, Harry O'Connell, Doug Price, Lou Snyder (captain), Gilbert Waldron and John Willard rolled the Dodgers into first place. Individual honors went to Percy Trotter for a 168 high average, John

Willard for a 241 high scratch game and Chuck Colvin for a 592 high scratch series. Chuck also came up with high handicap game—272, and John Willard knocked down a 661 handicap series. Prize money was awarded to the winners at a dinner party on May 13 at the ERA Center.

Detroit

At Detroit, the Bean Bags nosed out the Swifties by two points. In mid-season the Bean Bags were in 14th place, but won 51 out of a possible 68 points after that to roll to victory. Winning team members were Hal Bean, captain; George Clixby, Chuck Denzler, Harold Faucher and Late Willans.

In the Class A division, Merrill Anderson successfully defended his



Helen Krueger, left, president of the Detroit Girls' Bowling League, presents championship award to Florence Held while Kitty Weiss looks on. Veronica Grum receives her award from Mari Lynn (Koelsch) Zeitz, right.



Winners of top honors in the Baton Rouge girls' bowling league received wallets as prizes. Seated are Wanda Garrott and Ruth David; standing, Hallie Boles and Audrey Rogers, "most improved bowler" with plus 12.

laurels as the Laboratories' best individual average bowler, finishing the season with a 174. Wally Sherman bowled a high game of 268 and high series with 661. In Class B, Laurel Wilkinson's 149 average was tops. Ted Caroon, retiring president of the league, had the high game—227. Dick Bothwell won high series with a 551.

New York

There were four New York teams—two in the Beach Club and two in the Mello Rollers. Wayne Newman and Al Warrington captained the Mello Rollers and Al Merz and Bill Kanavy

headed the Beach Bowlers. For the third straight year, Al Merz came up with high average—157. Bill Kanavy took two firsts with a 222 single and a 576 series.

San Bernardino

In San Bernardino, the Industrial Handicap Bowling League, which has been running since last September, wound up their season on March 29. The league is comprised of 10 teams, all of which represent different businesses. One of the teams is made up of Ethyl Corporation personnel, and this year they finished in fifth place.

Celebrating N. Y. keggers include, clockwise from left, Dave Donovan, Barbara Landers, Danny O'Dougherty, Betty Beach, Bill Kanavy, Jules Zeph, Edith Mahoney, Al Merz and Margie Smith.





Evelyn Ryan, of the Detroit Girls' Bowling League, sends one straight down the alley to score during the Motor City competition.



Comparing Detroit scores are Shirley Trapp (standing), Nancy Beauchamp, Pauline Metz, Ann Heffler, Lydia Hurn and Claire Olsen.

Team line-up included Claude Guinn, Dick Rice, Marv Russell, Ray Seymour and Larry Stinson with Mike Remondino and Art Stahlheber as substitutes. Art nosed out Claude Guinn to take high average honors with 174. Claude however, took top place with his 252 singles and Art bowled 597 to take high series.

Distaff

Top feminine honors are tied in two directions. Wanda Garrott of Baton Rouge and Florence Held of Detroit both have a 145 average. In the singles, two New Yorkers—Betty Beach and Barbara Landers—both rolled a high 211. A 507 put Florence Held way ahead of any competition for high series.

First place in the Baton Rouge women's league went to the Sugars—Mary Walsh, captain; Wanda Garrott, May Morgan, Nellie Prewitt and Mary Read. Wanda had high season average of 145. Ruth David took

singles honors with 202 and Hallie Boles joined the champions with a high series of 480.

For the second successive year, Florence Held captured all the individual honors in the Ethyl Girls' Bowling league at Detroit with high average, 145; high game, 201; and high series, 507. Following close behind Florence were Veronica Grum with 499 for high series and a 138 average and Marge Kammann whose high game was 190. Veronica Grum, Kitty Weiss and Mary Carol Almen were the winning team. At a post-season banquet, each kegler was presented with a key chain and prize money was distributed.

In New York, Betty Beach won high average honors for the third year with 132, topping her own previous record of 126. Betty and Barbara Landers tied at 211 for high game and Edith Mahoney took high series with 465. New York teams celebrated season's end with dinner at Central Park's famed Tavern on the Green.



Mrs. Lorraine Koehler holds some of the scrip books for the 1000 gallons of Flying-A "Ethyl" which she won as a jackpot prize on *Stop The Music*. Mr. Koehler is standing by as Associated station manager Redge Perryman fills up the tank of Mrs. Koehler's new Executive Green Kaiser.

The Pay-Off

A musical memory paid off for Mrs. Lorraine Koehler, of San Francisco, who won 1000 gallons of "Ethyl" gasoline and other prizes when she recently named the *Stop The Music* mystery melody.

The "Ethyl" gasoline received top billing in the announcement of prizes. For the lucky winner . . . "one thousand gallons of 'Ethyl' gasoline! More than a year's supply of your service station's highest quality gasoline . . . and you'll put that 'Ethyl' gasoline into a beautiful brand-new 1949 Kaiser deluxe sedan."

On April 30, Mr. and Mrs. Koehler drove the Kaiser to their Associated station at Scott and Fell Streets in San Francisco and Ted Littlefield, Western region sales coordinator, presented Mrs. Koehler with scrip for 1000 gallons of Flying-A "Ethyl" gasoline, fuel of her choice.

The offer of "Ethyl" gasoline as a *Stop The Music* jackpot prize was heard by more than 6,125,000 families over 241 stations for three Sundays preceding the pay-off. All this for 1000 gallons of "Ethyl" gasoline—not a bad payoff for Ethyl.

Lower Prices for Ethyl Customers

The price of "Ethyl" antiknock compounds was reduced on May 27 for the fourth time this year.

New prices are fifty-five and three-quarters cents ($55\frac{3}{4}\text{¢}$) per pound of tetraethyl lead content for Motor Mix and sixty-one and one-quarter cents ($61\frac{1}{4}\text{¢}$) per pound of tetraethyl lead content for Aviation Mix. This is

approximately .2028¢ per cubic centimeter of TEL for Motor Mix, and .2228¢ per cc of TEL for Aviation.

The previous prices, in effect since May 9, were fifty-seven cents (57¢) a pound tetraethyl lead content for Motor Mix and sixty-two and one-half cents ($62\frac{1}{2}\text{¢}$) per pound of tetraethyl lead content for Aviation Mix.



The spur Mike Rometti holds is one of the unique pieces of leather and silver work he has made. He also designed the special tools his wife, Lillian, used in hooking the rugs shown.

Masters of Many Crafts

Lillian and Mike Rometti (see page 38) have revived an old American craft in their hobby of rug-making which they pursue together. Mike makes the tools they use and Lillian does the hooking. She is now working on the 50th rug in seven years.

Patterns for the rugs are stamped on India jute burlap. Designed in New England, many are copies of early American rugs now in museums. No color scheme is printed on the pattern. Each hooker uses her own color schemes and ideas, thus making every rug different even though the same pattern is used. Lillian hopes some day to design all her own patterns as she has done both painting and art work.

Rugs are worked on a frame in the same method used by American

pioneer women. A fine hook with a shank set into a short handle pulls loops of material through to the top side. Mike has designed special hooks and gadgets to speed the work and make it easier.

Materials used are old woolens of any kind, with blankets preferred. The woolens are dyed to the desired colors needed for various elements of the pattern. Sometimes as many as 13 different shades are used in making one rose. To eliminate the tedious job of cutting by hand, Mike has made a machine to cut several strips at a time. When worked into the rug, the fine strips have the appearance of yarn.

Although she considers rug-making primarily a hobby, Lillian has given some private lessons and has sold some of the rugs. The first rug, which

measured 5' x 6', was sold in New York for \$350. She has made rugs in all sizes up to 6' x 9' and her ambition is to make a 9' x 12', for which a special frame is needed.

Mike is also a silversmith and leather craftsman. He makes all kinds of silver jewelry, buckles, and parts for belts. Creator of his own designs, he also makes his own dies. He buys the sterling silver in sheets of various thicknesses, and the turquoises, petrified wood and other stones, ready cut and polished.

The leather bags shown are Mike's handiwork from start to finish. He

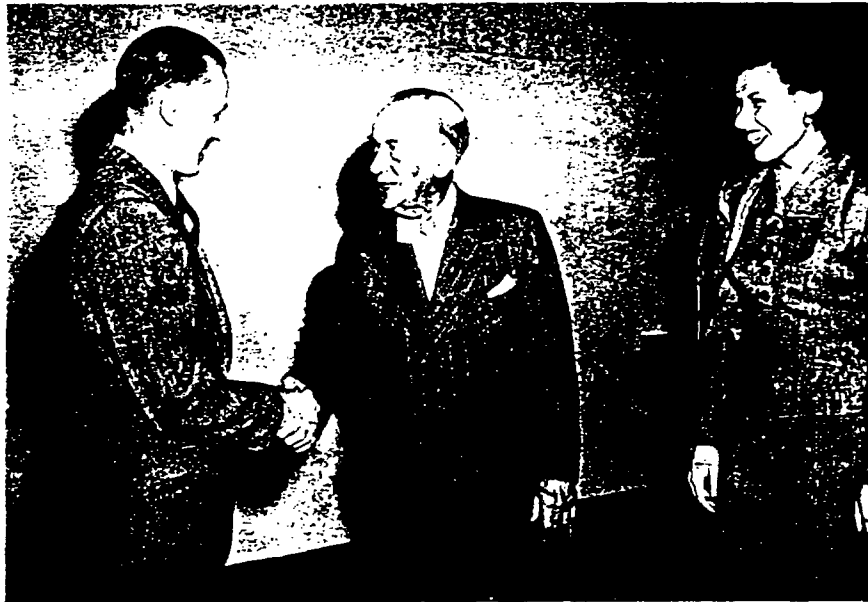
does all his own tooling and completes the bags with pig-skin lining, double-lacing and zipper pockets. The shoulder bag next to his arm in the picture required 50 yards of lacing.

"We have a wide variety of other hobbies and the picture shows only a small portion of our work," writes Lillian Rometti. Their 22-year-old daughter, Jean Marie, studies commercial art, specializing in cartooning.

Both Lillian and Mike stress the great satisfaction there is in creating such beautiful, colorful things, and the enjoyment the family derives from relaxing with their hobbies.

Edgar Guest Draws Large Ethyl Crowd in Detroit

Eleanor Ott and Bill Burt (right) welcome nationally known poet and lecturer Edgar A. Guest to the rostrum. Mr. Guest spoke at the meeting of the Detroit Ethyl society on April 20 and recited many of his better-known verses. Eleanor, a member of the society's steering committee, introduced Mr. Guest to the capacity crowd. Bill is chairman of the steering committee.





Introducing...

← **Jane Kroll** is the receptionist who greets you in the lobby of the Detroit labs. A graduate of Albion College, Jane has worked at Saks Fifth Avenue in Detroit and General Motors. Both Jane and her husband Bob are Detroiters and enjoy golf and playing tennis together.

→ **Mary A. Kane**, secretary to F. J. McNally, N. Y. Finance, was born and educated in New York City. After receiving her B.A. from Mount St. Vincent College, she studied at Washington Secretarial School. Mary is a photography fan. Her favorite sports are swimming and badminton.



← **Arlyn Shiplett**, stenographer in Detroit Research labs Personnel section, was born in Rockland, Mich. Arlyn was graduated with honors both from Rockland High School and Suomi Business College. She and husband Charles live in Royal Oak, where she sings in the local Choral club.

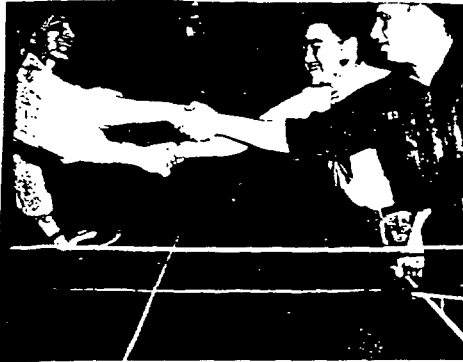
→ **Lorraine Tackels** has joined the Chemical Research staff of the Detroit labs as a stenographer. A Motor City native, she was graduated from St. Philip Neri High School and Detroit Business U. She and her husband Charles live in Ferndale. Both are enthusiastic about golfing.



← **Ellis Rifkin**, Detroit research chemist, was formerly with the Ohio State U. Research Foundation. Interested in astronomy, photography and music, he belongs to the American Chemical and American Meteor Societies, Tau Beta Pi and Sigma Tau. He and wife Rita live in Detroit.

→ **Ellen E. Salenius**, new stenographer in New York Finance, is Brooklyn-born. Ellen attended Miller Business School in N. Y. and has studied advance design at Pratt Institute. She is a boxing fan and likes bowling, designing hats, reading good mysteries and crossword puzzles.





Losers in men's doubles final, Harold Faucher and Joe Cipolla (left) offer hands across the table congratulations to winners Roy Sugimoto and Bill D'Arcy.



Merrill Anderson, the new men's singles champion, keeps his eye on that fast traveling ball as he wins the title by defeating defending 1948 champ George Betker.

New Ping Pong Champs In Detroit Tournament

New champions in all divisions were crowned in the Detroit labs' annual ping pong tournament, held in March and April.

Merrill Anderson, one of the labs' top all-round athletes, won the men's singles title by downing defending champ George Betker. As sports chairman of the Detroit Ethyl society, George staged the tournament.

In the men's doubles, Bill D'Arcy and Roy Sugimoto teamed to defeat Harold Faucher and Joe Cipolla. This is the third successive year that D'Arcy has been a doubles' champ

and Roy's first Ethyl tournament since joining the labs last year.

Women's singles winner was Dorry Rodenhouse. She won the title by downing Angie Colosimo, who, in last year's tournament, was nosed out by the 1948 defending champion Helen Donovan Zane.

Angie teamed with Ruth Simons to take the women's doubles championship. The fast-hitting Colosimo-Simons twosome won the crown by defeating Helen Krueger and Kitty Weiss, who last year bowed to Ruth Simons and Helen Donovan Zane in the finals.

Angie Colosimo (white blouse) smiles approval as Ruth Simons makes a return. Angie and Ruth are the new women's doubles champions.

Dorry Rodenhouse shows her winning form in the women's singles final match. Dorry succeeds Helen Zane, three-time title holder.



THE WOMAN'S PAGE



Courtesy National Needlework Bureau

Summertime Gloves

To give your vacation wardrobe a plus in attractiveness, wear ruffled crocheted gloves. Choose a pretty pastel that will complement your suits and dark dresses. You can make these gloves yourself with some pearl cotton and a crochet hook. If you like a plainer sport glove, try this same pattern in white or beige without the ruffled cuff. In case you don't have time to finish these gloves before you start off on your travels, take your crochet hook with you. In between more exciting holiday excursions, you may want something to do as you relax and chat with friends. The pleasure of creating such pretty gloves will last long after your vacation is over. Write BB for free directions.

Handy Packing Tips

1. Sweaters take up less space and get less wrinkled if they're rolled instead of folded.

2. Shoes should be placed in special bags so they don't get clothes dirty. If you don't have shoe bags, use your husband's or brother's old socks.

3. Put breakables or spillables like perfume or cold cream in the rubber compartment of your suitcase. If your suitcase doesn't have one, borrow plastic food bags from the refrigerator.

4. Jewelry cases come in all sizes so you should be able to find one that will accommodate the amount of

jewelry you plan to take with you. If the budget doesn't allow for this, however, you can use a soap box.

5. Laying tissue paper into folds of garments is important to avoid wrinkles and creases. Some people like to leave dresses on hangers and pack them right in the bags in which they came back from the cleaners.

6. A must on every packer's list is a traveling iron (for both AC-DC) with an extra long cord.

7. Check to be sure all buttons are on shirts, hems in dresses, and pack a mending kit—just in case!

We Greet...



Earl G. DeWitt joins Chem. Research in Detroit with a Ph.D. from Ohio State U., where he has been teaching. A '43 Hope graduate—with honors—Earl has done research at Los Alamos and Oak Ridge. Michigan-born, he is a golf and music fan. He and wife Lucy live in Royal Oak.

Emelie Jean Brooks is new secretary to Don Jennings at the Detroit Research labs. Just returned from working in Hollywood, Em is a bowling enthusiast and a beginner at tennis and golf. She attends Detroit U. evenings.



Jack F. Travis, lab technician at Yonkers, worked in a Bloomington, Ill. lab for 12 years, with time out for the Army, before coming to N. Y. He attended Ill. Wesleyan College and Delephant Institute. Jack married a Yonkers girl and they have one son, Freddy, almost two.



Samuel J. Hassel is now a machinist in the Detroit Research labs. A native of Franklin, Tenn., Sam attended school in Detroit. Prior to joining Ethyl, he was for 10 years a tool maker for Ford Motor Company. Sam is married and has two children—Patricia, 7; Bobby, 3.

Dean Whitehead has taken over as general handyman for the San Berdu Gasoline Testing lab. As a 20-year San Berdu resident, Dean considers himself a real Californian. Whenever he gets a chance, he likes to go fishing. Dean is married and has one son, Dean, Jr., 17.



Marie Joan Pettit is a new member of the office staff at the Yonkers Gasoline Testing lab. When she was graduated from Sacred Heart High School in Yonkers, she won a medal for excellence in history. In her spare time, Marie enjoys collecting souvenirs for scrapbooks.



Spring Brides

Gertrude (Chris) A. Jennings became the bride of James T. Gunset on April 23 at Our Lady of the Angels Church in the Bronx. After the ceremony a reception was held at the Hotel Olcott for friends and relatives. The couple are now living in New Rochelle, N. Y., where Jim attends Iona College. Chris is a receptionist and file clerk in New York.

Mari Lynn Koelsch and Art Zeitz, of the Detroit labs, were married on April 23 at All Saints Church in Detroit. The newlyweds toured the Eastern states following the wedding—the trip routed through Ohio,

Ruth MacDonald Razetti



Chris Jennings Gunset walks up the steps to the church with her uncle, Paul J. Jennings.

the Virginias, Washington, D. C., Maryland, Delaware and Pennsylvania—and are now at home in Detroit. Mari Lynn was formerly Chuck Hawley's secretary and was active in Ethyl Society activities. Art, one of BB's Detroit correspondents, is in Automotive Research.

Ruth MacDonald, secretary to E. R. Anderson and J. D. Biehle of N. Y. Manufacturing, is now Mrs. Lawrence J. Razetti. Ruth and Lawrence were married on April 28 at the Parsonage of the Central Avenue Reformed Church in Jersey City, N. J.



On the cover: Smiling Wanda Rozmus Kahn and her husband, Lester Kahn, leave the church after their wedding. Wanda and Lester were married at St. Margaret Mary's Church in the Bronx on May 21. Following the ceremony, a reception was held at the Concourse Plaza. After a motor trip down the Eastern seaboard to Florida, the newlyweds are now at home in their New York apartment. Ethyl friends gave Wanda a pre-wedding cocktail party at Schrafft's on May 19.

Are *You* A Smart Driver?

It's a bird . . . it's a plane . . . it's a motorist! With due apologies to Superman, the average American citizen takes on an entirely new personality when he drives an automobile.

Many drivers think of the green "go" light as a starter's gun. They speed across an intersection, eyes staring blindly ahead, throttle wide open, hunched menacingly behind the wheel. Trusting souls, they seem to feel that the red "stop" light halting traffic coming in the other direction is fully equipped to repair the other fellow's faulty brakes . . . is perfectly capable of rousing the sleeping or drunken driver. To them, the horn is a magic trumpet announcing their presence. One blast . . . and they expect the world to move to the side for them.

The smart driver, on the other hand, takes nothing for granted. He

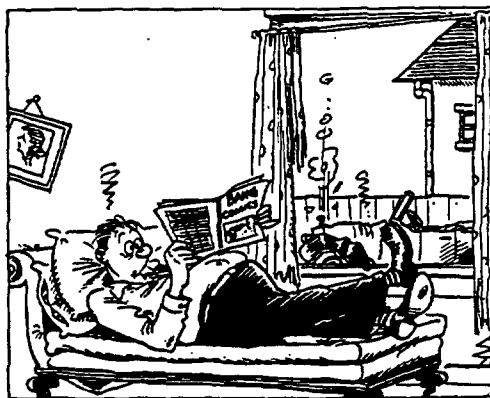
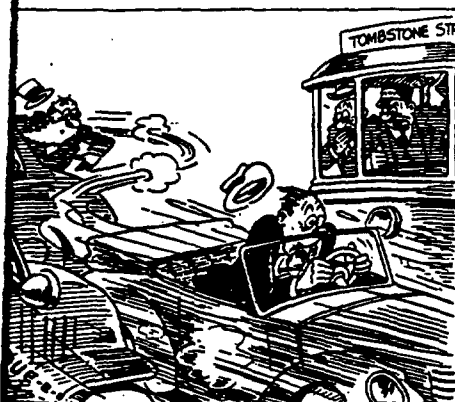
learned long ago that he can't depend on the other fellow. Even though he has the right, by law, to proceed on a green light, he looks both ways to be doubly sure.

Furthermore, he watches parked cars because he realizes that little boys often dash from behind them to recover baseballs. He knows that a blinker light cautions him, as well as the other driver. He uses his horn intelligently. He makes it a practice to use hand signals. He knows his car—he keeps it in tip-top shape to guarantee its safe performance. He practices courtesy at all times.

Accidents result from inattention—from thoughtlessness. So to preserve your life, limb and health be alert, obey traffic laws, use common sense, and keep your car in good condition. You'll be a smart driver if you do . . . and you'll probably live a lot longer.

Sam Scatback makes the trip home from the shop every day in 18½ minutes flat

. . . and what does our hero do with the minute and a half he saves? Give a look.



Indianapolis in 1950



Len Smith and John Koehnle with their racer.

Ethylmen Len Smith and John Koehnle experienced the same heart-break that so many aspirants for the Indianapolis 500-mile race crown have gone through during the 38 years the race has been in existence.

Len, who is road test garage foreman at the Detroit labs, had put in hundreds of after-Ethyl hours since last August to build, in a Detroit garage, a racing car that would be equal to the tremendous grind of the Indianapolis whirl. Meanwhile, John, a field engineer in the Western region, was in on the planning and building of the racer by remote control.

All went well until a few days before the Smith-Koehnle racer was to be shipped to Indianapolis for its attempt to be one of the maximum 33 cars allowed in the big Memorial Day classic. Castings for the rear wheel assembly arrived from the manufacturer early the week of May 22. With these put in place, the car would be ready for shipment to run its qualifying trial on the Indianapolis Speedway on Saturday, May 28. But when Len

and the mechanics who were helping him build the racer put the castings under the X-ray for a last minute check, they found them to be faulty and defective. That was the end of Len and John's dream of trying for Indianapolis honors this year. There just wasn't time to get new castings made and installed on the racing car.

Len and John are philosophical about their bit of tough luck. They know it has happened to many before, and that such unfortunate incidents will bedevil others as long as the Indianapolis race is run. Len and John already are making plans for their entry in next year's Indianapolis race.

Shift Key

Maxine Acre is new secretary to Chuck Hawley, manager of administration and financial control at the Detroit labs. She took over after the resignation of Mari Lynn Koelsch, who was recently married. Previously, Maxine was secretary to Don Jennings, accountant in charge at the labs.

B. O. Couvillon, formerly of the Engineering and Maintenance department at Baton Rouge, has been transferred to the Machine Shop at Detroit.

Eugene Lenahan has been promoted to take charge of the N. Y. mailroom. Gene has been with Ethyl two years and replaces Phil King, who recently resigned.

Art Myers, former maintenance man in the Detroit Machine Shop, has transferred to the Guard force.

Mike Rometti has been promoted to head of the Detroit Machine Shop section. Mike succeeds Joe (Pop) Mescher, who has retired (see p. 30).

ETHYL BULLETIN BOARD

by and for Ethyl employees

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A Word Much Maligned

Routine deserves a better reputation than the one it has acquired. To many the word smacks of something unpleasant or of little consequence. "A matter of routine," "routine operation," "routine investigation," common expressions all, have about them a hint of the humdrum. Two men meet on the street; one salutes the other with the ungrammatical but ubiquitous query, "How's things?" To which the reply is, "Same old routine"—meaning "here I am doing the same thing today I did yesterday and probably will do tomorrow, and I wish something exciting would happen but I don't think it will." Many like to speak disparagingly of routine as something from which it would be good to escape, but he does not really mean what he says.

Each Day Has Its Sameness

A man goes to work each day by the same route, on the same train, bus or subway and may see, on the way, doing just what he is doing, many of the same people; he arrives at his assigned working place at the same time each day and no matter what his job may be there are a certain number of operations connected with it that he will perform in the same way from day to day. He will, if he can, arrange to eat lunch in the same place today as yesterday. Over his pie a la mode he confides to his fellow-

workers that his routine is getting on his nerves—same old thing day in and day out. He pictures himself as a fellow to whom Adventure need but crook a finger and he will be ready to take off on the instant for the Antipodes.

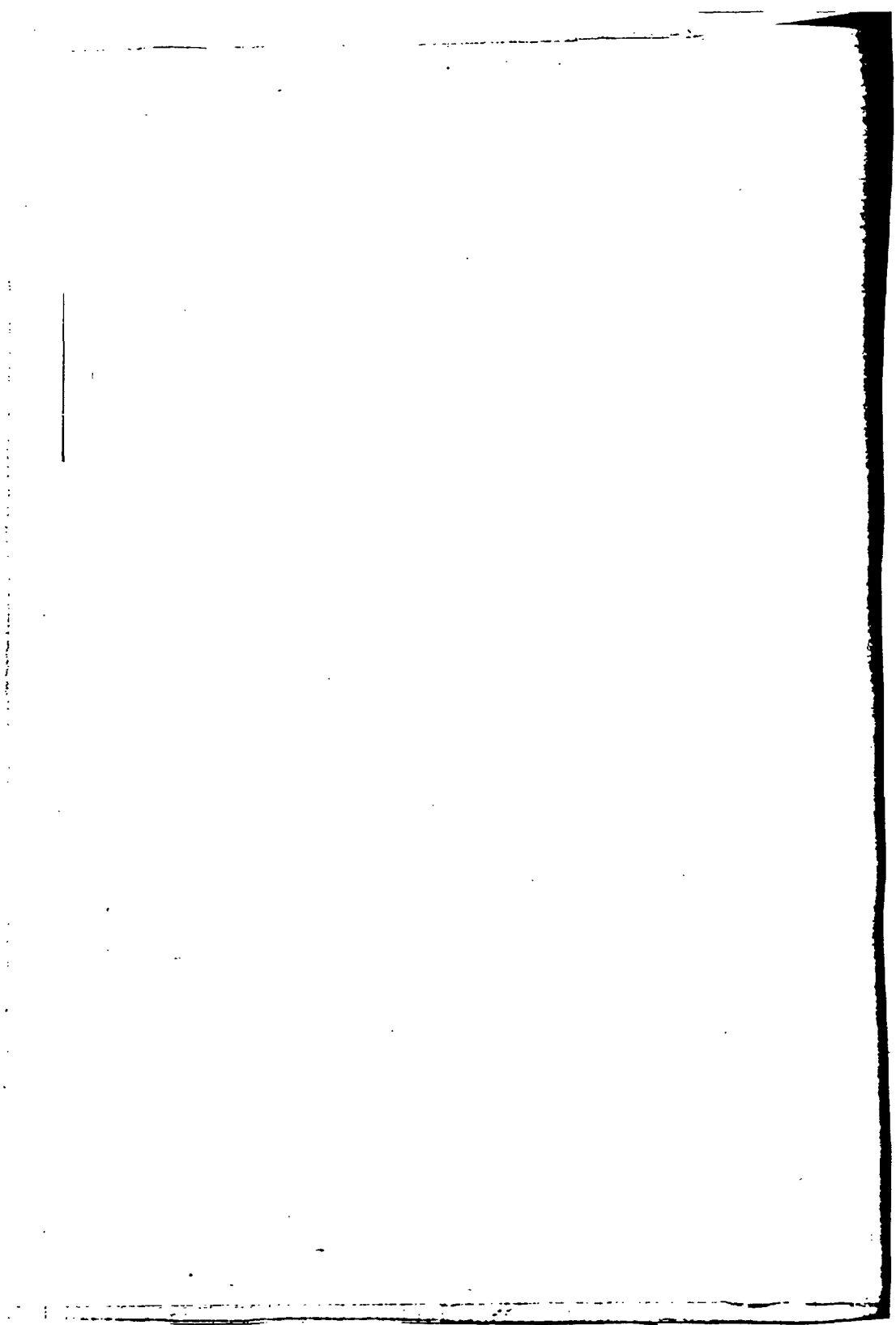
On his way home he takes the same path to subway, train or bus, and arrives at his front door within a minute or two of the time he reached it yesterday and the day before that. But when he discovers that his supper will be delayed fifteen minutes beyond its customary time he demands to know why it is not ready and why the household cannot be run on schedule.

No Friend of the Young

Routine, like plumbing, attracts little attention until something goes wrong with it. The young fight against it because it may interfere with what they think is their freedom; the old have a choice of making it their servant or of becoming its slaves. There are those to whom routine is repugnant and they take great pains to keep out of its way. It will be noted, however, that these persons usually are in positions to thumb their noses at routine and therefore their ranks are thin. To most of us routine is a constant companion, permitting the completion each day of a number of necessary actions with the minimum of effort.

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ETC 12342

Ethyl BULLETIN BOARD

JULY, 1949



In the Good Old Summertime

About 8,000 men and women daily pass through these doors on their way to jobs in steel, coal, oil, aircraft, glass, cement, television, radio, advertising and many other businesses. Arrows indicate the Ethyl people who are heading into the building as they arrive from their Manhattan apartments and homes in suburban Long Island, New Jersey and Westchester areas.

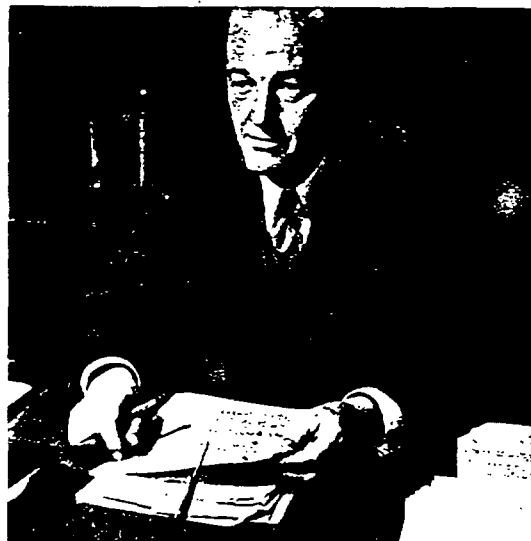


A Slice of Everybody's Business

There are many recipes for the success of a business enterprise, but no matter what the recipe, people are the most important ingredient. Capital and tools are necessary, but without people to use them intelligently no business can prosper. The success of a large corporation particularly depends on the efficiency and enthusiasm of the employees as a whole.

On this score Ethyl is especially fortunate according to no less an authority than President Shea, who said: "I have met and worked with lots of people in the course of my business career, but never before have I seen such a spirit as the people here at Ethyl have. It's wonderful."

To serve the interests of the people and the Company, the Industrial Relations department acts as a kind



Curtis R. Holton

of nerve center receiving ideas from all directions—from the various departments, locations and employees as well as outside sources—studying and weighing them and making recommendations to management. In the department are a picked group of

The Employee Relations Committee settles all interpretations of benefit plans and establishes rules for departmental action where Company-wide rules are needed. In session here are (clockwise from left) Ralph C. Champlin, director of public relations; Heyward L. Kinard, head of the payroll section; Graham Edgar, vice president and manager of the product development department; Curtis R. Holton, director of industrial relations (chairman); Julian J. Frey, general sales manager; Walter A. Cosgrove, supervisor of employee benefits and services (committee secretary); and Charles D. Hawley, manager of administration and financial control at the Detroit laboratories. Joseph A. Costello, assistant general manager of manufacturing, also a member of the Employee Relations Committee, was not present when this picture was taken.





Part of Ethyl's employee policy is to pay each employee in each job as well as similar jobs pay in any other company. Making sure that our pay rate is in line is the job of Charlie Wasserman (left), wage and salary coordinator, and his assistant, Bill Cleary, shown here discussing some pertinent statistics.



Howard Gulick and Ralph Hutchinson discuss procedures. Howard researches trends and developments in the field of industrial relations, prepares manuals on policies, plans & procedures. Ralph, who handles employment in New York, interviews, screens and tests applicants, and induction of new employees.

competent men, trained and organized into an efficient team to work closely with all other departments. Industrial Relations has become an integral part of the Company's operations, closely coordinated with Administration, Finance, Manufacturing, Research, Sales and Public Relations.

The central office of the Industrial Relations department is in New York, where our executive offices are, but

men active in this work are located in all parts of the country. While the Administrative group are concerned with Company-wide policy, planning and management, the Finance staff with budgets and control, the Manufacturing staff with making and distributing our products efficiently and economically, the Research staff with setting the pace for progress in motors and fuels, and the Sales staff in getting

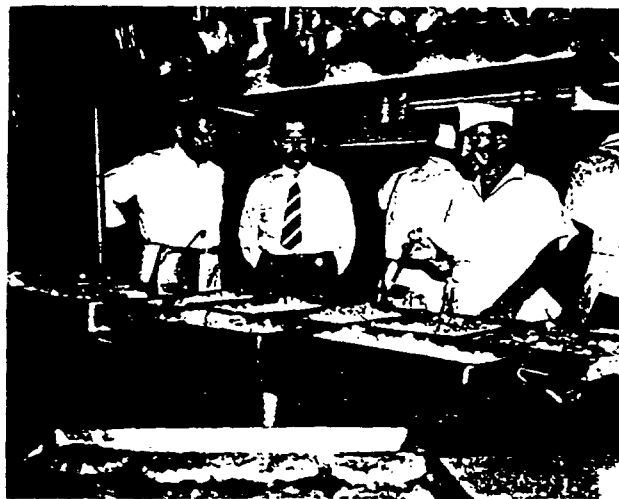
Promoting people within the Company to better jobs whenever their experience and ability qualify them is an established Ethyl policy. Ray Faller (who, himself, was recently promoted from the Detroit laboratories to take charge of training for the entire Company) is shown at the head of the table, holding a training session with a group at the Yonkers Testing labs.





Walter Cosgrove (center) shows Don Flynn what he will have to retire on at 65, in a discussion with Tom Ronan, who handles Sales personnel. Walter handles all notices regarding the benefit plans and any questions either from employees or supervisors.

Ethyl cafeterias served approximately 480,000 meals in Baton Rouge and 19,000 in Detroit during 1948. Providing hot, well-balanced meals is a part of the service managed by employee relations groups. Here Stephen G. Henry, manager of plant and employee services, Baton Rouge plant, and George McKenney, cafeteria supervisor, discuss the menu for the day with 2nd Cook Frank Gillespie, right. Behind them, busy with preparations, are Clyde Muse and Wilford Bordelon.



Safety first is always the motto in all phases of manufacturing and handling our products. Everyone receives instruction in proper use of safety equipment. Here John Norwood, left, and Emmitt Nolan get some expert advice fromadium Safety Engineer Dan Read, at the right.



To be sure each employee is physically fit for his job, Ethyl's Medical department gives him a complete pre-employment physical and provides facilities for annual check-ups and emergency care. Below, B.R. Technician Oreta Buquet starts to take an X-ray of Joe Langlois.



and keeping satisfied customers, the Industrial Relations staff is concerned with getting and keeping efficient and satisfied employees.

Head of the Industrial Relations staff is Curtis R. Holton, and working with him in New York are a group of specialists in the various fields of employee relations. They set up wage and salary standards, employment procedures, handle the benefit plans, the training programs and keep up with trends.

Their special interests and efforts are concentrated on your job, your working conditions, your pay, your opportunity for advancement, your



The Labor Relations section at the Baton Rouge plant handles problems related to the mutual interests of employees and the Company, so that questions can be settled through cooperative understanding and accepted procedures. Conferring above are Art Stover (right), labor relations manager and assistant Dave Kennedy.



In Baton Rouge a balanced recreational program gives all employees a chance to take part in some activity they enjoy. At left, making plans for the plant-wide picnic are, in the usual order: Joe Marrs, ERA president; Ben Burge, the recreational director; Pud Marix, of Finance, and Danny Walsh, of the TEL Operations.

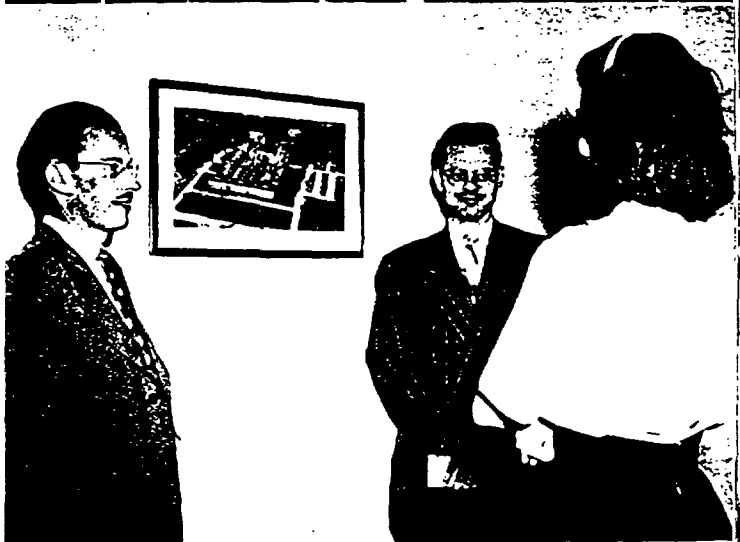
An important part of employee Relations but assisted by the by employees for recreation, and horseshoe pitching, dances, banquets and picnics all the most popular games.



John L. Ward, personnel supervisor, and his staff handle employment, the training program and employee benefit plans in Baton Rouge. Clockwise from left, they are: John, Alvin D. Hubbs, supervisor of employee benefits and personnel records; John Furr, training supervisor; and William T. Edwards, supervisor of employment.



Each new employee is now given an indoctrination in the Company's history and safety rules for his job. In Detroit, Andy Reimold, personnel manager, and Art Jennings, personnel assistant, carry on this important work. Here Andy (center) and Art (right) explain an aerial view of the labs to a new employee.



ervised by Industrial rganized and managed xial events as fishing d bridge tournaments, rts activities include ball, bowling and golf.



Employees who belong to the National Guard or to reserve units of the armed services are given two weeks' leave with pay each year in addition to their vacations, so they may attend training courses. Fred Robinson, left, manager of the Yonkers Test lab, is shown with an instructor at the Armed Forces Industrial College held May 9 to 20 in Radio City.

security, your health and general well-being. They study job requirements and rates of pay in the light of these requirements, benefit plans and employee policies throughout industry as a whole.

Personnel and labor relations staffs in Baton Rouge and Detroit cooperate with the Industrial Relations department in carrying out the Company-wide employee policies.

The work of Industrial Relations represents a service to all employees, to all departments and to management, a service based on the Company's desire that all employees receive fair treatment and fair wages, and find satisfaction in their work.

Vacations with pay bring smiles like Wally Distler's. Employees with 15 years' service get three weeks, those with 1 to 14 two weeks. Below: Headed home at the end of the day, men and women of the Detroit labs make smiling exit. Ethyl working hours and holidays with pay are examples of the Company's leadership in good Industrial Relations policies.



Best by Test

Best National Advertising of the Year 1948-1949 just published includes an Ethyl advertisement chosen by a panel of experts as one of the best of the year. Judged on the basis of campaign idea, public relations appeal, merchandising, layout, copy, color and design, illustration and typography, the ad came through a wide field of competition for publication along with 152 others which were rated "best of the year."

The ad chosen for this distinction was the one which appeared last summer about shellfish titled, "When you're at the beach the 'Trade-Marks of Nature' identify what you see by the sea." First selected by the public through readership surveys the ads were screened by the panel, then checked with company sales managers for selling ability. Having met all these tests, they were compiled and published in book form as a reference volume of the best ads of the year.



High in public relations value, the advertisements, according to the P.R. expert on the panel of judges, "are not only successful in their quality, but highly commendable in their long-range institutional value to their advertisers and agencies."

Moving Up

Douglas Baker, who recently completed his year as an engineer-in-training, has joined the staff of the Central region as a field engineer. After four months in Chicago, he will be assigned to Indianapolis.

Osborne Fremd has been assigned to the Southern region as a safety engineer. He has just completed a year's training course.

Marge Quinn, formerly of N. Y. Duplicating, is now a receptionist on the 43rd floor of the Chrysler building.

Eva Weissleder has been trans-

ferred to the Eastern region after working a year in N. Y. Stenographic.

Margaret Dolan is new secretary to J. A. Costello, assistant general manager of manufacturing. Formerly secretary to Chief Accountant John Smith, Margaret moved up to the 35th floor when Marie Dragonette Diehl resigned (see page 33).

Gertrude Horstman has stepped up to become secretary to John Smith.

Frances Ward of Payroll, moved up to Trudy's former job as secretary to Al Merz of N. Y. Accounts Payable.



Our sixth TEL building, right, and its adjoining wash house will be among the major new units completed at the Baton Rouge plant this month. Here workmen are painting a ventilating stack

Three Major Units Completed at Baton Rouge Plant During July

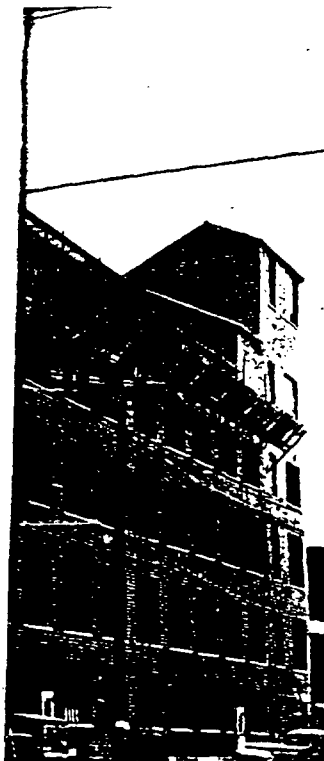
The \$40,000,000 expansion program voted by the Board of Directors to strengthen even further Ethyl Corporation's position as the world's leading manufacturer of antiknock compounds is nearing completion. July will see the end of construction work on three more of the large units.

Scheduled to be ready for testing this month are the sixth tetraethyl lead unit ("F" building), the Number 4 Ethyl Chloride unit and the Ethylene Dichloride unit.

The new Development laboratory

will be ready in August and construction work to expand our sodium production will be completed in November.

Already completed and in use at the Drumming plant, the Medical and Personnel building, TEL Change house No. 3, new Alloy facilities, the new Benzene Hexachloride plant, and the Jet Refrigeration unit, as well as numerous improvements in general facilities, lighting, heating and ventilating equipment, and improved safety devices. Further improvements and new change houses in Ethyl Chloride



and Sodium areas, are scheduled soon.

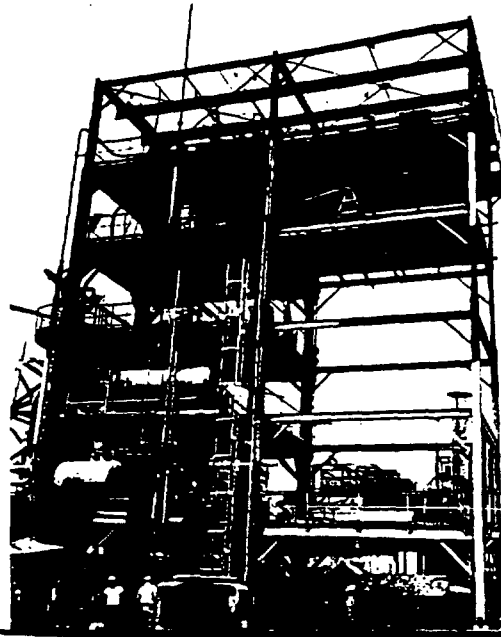
Stone & Webster Engineering Corporation and their sub-contractors, who handled the major portion of the construction work, employed at peak work periods some 2500 workers.

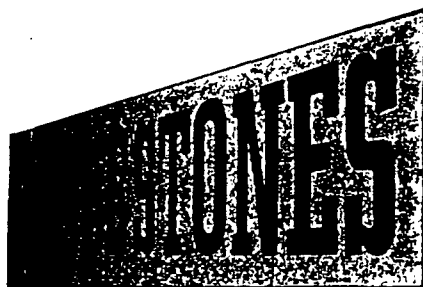
All units will be developed to maximum capacity so that Ethyl Corporation will stand ready not only to supply the predicted requirements of the oil industry for the coming year, but will have a reserve capacity. This will enable us to take care of our customers' needs even if they should exceed present expectations, which, with the many variable factors involved, might easily happen.

The *Ethyl News* will tell a more complete story of the plant expansion program in a forthcoming issue.



The new No. 4 Ethyl Chloride plant, with its engineering improvements, will double our yield of the chemical. It is to be finished in July, along with an Ethylene Dichloride plant shown in the picture below.





From coast to coast, seven Ethylmen this month celebrate their 20th anniversary, rounding out two decades of service with the Company. Our congratulations go to Al Bingham and Clarence Kautz, of the Central region; Harry Cottrell, of the Southern region; Ted Littlefield, of the Western region; George Gier, of the Yonkers Testing lab; Charlie Remsburg, of Manufacturing and Cliff Wilson, of the Detroit laboratories.

ALBERT H. BINGHAM began his Ethyl career on July 1, 1929, just after graduating as a chemical engineer from Pratt Institute in Brooklyn. He started off by going right back to school—as the first Ethyl representative to attend Standard Oil's training school at Bayway, N. J. During his training period Al was assigned for three months to the Ethyl demonstration unit at Atlantic City with Pat Harding and Hume Chenault.

After finishing the course at Bayway, Al joined Ethyl's old Dayton division on January 1, 1930. Ever since he has been selling Ethyl—our services and our product—to customers in the Cleveland area, first as a field man and later as a Central region account representative.

Al has always been a sports enthusiast. In prep school he was on the baseball, basketball and football

teams. After playing college baseball, he hit a few for various semi-pro teams before deciding against a professional baseball career.

Now Al confines his sports talents to rooting for the home team. He likes baseball, football, hockey and basketball. For his own participation, he prefers fishing—and not many get away!

A native of Newark, N. J., Al is pretty much of a Clevelander after all these years and lives in the Shaker Heights section. His son Bob is a student at Shaker Heights High School. Al is a member of the Cham-



Albert H. Bingham

ber of Commerce, is chairman of the Hospitality committee of the Chamber's Petroleum club and is a member of the General Motors club.

When HARRY COTTRELL started to work for Ethyl 20 years ago, he was assigned in quick succession to Baltimore, Dayton, Bayway (Standard Oil's training school) and Fort Worth. He settled down in Texas and, with the exception of his tour with Ethyl's



Henry E. Cottrell

Motor Clinic and his overseas travels during the war, has been there ever since.

When Ethyl, through its Motor Clinics, set out to tell the motoring public about tune-up, Harry took charge of the Tulsa division clinic. After it closed in 1941, he returned to Texas and the busy rounds of a field engineer. At first he headquartered in Houston, later moving to Dallas, where he is now an account representative for the Southern region.

During the war years, Harry was one of the four Ethyl men chosen to give instructions in the safe handling of gasoline to the Air Transport Command. After a training period in New York, Harry and Sgt. Eddie Weiss went up the North Atlantic route via Greenland and Iceland to the British Isles, France and Italy, giving demonstrations to ATC groups along the way.

Harry was born and reared in Newport, R. I. and after graduating from high school, set out to see something of the rest of the world. He graduated from Bliss Electrical School in Washington, D. C. and spent the next five

years at engineering jobs in and around New York. During that time he also managed to work in a nine-months' jaunt through Panama, the Philippines, China, Japan and the Hawaiian Islands.

While in Fort Worth, Harry became enthusiastic about the Texas beauties—and was married in February 1935. He and his wife Mary Elizabeth have one daughter, Lee, who celebrated her fourth birthday in March.

Harry is well known for his gardening accomplishments; also likes to spend some of his spare hours fishing and hunting. He is a member of the Dallas General Motors club.

GEORGE GIER, veteran knock test engineer at the Yonkers Gasoline Testing lab, came to Ethyl from Standard Oil Company of New York, where he was a technician working on the development of oil burners. His Ethyl career has been primarily devoted to knock testing in the Tulsa and Yonkers laboratories.

A true New Yorker, George was born and grew up in the Bronx. He attended Stuyvesant High School then went on to Mercersburg Academy in Pennsylvania. Transferring to Penn State College, he finished his schooling in 1926. Between classes, George found time to star on the football, baseball and track teams, receiving several medals and cups for his outstanding sports record. After leaving school, he played some semi-pro baseball.

In 1934, George married a hometown girl, and he and Josephine and their two children—Janet, 13 and George, 11—live in the Bronx.

Recent recipient of an award from

the Boy Scouts of America for his meritorious service to the Cub Scouts, George is Cubmaster for a group of



George H. Gier

120 boys in the Parkchester section of the Bronx. This is the largest active Cub Pack in the world, and George has five assistant Cubmasters and 12 committeemen working with him to coordinate activities of the Pack's 20 dens.

Keeping up with the program of training the young Cub Scouts gives George plenty of opportunity to keep up with sports. He coaches the boys and takes many trips with the youngsters. Among his special interests are shuffleboard and handicraft work.

When son George graduates to Scouting this fall, George, Sr. plans to give up his position as a Cubmaster to have time for Boy Scout activities.

During his 20 years of service, CLARENCE KAUTZ has shown the versatility typical of so many Ethyl men. He joined the Company in his native Chicago and after a year was sent down to help start the Kansas City

division. For the next six years, he was field representative in Iowa and northeastern Missouri. In 1936, he went to Houston, Tex., to work with the Manufacturing department on safety in handling marine shipments of "Ethyl" fluid drums.

Assigned in 1937 to the old Tulsa division as a safety engineer, he headquartered in Ft. Worth, Wichita Falls and finally in Houston, before heading back to Chicago in February 1947, when he was transferred to the Central region as a field engineer. On July 1, he resumed his duties as a safety engineer in the Chicago territory.

Clarence received his early education in Chicago and was graduated from the Armour Institute of Technology in 1924 with a degree of B.S. in chemical engineering. After working



Clarence F. Kautz

two years with Underwriters Laboratories, Inc., as a chemical engineer doing research on inflammable gases and liquids and the causes of gas explosions, he returned to school for further study. He received his M.S.

degree in chemistry and physics at the University of Pittsburgh in June 1927, then did another year's graduate work at the University of Chicago.

Both Clarence and his wife Gertrude—who hails from Minnesota—are glad to be back in Chicago. They have one daughter, Norma Gertrude, who is almost 17.

For relaxation, Clarence enjoys listening to his collection of symphonic recordings. He can also turn out a very creditable performance at the piano himself and is an enthusiastic amateur photographer.



Meredith Littlefield

MEREDITH LITTLEFIELD has had a varied and widely-traveled career with Ethyl. Starting as a field representative with the old New York division, he first worked in New York and Pennsylvania.

In 1935, he went down to Mexico and South America on a special assignment which kept him busy for the next year. Upon returning to the States, he resumed his duties in the New York division and later became

manager of the division's Motor Clinic, extolling the values of tune-up until April 1940 when he went to the West Coast as a field representative. He set up headquarters in San Francisco and has been looking after the interests of Ethyl and Ethyl's customers out there ever since. In August 1947, he was named a sales coordinator for the Western region. His most recent business tour took him to Hawaii where he helped introduce Flying A "Ethyl" on the islands.

Although born in Wells, Maine, Ted received his education in Massachusetts. He attended Cambridge High School and studied at Berkeley Preparatory before entering Massachusetts Institute of Technology in 1923. Four years later, armed with his degree in civil engineering from MIT, he went to work for the New York, New Haven & Hartford Railroad in Boston. Just prior to joining Ethyl, he worked with the John Hancock Life Insurance Company as a group sales engineer.

Ted and his wife Dorothy, also from New England—live in San Mateo, Calif. They have four daughters—Barbara Ann, 19; Sarah Jane, 16; Susan Ellen, 12; and Mary Lee, 6. He has the distinction of being the only grandfather in the Western region.

Active in many organizations, Ted is a member of several San Francisco clubs, including the Commonwealth, Olympic Athletic, Fraternity and Tractor and Implement, of which he was formerly a director. In college, he was a Sigma Nu.

Whenever there's a gathering of the Western region, Ted is almost certain to be leading the singing or playing the piano. During after-Ethyl hours

he is quite a gardener. When that proves too confining, he likes to go hiking through the beautiful California countryside.

On July 8, CHARLES D. REMSBURG celebrated his 20th anniversary with Ethyl Corporation. After five years



Charles D. Remsburg

with DuPont, Charlie joined Ethyl as a blender operator at the Deepwater manufacturing plant. Promoted to shipping supervisor in 1938, he was largely responsible for seeing that our war contracts moved out on time. In August 1947, he took over his present job as supervisor of the Edge Moor terminal in Delaware.

One of a family of ten, Charlie was born in Washington, D. C. His family moved to New Jersey when he was still a schoolboy, and he graduated from Penns Grove High School with a full quota of letters in football, basketball and baseball. He continued his schooling for two years at the University of Pennsylvania night school in Philadelphia.

Charlie and his two children—Dorothy Ann (Sis), age 14, and

16

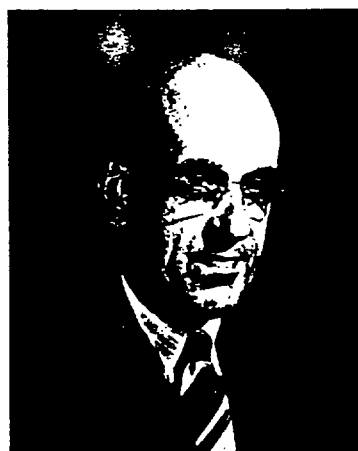
BULLETIN BOARD—JULY

Charles D., Jr. (Brub), age 12—live in Carney's Point, N. J. Charlie is a 32d degree Mason and has recently retired from the Penns Grove Board of Education after serving on it for three years.

One of Edge Moor's star bowlers, Charlie also has a reputation for his low scores on the golf course and has several trophies to prove it. His newest hobby is coin collecting. It's a rare person who isn't interested in coins these days, but Charlie is a real numismatist and is building up a sizable collection of rare monies.

CLIFFORD E. WILSON, whose skill as a mechanic is put to good use at the Detroit laboratories, helps to set up the many engines in the dynamometer section and maintain them in smooth running order for research projects.

He came to Ethyl in July 1929 from General Motors, where he had worked in the Delco and Frigidaire divisions



Clifford E. Wilson

servicing their products throughout southern Michigan.

Born just after the turn of the century not far from Detroit in Armada, Mich., Cliff was graduated from the

Armada High School. So completely sold on Michigan is Cliff that he can see no good reason for crossing its borders and never has. His wife, Mae, is also a native of Michigan and was born in the town of Clair on the St. Clair River.

Cliff is an enthusiastic hunter and fisherman and has acquired an ideal place to follow these sports. Located between two lakes in the heart of northern Michigan, he has a camp of the log cabin type surrounded with pine and birch trees. Cliff and his wife have for several years spent

every possible week-end and all their vacations at their 120-acre north woods camp, which they consider their real home.

Six Detroiters joined the 10-year club on July 1. They are MERRILL J. ANDERSON, JOHN D. BAILIE, EDWIN A. DESMOND, JR., ARTHUR E. HUFFMAN, JAMES M. MASON, JR. and ELMER L. TANDRUP.

Chalking up five years of Ethyl service in July are DOROTHY B. KLEIN, of N. Y. Public Relations, and LEONARD G. SMITH, of Detroit Research laboratories.

New Oxygen Unit



Ollen A. Clay, a nurse in the Baton Rouge Medical department, displays the Mine Safety Appliance Pneophore recently purchased by the plant hospital. Considered one of the most effective portable artificial respiration units available, the resuscitator is valuable in spots that cannot be reached by larger, more bulky machines and is adaptable to any oxygen supply. It will also distribute penicillin and streptomycin directly into the respiratory tract to treat infections.

Safety Paid Off



George Ramsey, a Baton Rouge storeroom clerk, holds the remains of the safety shoe he was wearing when a 108 lb. pig of lead crashed down on his foot. While he was counting an incoming shipment, one of the lead bars—apparently off balance—fell and struck him. Although he was saved from severe injury, the steel toe cap was bent so badly that his shoe had to be cut off. George says that he's always been "sold on safety shoes"—now he's convinced they are a "paying proposition."

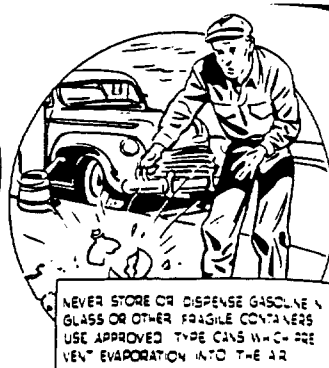
On the cover: Boating on a peaceful lake at one of the many dude ranches high in the Adirondacks. Picture courtesy NYSPIX-Commerce.



NEVER USE KEROSENE, GASOLINE, OR OTHER LIQUID FUEL TO KINDLE OR SPEED UP A FIRE.



SMOKE ONLY IN DESIGNATED AREAS. DON'T CARRY MATCHES OR LIGHTERS IN AREAS WHERE GASOLINE VAPOR MAY BE PRESENT.

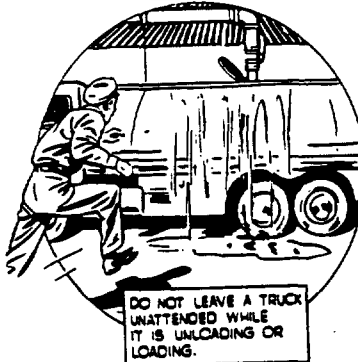


NEVER STORE OR DISPENSE GASOLINE IN GLASS OR OTHER FRAGILE CONTAINERS. USE APPROVED TYPE CANS WHICH PREVENT EVAPORATION INTO THE AIR.

Fire Power Comic Book Wins Praise



NEVER USE GASOLINE TO CLEAN FLOORS, TOOLS, CLOTHING ETC INDOORS OR OUT. REMEMBER FRANK KELLER'S STORY!



DO NOT LEAVE A TRUCK UNATTENDED WHILE IT IS UNLOADING OR LOADING.



WHENEVER GASOLINE IS DISCHARGED FROM A METAL NOZZLE TO A FILL LINE OR TANK, OR FROM ONE CONTAINER TO ANOTHER, MAINTAIN A METAL TO METAL CONTACT.

The new comic book, *Fire Power*, was hardly off the press when Ethyl Corporation began to receive high praise from industrial firms throughout the country for "the fine public service" we are rendering by publishing it. Promoting the oil industry's campaign for greater safety wherever petroleum products are handled, the booklet highlights some of the causes of gasoline fires and suggests precautions people can take to avoid them.

Originally, the *Fire Power* booklet was prepared to distribute at the Fire Power shows which are being put on by Ethyl men throughout the country for our customer companies. But distribution has become much more widespread since last May when the National Fire Protective Association sent a copy to each member along with their monthly bulletin. As a result, requests started rolling in not only from customer companies, but other large industrial firms.

We have distributed a quarter of a million copies, and *Fire Power* is now going into another printing to fill additional requests for nearly 100,000.

The biggest came from Phillips Petroleum Company—we shipped them 22,500. Various branches of the armed services in this country, England and Germany, the Boston Public Library and trade journals are among those who have asked for *Fire Power*.

Mac McCulloch, sales promotion manager, has been busy answering letters and taking care of requests. Here are a few comments from letters he has received:

"The *Fire Power* safety comic pamphlet is an excellent approach to a complex problem."

"It is indeed commendable that your corporation is sufficiently inter-

ested in the safety of the American public to produce such a pamphlet. The method of presenting the problem will surely cause this pamphlet to be read by all children, as well as a large number of adults who may have access to it."

"Reams of never-read copy have been prepared on this subject; however, your presentation in cartoon form is particularly attractive to the average workman and we are sure will maintain his interest."

"This is a most exemplary public service and should do much to educate the public to the proper and safe handling of gasoline."

Currently on display in the lobby of the Ferndale National Bank is this exhibit by the Ethyl Research labs in Detroit. Prepared at the invitation of the bank as one of a series by local industry and retailers, this pictorial presentation shows how Ethyl research benefits the motorist by helping to bring about better engine performance and increased gasoline mileage. Also depicted are ways in which our Company serves the community by paying taxes to support local government and schools and by employing local residents. Ed Kurt, technical assistant to the general manager of the labs (right), discusses a photograph with Bank Vice President Earle Steele. An estimated 20,000 people will see the exhibit during the six weeks it will be shown.





Enjoying a hearty steak after an afternoon of golf are from left: W. S. Zehrung, Pennzoil, Samuel Messer, Quaker State, Ethyl Sales Manager Julian Frey, Guy B. Hunter, Quaker State, H. W. Schmidt, United Refining, and Gel Howell, Eastern region. In the foreground, left, is Charlie Kass, technical representative of the Eastern region, with Joe Hinman, of Pennzoil. Inset shows Eastern Regional Manager Dick Murphy (center) as he sets a grinning example for Bob Hunter, of Pennzoil (right) while Harry Mack gives the cameraman a restrained smile.

Western Pennsylvania Refiners' Pow-Wow

Ethyl's annual party for the independent oil companies and refiners of western Pennsylvania was held at the Wanango Country club near Oil City on June 8. This affair has become a tradition since its inception in 1937

and all of our customers look forward to it each year.

The party started with a luncheon followed by golf and a dinner in the evening. More than one hundred guests representing management, refinery, sales and all other departments attended. Prizes were awarded to the more proficient golfers. Following the banquet, Harry Kaley and Julian Frey welcomed the group on behalf of Ethyl, and Guy Hunter of Quaker State responded for the customers. Bill Rusher then gave his inimitable presentation of the Fire Power Show which was enthusiastically received.



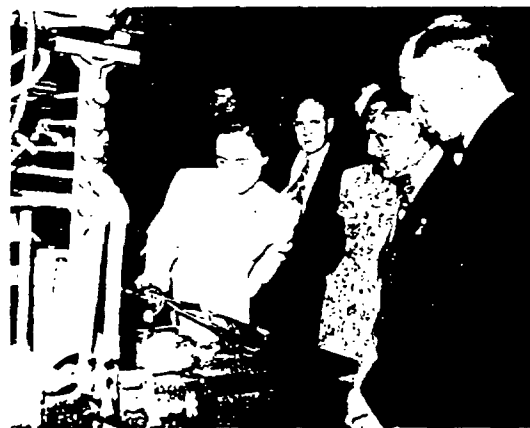
Vice President Harry Kaley (left) looks on while Guy B. Hunter, of Quaker State Refining, takes careful aim for his next shot.

Science Teachers Tour Labs

The Metropolitan Detroit Science Club held their annual meeting at the Ethyl Research laboratories on June 2, heard George Calingaert (associate director of research on manufacturing and chemical products) speak on "Will the Atom Turn the Wheels of Industry" and toured the labs.

Guides and greeters for the 75 high school science teachers who attended were Coleman Davidson, Fritz Schroeder, Harry Toulmin and Jerry Stanke of Automotive Research; and Harold Brooks, Jim Hinkamp, Ted Carron and George Thomson of Chemical Research.

Thom Yates, who was in charge of the program, extended the official welcome. His right and left bowers in making preparations for the meeting



Frances Lamb, of Chem Research, shows the visiting teachers how a spectrogram may be utilized to identify chemical constituents.

were Ruby Fertal, cafeteria manager, and Karl Kuhn, assistant business manager of the laboratories.

News Executives Visit Plant

These five buses are filled with members of the Newspaper Advertising Executives Association leaving the Baton Rouge plant after a tour of Ethyl's manufacturing area. Following the group's semi-annual meeting in New

Orleans, the executives and their wives spent June 29 sightseeing in Baton Rouge. Back to camera is Antiknock editor Doug Price walking to meet Lew Barnum, assistant to the manager of plant and employee services.





Chatting by the registration desk are (left to right): Ralph Wahrenbrock, Mrs. Wahrenbrock, Mrs. Joe Cipolla, Mrs. Merrill Anderson, Mrs. Thom Yates, Sandy Yates, Thom Yates, Joe Cipolla and Ross Rife (face partially hidden). Youngster in foreground is Merrill Anderson's boy, Bruce. Behind the counter, registering Ethylites and giving out caps is Florence McMahon.



Big Crowd Enjoys Detroit Picnic

Clear skies and a hot sun greeted some 250 Ethyl employees and their families who gathered at Walled Lake Amusement park for the Detroit Ethyl Society's annual picnic on June 11. The park, situated on a large inland lake about 25 miles northwest of Detroit, provided rides for the children as well as facilities for picnicking, softball, and special races and other events.

Ross Rife, retiring social chairman of the society, made arrangements for



Left, above: Sports champ Kitty Weiss is up at bat and that's Harold Faucher catching. Below: Waiting for the next ride are Steve Droege (at left, all in white), retiring Ethyl Society social chairman Ross Rife (lighting his pipe), Late and Mrs. Willans.

the picnic. Aiding Ross in planning and running the event were the following committee members:

Florence McMahon and Eleanor Ott registered guests and passed out special Ethyl overseas caps and free tickets for the merry-go-round and other rides.

At the refreshment stand, Evelyn Ryan and Maxine Acre reported that they handed out 632 bottles of soda pop and 288 ice cream sticks during the day.

To start off the day's activities, George Betker and Harry Prince organized a softball game.

Harold Faucher was in charge of special events and games. Judges were Merrill Anderson, Rex Closson and Johnny Zawadski.

Evelyn Harworth, Kitty Weiss and Helen Krueger took charge of prizes.

So numerous and spirited were the races that two masters-of-ceremonies were needed. Barney Jones and Thom Yates split the honors for their fast talking in announcing races and winners while Al Tandrup operated the public address system.

Fred Green handled all publicity for the picnic and, in addition, took the pictures on these pages.



Enjoying the picnic in the park are (l. to r.) Mrs. George Boyle, Mrs. George Vaughn, George Boyle, a guest and George Vaughn.

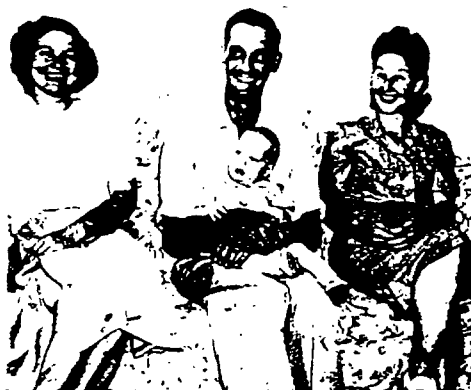


All hands are busy during the penny scramble.

On the midway are (left to right): Beverlee Rife; Sharon Bouwman, a friend of Beverlee's; Sharon and Bonnie Jeanne Green and their mother Mrs. Fred Green; Roberta Rife and Mrs. Ross Rife.



Ethyl Man Helps Save Boy's Life



There's time to smile now as Tom Aguillard holds Bill Gremillion, Jr., whom he and Mrs. Roy Turner (right) saved by artificial respiration after the child had lost consciousness in a bathtub filled with water. At left is Bill's mother, Mrs. W. K. Gremillion, Sr.

Training in artificial respiration he had received as an Ethyl employee helped Tom Aguillard, Baton Rouge TEL operator, and Mrs. Roy Turner save the life of year-old Bill Gremillion, Jr. when he fell into a bathtub filled with water.

On June 9, Mrs. Gremillion had left her two children—Susan, 2, and

Bill, 1—alone for a few minutes around 11 a.m. while she returned a baby bottle borrowed from a neighbor. Although she had closed the bathroom door before leaving, the two children opened it, stopped up the drain of the tub with a washcloth and turned on the water full force. Susan apparently pulled Bill into the tub and he was unconscious under the water when Mrs. Gremillion returned.

Responding quickly to screams for help, Tom and Mrs. Turner, both neighbors of the Gremillions, gave artificial respiration for several minutes before the child showed signs of breathing. The Weller Avenue Fire department rushed oxygen inhalation equipment to the scene and, when Bill was sufficiently revived, he was taken to Our Lady of the Lake Sanitarium. Overnight observation indicated he had suffered no permanent injury from his close call.

Mrs. Gremillion praised the first aid training which had enabled Tom and Mrs. Turner to save her son.

New Tax Exemptions in Detroit

LOREN and BETTY KNOWLES—a son, Loren Michell, II (Mike), born June 15. Weight: 8 lb. One sister, Carol Ann, 2. Loren is a research chemist group leader.

ED and MARY JOHNSON—a daughter, Ann Kristine, born June 22. Weight:

6 lb. 9 oz. Three brothers: Edlen, 11; Roger, 7 and Mark, 1½. Ed is head of the Chemical Engineering section.

GORDON and MARGARET WILCOX—a daughter, Jean Marie, born June 21. Weight: 6 lb. 11 oz. One sister, Julie, 1. Gordon is a chemist.



When It's Hay Fever Time

Sneezing? Sniffing? Eyes watering? Then perhaps you are allergic (sensitive) to pollen and have hay fever.

Plant pollen is only one of many usually harmless substances which may make your life miserable. Various foods, house dust, animal danders, drugs, dyes, fungi and the bite or sting of insects (bees or wasps) are some of the other things to which persons may be allergic. In fact the substance may be almost anything which can get into your body by eating or drinking, by inhaling, by ordinary contact or by injection.

Relief

If you have symptoms of hay fever, it is best to see your physician promptly. He will make a thorough study to find out what kind of pollen is causing your trouble. Your living habits, the time of year when your attacks begin and the pollens common to your vicinity furnish important clues. Different tests—such as skin tests—may also be helpful in determining what pollens should be avoided.

Injections which build up resistance—called desensitization treatments—and several new drugs are available for treating hay fever. Removing pollen from the air of a room with various mechanical devices or wearing a filter in the nose may help.

How Do You Feel?

How do you feel most of the time—happy, hopeful, friendly, unruffled—or tense, worried, afraid, irritable? The emotions have a strong influence on allergic persons. Under emotional pressure, your symptoms may become



more severe. If you are suffering from hay fever, it may be a factor in the development of asthma. Try not to get discouraged, or upset by petty things.

Sparing Yourself

If you have hay fever, help yourself by taking a few precautions:

1. Try to build up your resistance to respiratory infections by healthful living habits. Your physician may prescribe a diet or other treatment.
2. Have early treatment—it may prevent complications.
3. Stay indoors as much as possible, there's less pollen indoors.
4. Keep your bedroom windows closed during hay fever season. At night open a window in an adjoining room, or cover open window with pollen filter or heavy dampened fabric.
5. Avoid drafts, wind and long exposure to cold, raw air.
6. Don't travel in the country.
7. Avoid inhaling dust, smoke or strong fumes—anything irritating to the nose, throat and lungs.
8. Try to avoid emotional stress—your symptoms may become worse.

ABOUT PEOPLE

Charles Averill, of Baton Rouge Purchasing, was installed as president of the Port Allen Lions' club at the annual ladies' night banquet on July 8. Charlie recently represented his group at the annual state Lions' convention.

Lew Barnum, of Baton Rouge Plant and Employee Services, was host to about 25 members of the Y Men's club and their wives at a hamburger supper on June 13. The Men's club is the service organization of the Baton Rouge Y.M.C.A.

Frank Fricker, business manager of the Detroit labs, has been named to a 20-member board of trustees that will



Art Roberts

arrange for the construction of a multi-million dollar hospital in Oakland County, Mich. The board will select a site for the hospital, determine staff policy and administer the hospital after it is built.

F. M. Porch, a Baton Rouge safety engineer, was master of ceremonies at a special celebration on June 4 to honor school safety patrol leaders.

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BULLETIN BOARD—JULY



Charlie Averill

The boys enjoyed a full day's outing starting with a parade to Victory park where Mike emceed a program at which various city leaders spoke. From the park, the boys were taken in special buses with police escort to Camp Istrouma for swimming, games and picnicking.

Art Roberts, safety engineer in the Eastern region, has been elected chairman of the Atlantic division, Petroleum section, of the National Safety Council. One of the foremost petroleum safety groups in the country, many top safety directors of major East Coast oil companies are active members.

Max Roensch, of the Detroit Research labs, is the author of the lead article in the June issue of the *SAE Journal*. Entitled "High Compression Engine Performance," the feature is based on a paper given by Max at the SAE National Passenger Car, Body and Production meeting held in Detroit last March.

James W. Weller, 33, a technician in Chemical Research at the Detroit labs, died on May 23 after a brief illness. Jim joined the Company in 1946 after 33 months' service with the Army Air Forces.

New Detroiters



←**Paul Kemp** . . . of Chem Research . . . Minnesota-born . . . B. Ch. from U. of Minn. . . now attending Wayne U. nights . . . Detroit Boy Scout committeeman . . . member Nat'l Model R.R. Assoc. . . married, one son.

Anne Harmon . . . analytical chemist . . . born in Terre Haute, Ind. . . B.S. from Detroit U. . . former biochemist in Edsel B. Ford Memorial Research . . . member ACS and Sigma Delta scientific sorority . . . pianist.



←**Marjorie Kammann** . . . stenographer in Automotive Research . . . native Detroit . . . graduated from Nativity of Our Lord High School . . . before Ethyl, secretary at Tom Boyd, Inc. . . bowled in two leagues this past year.

Henry Reeber . . . accountant in Finance . . . Detroit . . . B.B.A. from U. of Michigan magna cum laude . . . three years in Army intelligence corps . . . member Alpha Kappa Psi, Beta Gamma Sigma (honorary), American Legion.



←**Carl Poehlman** . . . design engineer . . . Detroit . . . BChE. from U. of Detroit . . . joins Ethyl from Wyandotte Chemical Corp. . . . member of Detroit Engineering Society and ACS . . . hobby: silhouette photography.

Madelyn Hardy . . . secretary to Thom Yates, replacing Phyllis Bonenberger, who resigned . . . attended Wayne U., Mich. U. . . joined Ethyl from Graham Manufacturing Corp. in Ferndale . . . plays the piano . . . likes to sew.



←**Charles Murray** . . . chemist . . . began work just after receiving his A.B. from Michigan U. in February . . . born in Detroit . . . two years in the Army . . . member of college softball, football and basketball teams . . . Zeta Psi.

Thomas Smith . . . engine operator . . . formerly shipping clerk with Automobile Equipment Company . . . born in Detroit . . . graduated from Pershing High School . . . football player . . . likes to take pictures of his wife, Gloria.





Ethyl-Dow employees prove that it is possible to do two things at once. Scene in the lunchroom of the Freeport plant shows the men concentrating deeply—both on dominoes and lunch.

The Domino Demons of Freeport

When the noon whistle blows at the Ethyl-Dow plant in Freeport, Texas, there is a mad scramble for the lunch room. But lunch is only secondary—it's the dominoes that count, and the rattle of the black and white "rocks" mingles with the rattling of paper lunch bags.

About eight years ago, a few men started playing dominoes during lunch hours, and now everyone at the plant plays. The game is so popular that some eager enthusiasts arrive two hours early in the morning to get in a few games before work. Some of the partners have been playing together for years and a number of very smooth players have developed.

To overcome the inevitable lunch-time difficulty of calling to the scorekeeper for a count without interfering with mastication, players have devised a sign language. It's all in the way a

man pounds the table whether he's made a count or has to pass.

And the game goes on.

Nor is dominoes only a working-day recreation. It's not uncommon for some of the foursomes to get together for a little "bone game" on Saturday afternoons just to keep in practice.

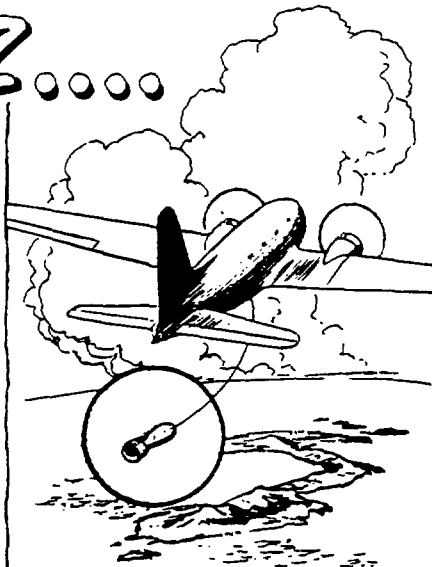
Annual domino tournaments create more enthusiasm than a bathing beauty contest. A playing schedule is placed on the bulletin board and, before the tournament ends, linoleum on the floor around the playing tables is worn out, but the players never!

Each farm worker in the U. S. is producing, on the average, 46 per cent more than he did in 1935, while at the same time his work has been made easier and more profitable, largely through the increased use of petroleum-fueled mechanized equipment.

OIL QUIZ....

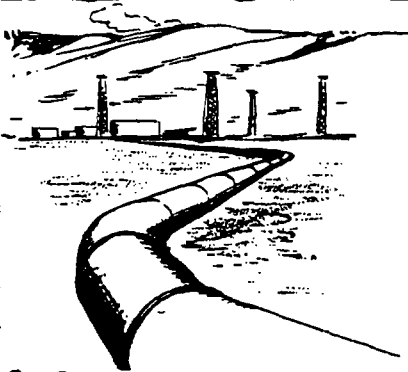


BECAUSE OF THE INCREASED USE OF OIL-POWERED MACHINERY, FARM PRODUCTION TODAY IS WHAT PERCENT GREATER THAN PREWAR?
(A) 2% (B) 8% (C) 15% (D) 22%



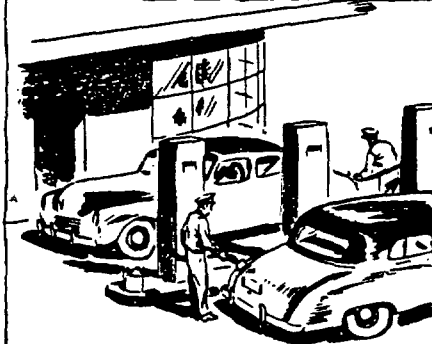
OIL COMPANIES ARE CONSTANTLY APPLYING NEW SCIENTIFIC METHODS OF DISCOVERING CLUES TO OIL FIELDS, TO INCREASE AMERICA'S OIL RESERVES. THIS DEVICE, USED IN OIL EXPLORATION, IS CALLED?

(A) AIRBORNE MAGNETOMETER (B) FLYING BOMB
(C) PENDULOSIS (D) AIRATED OILOMETER



OIL COMPANIES OWN AND OPERATE MANY MILES OF PIPELINES IN ORDER TO SERVE THE PUBLIC AT THE LOWEST POSSIBLE COST. THERE ARE HOW MANY MILES OF OIL PIPELINES IN THIS COUNTRY?

(A) 10,000 MILES (B) 57,000 MILES
(C) 98,000 MILES (D) 150,000 MILES



THERE ARE MORE THAN 41 MILLION MOTOR VEHICLES IN THE UNITED STATES.

THIS WORKS OUT TO HOW MANY PER SERVICE STATION?

(A) 164 (B) 1,800 (C) 20,000
(D) 230,000

ANSWERS —

A—B D—8
A—Z D—1

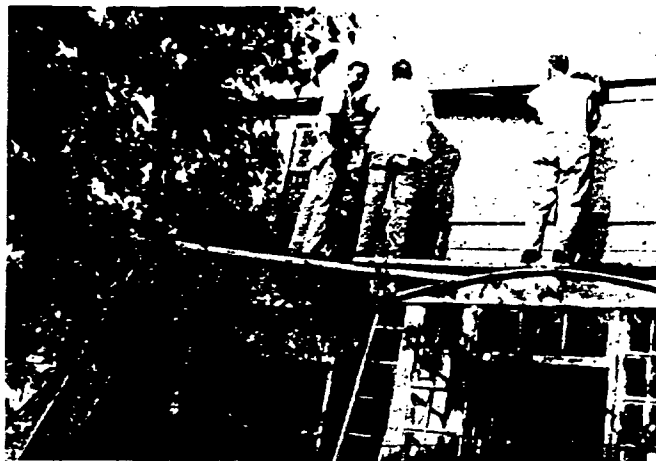


Ann Selfridge, (at right) BB's Dallas correspondent, enjoyed a real Western vacation at a dude ranch close to New Braunfels, Texas. Ann writes in glowing terms of horseback riding over beautiful trails and food so wonderful "one could commit a gastronomical suicide."



Vacation smile — Gladys Key put lots of distance between her and her work when she vacationed in Boyds, Wash. It was a back home jaunt for Gladys who now lives in Texas, and works in the Purchasing department at the Ethyl-Dow plant in Freeport, Texas.

Howard Kugler, a Baton Rouge laundry leader, built this brick home in just 18 months of spare time work. He estimates that by doing his own work he saved \$8,000 on the cost of the structure, which is valued at \$15,000. The house has 1350 square feet of floor space, five rooms and two porches. Howard has had building experience and did all the job except the plastering and the roofing.



Good neighbor—Jim Baldwin, chief safety engineer for the Eastern region, deserted his own painting job at home to help his next door neighbor, Ted Vogeler. That's Jim at the left doing his bit toward getting the copper flashing in place between the shingles and the gutter. Scene of this community project is Westfield, New Jersey.

THE WOMAN'S PAGE

Tips to Save Ironing Time

Your ironing needn't increase in summer, even though the family washing does. Here are ways you can keep clothes off your ironing board, or at least cut their ironing time in half.

Put cotton clothes through the wringer flat—in straight, lengthwise folds to keep their shape. Wringing tightly or twisting adds wrinkles and strains material.

Before you hang cotton garments, give them a good shake to remove folds. After hanging, straighten collars and smooth out wrinkles.

If ironing is necessary, take garments from line or dryer when they are damp dry. If you can't iron them right away, fold them flat in an oil-cloth-lined basket and cover with a damp towel or sheet. Put pieces that

must stand longer than overnight in the refrigerator.

Dry thoroughly all items that don't require ironing. The ones you dry on hangers are ready for the closet. Fold others neatly into a basket, ready for drawers or shelves.

Do not wring rayon. If rayons require ironing, roll in a Turkish towel, squeeze gently and iron right away on the wrong side.

Hang nylon garments while very wet on a hanger or stretcher with a towel between front and back. The weight of the moisture pulls wrinkles out. Blot the lower edges now and then as water runs down. Usually you won't need to iron nylon, but you may smooth out any slight wrinkles with a warm but not hot iron.

Cool Salads for Hot Days

Undecided what to have for a special cooling lunch? Settle for a salad plate for nutrition and good appetite. Try this combination: chilled canned shrimp on romaine with French dressing, devilled eggs, toasted nuts, finger sandwiches with minced ham and jelly fillings, grapefruit and avocado salad and lettuce cup with mayonnaise. Serve with frosty iced tea.

For variety, combine shrimp with potato salad and sliced tomatoes.



Third Finger Left Hand

Bill Brinn, N. Y. Mailroom, married Jean Barbara Anderson on June 18. After the ceremony, a reception was given for the family and friends at the bride's home. Bruce Pemberton, also of the Mailroom, was best man.

Eleanor Helmrich, secretary to Mike Maroldy of N. Y. Finance, became the bride of Peter Iasillo on June 4. After a small reception at the bride's home, Eleanor and Peter flew to Mexico for their honeymoon.

E. O. Jones, III, son of Ollie Jones, manager of customer services, married Anna Mary Miles at New Haven, Conn. on June 22. The ceremony climaxed a weekend of several coincidental events for three generations of Joneses all bearing the same name. Ollie's father, E. O. Jones, Sr., was a member of the Yale class of 1899, which celebrated its 50th reunion on June 18, and Ollie was the "Class Baby of '99." On June 20, Ollie III received his A.B. degree for pre-medical studies at Yale. The newly-

Bill and Jean Brinn



weds are spending the summer at Camp Dudley on Lake Champlain.

Lena Kosko, of the N. Y. Statistical Research department, received her engagement ring from Michael Moska on her birthday, May 26. No wedding date has been set.



Eleanor Ott Eskola

Eleanor Ott became the bride of Robert O. Eskola at a double-ring ceremony at the First Methodist Church, Royal Oak, Mich. on June 25. Eleanor was attended by her sister, Mrs. Jack Lenox, and Mary Jane Lundeen of Detroit. Assisting at the reception in the church parlors following the ceremony were Florence Held, Florence McMahon and Rose Ferrara, all of the Detroit labs. Eleanor and Bob toured northern Michigan for two weeks and are now at home in Ferndale. Eleanor is a technical clerk at the Detroit labs and Bob is an administrative assistant at Wayne University in Detroit.

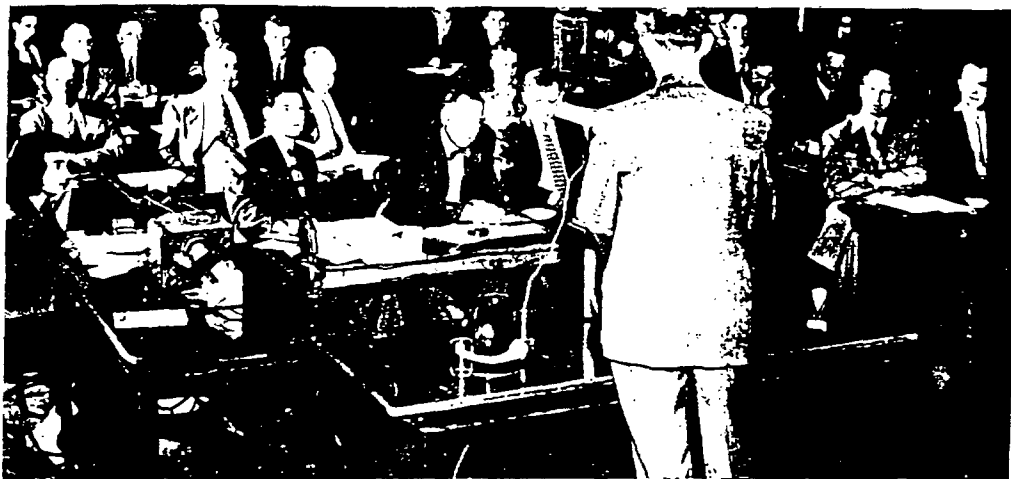
Careers: Homeward Bound

Flowers for milady as Nita Eskuri and Betty Grant are feted at luncheon in Detroit on June 30. About 25 girls attended the farewell for Nita and Betty, who are leaving their Ethyl careers in favor of homemaking. Here Marion Mecoli (left) and Irene Wilhammer present Nita with a gardenia corsage while Marge Kammann decorates Betty. That's Jean Cameron and Helen Krueger looking on. They also received gold earrings from their Ethyl friends. Both girls were stenographers at the labs—Nita in Automotive Research and Betty in Lab Services.



On Hand with all good wishes for Marie Dragonette Diehl as she retired from Ethyl are members of the N. Y. office. Formerly secretary to J. A. Costello, assistant general manager of manufacturing, Marie plans to make a full time job of homemaking. She and husband Richard hope to find a small place to live up in the Connecticut countryside. Her friends presented her with an electric broiler and a set of nylon lingerie. At a cocktail party held on June 29 at the Hotel Shelburne are: far right, Marie; clockwise from the corner, Erma Harris, 35th floor receptionist; Estelle Caldwell, Manufacturing; Miriam Dickman, Public Relations; Dot Locke, 34th floor receptionist; Corinne Hill, secretary to President Shea; Loretta Hogan McEntegart and Gertrude Melloh, Payroll; Marie Burch Anderson, chief telephone operator; Mary O'Hern, secretary to R. R. Faller; Ruth MacDonald Razetti, Manufacturing; Mary Dumville, Publicity; Jessie Halton, head of N. Y. Stenographic; Margaret Dolan, who succeeds Marie as secretary to J. A. Costello; Eva Pavelchek Weissleder, Eastern region; Dot Taylor, Product Development; Genevieve Corcoran Murphy, secretary to H. W. Kaley; Dot Grainger, secretary to J. J. Frey; Laura Day, Product Development; Emmie Koster Brown, secretary to M. P. Murdock; Lillian Johnson, secretary to Graham Edgar; and Hazel Anderson, secretary to C. W. Wasserman.





At a joint Ethyl-Tide Water technical meeting, Max Roensch, of our Research labs, (standing) discusses factors affecting exhaust valve life. Present and listening are Ethyl's Jack Macauley, Dick Scales, Roy Goltz, Charlie Kass and Harold Gibson. Russ McGuiney, of the Eastern region, and Tom Risk and John Wintringham, of Detroit, attended but were absent for the photo.

Ethyl Joins Tide Water in Technical Research Meeting

Ethyl's E-26, always available to customer companies for projects or problems related to fuels, engines and lubricants, was put to work for Tide Water Associated Oil Company at a technical conference held in Bayonne, N. J. on May 25. The meeting is another example of the way Ethyl cooperates with the oil industry to set the pace for progress in fuels and engines.

Technical men from our Research laboratories and representatives of the Eastern region joined with members

of Tide Water's manufacturing, research and development departments to review data on various phases of gasoline research investigations.

The subjects they discussed included: 1) a history of the composition of "Ethyl" antiknock compounds 2) engine cleanliness factors 3) exhaust valve life factors 4) octane requirements of high compression cars 5) effective utilization of tetraethyl lead antiknock compounds 6) studies of distribution of fuel-air on tetraethyl lead and 7) various dual fuel systems.

Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Renfro, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: Margaret Dullinger, Fred Green, Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Marjorie Poindexter, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl.

ETHYL BULLETIN BOARD

by and for Ethyl employees

*Published by the Ethyl Corporation, 405 Lexington Avenue, New York, New York;
Edward L. Shea, President; Stanley T. Crossland, Vice-president and Treasurer
Richard M. Page, Secretary.*

Marceline Marquis, Editor

Ever Try to Push a Calf?

Ralph Waldo Emerson tells a story about trying to get a calf into the barn. While Emerson pushed the calf from behind, his son pulled on the calf's head from the front. The calf stiffened his legs and bleated like a goat. The more they pushed and pulled, the more the animal resisted and the louder he bawled.

Then along came a farm girl. She put her finger into the calf's mouth for it to suck and led it slowly and easily into the barn.

Emerson says that he and his son were both making the same mistake. They were thinking only about what they wanted. They forgot what the calf wanted.

The human animal reacts just like the calf. We all think about what we want and, as a result, often have a lot of trouble getting it. We do with people just what Emerson did with the calf—try to get them to do what we want them to just because we want them to.

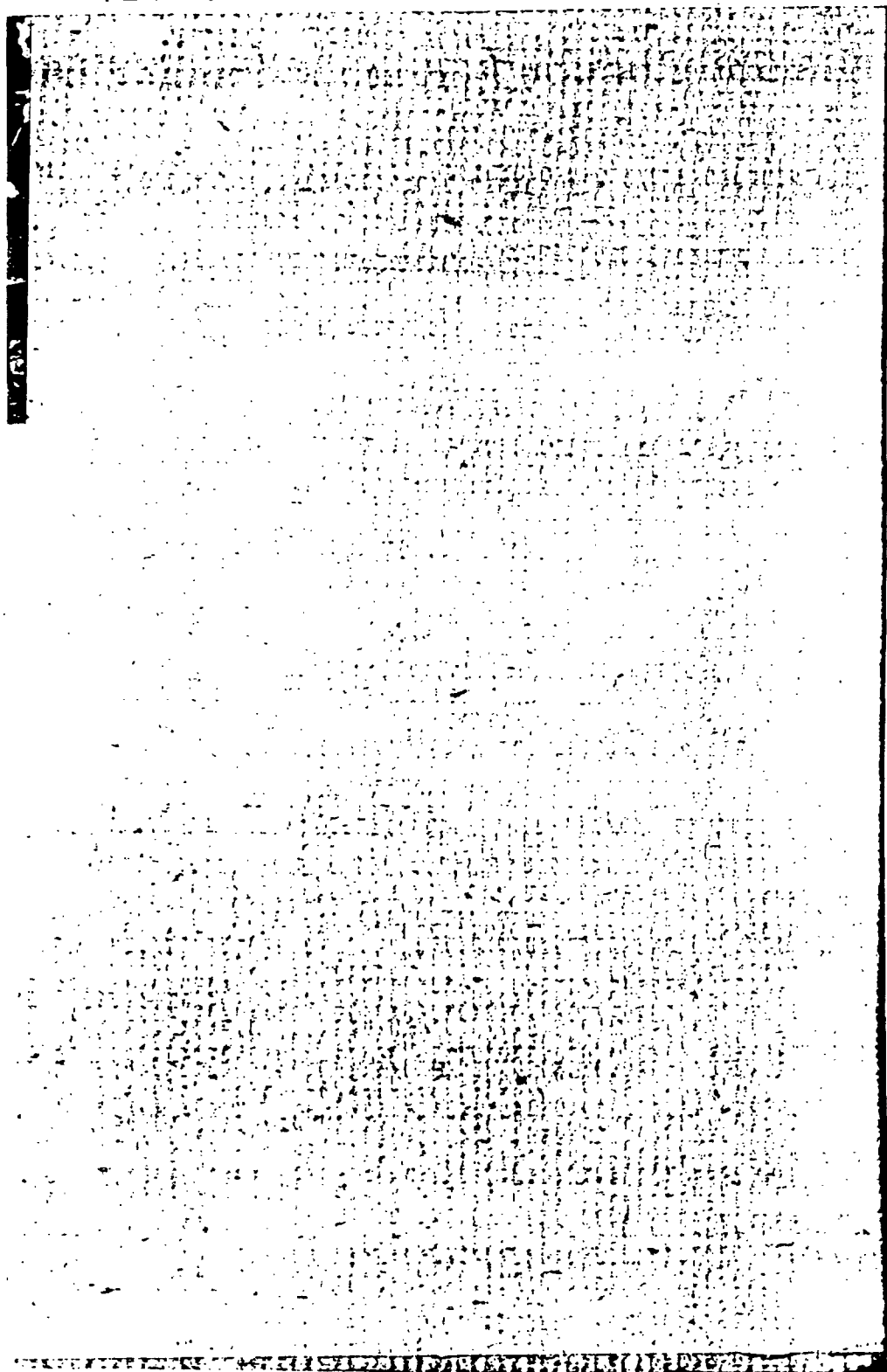
Take the case of Bob Buttin. He worked hard, brought imagination, ideas and enthusiasm to his job, stud-

ied after hours to broaden his knowledge and sharpen his efficiency. He was a pleasant chap, good-humored most of the time and cheerful. Seemed as though he should go right to the top. He did move up at first, but then his progress stopped.

When Bob had an idea, a problem or a question to take up with anyone, he charged in like a spirited stallion, and no matter who was present or what was going on blurted out what was on his mind. He failed in one small but important thing: he completely overlooked the fact that the people he worked with were just as much interested in their jobs as he was in his.

Bob wondered why his ideas were usually cold-shouldered, why his instructions were carried out so slowly, why nobody seemed interested in doing a job he wanted done. At last he concluded there was no use trying to get any cooperation from the stubborn kind of people he was supposed to work with, so he decided to do the best he could on his own. And that was the end of Bob Buttin's progress.

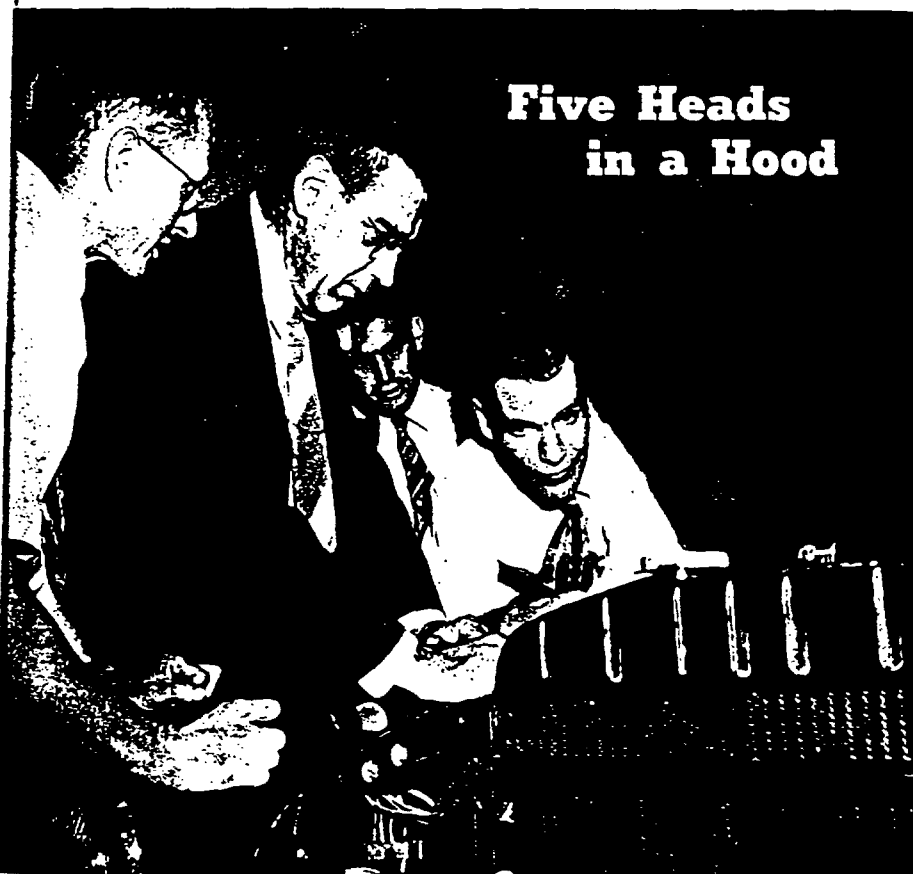
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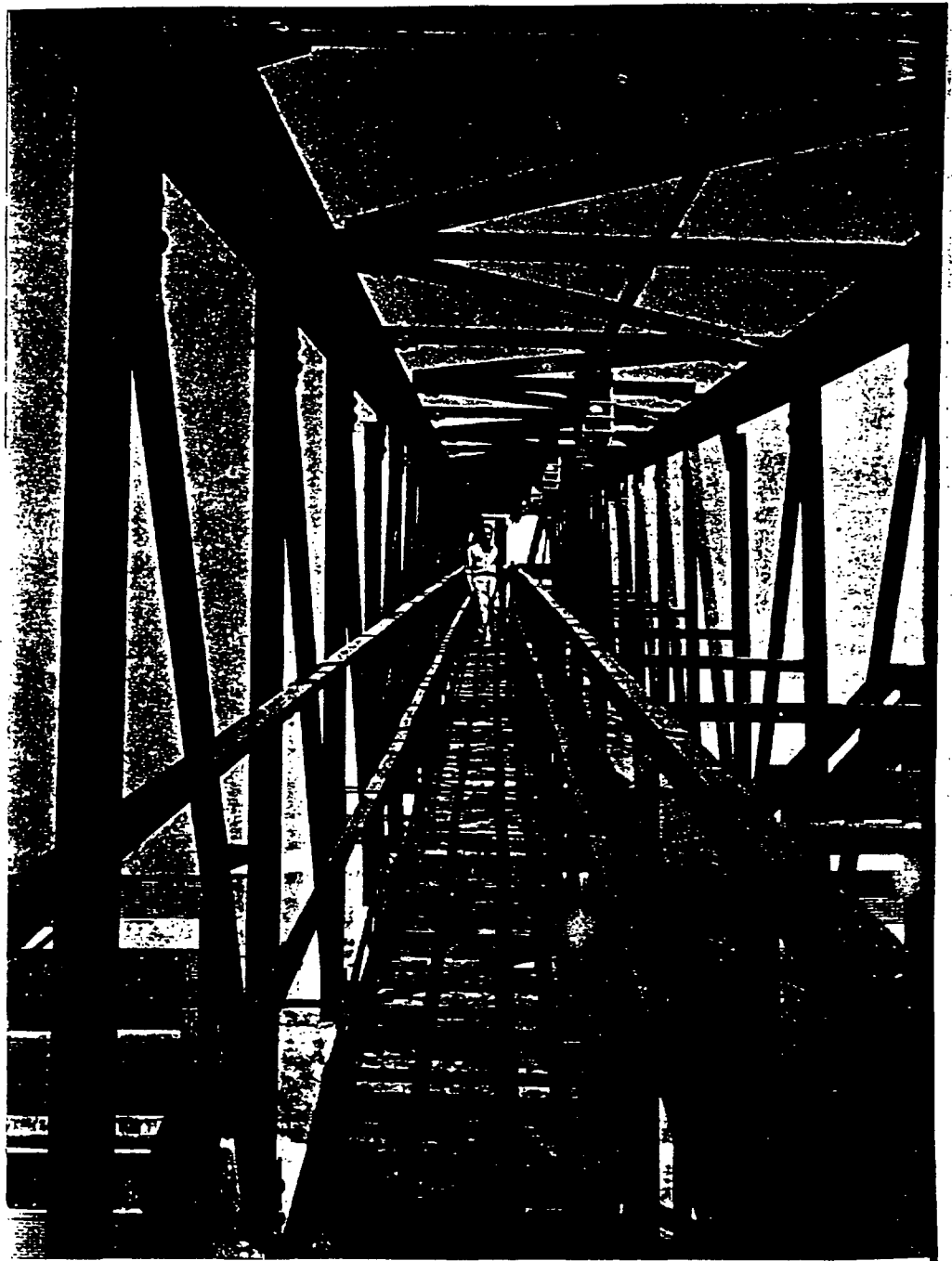


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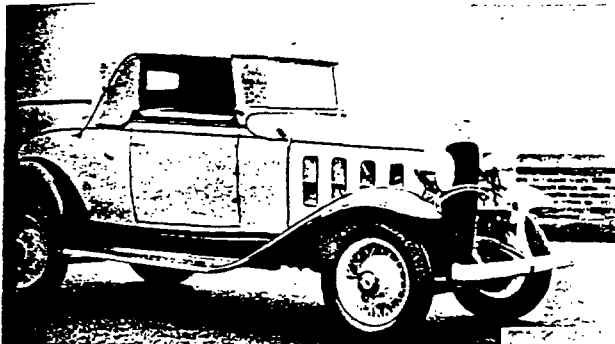
THE BUREAU BOARD

AUGUST-SEPTEMBER, 1949





28,000,000 gallons a day—the water purification plant at Baton Rouge puts Ol' Man River to work doing a new job—for Ethyl. Walking toward camera is Peter Gulla.



In 1932, when this Chevrolet convertible was the latest model, the Coordinating Fuel Research Committee ran its first road tests and developed the Motor method of laboratory octane number determination.

The beakers indicate how knockless iso-octane and heavy-knock normal heptane are blended to give pre-determined octane number reference fuels. The octane number of any gasoline is determined by matching a sample with varying proportions of iso-octane and heptane.



New Standard Set for "Ethyl" Gasoline

Even greater performance from premium gasolines sold under the "Ethyl" trade-mark can be expected by motorists as a result of an increase in the minimum antiknock rating to 86 octane number by the Research test method, effective September 19.

The new standard, which has been established by the Company, will become effective on September 19 by notice mailed to 189 oil companies using the "Ethyl" trade-mark. Actually most of these companies are already meeting the new specifications as a result of recent improvements in the quality of premium gasoline.

An exemption of three octane numbers is to be made for certain areas in the Rocky Mountain plateau. This sets Ethyl's minimum standard for these areas at 83 octane number by Research test method. Higher alti-

tudes have an appreciable effect upon octane requirements.

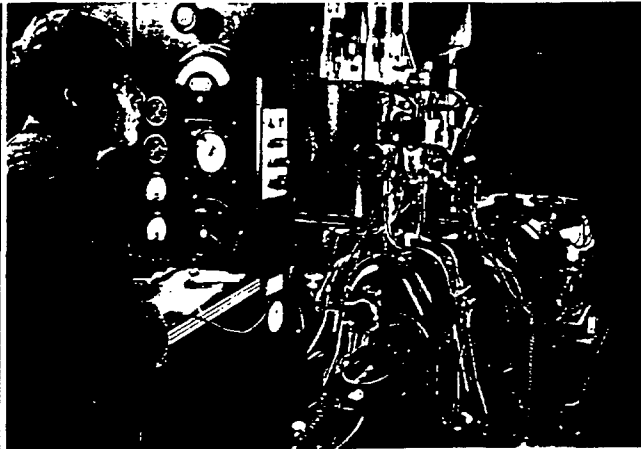
The previous peacetime standard for "Ethyl" gasoline—of 80 octane number by the Motor method of test—was revised during the war when shortages compelled a sacrifice in civilian motor fuel quality. Now, however, ample supplies of "Ethyl" fluid and the end of general industry-wide shortages permit this improvement in gasoline quality to become effective.

Ever since the end of the war, the motoring public has had the benefit of new and additional motor fuel components made by improved refining processes. As a result, postwar motor fuels exhibit a substantial improvement in road performance.

Change by Ethyl from ratings according to the Motor test method to ratings by the Research test method

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BULLETIN BOARD—AUGUST



In determining octane number of fuel, the standard CFR single-cylinder test engine is used. Knock intensity of the fuel sample is standard. Various mixtures of iso-octane and normal heptane are used as reference fuels until a mixture is found that will produce the same knock intensity as the gasoline sample. From the readings obtained the octane number of the test sample is determined. Here Knock Test Engineer Herb Green operates one of the machines at the Detroit laboratories.

recognizes present industry acceptance of the Research method as superior for predicting the performance of cars on the road, particularly in the case of

the new model engines. These engines incidentally, are being designed to take full advantage of premium gasoline quality.

Petroleum Industry Trains Reserve Officers

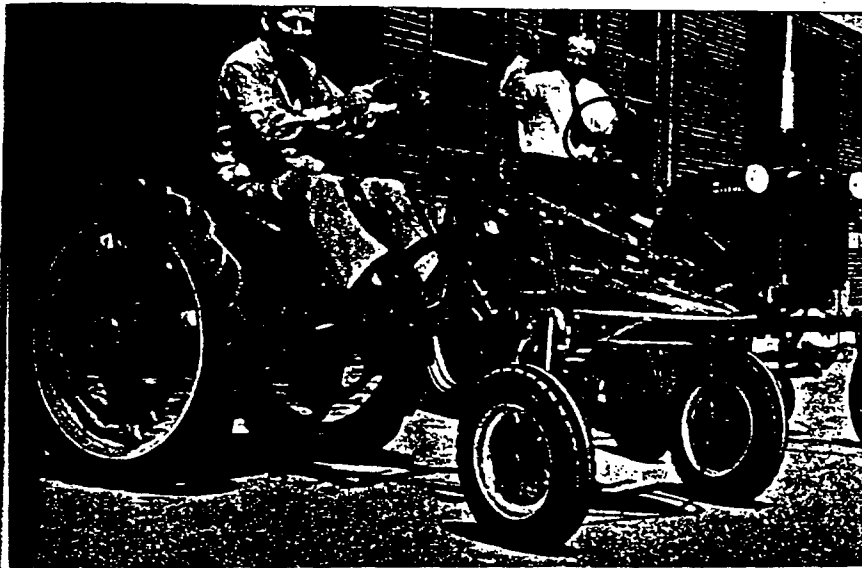
The first peace-time school in petroleum engineering for Reserve Officers of the Armed Forces was held in New York City June 13-24. Research and educational heads of leading oil companies presided over the training sessions which included lectures by specialists in the industry covering every phase of petroleum operations. Among the specialists on the faculty were Ethyl's Redg Bushell and Art Roberts. Sales Coordinator Don Flynn served on the committee which planned the course. These three members of the Eastern Region received commendation for "their enthusiastic and valuable assistance" from Rear Admiral W. S. DeLany, Commandant of the Third Naval District, in a letter to President Shea.

Redg discussed "Gasoline Quality and Its Relation to Engine Performance." Art's talk, "The Safe Handling of Gasoline and Tetraethyl Lead" was accompanied by dramatic demonstrations.

Ethyl Corporation was one of the companies which cooperated in putting on the petroleum training course for the 105 select officer-students of the Navy, Army, Air Force, Marine Corps and Coast Guard Reserves who attended.

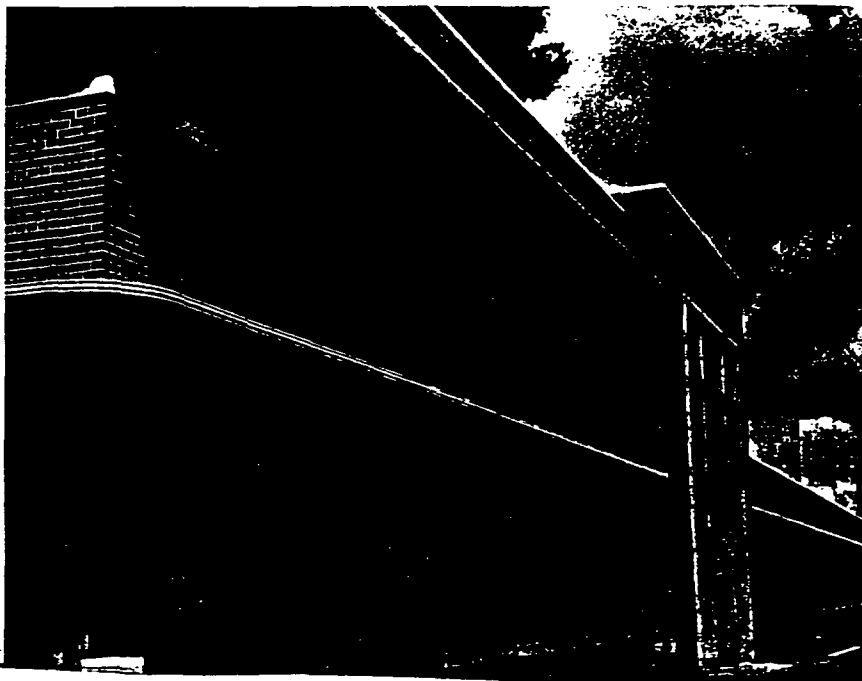
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The first oil company drive-in service station was opened in 1903. Today there are 250,000 and 95 per cent of them are independently owned and operated. There are more service stations than post offices or grocery stores.



Dan Guy, (left) head of the Agricultural section of Tech Service, and Prof. A. W. Farrell, head of Agricultural Engineering at Michigan State College, demonstrate some of the college's modern farm machinery during the 42d annual meeting of the American Society of Agricultural Engineers held the week of June 20 at East Lansing. Ethyl Corporation was among 25 Detroit industries which were host to 400 ASAE members who visited the Motor City on June 23-24. Tours of sponsoring companies gave ASAE members a chance to become acquainted with the importance of Detroit industries in agricultural engineering and the industrialists benefited from discussions of today's agricultural problems. Dan was a member of the entertainment committee and helped plan the reception and banquet at the Hotel Tuller which climaxed the meeting. Charles F. Kettering, of the Ethyl board, was one of the main banquet speakers.

Development section employees at the Baton Rouge plant will soon be moving into new quarters. Here, looking East, is a front view of the soon-to-be-completed Development lab which is being constructed at a cost of approximately \$900,000 as part of the plant expansion program.





Lou Wilson, Central region field engineer, held this audience of 100 Standard Oil (Indiana) men at full attention during his performance of the *Fire Power* show in Denver on July 20.

Yearling a Success

With 462 performances to its credit at the end of June, the *Ethyl Fire Power* show ranks among all-time hits. Since its premiere on June 24, 1948, over 37,000 people in 30 different states have seen the 45-minute demonstration. The theme of the show is that gasoline is perfectly safe when handled correctly.

The original cast of four has grown to nine. In the Eastern region Bill Rusher does the honors. Lou Wilson, first Central region performer, has been joined by Bob Smith. Veteran showmen Doug Jeppe and Dale Miller share the spotlight in the Southern region with Joe Hopkins and R. G. (Scotty) Scott. Bill Van Wyck, another show pioneer, and John Koehnle

present the program throughout the Western region.

Designed primarily as a service to customers, the *Fire Power* show emphasizes safety to their employees and dealers. As a reminder that some characteristics of gasoline must be controlled, everyone attending the show is given a copy of the *Fire Power* comic book (see July BB).

With several months' solid booking ahead, the *Fire Power* show has been applauded everywhere it has appeared. The show has been publicized in the *National Petroleum News*, *Popular Science*, *Safety Engineering*, the *Milwaukee Commerce*, and several customer publications—*Ashland Oil Log*, *Aetna Oval* and *Utoco Torch*.

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BULLETIN BOARD—AUGUST

Oil's 90th Birthday Party



Edwin L. Drake—founder of the oil industry

It all started with a bottle of medicine labeled "Kier's Petroleum or Rock Oil, Celebrated for its Wonderful Curative Powers." A by-product of one of the many brine wells which furnished Americans with salt, the medicine (petroleum) was advertised by sketches of drilling equipment. George Bissell, looking at the label with a derrick on it, decided to try boring for oil.

He hired Edwin L. Drake to do the job. After months of discouragement, he struck oil at Titusville, Pa. On August 27, 1859, the first commercial oil well was brought in at 69½ feet.

Since 1859 oil men have drilled more than 1,250,000 wells to try to find oil in the United States. Of these, about 861,000 were successful oil wells; 88,000 found natural gas only and 288,000 were dusters—unsuccessful dry wells. Today oil men are going down nearly four miles in their un-

ceasing effort to find oil, and they are still finding new fields. Thanks to Drake and the persistence and ingenuity of the millions of oil men who have followed, Americans today live better in a nation heated, powered and lubricated for the most part by oil and oil products.

Drake and his work crew of three have grown into approximately two million persons in the oil industry, which now numbers 34,000 companies. Motor tank trucks, specially constructed steel barges, railroad tank cars, ocean-going tankers and pipelines, 24 to 30 inches in diameter, speed petroleum and its products all over this country and to the world market.

Oil products are both the cause and result of thousands of inventions. With an inexpensive source of coal oil for illumination, a man no longer had to stop all work at the close of day—he had light for reading and study. By the light of the oil lamp the automobile, the tractor, the airplane and the diesel engine were invented.

The impact of the discovery of oil upon transportation is only one part of the story of petroleum's progress. Early wasteful distillation which produced only kerosene has been replaced by a 100 per cent utilization of the crude oil. 1200 useful products, ranging from asphalt to wax are made from petroleum. They include plastics, industrial chemicals, synthetic rubbers, paints, alcohols, fertilizers, medicines, cosmetics, insecticides and preservatives.

Our whole industrial system owes its existence to a film of oil. Without oil there could be no great cities, for there would be no oil-lubricated ma-

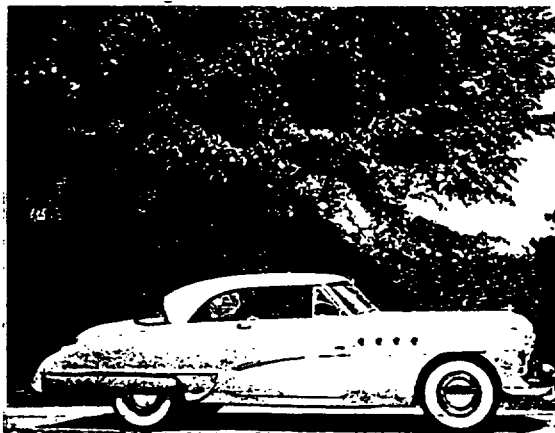
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BULLETIN BOARD—AUGUST



The original Drake well looked like a ramshackle cabin with an abnormally large chimney. In the above photograph taken in 1861, two years after the discovery of oil at Titusville, Pa., Col. Edwin Drake (wearing top hat, right) and a friend, Peter Wilson, are standing in front of the nation's first commercial oil well. The Drake well is being re-serviced to pump oil on the 90th anniversary date. The original drilling tools will be presented to the Drake Well Museum as part of the collection embracing the early days of oil. Also scheduled are a program at the well itself and dedication of a new wing of the museum at Drake Well Memorial Park.

Far different from the first gasoline motor car invented by C. E. Duryea in 1892 is this streamlined 1949 model. Plastics on the dashboard, lacquer in the paint job, some rubber in the tires plus the gasoline, lubricating oil and grease to run it come from petroleum. In 1948 U. S. motorists consumed an all time record of 35,532,000 gal. of gas.



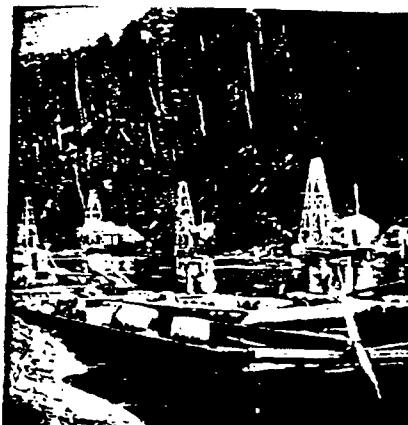
Drake's discovery started a wild oil rush. Typical of the boom days is this derrick-covered hillside overlooking Pioneer Run in 1865. Refineries kept pace with the wells. All a refiner needed was an iron drum and a condenser to produce a distillate or kerosene. In six years 100 refineries were built but fire and explosion put many out of business.

chines to power their vast water and sanitation plants. Without oil there would be little light, for modern electrical engineering could not have been born. And without light, there would be no comparable public school system, no movies, and no subways.

Almost all of what is called "modern" in our lives has been made possible by Drake's discovery. Oil has given

Improved power-farming equipment and better petroleum-based insecticides now enable the potato growers of this country to produce 25 per cent more potatoes on the same acreage that was devoted to potato growing before the war. With oil-powered machinery one farmer can grow as much today as 30 farmers in 1830. In the Great Plains, heavy duty tractors plow at a rate of 45 acres an hour.

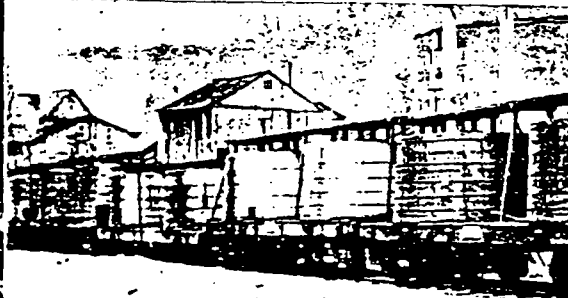
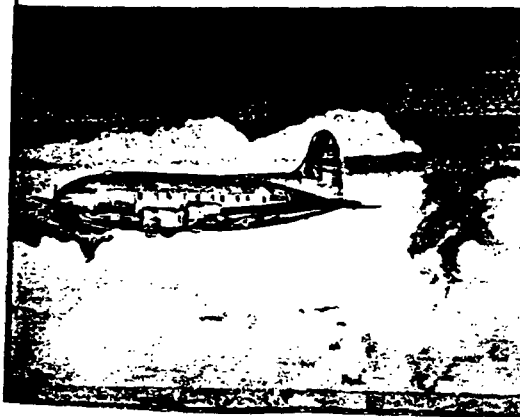




transportation was a tough problem in oil's early days. No railroads went through that part of Pa. Flat-bottomed barges like these being loaded at Funkville were the first mass carriers since they could float the barrels of oil downstream. Much oil and many lives were lost in the often turbulent Allegheny. Today pipe lines, tankers and trucks move oil.

us mass production in place of piece-work. Oil-lubricated machines cut dresses and suits by the hundreds, turn out dozens of tables and chairs, make toys for children, radio and television sets for the whole family. Through 90 years of the oil industry, Americans have come to know comfort, security and pleasures undreamed of in August 1859.

Thanks to the power and efficiency of modern fuels created from oil, Americans now travel faster, farther, with more comfort and less expense. Scheduled U.S.-owned commercial airlines flew almost 8 billion passenger miles during 1948 and carried 13,002,000 domestic and 1,324,000 international passengers. Every day Uncle Sam's flying mail men cover a country-wide route of almost 132,000 miles.



Railroad tank cars first appeared in 1865. Makeshift affairs mounted on a flat car, they were merely two round iron or wooden tanks holding a total of 40 to 45 barrels of crude oil—roughly 1,700 to 1,900 gallons. Around 1870 the forerunner of the present car was introduced. In these cars a horizontal cylindrical tank replaced the two smaller upright ones and held from 80 to 90 barrels. Tank cars today are designed for special purposes and range in capacity from 4,000 to 12,000 gallons. Of 140,000 tank cars in the U.S., probably 110,000 carry petroleum or petroleum products. Unlike most freight cars tank cars are usually privately owned.

In 1859 more interest was aroused by the GREAT EASTERN, a coal-burning steamship than by the discovery of oil. The following year she made the Atlantic crossing in 11½ days. Today oil-burning liners make the trip in 4½ days, and fast schedules are maintained to all world ports. Three-quarters of the world's shipping is fueled by oil.



Research On Road Ratings

Sixty representatives of oil companies, automotive manufacturers and the U. S. Department of Agriculture attended the meeting of the Detonation Road Test group in Detroit from July 11 to 23. The group, which is part of the Motor Fuels Division of the Coordinating Fuel and Equipment Research Committee, held a number of sessions at the Ethyl laboratories. Tom Risk, refinery technology coordinator at the labs, is chairman of the group and presided at most of the meetings.

Road Rating Exchange Panel data for 1948 indicated that about 70 per cent of the road ratings of motor fuels made by individual company laboratories were within plus or minus two octane numbers of the average. The primary purpose of this meeting was to investigate ways to increase the percentage within this range through a reduction in the variables of personnel, instrumentation and test technique.

During the first week, delegates reviewed data, deviations and causes.

At the Ethyl labs they witnessed a demonstration of road rating and evaluation of knock intensity on the cold room chassis dynamometer. Giving the demonstration were Ethylmen West Price, Dale Thompson and Larry Warzel. Jack McCullough, of the Instrument section, discussed the instrumentation used in road testing.

The second week was devoted to actual practice of testing methods. A Summer Road Rating Exchange Panel was conducted with headquarters at the Ethyl labs. Vehicles used were from our Detroit road test fleet and test fleets of cooperating companies. Ethyl's Marty Alspaugh was on the committee which met the week of August 7 to analyze data gathered during this road test project.

Another Ethylite participating in the discussions was John Wintringham, associate director of research on automotive products. John also supervised making of arrangements for the group's stay in Detroit.

★ ★ ★

On the Cover

During the chassis dynamometer demonstration at the Ethyl laboratories, members of the Detonation Road Test group take a close look at Ethyl's arrangement of the vehicle's spark advance control mechanism and auxiliary fuel line. Dale Thompson (extreme left) and Tom Risk (wearing coat) are the Ethyl men explaining it to onlookers E. H. Scott of Sohio and J. C. Porter of the U.S. Department of Agriculture.

W. Ray Leonard

W. Ray Leonard, an employee of the Fuel House at the Detroit labs, died of a heart attack on July 20. A native Detroit, Ray received his B.S. in chemical engineering from Lawrence Institute of Technology. After working as a chemist with the Howard Flint Ink Company, he joined Ethyl in 1942.

Ray was buried in Farmington, Mich. Wils Hancock and Fred Green of the Detroit laboratories, were among the pallbearers.



PHOTO NEWS FROM BATON ROUGE

Pups and more pups! On her first try, Joe Louviere's dog "Skipper" gave birth to six pups (usual size of a Boston Terrier litter is three or four). Joe, who raises dogs as a hobby, is a sodium operator at Baton Rouge.

Learn-to-swim classes for children of Baton Rouge employees are being offered by the ERA at the Harding Field pool. Free instruction for youngsters 8 to 14 is given under the direction of Assistant Recreation Director Hewitt Gomez and Millard Hannaman, of the plant guard force. Students receive individual attention. Here Hewitt teaches Michael Holley, son of Lloyd Holley, of the TEL area, how to float.



When someone asks where's grandmother, Robert L. Lea, Jr., 4, and his brother, John Dale, 2, have to ask which grandmother. The boys are sons of Robert L. Lea, Sr., TEL operations furnace relief foreman at Baton Rouge, and both of their grandmothers and three great-grandmothers are living. Here Robert and John are flanked by great-grandmothers Mrs. Carrie Browning (left) and Mrs. O. E. Townsend. Standing behind in the middle is the third great-grandmother, Mrs. N. C. Black with grandmothers Mrs. Alma Lea at left and Mrs. J. L. Townsend, right.



George Kirby

About People



Van Fleck

Harold Chalk and **Max Roensch**, of the Detroit Research labs, co-authored a paper given at the annual meeting of the American Society for Testing Materials in Atlantic City on June 28. Presented at a symposium of Technical Committee B on Valve Burning, the paper was titled "Exhaust Valve Burning in Dynamometer and Road Tests."

Nathan Fay, Kansas City knock testing engineer, and his family have set a record for the local Audubon Society. Taking part in the Society's annual nesting census, they found 84 different species of birds nesting in Clay County—an all-time record for them and for the locality.

Van Fleck, of N. Y. Safety, is the author of an article titled, "Mixing Leaded Gasolines" in the July issue of PETROLEUM REFINER. Soon after it appeared he left town. A major on the staff of the 305th AAA Group, Van spent two weeks on military leave at Camp Edwards in Massachusetts.

Charlie Kass, one of Ethyl's Rover Boys, spoke to the Pontiac, Mich. Rotary club on July 7 on "Current Trends in the Petroleum Industry."

Dr. Robert A. Kehoe, medical director, and **George Kirby**, manager of Process Engineering, spoke at the Ethyl Management club's monthly

meeting in Baton Rouge on July 19. Nearly 200 foremen, supervisors and staff members attended the meeting.

Hudson Kellogg, assistant manager of the Gasoline Testing division, was appointed secretary of the A. S. T. M. Division on Combustion Characteristics on July 1. This division is responsible for the standardization, promulgation and improvement of methods for determining the combustion characteristics of engine fuels.

Joe Marrs, a plant patrol foreman at Baton Rouge and president of the Recreation Association, attended a ten-day school for criminal deputies of the East Baton Rouge Sheriff's office in July. Held under the supervision of the Federal Bureau of Criminal Investigation, the course included all phases of crime and its detection. Joe received the third highest mark in a class of 40.

Viola Wells, of the N. Y. office of Ethyl-Dow, has recently become a member of the Federation of Women Shareholders in American Business. The FWSAB is the "national organization of the women's economic suffrage movement." It stands for qualified women on boards of directors and in top executive positions to represent the women shareholders who own 70% of all privately held wealth in the U. S.

lung Power Plus

In his glass-blowing feats at the Detroit labs, Vince Hnizda has adapted an ancient art to meet the needs of today's experimental science. The art of glassmaking, which dates back to the ancient Egyptians 3500 to 7000 years ago, is especially valuable to modern research. Glass not only affords the transparency that metal lacks, but can be handled more easily and quickly than iron or steel in making special equipment.

Standard flasks, vials and tubing often prove inadequate. Ethyl research engineers request unique glass equipment ranging in size from a test tube 4 feet long and 4 inches in diameter to a "cup" no bigger than a green pea.

As an example, one time when researchers were using a laboratory-sized motor to investigate a phase of the production of tetraethyl lead, Vince was called upon for a bit of fast fabrication. Fumes from constituents that make ethyl chloride had to be sealed in to protect metal parts against corrosion. Within a week Vince and his staff had constructed a complete glass enclosure for the electric motor plus glass ball bearings to help its operation.

Vince learned the technique of glass blowing when he was a teaching assistant at Brown University. The lab required some special equipment and Vince practiced until he was able to produce what was needed.

A naturally keen eye, ability to judge size and shape, and hints from other glass blowers have helped develop his skill, but Vince attributes it mostly to practice and patience. As a sideline to his Ethyl work, he teaches night classes in elementary and ad-



Vince cuts a large diameter glass tubing by means of a hot wire followed by cold water.



A low-temperature condensing trap in process of construction. Here the bottom is closed.

vanced glass blowing at Wayne University. However, most of his students are chemists rather than aspiring professional glass blowers.

* * *

Since 1910 U. S. manufacturing industries have cut 11 hours from the average work week and actual average hourly earnings have increased 585%.



It may seem like a lot of bull to you, but George McKenney, Baton Rouge cafeteria supervisor is thinking in terms of steaks and hamburgers when he looks at this fine Angus beef. George congratulates 4-H Clubber Edna Woods of West Feliciana Parish, who raised this beef and displayed it at the recent livestock show. Ethyl Corporation bought the calf at 42¢ a pound a total of \$354.48, which will be used to help support 4-H club activities in Louisiana.



Rural Drivers Beware

More travel makes vacation time danger time, the National Safety Council cautions. When you're out in the country, be especially careful. About a third of the 1948 motor vehicle deaths—9,600—were from accidents in cities or towns; two-thirds—22,400—from accidents in rural areas. Avoid trying to cover too much distance in one day, which leads to speeding and fatigue. You'll have a safer holiday. In addition to the 32,000 fatalities, total injuries resulting from motor vehicle accidents reached 1,100,000.

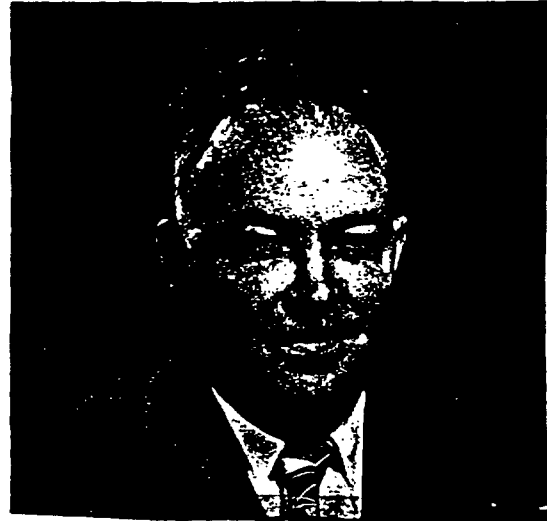
Milestones

Carl Bartholomew joins the 20-year club. Born in Norman, Okla., Carl attended Okla. U. then worked with Builders Exchange Co. and Southwestern Bell Telephone in Oklahoma City before joining Ethyl in Detroit as an engineer. He helped develop a one cylinder air cooled engine to test aviation fuels and worked on the Series 30 knock test engine, a laboratory engine which was the forerunner of the official CFR model. In 1930 he went to Tulsa to help set up the Gas Testing lab and managed it until 1945, when he switched to the sales staff. Now a Southern region field engineer, Carl still headquarters in Tulsa. He and wife Kathleen have a son, Carl, Jr., 17, and a daughter, Carol, now married. Carl, Sr., is a member of SAE and a sports fan.



Hudson Kellogg started with Ethyl at the Yonkers lab 20 years ago after working with Mack Truck and Packard Motor Co. In 1930 he became manager of the Detroit Gas Test lab. Eight years later he returned to manage the Yonkers Test lab and played an important role in planning the present building and its equipment (built in 1939). During 1941 he arranged knock testing forums for customers' employees throughout the U. S. and Canada. He was then assigned to coordinate knock testing activities in the six Ethyl labs and is now assistant manager of the Gasoline Testing division with headquarters at Yonkers. He was recently appointed secretary of the A. S. T. M. Division on Combustion Characteristics. Keeping up with his responsibility as a parent, (he and wife Beth have five children, aged 5 to 14) Hudson is a member of the Board of Education in Dobbs Ferry, N. Y.

Harry Prince is a new 20-year veteran. Originally hired as a test driver at Detroit, Harry today is a popular member of the guard force. From the gatehouse, his native Georgia drawl greets many who come and go at the labs. Star athlete at LaGrange High, Harry also attended Georgia Tech for a year-and-a-half—won recognition for football. Still interested in sports, he's a charter member of the Detroit Ethyl Bowling League and has helped several teams knock down a winning score. He manages Ethyl's entry in the Ferndale Old Timers' Softball League, last year guiding the team to its first championship. Harry also plays golf, swims and takes in as many baseball, football and hockey games as he can. He and his wife Jay and their four sons live near the laboratories and a welcome sign is always out for all their Ethyl friends.





Gladys Roney celebrates 15 Ethyl years. Gladys' first job with Ethyl was as a stenographer at the Tulsa Gasoline Testing lab. During the war, Gladys was one of the many girls who stepped into a man's job. She went back in the laboratory as a technician and worked among the beakers and test tubes running standard tests on thousands of gasoline samples from customer companies. Last year, she hung up her lab coat and returned to the front office, where she is now receptionist and right hand to Lab Manager Charlie Rankin. Born in Carl Junction, Mo., Gladys left the Show-me state when she was still a schoolgirl and attended Central High School in Tulsa. Since the beginning of the year, Gladys has been one of BB's newshounds.



Harold Soroos is a new 15-year-clubber at Detroit. A former school teacher, Harold received his B.A. from N. Dak. Teachers College in his home town of Valley City. After receiving his Ph.D. from Iowa U., he joined Ethyl as an organic research chemist. In 1947 he became manager of Chem Research Operations at Detroit. Whenever possible Harold spends his vacations skiing. The three Soroos youngsters—Peter, 9; Kathy, 7; and Ronnie, 4—already have skis—and two-wheel bikes. Harold is also an enthusiastic bicyclist and on fair days often pedals to work. He is a member of Alpha Chi Sigma, the ACS and the American Assn. for the Advancement of Science. He is active in the home owners association of northwest Detroit, where he lives.

August five-year pins went to **JOHN D. LISTER** and **JOHN J. McGUINNESS**, both of N. Y. Finance.

September awards for five years of Ethyl service will go to **HOWARD B.**

GULICK, N. Y. Industrial Relations; **HOPE P. MORANO**, N. Y. Statistical Research; **GENEVIEVE G. MORGAN**, and **HELEN REED**, both of N. Y. Finance; and **NELL SCHAUB**, San Bernardino.

Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Renfro, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: Margaret Dullinger, Fred Green (photographer), Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Marjorie Poindexter, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl.

THE WOMAN'S PAGE

Tailored for Young-Timers

Youngsters have definite tastes in clothing—just like their elders. Since sweaters are a part of their basic wardrobe, let them choose the style they like best. Their vote will go to these classic types every time. Made of knitted worsted, both styles feature cable stitch panels on front and sleeves. The girl's cardigan buttons up to the neck with shiny silver buttons. The boy's model is a V-neck slip-on with enough ribbing at the bottom for a turned-up cuff. As a boost for the home team, knit the sweaters in school colors. Write BB for free directions.



Courtesy National Needlecraft Bureau

Humpty Dumpty Delights

Shell color may affect the price of eggs, but it does not affect the food value, flavor or interior quality.

To check the interior quality of an egg, break it into a flat saucer or plate and note these points:

An egg of AA or A quality has a large proportion of firm white, standing up well around the yolk. The yolk itself is round and upstanding.

Eggs of lower quality, B and C grades, just as good for many uses, have a smaller proportion of thick white, or no thick white at all. When broken out, the egg white spreads out thinly over a large area. The yolk is somewhat flattened, may break easily.

Cooking eggs at high heat toughens the protein. For hard-cooked eggs at their best, simmer—don't boil—25 to 30 minutes.

For a variation to the perennial favorite, scrambled eggs, add grated cheese just before the egg and milk mixture goes into the pan. Cook very slowly so the cheese melts as the eggs cook.

Omelets have innumerable virtues. They can be offered with a variety of different sauces—try mushroom or tomato, or the traditional Spanish sauce. Jelly or citrus marmalade may be added just before rolling—or top an omelet base with creamed meat.



Introducing...

Adeline Edwards... 36th floor receptionist, Chrysler building... born in Pa.... graduated from Textile High in N. Y. C.... chairman of the Carroll club social and military hospital committees... likes dancing, swimming.



George Grayson... maintenance and handy man... Gas Test lab, North Kansas City... joined Ethyl from Quartermaster Depot in Kansas City... attended Biggs (Okla.) high school... is married... enjoys baseball, fishing.

Eileen Smith... of N. Y. Stenographic... born in Brooklyn... attended Prospect Heights Hall and Packard Secretarial... president of Alpha Nu chapter, Iota Kappa... likes to sew but her main interest is daughter Kathie.



John Sieberth... chemist at Detroit labs... B.S. in chemistry from Wayne U.... native of Jamaica, N. Y.... married... 3 years with Army Signal Corps in Pacific... hobbies include carpentry, music, sports.

Bill Lynch... regional office assistant at Chicago... native Chicagoan... attended Ill. U.... letter man in school swimming... member Phi Sigma Gamma... bowler and miniature railroad builder... married... son Terry.



Ed Mulligan... technician at Gas Testing lab, No. Kansas City... B.S. in chemistry from Rockhurst College... worked with Kansas City Police dept. on poisons... Army Ground Forces... hobby is photography.

Ken Blomeyer... technician at Gas Test lab, No. Kansas City... graduated from U. of Missouri with A.B. degree in chemistry... radio technician in U. S. Navy for three years... married... enjoys all kinds of outdoor sports.

Deena Clements... secretary at the Tulsa regional sales office... formerly with Sunray Oil... native Tulsa... attended Okla. A & M... married... enthusiastic fisherwoman... her largest catch—a 4½ lb. bass.



Detroit Wedding

Kitty Weiss and **Rex Closson**, both chemists at the Detroit labs, were married on July 30 at the Bushnell Congregational Church in Detroit. Following the ceremony, a reception was held at Plum Hollow Golf club. A surprise pantry shower at Frances Lamb's home was given for Kitty on July 19 by girls of Chem Research. At a party held at work before Kitty retired to new duties in the kitchen, Ethyl friends gave the couple a bridge table and silver creamer and sugar.

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Two New Tax Exemptions

BILL and **LOIS JEAN FANGERT**—a daughter, **Pamela Ann**, born July 27 at Deaconess hospital in Detroit. Weight: 7 lb. 15 oz. One sister, **Linda**, 1½. Bill is a dynamometer operator at the Detroit labs.

CHARLIE and **MRS. WELCH**—a son, **Kerry**, born June 1. Weight: 8 lbs. 13 oz. Two brothers and a sister. Charlie is a Central region tractor engineer and account representative with headquarters in Hutchinson, Kansas.

* * *

Shift Key

Betty Beach has been transferred to N. Y. office General Facilities. Formerly with N. Y. Finance, Betty will be a roving receptionist in the Chrysler Building.



Ethyl friends made it Christmas on July 15 for **Helen Peckham**. Helen, former secretary to **Harold Soroos**, Detroit Chem Research, has left the labs to live in Bad Axe, Mich. She plans to devote her time to raising her young son, **Gary**, and helping her husband in his new business. On behalf of her many friends, **George Calingaert** presented Helen with a sterling silver cream pitcher, sugar bowl and candlesticks. Among guests at a farewell party held during the afternoon coke and coffee period are (from left): **Eleanor Penfield**, **Nora Altman**, **George Calingaert**, **Lorraine Tackels**, **Helen**, **Harold Soroos** and **Ann Caplan**, all of Chemical Research lab.



Future baseball stars **Donald Reis**, 13, and brother **Bobby**, 10, are sons of **Larry Reis**, Southern region account representative. Don plays center field on the team sponsored by **Vernor's Ginger Ale** in the National League, **Pee Wee** division. Larry is team coach and manager. Bobby acts as bat boy and also plays catcher for the **Little Oilers**, Midget League.



Billy Polachek, 6, whose father, Bill, is a Chicago fleet engineer, will enter Oak Park Ascension School.



Scotty DuBose, 6, son of Western region's tractor man, starts in Fullerton, California.

Lynward Johnson, 6½, son of S. F. Johnson, BR Gas Test lab, enters Elementary School, Gonzales, La.



Daughters of Emerson Ide, of Detroit's Chem lab. Sally, 7, attends Taft School; Pattie is 3.

It's Off to School for These Ethyl Children

School bells will soon ring and classrooms swallow up the children who have been playing all summer. For some it means returning to familiar surroundings

and friends. But to these youngsters who are entering for the first time it means a whole new world.



Eastern region fuel technologist Russ McGuiney's son, Rusty, 6, starts at Northern Parkway School, Hempstead, L. I.



Carol, 6, daughter of Chief Account John Smith, begins in Tenafly, N. J.

Bill McCracken is a student at Fitcher School, Detroit. Bill, Sr., in the Chem Engineering laboratory.



Eddie Hughes, 6, goes to St. e School in Detroit. Fred, is in Automotive Products.



Detroiter Herb Green's son Frankie will attend Pierce School with sister Francelia.



Jeep-driver Jimmy, son of Wes Price, Detroit Road Test, starts Milford, Mich. Elementary School.



Louise Jackson, 6, goes to Southfield School No. 10. Father Jim is at Detroit labs.



Carol Grant, 6½, whose father Glen is a fleet engineer, enters Briarcliff School, Seattle, Wash.



Sarah, the daughter of Fred Meyer, Detroit chem labs, attends Isaac Crary School.

Roberta, the daughter of Ross Rife, Detroit Purchasing, enters Wilson School, Ferndale, Mich.

Cowboy Roddy Hardy begins in Highland Park. Son of Madelyn Hardy, of Detroit.

Lynne, daughter of the Detroit labs' Merrill Anderson, starts Pierce School, Birmingham, Mich.





Above, Bea Salisbury lifts the lid as Detroiters Walter Osip, Peggy Welp, Lucy Glaser, Stephanie Ciul and Ronald Tweedie form a chow line. Below Evelyn Harworth heaps Bob Jackson's plate as Jim Boag and Frank Long stand by. 26 Ethylites and friends of Chem Research spent the weekend of July 23 at Ipperwash, Canada. The Salisburys directed activities and set up beach kitchens. The hit of the weekend was yarn-spinning Bill O'Neil. 17 more Detroiters joined in the fun on Sunday.

Relaxing before breakfast are Glenis Dickerson (left below), one of BB's Tulsa correspondents, with shipboard friends. Glenis cruised to Panama and Guatemala aboard the SS Antigua.



HOLIDAY FUN

Vacationing Jerrie Linder (below), of N. Y. Public Relations, chats outside the palace of the Prince of Monaco with Huber Griffin, formerly of Ethyl, and a friend during a recent trip to Europe.



Disguised so even a mosquito wouldn't recognize them, Herb Neal and his son James prepare breakfast in comfort at Brimley State Park. On vacation from the Detroit Chem Research laboratories, Herb found this war surplus jungle headgear most effective in combating armies of insects in Michigan's upper peninsula.

ETHYL BULLETIN BOARD

by and for Ethyl employees

*Published by the Ethyl Corporation, 405 Lexington Avenue, New York, New York;
Edward L. Shea, President; Stanley T. Crossland, Vice-president and Treasurer
Richard M. Page, Secretary.*

Marceline Marquis, Editor

You Can't Buy It

A well-dressed man with determined stride entered the Registrar's office of an eastern college the other day. Behind him, also well-dressed but not so determined, was his son.

"I want to talk to you about my son," the father boomed. "You said he can't be admitted to your school. Why?"

Before he could go on, the Registrar interrupted: "That is correct," he said, "As we explained in our letter, it's because of his grades. They are so low that we can't take him and I doubt if any other college will either."

"Nonsense," shouted the father. "I've got plenty of money and I'll buy him an education."

Sounds ridiculous, but that's reported to be a true story. We all know that money cannot buy an education.

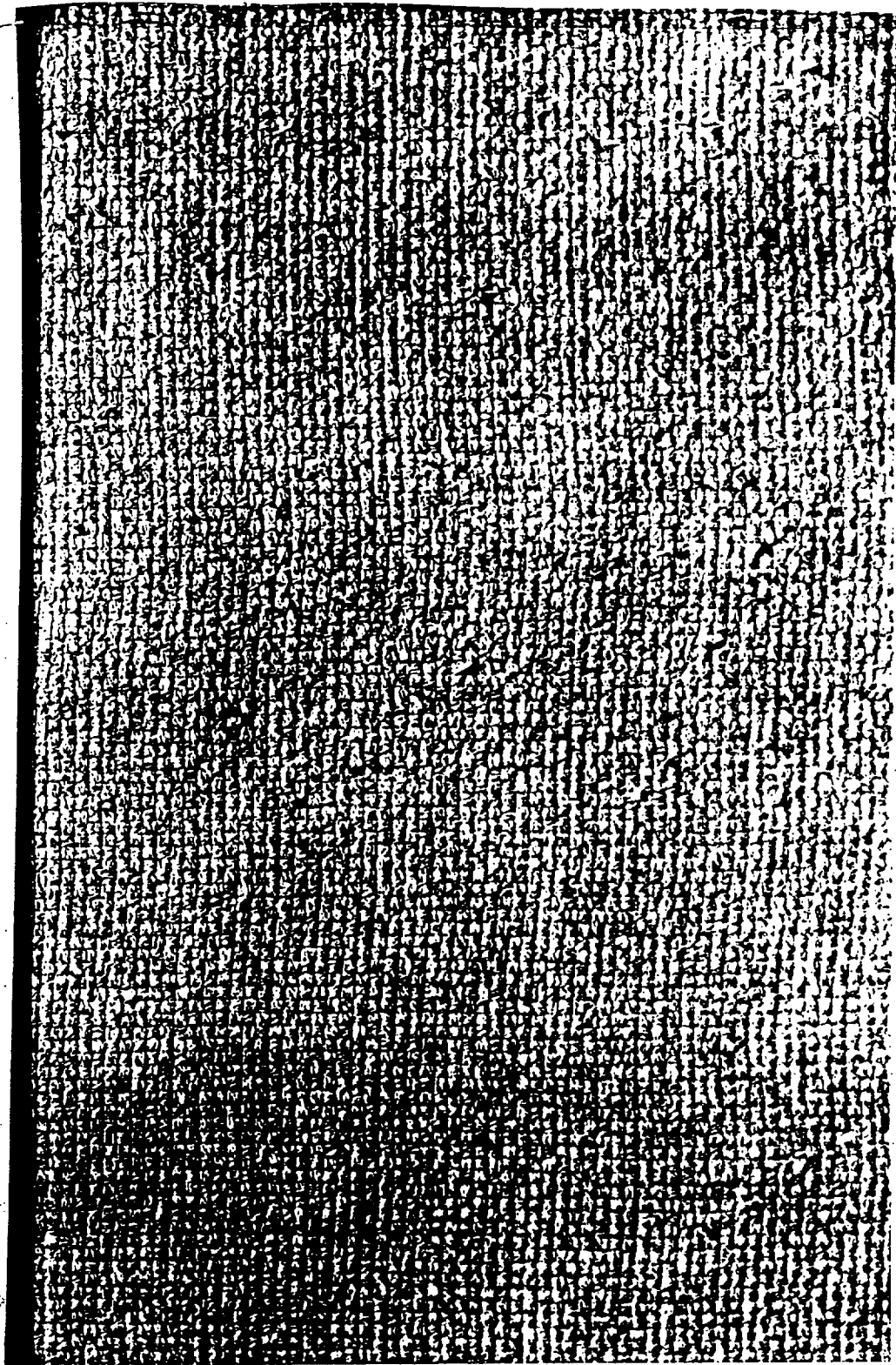
Here in America an education is open to all—to those who have money it is a little easier to get perhaps, but often those who get their education the hard way gain a great deal more from it. Eugene Holman, president of Standard Oil Company (New Jersey), worked on the railroad during the summers when he was earning his way through college down in Texas. Benjamin Fairless, president of U.S. Steel

Corporation, was the son of a coal miner and worked as janitor at the high school he attended out in Ohio. He dusted the desks, kept the school-rooms clean, fired the furnace and did many other menial tasks for the sum of \$65 a year. Then he taught school in order to save enough money to go to college. These are but two of countless examples of great American industrialists who have risen to the top from poor beginnings.

It can happen here in America, where education is a part of our heritage of freedom and democracy. Next month we see that democracy in action as the youths of America, of all races and creeds and economic levels, troop back to classrooms to pursue the three R's. September and the return to school reminds us that education is a never-ending process.

Now's a good time to take stock and see if our education stopped when we tossed our books through the school house door and rushed out to meet life. Daily study leading to self-improvement keeps our education up to date, develops discipline of mind and character. And, nine times out of ten this habit makes us more valuable on our jobs, too. So, it pays!

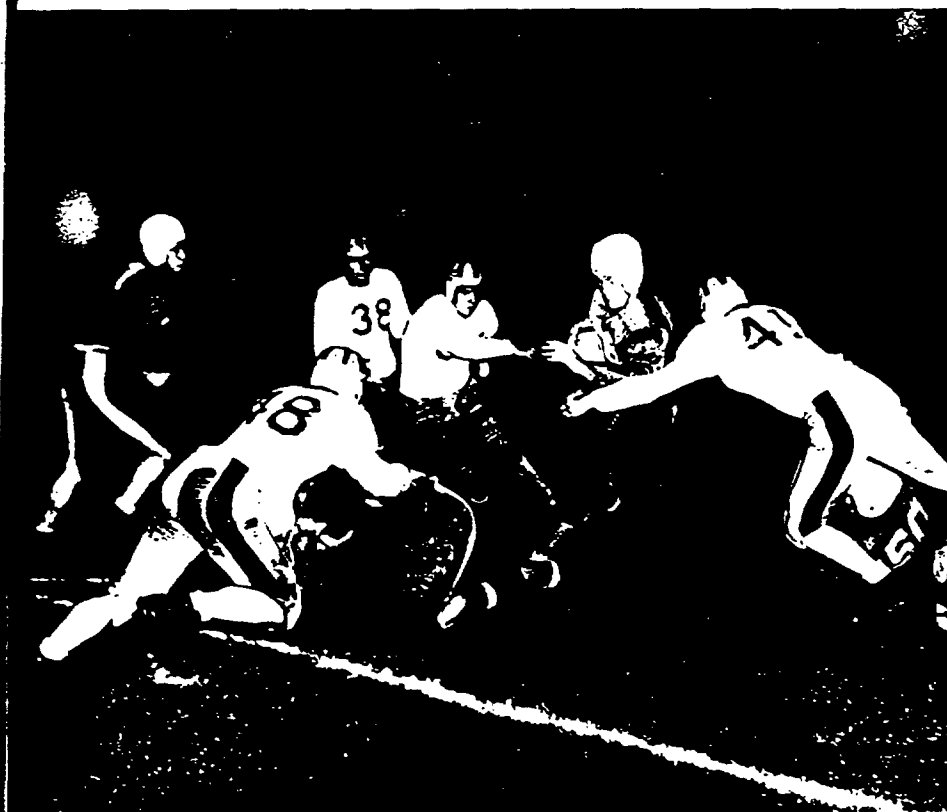
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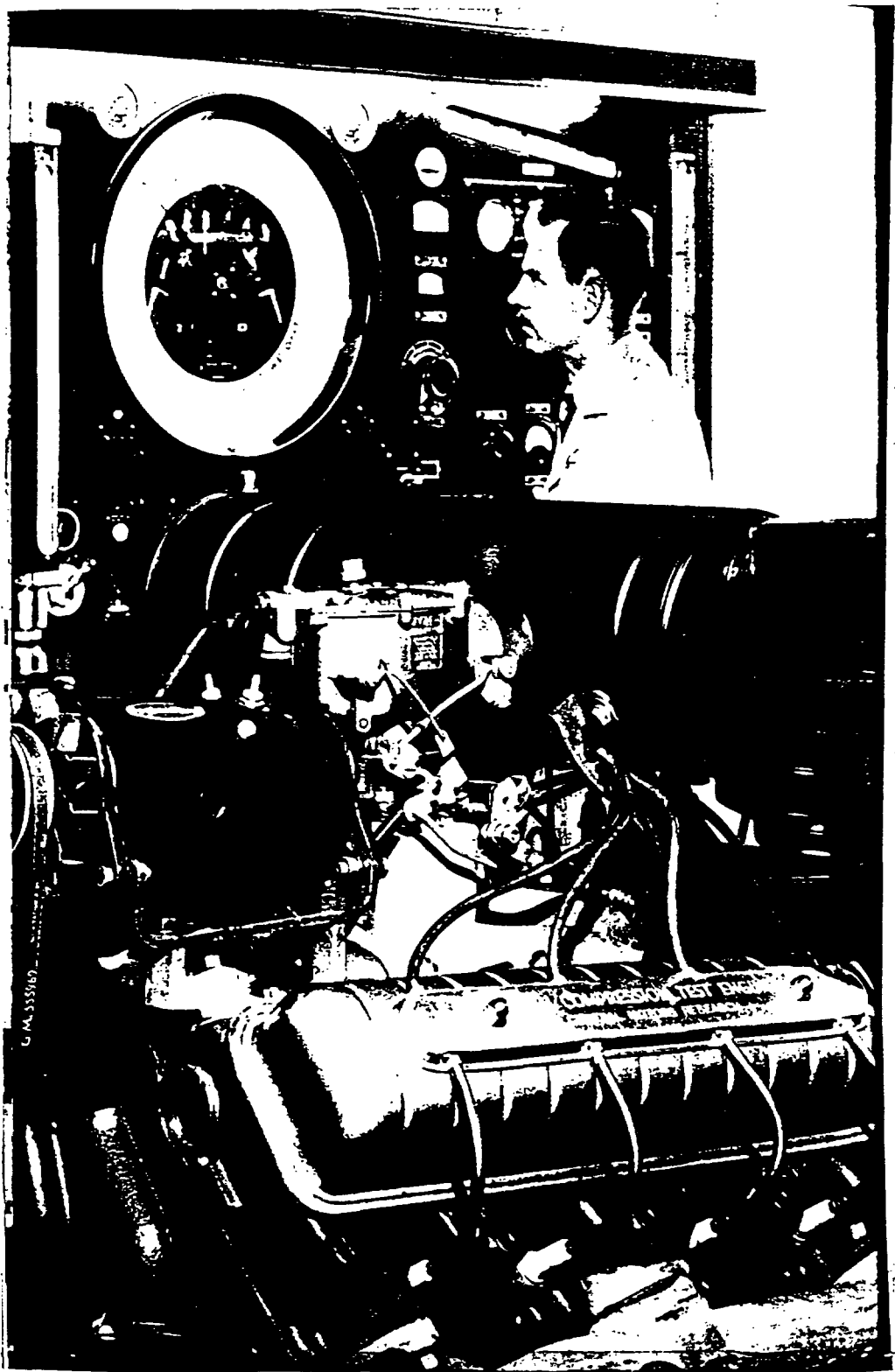
ETC 12402

FOOTBALL BOARD

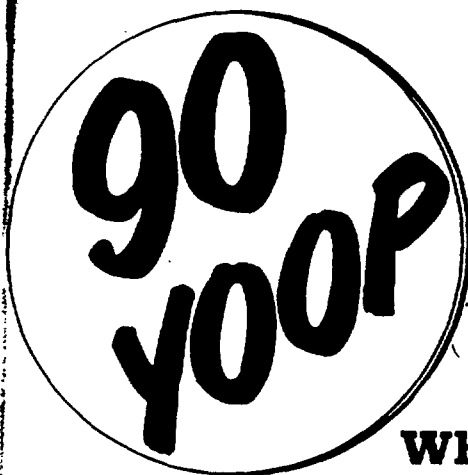
OCTOBER, 1949



Touchdown! (See page 4)



ETC 12404



What is 90 YOOP?

This question will probably be on the lips of thousands of motorists during the week of October 16 to 22 as they drive into their favorite service stations and say, "Fill 'er up, please."

That week service station operators throughout the country will be wearing eye-catching yellow and black "90 YOOP" buttons furnished by Ethyl Corporation to help publicize Oil Progress Week. Through ads and news articles in national trade publications, the Company offered the buttons free to all service station operators who wrote in and asked for them. In addition, Ethyl representatives have been working with oil company people for the past month in order that as many service station men as possible may have the "90 YOOP" buttons. Distributed as a contribution from Ethyl toward the success of Oil Progress Week, the buttons were

designed as a conversation starter.

The answer to the motorists' question, "What is 90 YOOP?" is, as you know, 90 years of oil progress. Along with the buttons, the Company sent a leaflet which points out that America has benefited in a thousand different ways from that progress.

Today's premium gasolines which are stepped up with "Ethyl" anti-knock compound are cited as an example. The leaflet then points out that "these higher quality gasolines not only make most any car run better, but they have made possible the high compression motor, you find in the newest cars."

The "90 YOOP" button, it is hoped, will give the service station operator a perfect opening for a good sales talk about his industry and the products he sells. For more about his industry and yours see page 14.

Fuels of the future are being developed in laboratories throughout the country as research engineers and chemists pave the way for engine progress. Here Jim Hughes of Ethyl's Detroit Research laboratories is putting a General Motors high compression test engine through its paces. From data he obtains in the course of these performance tests conducted on our dynamometers, Jim will be able to construct standard performance curves on the high compression engine. This test engine is furnished by GM with three different cylinder heads so that engineers may set up the engine with three different compression ratios: 8:1; 10:1; and 12:1. Average compression ratios in American passenger cars have increased about 50% since 1925 and the work done by a gallon of gasoline has increased nearly one-third. To bring motorists improved fuels at lower costs the petroleum industry spends \$100 million a year on research.

Ethyl Sponsors LSU Football Broadcasts

To bring millions of football fans topnotch broadcasts of Louisiana State University games this season, Ethyl Corporation is sponsoring a weekly radio program throughout the 10-game slate. First game was aired on September 24 over one of the most far-reaching network ever assembled in the South.

Play-by-play descriptions of the Tiger games are given by famed John Fulton, sportscaster of Atlanta, Ga., who is regarded as one of the finest football aircasters in the country. LSU alumni and Tiger fans can hear this broadcast throughout the Southeast, and may even be clearly heard in Washington, D. C. The two 50,000 watt clear channel stations, which form a part of the LSU broadcast network for the first time, make this wide listening range possible.

The seven basic stations on the hook-up, in case you wish to tune in, are: WWL, New Orleans; KWKH, Shreveport; KVOL, Lafayette; KMLB, Monroe; KALB, Alexandria; KLOU, Lake Charles; and WJBO,



Sportscaster John Fulton

the originating station in Baton Rouge.

Tiger games, for the most part, will be on Saturday nights after most of the country's major networks have completed their descriptions of afternoon events. Plans for reaching what will be the largest audience in the 11 years of broadcasting LSU games were worked out by our advertising agency, Batten, Barton, Durstine & Osborn, of New York City.

* * *

Cooperation is spelled with two letters . . . W-E.

* * *

On the cover: Carrying the ball through for a touchdown is Jack Stahlheber, son of Art Stahlheber, maintenance superintendent at San Bernardino. Jack received the trophy for outstanding player of 1948 at San Bernardino Valley College and was three times voted "player of the week" by the Citizens National Bank Sports board. Jack, who was slated to play fullback on the San Jose State College team this fall, may be riding the bench due to a severe break of his right thumb which he sustained during a recent practice skirmish.

John Wintringham explains use of Ethyl's cold room in research work on vehicle operation at sub-zero temperatures. Group includes (from left): Roy Larsen, president of Time Inc.; Mrs. Mary Withers, president, Ferndale Board of Education; Roy Robinson, Ferndale superintendent of schools; Otto Brown, president, Rotary club of Ferndale and Gerald P. Kent, mayor of Oak Park, Michigan.



Prominent Publisher Visits Labs

Ethyl's Research laboratories, show place of the Detroit area with their modern design, beautifully landscaped grounds and unique facilities, have served as host to many eminent visitors to the Motor City. Most recent was Roy Larsen, president of Time Inc., who, with 20 civic leaders of the Ferndale area, was a luncheon guest on September 7.

They came to the labs after attending a parent-teacher conference that morning, at which Mr. Larsen was principal speaker. Hal Beatty, assistant director of research, welcomed the group as official host in the absence of Earl Bartholomew.

Following the luncheon the guests toured the laboratories with Jack Taylor, executive engineer, and John Wintringham, associate research director, acting as guides.

Other Ethyl hosts were Wheeler Lovell, associate director of research;

Chuck Hawley, manager of administration and financial control; Frank Fricker, business manager; Thom Yates and Bill Adams, public relations. Chem Researcher Herb Neal, father of five children, three of whom attend Ferndale schools, was on hand as an interested parent.

* * *

Shift Key

Fred Naylor, sales coordinator in the Western region, has been transferred from Seattle to Los Angeles.

Bill Newman, formerly with N. Y. General Sales, has been transferred to the Southern region. Bill is now doing safety work in the Gulf Coast area with headquarters in Houston.

Alan Tully, former Southern region sales coordinator, has been transferred to the Central region.

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BULLETIN BOARD—OCTOBER



Jack Pruitt, eye on the ball, swings and . . .

look what happens. Oh well, he'll get back on the fairway—eventually.

A cinch! But no, he misses. This just isn't Jack's day.

Field Day for KPMA

Down in the state that's famous for colonels, bourbon and horses, the oil marketers band together under the banner of the Kentucky Petroleum Marketers Association.

Big event on their calendar is the annual golf tournament, held this year on August 25. On hand to win

friends and spread goodwill for Ethyl were Jack Pruitt, Lou Slack and Bill Wilson. Although Jack was on two committees, he and Bill were not among the winners. Non-golfing Lou Slack, who took these pictures, reports that they "had neither the poorest nor the best scores."

Bill Wilson decides trophies would look fine on his mantle . . .



and optimistically tees off

Who wants a trophy, anyway?



"Get in the Guard"

An old organization with a new purpose, the National Guard launched its annual recruiting campaign on September 19. Already at a strength greater than that which it took into World War II, the Guard's goal within the two months from September to November is to enlist 45,000 men to fill up its ranks and reach a total enrollment of 400,000—its 1949 objective.

Older than the nation itself, Guard units were organized in Puerto Rico in 1510 and in Massachusetts in 1636. Guardsmen have fought in every major battle from Lexington and Concord to Leyte and Cologne.

Under the reorganization plan, in effect since 1946, General George C. Marshall stated, "The National Guard . . . must be ready . . . to take its place in the first line of defense in the first weeks of emergency." To meet this greater responsibility, the present Guard is a balanced force strategically located in more than 2,000 communities in all 48 states, Hawaii,



First line of defense — our National Guard

Puerto Rico and the District of Columbia. Eventual strength will be 684,000 men forming a trained M-day force of civilian soldiers and airmen. In peacetime, Guard units work in their communities during emergencies such as floods, fires, hurricanes and blizzards.

Not only will a Guardsman help his country—he will help himself with added income, credit towards retirement and promotions as earned. Now is the time to "Get in the Guard."

High Compression Cussing

Fired by the Indianapolis Glove Co. at Marion, Ind. for voicing loud and profane opinions about her glove machine, Edna Ruggles and her union protested. Louis Plost, Chicago trial examiner of the National Labor Relations Board, decided she should get her job back as her "vulgar expressions . . . were not in any sense real blasphemy."

Plost further said: "Time was when even the use of such 'swear words'

devoid of blasphemous intent or meaning had a proper and respected place in our language. Their use was a great art, reaching its noblest . . . among men whose lives were bound to beasts of burden. . . .

"But, alas, the coming of the gasoline engine has removed the living spur to expressive, non-blasphemous profanity until now only a pale substitute survives—the words are remembered but the music has been lost."

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BULLETIN BOARD—OCTOBER



Milestones

Corinne Hill has the honor of being the first woman to join Ethyl's 25-year club. When she started with us the Company offices were downtown at 25 Broadway and she was one of six girls who did the typing, filing and stenographic work. Later she became Mr. Webb's secretary and is now secretary to Mr. Shea. Her shoulders carry well the responsibilities involved in working for the president, as she performs her duties with the poise, diplomacy and stability so important to the job. Born in New York City, Corinne attended Evander Childs High School in the Bronx and Greenwich High in Connecticut. She took her business training at Packard Commercial School in NYC. Corinne is a daily commuter from Rockville Center, L.I., where she lives with her father.

Harold Mehler joined Ethyl 20 years ago as a chemist. His first assignments included working in Gasoline Testing labs at Omaha, Tulsa and Yonkers. In 1943 he was made assistant manager of the Yonkers Test lab. When Ethyl was organizing the safety show to go on the road in 1947, special eye-catching equipment was needed for the dramatic demonstrations that highlighted the show. Harold, because of previous experience and ability, was called upon to design and build the necessary props and has since specialized in developing equipment for Sales department presentations. Born in Brooklyn, Harold graduated from Technical High School. He attended Pratt Institute in N. Y. C. then worked as a control and research chemist for Charles Pfizer & Co. before coming to Ethyl. A bachelor, Harold enjoys bridge and gardening.



Miles McGraw celebrates his 20th anniversary with Ethyl's Detroit laboratories. "Mose" has seen many changes since 1929 when he joined the staff of the Gasoline Testing lab which had just been established in the Motor City. "Mose" helped move the lab from Milwaukee Avenue to the modern, new quarters on Eight Mile Road, where his job included taking care of the lab and equipment, checking in and tagging samples, running errands and occasionally chauffeuring staff members to train or plane. After the Gas Test lab was discontinued, he was transferred to the chemistry laboratory. There he continues to help keep the equipment shiny and clean and make himself generally useful whenever anyone needs a hand. One of a family of nine, "Mose" was born in Alabama, went to school in Ohio and settled in Michigan. Before joining Ethyl, he worked as a radiator painter and chipper. He has one daughter.

Herbert Nixon started his Ethyl career 20 years ago in New York and has since migrated to the Middle West. His duties and responsibilities have been numerous including various assignments in field, tractor and safety work in the former Chicago and Kansas City divisions. He did much of the early high compression tractor work in the latter and is now specializing as a safety engineer in the Central region. Nick has always managed to do plenty of traveling. Before going to college, he worked about four years in Mexico with the Atlantic Refining Co. and the Compania Transcontinental de Petroleum, former subsidiary of Standard of New Jersey. Returning to the U.S., he received his B.S. from Lafayette College in his home state of Pennsylvania. Nick is married and his particular hobby is furniture and cabinet making which has resulted in many beautiful pieces of furniture in his home at 6937 Locust Street, Kansas City.



Dr. Leslie Schradin joins the 20-year club. During his Ethyl career he has worked closely with Medical Director Robert Kehoe. In carrying out the work of the Medical department, Les has traveled thousands of miles on regular visits to refineries and to Ethyl offices and labs throughout the country. Native Ohioan, Les was born in Shandon and attended Ohio public schools. He was graduated from Miami University with an A.B. degree and received his M.D. from the University of Cincinnati. After a year of residency at the Cincinnati General hospital, he joined our Company's medical staff. He is a member of the American Medical Assn., Academy of Medicine of Cincinnati, Sigma Alpha Epsilon, Alpha Kappa Kappa and the Kiwanis club. Les is married and has a daughter, Lynne, eight, and son, Buddy, five.

Benjamin Brewster celebrates 15 Ethyl years. On again, off again Brewster helped establish the labs in Detroit, then went off on a jaunt to England in a 56-foot ketch, and upon his return took a job in Boston as a sales engineer. He rejoined Ethyl in 1936 and is now the manager of technical service operations. Born in Dedham, Mass., Ben received his S.B. from Harvard Engineering School. Current prexy of Harvard club of Eastern Michigan, he belongs to SAE, Harvard Engineering Society, Birmingham Sea Scouts. Married, has 2 girls.

10 year celebrants are William Hubner, N. Y. Product Development, and John Wallis, N. Y. Sales. Five year pins went to Deane Birkes, Tulsa Gas Test; William Howard, Kansas City Gas Test; and Marceline Marquis, BB Editor.





That book may have a hot ending if you have your last smoke in bed. Sit up before you light up and stay alive to enjoy your smoke.



Spots aren't all inflammable liquids can remove if used inside the home. Send clothes to cleaners or use non-inflammable fluids.

ONE EVERY 20 SECONDS---FIRE!



Take care of that burner! Without annual overhaul and cleaning it may ignite more than oil.



Too many cords may burn the house down. Call an electrician to extend or repair wiring.



No matches needed for spontaneous combustion of oily cleaning or paint rags. Keep them covered in metal containers when not in use.



Never use an over-size fuse or replace blown fuses with copper pennies. You invite fire when you do not use correct fuse replacements.

You Can Shoo the "Flu" Away

With the winter season again approaching, influenza looms as a source of sickness and misery among Ethyl employees. Years ago no preventive measures were available and you could merely hope that you would not contract the disease. Now, modern medicine has developed a specific vaccine which can protect you from this illness. The majority of reported observations indicate that during "flu" epidemics the number of people who contract the disease is approximately from 3 to 25 times higher among unprotected people than among those who have been vaccinated. In one study it was observed, that, in addition to the low incidence of influenza among those who had been vaccinated, there was also a significant reduction in other respiratory infections in this group as compared to an unvaccinated group. Another study reported the development of infections of mild degree in a large percentage of unvaccinated persons, whereas such infections were almost entirely absent in the vaccinated group.

The Medical department, through its facilities in Baton Rouge, Detroit, New York and in the field, is offering

the vaccine again this year to Ethyl employees. This is the third year that the vaccine has been given to employees and our doctors report that results tend to conform with the results obtained by other observers.

The vaccination itself is a simple one, consisting of a single injection under the skin of the arm. Slight tenderness and redness occasionally develop where the injection is made. Less frequently there may be chilliness and aching or headache, but no reaction lasts longer than from 24 to 48 hours. The immunization produced does not persist longer than one season. Persons who are allergic to egg or chicken protein should not be vaccinated (this applies to the relatively few people who cannot eat eggs or chicken without unfavorable reactions). Vaccination should be carried out in the early fall so that full immunity will be present during late fall and winter.

If you would like to have more information, go to your local Medical department, or see your own doctor about the advisability of your taking the vaccine for protection against influenza during the coming season.

Mrs. W. R. Barnes

Mrs. Evelyn Marie Barnes, 40, wife of W. R. Barnes, Southern region fuel technologist, died on August 25 in Dallas, Tex. after a three months' illness. Funeral services were held in Dallas on August 27. Pallbearers were Harry Cottrell, Ed Muller, Ed Hendrick, Jake Balzer, Dale Miller and Larry Reis, all of the Southern region.



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BULLETIN BOARD—OCTOBER

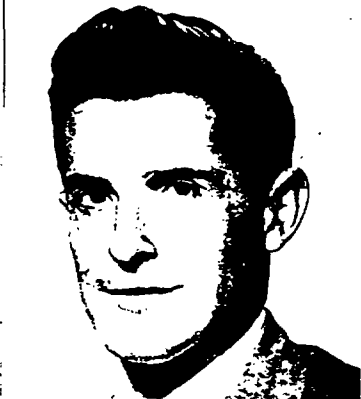
Introducing...



Kathryn Broderick ... secretary to Len Huxtable, Central region operations manager, in Chicago ... born and grew up in the Windy City ... attended DePaul U., Gregg College, Loyola U. ... formerly a stenographer with Lane Bryant.



Donald MacDonald ... engineer-in-training at Detroit labs ... native of New York City ... B.E. in A.E. from U. of Southern Calif. ... 3 years with Eighth Air Force ... member Alpha Eta Rho, the Caterpillar club and I.A.S.



Les Garringer ... test driver at San Berdu ... Oklahoman ... attended Westville (Okla.) High School ... 6 years U.S. Navy ... played football, softball ... now prefers billiards, bowling and woodwork ... married, one daughter Patricia.



Hershel Askey ... San Bernardino test driver ... born in Texas ... graduate of San Berdu H.S. ... Coast Guard veteran ... now active in National Guard ... hobbies: prospecting, fishing ... married; daughter, Janet.



Dale Caster ... test driver at San Berdu ... comes from Missouri ... attended San Berdu High ... sheet metal journeyman for Santa Fe RR. ... 3 years U.S. Navy ... Mason ... Senior Deacon in Christian Church ... married, two children.



Albert Bailey ... San Berdu test driver ... native Californian ... graduated S.B. High School ... ex-driver-hoseman with Fire Dept., now an auxiliary fireman ... National Guardsman ... baseball fan ... married, 2 children.



Alice Griesmer ... stenographer in Detroit Automotive Research ... came to Ethyl from the Detroit Edison Co. ... really likes Hazel Park, Mich. ... born and educated there, married a native and they have settled in the home town.



Lillian Whitman ... stenographer, Detroit Lab Services ... born in Indiana ... attended high school, business college and worked as a secretary in Indianapolis ... enjoys bowling and ice skating with her husband, Paul.

About People

Harold Gibson, coordinator at the Detroit Research labs, is co-author of a paper on "Antiknock Requirements of Commercial Vehicles" presented before the National West Coast meeting of the Society of Automotive Engineers in Portland, Ore. in mid-August. The paper, based on a survey made jointly by Shell Oil, Socony-Vacuum and Ethyl, shows that the maximum antiknock requirements of commercial vehicles and passenger cars are nearly identical on the basis of knock-free operation.

Oscar Lewis, assistant sales manager, returned late in August from a trip to Europe. He was accompanied by his wife and two children, Jill, 14, and Barney, 18.

Dick Scales, director of technical service at the Detroit labs, will be on the program as a representative of the oil industry at the Golden Jubilee convention of the National Retail Farm Equipment Association in Washington, D. C. on October 19. He will speak on "Lubricating the March of Progress."

John Schaefer, vice president in charge of manufacturing and traffic, spoke at a meeting of the Baton Rouge Rotary club on August 10. He discussed Ethyl's reasons for estab-

lishing its manufacturing activities in Baton Rouge and the advantages to our Company, our employees and the city itself.

Harry Toulmin, project engineer in Detroit Automotive Research, won second place in the Detroit Yacht Club Sweepstakes Regatta. Harry sailed as a one man crew aboard the 23-foot *Star* owned by Dr. Bob Riethmiller, fiance of Joanne Hoffman, also of the Detroit labs.



Oscar Lewis aboard the *Mauretania*

Grover Wilson, diesel engine products coordinator at Detroit, presided at a panel discussion on "Fuels and Lubricating the Diesel Engine" at the recent University of Wisconsin Diesel Engine Symposium. Held on the campus at Madison, Wis., during the week of August 29 to September 3, the symposium was sponsored by the University in cooperation with the Diesel Engine Manufacturers Assn.



\$3.3 billion is paid in federal, state and local taxes by the 34 million people who are dependent on petroleum for a living.



They spend annually \$3 billion for housing.

YOUR INDUSTRY AND MINE

"Sammy, you run like the devil to town . . . and get Mr. Drake," the driller called as he ran out of the derrick. "You tell him, Sammy, that there is oil in the well."

The news that Sammy Smith carried into Titusville that blistering August day in 1859 brought people from all over the world flocking to the little Pennsylvania town. From then on everything was different for the people of Titusville. Their village hummed with the buzzing of saws, the banging of hammers and the murmur of people.

Banks and hotels were built, machine and blacksmith shops were set up, merchants did more and more business, and farmers found a ready market for their products at undreamed of prices. The village mushroomed into a city and the city flourished and its people prospered.

The impact of oil on the lives of the people of Titusville was dramatic and vivid. Almost overnight their whole world changed.

Since the big day when Drake's well came in, the drama, the romance and the excitement of Titusville have

been repeated over and over. Cities have sprung up on windswept plains and marshy swamplands. Millions of people have found jobs, many have made great fortunes. All have spent generously to the good of the merchant and the tradesmen whose pockets bulge with money from black gold.

Today, 26 states throughout America are producing oil, oil that creates jobs for 9,795,000 people who work either in the petroleum industry or in industries that are directly related to it. Tool pushers and roustabouts, stenographers and scientists, salesmen and engineers—these workers and their families make up over 23 per cent of the nation's population. We, of the Ethyl Corporation, are part of this group that accounts for \$27 billion of the country's income, forming a great army of men and women whose buying power benefits practically everyone living in the United States. Picture captions on these pages tell you where the money goes, how the oil workers' billions are spent to boost the business of the nation.

You can't begin to measure the im-



\$3 billion for clothing . . .

\$10.4 billion for food . . .



portance of petroleum to the nation's economy by such statistics. The power of oil has put the world on wheels, made neighbors out of distant continents, brought countless comforts and luxuries to all of us. Today more than 1200 products that are used by manufacturers and merchants, farmers and bookkeepers, housewives and career girls, are made from petroleum. In the process of producing the oil, manufacturing and distributing the products, incomes are provided for nearly a fourth of the people in the U. S., people who are directly dependent on oil for a living. A great industry—your industry and mine.

\$6.5 billion for insurance, savings, etc...
Own 7,300,000 automobiles; drive over 75 billion miles a year . . . spend \$1.2 billion for fuel and lighting.





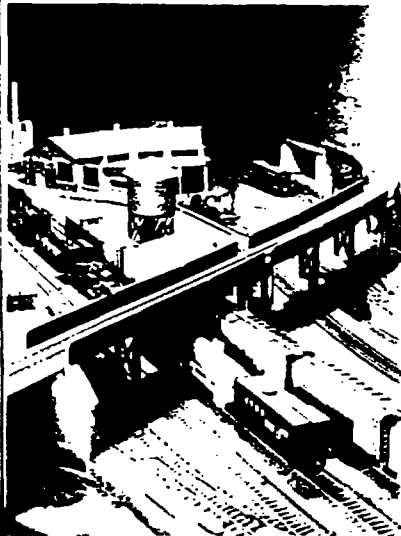
Charlie Gambrell took this picture of his model train set-up, complete with railroad station, water tower and storage sheds. Movement of all trains can be controlled from one switch panel.

They've Been Working on the R. R.

Model railroading fans Beverly Couvillon, Charlie Gambrell, Paul Kemp and John Wintringham, of the Detroit labs, are masters of the miniature. For the job of constructing an engine to a scale of $3\frac{1}{2}$ mm. to a foot combines skill, precision and patience.

Each model builder uses tools similar to a watchmaker's instruments, and some of the nuts and bolts require 110 threads to the inch. Even the spikes used to anchor track to the roadbed must be handled with tweezers and driven into position with the aid of a magnifying glass. Every piece is fashioned by hand. The finished trains not only run, but stay on the track, making a noise like a tiny echo of a full-sized train.

Inspired by a model railroading exposition, Paul has followed this hobby since 1938. Charlie has been railroading, off and on, since 1914.



Paul Kemp adjusts a faithful replica of an old-type engine. In the foreground is a modern road engine. Although of steam design, these hand-made engines are motor powered. Paul also makes all the tracks and accessories as well as the engines, freight and tank cars in the photo at left.





At his retirement luncheon on August 30, Bill Spence called the meeting to order with a tool of his trade—a carpenter's mallet. Ross Rife, general chairman of the Detroit Ethyl Society, presented Bill with a life membership in the society. At the far side of the table are (l. to r.) Frank Fricker, Earl Bartholomew, Bill, Karl Kuhn and Ross Rife. Backs to camera are: Harold McMenemy, Harold Faucher, Andy Reimold,

Hat off in farewell, Retiree Bill Spence receives a gift certificate for a set of tailored nylon auto seat covers. Harold Faucher makes the presentation on behalf of Bill's friends in the Maintenance department. Born and educated in Scotland, Bill has been carpentering for 42 years. He worked for General Motors Sales Corporation in Detroit before joining Ethyl in 1941 as a cabinet maker and carpenter. His future plans include building a house to sell within the next few years. Bill and his wife (a Detroit) have one son. Above from left are: Bill Trewhella, Tony Krempa, Frank Fricker, Harold Faucher, Dale Chrysler, Frank Bellinger (behind hat), Bill, Maurie Granger (behind Bill), Carl Michael, Bill Griffith, Tommy Matthews, Johnny Lewis (behind Tommy), Harold McMenemy, Hal Bean, Wally Spring, Laurel Wilkinson, Kenny McKillop, Harry Prince, Jake Boss and Karl Kuhn.

You're Right . . . It's Wrong

It's always nice to know that you have readers, even if it takes an error to prove it. So we appreciated hearing from you eagle-eyed Ethylites about the mistake you found on page eight of the August-September issue of the Bulletin Board, and congratulate you on catching it. For want of three zeros

the total gasoline consumption figure for 1948 was off a few billions. According to American Petroleum Institute statistics, total consumption of the United States amounted to 35 billion, 532 million gallons (we won't fool with zeros this time) instead of 35,532,000 gallons as reported.



Getting an early start with lots of ideas for fall activities, members of the Steering Committee of the Detroit Ethyl Society held their first meeting on August 15. In back row (from left) are: Eleanor Eskola; Rex Closson, sports chairman; Claire Olsen; Phil Savage; Don Remter; Evelyn Harworth; Elwood Sechrist; John Murphy, social chairman and Jack McCullough. Front row: Stella Shaler; Ross Rife, general chairman; George Betker, publicity chairman; Al Tandrup, Art Jennings and Fred Green. Secretary-treasurer Florence McMahon was not present.

Detroit Doings

At the end of the 1949 Detroit links season, Jack Feiten is holing out as Neal Hepner looks on and George Betker holds the flag. Close to 30 Ethyl labs employees fired rounds during the course of the summer's play. Rollie Ostrander was consistent as season's low man with an average of 37 for 9 holes and 78 for 18. Most improved golfer: Bob Jackson.



Watching Marty Alspaugh's opening drive are (from left) Rollie Ostrander, Punch Pfundstein and Bill Wanderer. Even with his eyes closed, Marty sent the ball flying 180 yards straightaway. Photos were taken at Bonnie Brook golf club during the final round of their season.



Jude Hoffman, Detroit chemical operator, covers activities of the Chem Workshop building. Here's photographic evidence that his stories are so. Ohio-born, he hopes some day to retire on a farm—with no crab grass! Married, has a daughter, 14, a son, 12.



Ann Selfridge reports news of Dallas folk. After joining Ethyl at Tulsa, Ann was transferred from her native Oklahoma and is now the only distaff member of the Dallas office. She's corresponding secretary for the Rambouillet lecture club and a canasta fan. Hobbies are golf, collecting first edition magazines.

Know Your BB Reporter

Esther Stapley Lyman, N.Y. reporter for the 35th floor, is shown here with her 6-year-old Edith. Esther, graduate of Vassar and Katharine Gibbs Secretarial, handles the work of the corporate secretary. She and her husband, a N.Y. ad-man, commute from Stratford, Conn.



Emily Whitfield, head of N.Y. duplicating department, keeps BB posted about Ethylites on the 43d floor of the Chrysler building. Born in Mt. Vernon, N. Y., Emily went to school in Brooklyn, was on the stage for two years, then settled down to homemaking. She joined Ethyl 11 years ago. Emily likes to sew, cook, clean house, go to movies and the opera. Also teaches Sunday School. Daughter Jeanette is in high school.



Art Zeitz, an automotive engineer at the Detroit labs, covers the fuel house, road research garage and machine shop. Art was born in Missouri. He joined Ethyl in 1946 as a student engineer after receiving his B.S. in M.E. from Missouri University. Veteran of Pacific service with the U.S. Navy, Art is a sailing and swimming enthusiast. Will celebrate his six-month wedding anniversary the 23d of October.



Claire Olsen, technical librarian at the Detroit labs, rounds up news about people in the Analytical section and Chemical Products Research. Born in Milwaukee, she received her B.S. in chemistry from Wisconsin U. She belongs to ACS, the YWCA and Red Cross. Her hobby is sailing. Claire likes strawberry sundaes, hates ragweed.





SEASON WIND-UP



Ethyl fans cheer our team as they clinched second place in the Ferndale Oldtimers' League. Front row center are Paul and Lillian Whitman, Margaret Dullinger, Evelyn Ryan and Evelyn Harworth. In second row are George and Alice Vaughn, Kenny McKillop, Dean Porter and Stephanie Ciul. Len Smith and Roy Sugimoto are standing top left. **At left**, Ethyl batter Ed Goller connects with a home run over the Catalpa center fielder's head. **Below**, defending the championship won last year, are the 1949 players. Front: Batboy Dave Goller (Ed's son), Bill Burt, Harold Faucher, Lacy Guthrie, Ernie Clinton. Back row: George Clixby, Joe Laethem, George Betker, Laurel Wilkinson (fan), Al Pauls, Batboy Gerald Prince (Harry's son), Ed Goller, Harry Prince and Frank Baldwin. Other Ethyl players not in this picture are: Merrill Anderson, Tom Smith, Frank Long, Merlyn Beane, Don Cavanaugh, Chuck Denzler, Clyde Sheppard, Jim Boag, Jim Sewell and Les Motson.

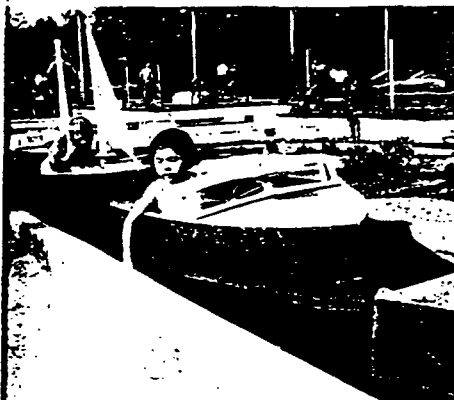




UNDER A SAN BERDU SUN

It was a hot afternoon in California when some 80 members of the San Berdu Ethyl Society and their families gathered on July 31 for their annual picnic. Here Whitey Gruwell makes short work of an ear of corn. Wife Alpha is looking over his shoulder at cameraman Mike Remondino. That's Dale Caster sitting opposite Whitey.

Main diversion was miniature golf with honors for the day's play going to Whitey and Alpha Gruwell. Shown here teeing off is Muriel Stinson. Smiling spectators are, from left, Shorty Guinn, Jean Gamble and her pop, Minor.



Members of the younger set enjoyed a variety of free rides at Kiddie Land. Mildred Way, daughter of Gil, tests the water as she shoves off. Behind her, getting set for their sail are Mike Remondino's Neal and young Mike.

Herschel Askey, left, Al Bailey, behind the smoke screen, and Jim Bay were the hamburger kings. They turned out stacks of hamburgers which were consumed by hungry Ethylites along with corn-on-the-cob, watermelon and cold pop. All of which arrived on the scene as a result of the work of Judy Schaub, chairman and the arrangements committee — Dean Painter, Carol Simcock and Claude Guinn.





The whole Jordan family is taking to South despite their Illinois beginnings. sends this picture from their home in Day Beach to show how the climate agrees them. Son Jerry, on Bob's left, is only but is already taller than his mother. Bob Jr. finished his first college year with honors at Marion Military Academy in Alabama plans eventually to become a doctor. now a Southern region field engineer, "one of Dr. Midgley's boys" and in 1948 celebrated his 25th birthday anniversary.

From the Family Album

She's a big girl now! Lee Cottrell dressed up for the cameraman and put on her favorite bonnet. Daughter of Harry Cottrell, account representative in the Southern region, Lee is now four-and-a-half years old.



Kerry Welch is a new model for an old fashioned costume. Son of Charlie Welch, Central region tractor engineer and account representative, Kerry was born on June 1 and was one week old when he posed for this picture.



Two in one—the Smith twins, Beverly Ann and Nancy Claire, are enjoying their backyard bath. Daughters of Chief Accountant John Smith, N. Y., they were one year old October 4.



Confetti and Rice

Paul Cahill, a tax attorney in N. Y. Finance, married Florence Rosemary Earls on August 27 at St. Joseph's Church in New York City. Following the ceremony a family reception was held at the Stonewall Inn on Sheridan Square. Paul and his bride spent their honeymoon in Maine, and are now at home in Flushing, L. I.

Barbara Kelly, receptionist in the Chrysler building, N. Y., became the bride of Donald Sullivan on August 20 at St. Joan of Arc Church, Jackson

Barbara Kelly Sullivan



Paul and Florence Cahill

Heights, L. I. The nuptial mass was celebrated by Barbara's uncle, Rev. Francis J. Kelly, assisted by her cousin, Rev. Harrington O'Neill, and the Rev. F. Leo Cunningham. Following the ceremony a reception was held at Elizabeth Flynn's in Great Neck. **Marjorie Poindexter**, former secretary to Bill Schulze, at San Berdu, became the bride of Edward G. Allen on September 24. Marg has left Ethyl to join her husband, who is a forester at Stanislaus National Forest. **Larry Sibson**, mechanic in Automotive Research at the Detroit labs, married Doris Thompson on September 10 at the Episcopal Church in Ferndale, Mich.

New Tax Exemptions

ED and IRENE BETCHAVER—a son, Mark Andrew, born September 3. Weight: 7 lb. 2 oz. Ed is with N. Y. Traffic.

BOB and MARGARET O'MEARA—a son, Mike, born August 5 at St. Mary's Hospital in Detroit. Weight: 8 lb. One sister, Sharon Ann, almost 2. Bob is in Purchasing at Detroit.

JEAN and BARBARA VINCENT—a son, Scott Renaud, born August 8 at New Grace Hospital, Detroit. Weight: 8 lb. Jean is Detroit labs photographer. **RED and BARBARA WELCH**—a daughter, Laurene Barbara, born August 19 at Florence Crittendon Hospital in Detroit. One sister, Kathy Jo, 3½. Red is a boiler operator at Detroit.

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BULLETIN BOARD—OCTOBER

Hello, Detroiters

Jerry Brown . . . research chemist . . . B.S. from W. Va. Wesleyan in his home town of Buckhannon, W. Va. . . . 2 years U.S.N. . . . lab assistant at U. of Ill. while working for Ph.D. . . . enjoys singing . . . plays bass horn, bass viol.

Fred Marshall . . . chemist . . . joined Ethyl after receiving A.B. from Wayne U. . . . native Detroit . . . formerly with General Electric X-Ray Corp . . . 3 years in Army . . . member City Recreational League softball team.

Ruth Ellison . . . stenographer in Tech Service . . . born and reared in Michigan . . . attended Bad Axe H.S., won honors in botany and scholarship to U. of Mich. . . . married . . . painting, plants and pets (2 cats and a dog) keep her busy.

Joanne Hoffman . . . secretary, Fuel Research section . . . native of Motor City . . . graduated from Immaculate High School and studied secretarial science at University of Detroit . . . hobbies include sailing, swimming.

Irene DeVore . . . stenographer . . . came to Detroit from her birthplace in Wigan, England and graduated from Western High School . . . enjoys sewing, knitting, music, sports . . . H.S. swimming team . . . husband Dwight is from Illinois.

Jean Cameron . . . typist, Engine Durability section . . . formerly with Detroit Edison Co. . . . ex-presy Edison Girls' club . . . native Detroit . . . graduated Lincoln H. S. . . . member Birmingham Business Women's club . . . married.

Calvin Wolf . . . research chemist . . . Chicagoan . . . holds degrees from U. of Ill., U. of Ind. and Ph.D. from State U. of Iowa . . . worked as a chemist at U.S. Rubber Co. . . . member Alpha Chi Sigma, Phi Lambda Upsilon, ACS . . . hobby: photography.

Leonard Niehyski . . . chemist . . . B.S. from Wayne U. . . . native Detroit . . . won city title in 1943 for 200 meter swim . . . 26 months Army Air Force . . . collects items of scientific historical interest . . . married, son Davey.



THE WOMAN'S PAGE

For plenty of energy all day long, eat a balanced breakfast like this: fruit, cereal, milk, toast and butter. The soft-cooked egg and marmalade add extra calories. To make butterscotch muffets shown here dip shredded wheat biscuits quickly in milk. Place in baking dish; sprinkle with brown sugar and cinnamon. Bake 10 minutes in moderately hot oven (400° F). While baking, you can prepare coffee, eggs and toast, put marmalade, milk and butter on the table. As soon as cereal is done, serve with cooked dried apricots or prunes and milk. (Photo courtesy of Quaker Oats.)



Breakfast is Ready!

First call to breakfast will be all that's needed when you treat your family to daily variations of the basic five menu. A breakfast of fruit, cereal, milk, bread and butter or margarine will supply $\frac{1}{4}$ to $\frac{1}{3}$ of the day's food needs. Milk is a *must* for children. Most adults prefer coffee or tea. Eggs, breakfast meats, jellies, etc. supply additional calories for growing youngsters and working men and women.

Breakfast is the easiest and quickest meal to prepare—you can plan a different menu each day. Set the table the night before and squeeze fruit juices. (Vitamin C is not lost if juices are tightly covered and stored in refrigerator.) Include citrus fruit at least

once in a day's meals, but for breakfast variety substitute other fresh or cooked dried fruits. Serve plain or in combination with ready-to-eat or cooked cereals. Your bread may be anything from waffles to toast.

Dietitians and doctors say you can't start a good day without a good breakfast. The breakfast skipper or skimpier who gets that 10 o'clock slump is just plain hungry. If you neglect breakfast you deprive the body of essential nutrients which cannot be made up in the other two meals of the day. Housewives as well as men and women who work in offices, labs and plants need to start the day with a hearty breakfast.



At the Southern region automotive meeting in late July at the Broadwater Beach Hotel in Biloxi, Miss. are (clockwise from extreme right): Dan Guy, head of the agricultural section; Dick Sneed, Tech Service; Jack Laubach and Frank Jobes, fleet engineers; Bruce Crane, field engineer; Jimmy Zars, fleet engineer; Lou Shank, regional operations manager; Pres Berry and Ed Hendrick, tractor engineers; Dick Scales, director of tech service; Bill Munding, account representative; Heinie Mueller, head of engine development; Jack Bailie, Tech Service; Ed Paige, head of fleet section; Carl Bartholomew and Scotty Scott, field engineers; Frank DeVore, fleet engineer; Casey Jones, head of passenger car section and Bill Ball, of New York General Sales.

Regional Automotive Conferences in Mississippi and Michigan

Commercial and tractor engines were the main topic on the agenda when key men of Detroit Technical Service met with automotive, fleet and tractor engineers of the Central and Southern regions late in July. The Central region meeting was held in St. Clair, Mich. and the Southern group met in Biloxi, Miss.

Purpose of the meetings was to exchange ideas and technical information for increasing the acceptance and use of "Ethyl" antiknock compound

in the agricultural and commercial fleet market, which consumes about one-third of all motor gasoline. Also discussed were means for increasing our sales by showing oil companies that it is economically advantageous for them to use more TEL in each gallon of gasoline.

The cooperative research and field work of the regional engineers and the Technical Service staff is a part of their continuing effort to make our product of even greater value to customers.

Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Renfroe, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: Margaret Dullinger, Fred Green (photographer), Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl.

Full Speed Ahead to a Red Light?

Men of courage don't always have cash. Christopher Columbus spent years seeking capital for a venture across uncharted seas. Finally Queen Isabella put up the money that paid for men, ships and stores for the expedition that opened a new continent.

Born of faith, courage and a little capital, America went on to build the greatest civilization known to man. Fired by an adventurous spirit, and the desire for a better life, Americans pushed back the frontiers. They cultivated the land, built factories, invested their profits and savings, invented new things and new ways to produce more goods than any other country in the world. It took brains. It took drive. It took capital.

Today there are plenty of men with vision and courage who are ready to keep up the American tradition of seeking new heights of achievement. But many of them are in the same predicament that Columbus was. Their problem is raising the money to back their ventures—ventures that of course may fail—or may carry America forward.

When industry is expanding, about 4½ million American workers make their living producing such things as new buildings, new factories, new machinery; new railroads, etc. When these millions are not working, and not spending, everyone else is affected.

Here's what happens. Take a new manufacturing plant, for example. When someone who has the money decides to put up a plant in hope of making a profit, the construction workers who build it are getting full pay envelopes. The workers who make the steel, the bricks, the cement, the pipes, the plumbing, the electric wires and equipment, the elevators and thousands of other things, are busy in their plants. That makes two groups of workers who have incomes to spend, save, or invest. Earning money, they buy more, and employment in other businesses such as oil, automobiles, home furnishings and appliances goes up. When the money to build the plant is lacking, these things don't happen.

Somebody has to put "risk capital" to work to start the spiral. One reason America has had so many jobs since the war is that many "new investment in-

dustries" have been going full tilt. Our stockholders have just put \$40 million into new plants which they believe will earn good profits in the years ahead.

There are other companies that would like to expand, but in many cases they can't raise the money. New "risk capital" is being offered little or no incentive to embark on new ventures. The reasons for this are several: 1) some people with good-sized incomes can make only a little profit after paying taxes, and they would rather keep their savings than take a chance on losing them; 2) people with modest incomes pay so much in taxes, direct and hidden in the cost of everything they buy, that they don't have much left for savings to invest. Consequently, a number of enterprises that might be started and provide more jobs are being deferred if not thwarted completely.

Already, the average American works one week every month to supply the money government spends. Many people think rich people will pay the new taxes needed for new government spending programs. They don't and they won't, because they can't.

If all the people making over \$8000 a year paid everything over that in taxes, it would cover less than 10 per cent of actual and proposed government spending.

England followed the road of spend and tax until there was no one left who was willing or able to venture any new capital for anything. Unless the road we are traveling takes a different direction soon, we too can reach the red light that says stop the expanding spiral that means prosperity, and sit in the stalled line of business traffic that means austerity.

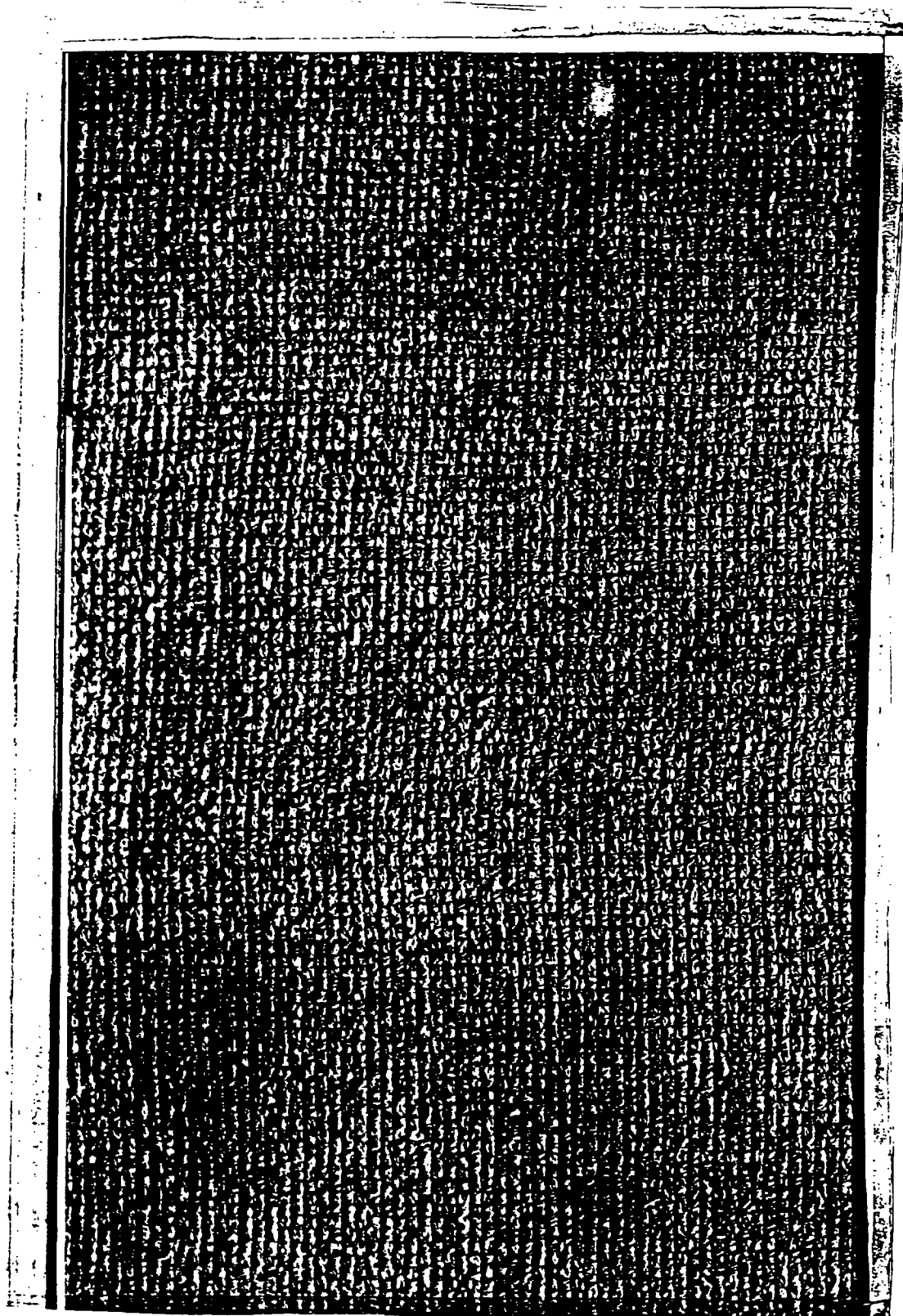
ETHYL BULLETIN BOARD

by and for Ethyl employees

Published by the Ethyl Corporation, 405 Lexington Avenue, New York, New York; Edward L. Shea, President; Stanley T. Crossland, Vice-President and Treasurer; Richard M. Page, Secretary.

Marceline Marquis, Editor

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ETC 12430

NOVEMBER, 1949



Well Done! (See page 3)



More product storage space, like this 7,000,000-pound TEL tank, is part of the Baton Rouge expansion program. In the picture is Zeb York.

Our cover picture shows Arthur J. Haas, Jr., chief supervisor, looking at the No. 4 ethyl chloride plant at Baton Rouge, finished in October.

training program for representatives of Ethyl Antiknock, is discussed under the shadow of the American and Canadian flags. From left are Bill Turner, who is in charge of the Canadian operation, Ray Faller, chief director, Oscar Lewis, assistant sales manager and Tom Han, who handles Sales personnel. They are conferring in the Hunt Room of the Hotel Lexington, where the first week's training sessions were held.



Ethyl Antiknock, Ltd. Formed to Serve Canada

Wholly-Owned Subsidiary of Ethyl Corporation

To give Canadian customers more of the services supplied by Ethyl to its customers in the United States, a Toronto office is being opened this month. The Canadian business will be handled by Ethyl Antiknock, Ltd. (wholly-owned subsidiary of Ethyl Corporation), which was organized to

take over sales of "Ethyl" antiknock compounds in Canada. From an organization standpoint its activities will be similar to those of a regional office.

Officers of the newly-organized Company are Edward L. Shea, president; S. T. Crossland, H. W. Kaley,

advice on the handling of sales accounts was given by Dick Murphy (seated center), Eastern region manager. Mat Taylor (standing left), operations manager for the Eastern region, gave the men practical tips on their day-to-day operations in the field. Lending an ear are Mac MacEwen, seated, left, Hap Philp, seated, right, and standing, Jimmy Main, center, and Stirling Henry, right.





Technical aspects of automotive engineering and fuel utilization were discussed at sessions held in our Detroit Research laboratories. Here Heinie Mueller, head of the engine development section, takes up the utilization of higher antiknock fuels. From left are Ben Penrose, Mac MacEwen, Jimmy Main, Heinie and Hap Philp. At right: Bill Turnley, Ben Penrose and Frank Huyler take a breather between technical talks and enjoy a conversation on the lighter side.

J. H. Schaefer and W. M. Turnley, vice presidents; R. M. Page, secretary and S. T. Crossland, treasurer.

Bill Turnley has moved to Toronto to organize the new Canadian set-up. The office is located at 67 Richmond Street, West, and he has chosen a staff of six men, who, after a four weeks' training period in New York, Detroit and in the field, will give Ethyl services to customers north of border.

Two veteran Ethyl men—F. G. Huyler, fleet engineer of the Eastern region, and B. F. Penrose, safety engineer of the Western region—have joined the staff of the new Company. P. B. MacEwen, who was formerly with Ethyl in Canada, has also joined the newly-formed organization.

Others chosen to represent Ethyl Antiknock, Ltd. are: G. R. S. Henry, formerly with the British American Oil Company in Montreal; J. H. Main, former manager of Boulton Motors, Ltd. in Winnipeg; and H. J. Philp,

who was assistant manager of Eastern Steel Products, Ltd. in Toronto, and before the war was industrial and wholesale sales manager for Sun Oil in Toronto.

This group of men, under the direction of Bill Turnley, will serve customers throughout the 10 provinces of Canada. Mac MacEwen, Ben Penrose, and Hap Philp will have headquarters in Toronto. Stirling Henry will work out of Montreal and cover Quebec, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland (including Labrador). Jimmy Main will cover Northwest Ontario, Manitoba and Saskatchewan. Frank Huyler has been assigned to Alberta, British Columbia, Yukon Territory and the Northwest Territory.

Bill Turnley is well equipped for the job of directing the Canadian operations, as he had 21 years of business experience in Canada before joining Ethyl. He was a division sales manager for Western Electric's subsidiary

and later organized his own company which manufactured and sold batteries in Canada and many foreign countries. After coming with Ethyl in 1932 he represented the Company in Canada until the division office here was closed (1939) and has since been handling Canadian business from the New York office.

The training program for the staff which was held in October, was under the direction of Ray Faller, training director. First meetings were held in New York where the men learned about Ethyl's background and policy,

sales objectives and methods, safety practices and policies and gasoline testing. They spent a day at the Yonkers Gasoline Testing lab before going to Detroit where they heard talks on technical aspects of automotive engineering and fuel utilization.

By the end of this period they had met and heard talks by most of the key men in the organization. The new men wound up their training program with two weeks in the field getting practical experience under the guidance of Ethyl safety, fleet and tractor and field engineers.

President Presents Award To First 25-Year Woman

Corinne Hill made Ethyl history on October 20 when she celebrated her 25th anniversary with the Company to become the first woman on the roster of our 25-year club. Here she is shown receiving her service award from President Edward L. Shea and wearing in her lapel the Ethyl pin with three diamonds, emblematic of her 25 years of service. On hand when the presentation was made were some of her coworkers and long-time friends. From left are Marquerite McDonald, secretary to George Krieger, Lillian Johnson, secretary to Graham Edgar, Genevieve Corcoran Murphy, secretary to Harry Kaley, President Shea, Corinne, Mabel Gerster, of Finance, Anne Daul and Lynn Grella, of the President's office.





Future home of Ethyl's New York offices, this midtown Manhattan skyscraper is going up at the corner of 41st and Park, one block south of Grand Central station. We will have all of the 17th, 18th and 19th floors, which are expected to be ready for us to move into early next spring.



Karl Kuhn, staff architect, and Randolph Charlton, N.Y. office manager, discuss floor plans. Karl was called to N.Y. from the Detroit labs to design the layout for the new offices under the direction of Curt Holton, industrial relations director, who is responsible for all arrangements in connection with the forthcoming move.

New York Offices Will Move To New 100 Park Avenue Building

New York offices were humming last month with plans for moving to the new office building now nearing completion at 100 Park Avenue. In a letter to all New York employees, President Edward L. Shea announced that three floors had been leased for occupancy in the spring of 1950.

Located on the site of the old Murray Hill Hotel, the new building is one block south of Grand Central

station. Modern throughout, the building is one of the first air-conditioned buildings to be erected in N.Y.C. Ethyl will occupy the 17th, 18th and 19th floors, which will be serviced by express elevators.

One of the largest office building projects under way in the United States, 100 Park Avenue is the first skyscraper to be erected in the Grand Central zone since the early 1930's.

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BULLETIN BOARD—NOVEMBER

Construction is progressing months ahead of schedule and it is expected that we can move into our new quarters in the early spring.

The 40,600 square feet of usable space, which the Company has leased for 20 years, is a great contrast to the original three-room suite at 25 Broadway, and indicates the steady growth that has marked the Company's progress over the years.

By 1930 when the Company moved to the Chrysler building, the entire 35th floor was required to accommodate the staff. The building was then just being completed and Ethyl was the second tenant in the famous skyscraper. Continual expansion has made us an ever-growing tenant. By the end of the first year Ethyl offices had been added on the 36th floor.

In due course, we expanded beyond the limits of space available in the Chrysler building, and the Accounting and Statistical departments moved

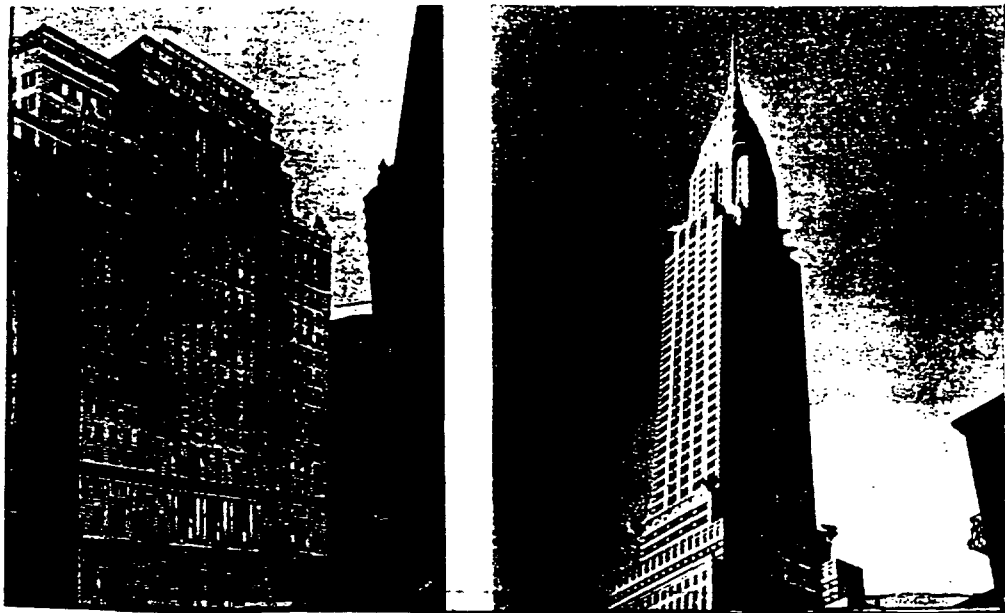
across the street to the Graybar building. When Ethyl took over the 34th floor of the Chrysler building in 1941, they rejoined the executive, sales and manufacturing offices.

Later (1945) further growth made it necessary for the Eastern region and Publicity and Publications department to set up shop across town in the Salmon Tower. When space became available in the Chrysler building last year, they moved back.

Now all offices are under one roof but scattered from the 7th to the 43rd floors. The four all-Ethyl floors—34th, 35th, 36th and 43rd—are supplemented by space on the 31st, 39th and 7th. In the new quarters all the New York and Eastern region offices will be consolidated in one efficient working unit.

The lease was negotiated through the realty firm of Cushman & Wakefield, Inc. The architects for the building are Kahn & Jacobs, and George A. Fuller is the general contractor.

First home of Ethyl's executive offices was the Cunard building, left. One of the largest office buildings constructed in the early 1920's, its Great Hall is famous for its decorative maps and ceiling paintings which picture the voyages of celebrated explorers. In 1930 the offices were moved to the Chrysler building (right), then the world's tallest office building.



Moving Up

In Baton Rouge

With the new operating units completed in Baton Rouge, 17 promotions have been announced, including eight in Ethyl Chloride:

Arthur Haas was promoted from operations supervisor to chief supervisor.

Grant Brummett advanced from operations foreman to supervisor.

Harry Hinnershitz moved up from personnel and special assignments supervisor to chief supervisor.

Hollis Jacobs, Dick McCraime, Fred O'Rourke, R. B. Phillips and **Frank Richardson**, formerly wage roll production foremen, were made salaried foremen.

There were seven promotions in TEL Operations:

Frank McCoy stepped up from supervisor to chief supervisor.

Herb Hobgood, who was a technical supervisor, is now a chief supervisor.

Sid Cowart, L. T. Dickerson, Charlie Hamby, Callie Spiller and **Cleve Womack**, ex-wage roll production foremen, moved up to jobs as salaried foremen.

In TEL Maintenance, two men received promotions:

Bob Blom, former wage roll shift mechanical foreman, became a salaried mechanical foreman.

Sam Boudinot advanced from wage roll area mechanical foreman to salaried area mechanical foreman.

In Detroit

Dale Chrysler, previously a painter, took over Bill Spence's job as a carpenter in the Maintenance department when Bill retired recently.

Milestones



Rose E. Lipsitz, secretary in Aeronautical Research at the Detroit laboratories, happily joins Ethyl Corporation's three-weeks' vacation club this month. Rose came with the Company in the old days when the labs were located on East Milwaukee Avenue in midtown Detroit. November 28 marks the day 15 years ago when she started rolling up Ethyl service there.

* * *

Two Ethylettes, both New Yorkers, received 10-year service emblems; **MARJORY SMITH** and **DOROTHY ROGAN**, of Finance.

In New York

Betty Beach, formerly of N.Y. General Facilities, has joined the N.Y. Statistical staff.

Mildred Cooney has moved from N.Y. General Accounting to become secretary to Budget Director Bill Sterrett.

Frances Ward Nors, former secretary to Al Merz, has moved from Accounts Payable to replace Mildred.

Helen Furey, formerly a typist in Financial Control, succeeds Frances as secretary to Al Merz.

A lot of effort and a lot of first class teamwork on the part of many people brought the expansion program to a successful conclusion ahead of the scheduled time. Four of the Ethyl men who helped carry out various phases of the program are shown at the right. They are, from left: James B. Rhorer, field force coordinator; J. Norman Fogg, power superintendent; A. Clarke Burdick, Jr., engineering superintendent; and George F. Kirby, manager of Process Engineering section.



\$40 Million Plant Expansion Program Completed

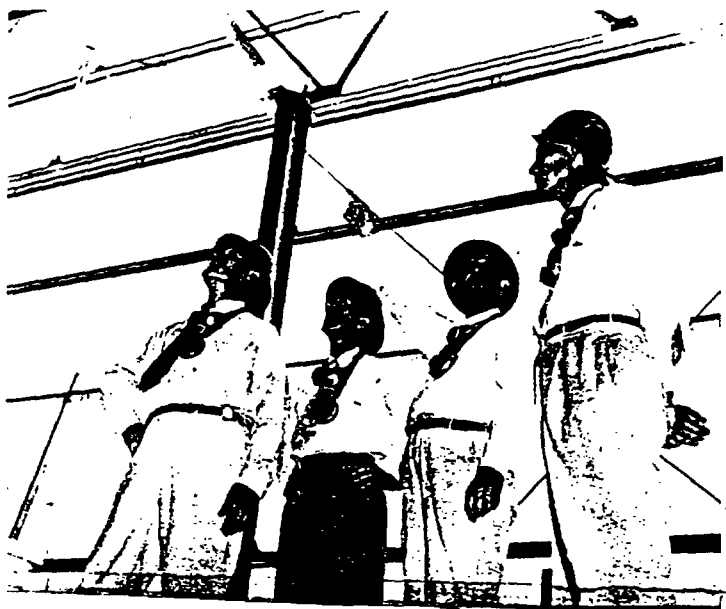


B. Bynum Turner, above, who is assistant resident manager of the plant, is coordinator for the general expansion program.

The completion of our \$40 million expansion program this month marks a major milestone in the Company's growth and progress. As we embark on a new and higher level of manufacturing operations, our productive capacity and distribution facilities enable us to serve the oil industry more efficiently than ever before.

Ethyl Corporation's investment in enlarged facilities prepares us to meet America's fuel needs today—and tomorrow. A demonstration of foresight and faith, this long-range planning anticipates the expanding demands for high-

Norman Weaver, second from right, the principal plant construction foreman, points out a project of special interest to Melvin Hudgins, maintenance superintendent, at right, Leslie Price, assistant maintenance superintendent, at the far left, and Stanley D'Armond, plant expansion construction supervisor, who is second from the left.





A third wing was added to the sodium area, above, to provide the plant's requirements for sodium & chlorine. They are produced by electrolysis of molten salt heated to high temperatures in an improved type of sodium cell.



quality gasoline which have been forecast, and expresses faith in the future of gasoline as a continuing economical and efficient fuel.

The successful conclusion of the expansion program in less than the scheduled time has been due to the efforts of many people. At least 5 million man-hours were put in on the job by some 5,000 Ethyl men and women and employees of our contractors. At least another 5 million man-hours were spent by material and equipment manufacturers and suppliers. All those who helped plan, design, build and equip our enlarged plant had a part in strengthening Ethyl Corporation's ability to contribute to the progress of motorized transportation.

A coordinated engineering and con-



Swinging from the crane, at left above, is a 24-ton compressor on its way into a newly enlarged compressor house in the ethyl chloride area. There are two compressor houses in the area. At far right is the ethylene dichloride plant. Pictured left is a section of the new chlorine drying towers in the sodium area.



Ethyl's manufacturing processes require more than twice as much electricity a day as the rest of Baton Rouge combined. New substation, above, was built to handle increased requirements.

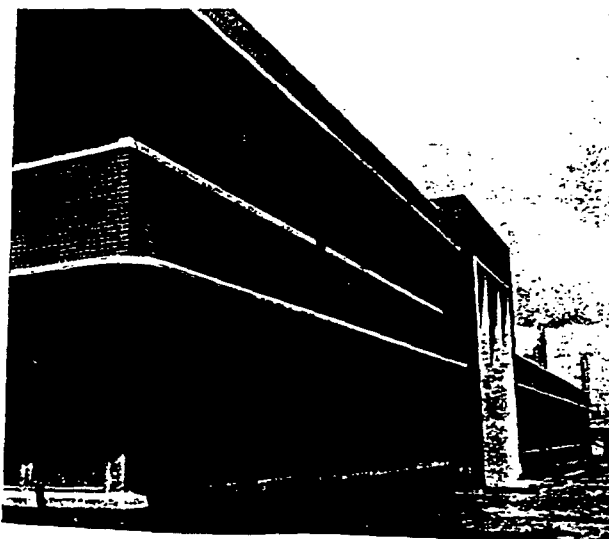


One of the salt evaporators in the sodium area. Used to evaporate water from brine, total capacity of these facilities since expansion is 400 tons of salt per day.

struction plan facilitated the general program. One of the first steps was the allocation of various designing, engineering and construction projects among our own groups at the plant, and among the various contractors employed on the over-all job. This work involved extensive and coordinated efforts on the part of our research and development laboratories, our process engineers and in-

spection group, our engineering and maintenance section, operations section representatives and other plant groups.

Because not only tetraethyl lead but virtually all of the intermediate chemicals required for the production of "Ethyl" antiknock compounds are made at the Baton Rouge plant, the size, scope and complexity of the expansion program was tremendous. The



New development laboratory and pilot plant building has ceilings of acoustic tile in most areas with suspended plaster and structural concrete features in others. Flush-mounted fluorescent fixtures provide the light. Main entrance doors are of Herculite glass and all other exterior doors are of flush metal with glazed panels.



This over-all view of the tetraethyl lead area shows the six separate manufacturing units with the new one in the foreground. Other major additions in the area besides this unit include: a new lead recovery operation, a new wing to the lead-sodium alloy building, additional electric power and water-cooling installations, and an enlarged plant which is used for recovering ethyl chloride.

Below, jet refrigeration unit which, by using steam, is capable of cooling 24,000,000 gallons of water per day for special plant use.



three major operating areas—tetraethyl lead, sodium, and ethyl chloride—all concerned with important phases of the manufacture of "Ethyl" fluid, were enlarged. In addition, existing facilities and equipment were improved.

Many installations at the plant are unusual in size and type. Tetraethyl lead operations require custom-built autoclaves, stills and other equipment, and unique types of buildings. The manufacture of metallic sodium by the electrolysis of salt calls for some of the most interesting installations in the field of industrial chemistry. In the manufacture of ethyl chloride by

Close-up of the 6th TEL building. Like the others, it has an efficient ventilating system. The intake tower is shown at the right.





Lee Dunn tests a still in the new TEL building. Photo at right above shows the underside of the stills, where the tetraethyl lead is distilled with steam to separate it from lead-sodium alloy.

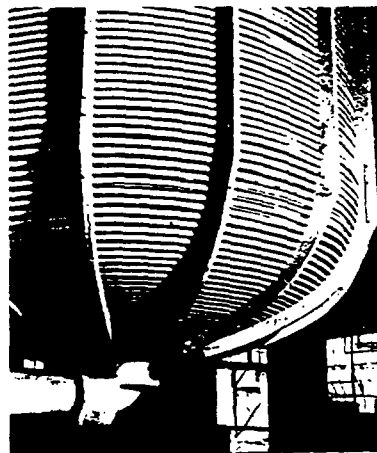


Below, huge manufacturing pot in the alloy building. In it lead & sodium are combined in exact proportions to make the alloy.

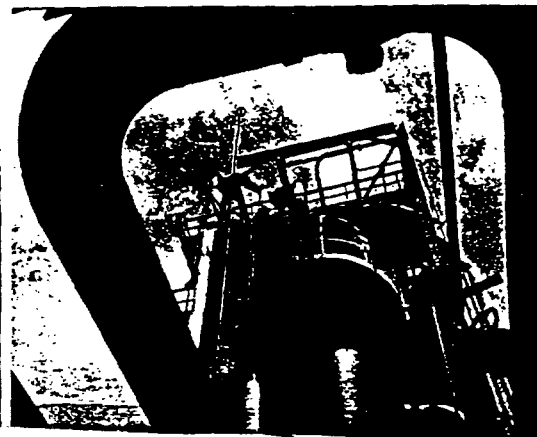
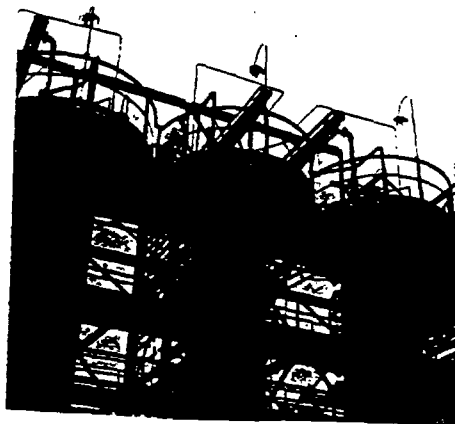
the hydrochlorination of ethylene, the plant operates not only the first refinery-type structures of their kind, but the largest and most modern ones.

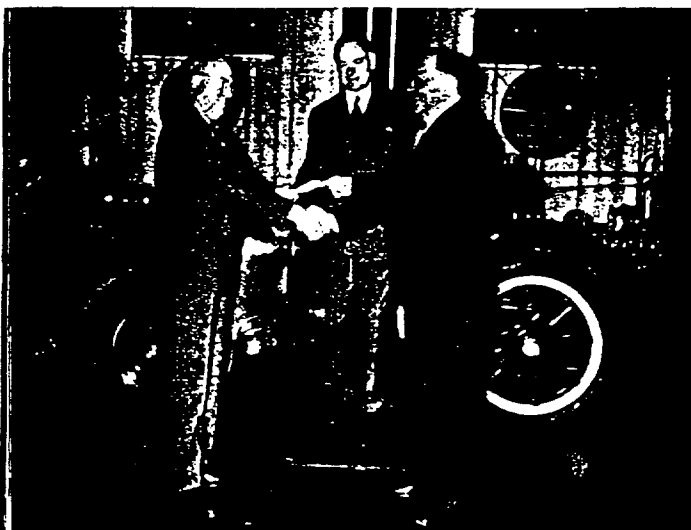
With our enlarged "three plants in one," Ethyl Corporation maintains its position out in front as the world's largest producer of three important chemicals—tetraethyl lead, sodium and ethyl chloride, and stands ready as a reliable source of supply for the refiners' requirements of "Ethyl" antiknock compounds.

Three new hydrogen chloride burners will turn out 70,000 lbs. of the chemical a day for use in making ethyl chloride.



Top of the new unit for making ethylene dichloride, which is blended with tetraethyl lead in the manufacture of "Ethyl" fluid.





Services Show On Tour

To tell our customers about some of the important ways we serve them, a Services Show with graphic demonstrations, charts and other eye-appealing props, is being presented to customer company executives. After completing 17 presentations before 283 top oil company executives in the Western region, the show was sent to the Southern region. Here San Wagner, right, Western regional manager, turns over the show and list of equipment to Lou Shank, operations manager for the Southern region, following its last performance in Salt Lake City. Looking on is Oscar Lewis, assistant general sales manager.

Technical Service Staff Changes Announced

Dan Guy, head of the Agricultural section, has assumed new responsibilities as assistant director of the Technical Service division. Tech Service Director Dick Scales announced his appointment along with two other changes on his staff, effective as of November 1.

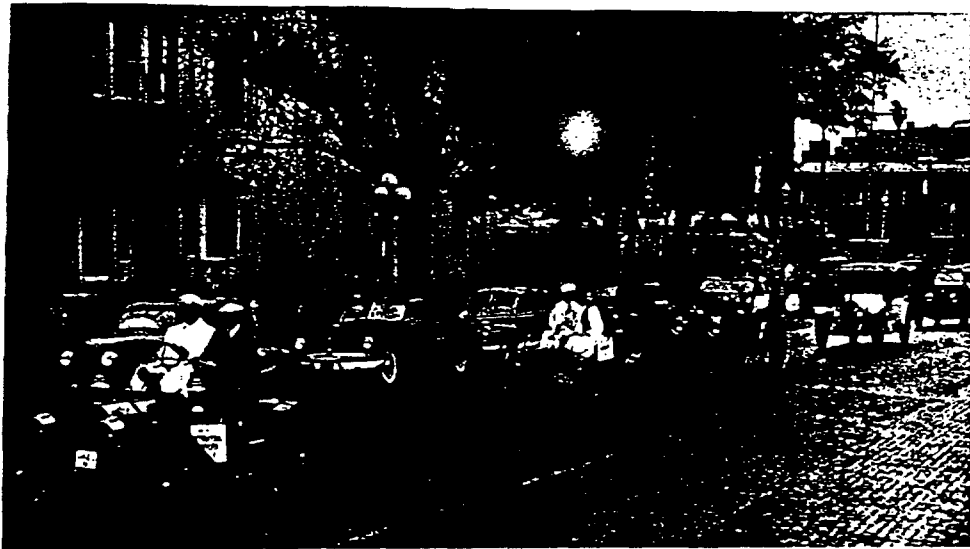
Mike Remondino, research engineer, has transferred to the Commercial Engine and Fleet section in Detroit from the San Bernardino Road Test laboratory. He replaces **Jack Bailie**, who has been assigned to the Agricultural section.

Dan, who joined Ethyl in 1931 as a field engineer, was brought into the Research labs in 1942 after pioneer tractor field work as an agricultural engineer in Louisiana and Texas. In 1945 he was appointed head of the

Agricultural section and is today one of the country's leading authorities on the proper utilization of fuels in tractors and other gasoline-powered farm equipment.

Mike Remondino began his Ethyl career 16 years ago as a research engineer in Detroit. In 1935 he went to California with the "Caravan" that set up operations at the San Berdu lab. During the war Mike was brought back to Detroit for a three-year hitch but returned to San Berdu in 1945. He was instrumental in starting an Ethyl Society there similar to Detroit's.

Jack Bailie came to Ethyl as a student engineer in the class of 1939. After time out for military service, he resumed his work at the Detroit labs in 1945. He has been working in the Commercial Engine and Fleet section for the past two years.



James Melton, radio singer & president of the Melton Antique Automobile Museum, & Mayor Louis Lohrey lead Dayton's parade of antique automobiles in a 1908 International Harvester model.

Oil Men Tell the People of Progress and Service

Last month thousands of oil men throughout the country told the people of the nation how a free industry has contributed to U. S. progress and welfare when governors and mayors from East to West set aside October 16-22 as Oil Progress Week. Through newspapers, radio, television, speeches, parades, exhibits and movies, the oil men laid a solid foundation for general understanding of what the oil industry is trying to do—and how it benefits the people.

Ethyl took an active part in supporting the industry-wide program. The "90 YOOP" buttons which the Company furnished to customers and to service station operators who responded to our ads in trade magazines proved a popular means of publicizing the industry-wide program. In addi-

tion, many Ethyl men helped plan oil progress programs in their local communities.

A parade of antique automobiles assembled by Radio Singer James Melton started activities rolling in Dayton, Ohio on Monday, October 17. Following the parade, 800 leaders of local commerce and industry attended a dinner meeting sponsored by the Miami Valley Petroleum club and the Dayton area of the Oil Industry Information Committee. Charles F. Kettering, General Motors Research consultant and principal speaker at the dinner, discussed the rapid rise of the oil industry in the past three decades and utilization of the industry's products. Other speakers were Sidney A. Swensrud, president of Gulf Oil Corporation, and Charles Z.



Hardwick, vice president of the Ohio Oil Co. and Ohio state chairman of OIIC.

Several Ethyl men helped plan the Dayton celebration. RALPH CLARK, publicity manager, helped to organize the dinner meeting and parade and handled the publicity; and HARRY MACK, Central region sales coordinator, was general chairman for the dinner. RALPH CHAMPLIN, public relations director, arranged for James Melton's appearance and assisted in the radio broadcasts. Others who assisted with arrangements were AL BINGHAM, NORM LINSTROMBERG and JACK PRUITT, of the Central region. JIM BOUDREAU, regional manager, was host at one of the Ethyl tables.

In Louisville, Ky., where he makes his headquarters, Jack Pruitt served on the Oil Progress Week committee, and early in September, he went on the air over Station WFTM in Maysville, Ky. to broadcast on "Petroleum on the Farm."

In New York City, 1400 metropolitan business leaders attended an Oil Progress Week luncheon at the Wal-

At left: Harry Mack, Central region sales coordinator, on the rostrum. As general chairman for the dinner which followed the Dayton parade, Harry introduced Charles Kettering (seated left), G. M. Research consultant and one of the speakers of the evening. "Boss Ket" wears the pin which James Melton presented to him as a token of honorary membership in the Ass'n of Antique Automobile Owners.



dorf-Astoria on October 18. Sponsored by the Oil Trades Council as part of the 90th anniversary celebration, the luncheon was the high-spot of the week's observance. DICK MURPHY, Eastern region manager, was chairman of the promotion committee and escorted Mayor O'Dwyer to the head table. President Edward L. Shea was among the other guests at the head table.

DON FLYNN, Eastern region sales coordinator, was regional vice chairman of the New York State committee for the OIIC, which sponsored Oil Progress Week. Field Engineer FRANK HAYES appeared before the Glens Falls Kiwanis club and the Lions clubs at Kingston and Fort Edward to tell upstate New Yorkers about "Oil and Its Place in Your Everyday Lives."

BILL RUSHER, Eastern region, put on two Fire Power shows. On October 18 a thousand members of OIIC attended a performance at Petersburg, Va. and two days later the show was given at the West Virginia Petroleum Association convention in Charleston, W. Va.

Heading the industry participation committee for Tulsa's observance of Oil Progress Week was LOU SHANK, Southern region operations manager.



Chicago's "90 YOOP Girl," Carol Ritchell, 3, watches Mayor Martin Kennelly sign proclamation designating Oil Progress Week. She is displaying a few samples of the buttons that Ethyl distributed to customer oil companies and service station operators—95,000 in all. Oil men lending the Mayor moral support from behind, are, standing left to right: Philip Crippen, Jr., chairman, information committee; Gerald LePine, president, Chicago Oil Men's club; Robert McElroy, vice president, Pure Oil Co.; A. W. Peake, president, Standard Oil Co. (Indiana); and William Gerwe, chairman of Great Lakes district information committee.

To acquaint people of Tulsa with a true picture of petroleum progress, Lou's committee arranged for various open houses and industry programs. Ethyl's labs were among those opened to the public during the week's celebration.

In Jacksonville, Fla., BOB JORDAN, a Southern region field engineer, told the story of oil progress to the Kiwanis club and the Southside Business Men's club on October 19. Bob was also present for the ceremonies when Mayor Haydon Burns issued the proclamation setting aside the week of October 16 in observance of Jacksonville Oil Progress week.

Two members of Ethyl's management group carried the message of Oil Progress to civic clubs on October 19. LEW BARNUM, of Plant and Employee

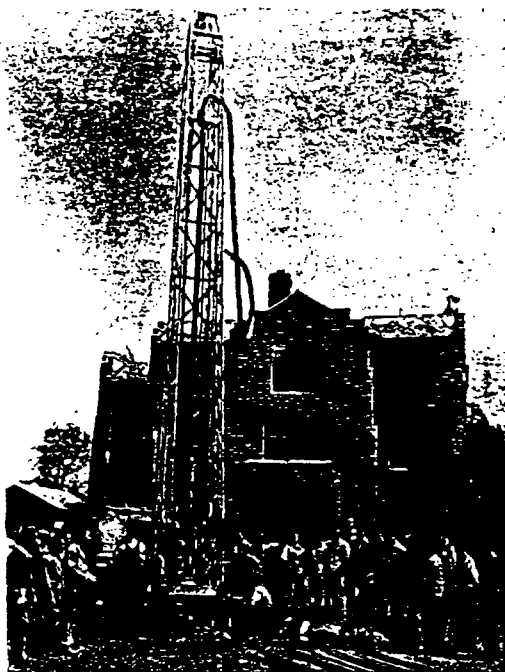
Services, spoke to the Rotarians and HARRY WHEELER, TEL superintendent, was guest speaker at the East Baton Rouge Lions club.

CHARLIE KASS, one of Ethyl's technical representatives, holds the Detroit record for speech-making on behalf of Oil Progress Week. Charlie addressed the members of five Michigan service groups: the Brightmoor Exchange club, Clawson Lions club and Flat Rock, Lake Orion and Center Line Rotary clubs. THOM YATES, chairman of the Metropolitan Detroit OIIC (see page 22), spoke at a meeting of the Grosse Pointe Optimists club. Other Detroiters participating in Oil Progress programs sponsored by Michigan Lions clubs were IDAN FLAA and AL TANDRUP, both of Tech Service. Idan spoke to the Highland Park club, and Al at Pontiac.

From the lead car of a parade of shiny, new 1949 models, Harry Mack points to jet planes flying overhead. A number of the city officials of Dayton and dinner guests rode in the long parade of new cars.



Ethyl's 1949-1950 Fellowship Awards Announced



In the shadow of the Petroleum Engineering building, students at Tulsa University have an opportunity to get first-hand experience at drilling an oil well right on the campus.

When college classrooms opened across the nation this fall, eight graduate students resumed their courses of study aided by Ethyl Corporation fellowship grants totaling \$12,000.

The awards for the 1949-50 school year are a continuation of Ethyl's 12-year-old program for encouraging graduate training and promoting basic research.

Names of students selected by their universities to receive the fellowships have been announced by the Ethyl

Fellowship committee composed of Earl Bartholomew, George Calingaert and Ed Kurt.

As secretary of the committee, Ed talked with the administrative heads of 20 leading educational institutions to determine which schools could make best use of the fellowships. Final selection was made by the committee after consultation with other Detroit laboratories staff members who were most familiar with the types of work to be carried on under the grants.

Graduate fellowships made available by Ethyl were awarded by the respective universities to: Robert P. Smith, in the Chemistry division of the California Institute of Technology; Lloyd G. Blosser, in the Department of Chemistry, University of Illinois; Wendell E. Bergren, in the College of Engineering, University of Oklahoma; Patrick L. McGeer, in the Department of Chemistry, Princeton University; William H. Nichols, Jr., in the College of Petroleum Sciences and Engineering, University of Tulsa; Thomas H. Coffield, in the Department of Chemistry, Wayne University; and Gordon Millar, in the College of Engineering, Wisconsin University.

A post-doctorate fellowship was received by Dr. Ralph Haswell, in the College of Medicine, University of Cincinnati. In continuing his work in the field of industrial medicine, Dr. Haswell will be studying under the direction of Dr. Robert A. Kehoe, Ethyl's medical director.

The fellowships are sponsored in

fields of interest to the petroleum, automotive and chemical industries, all of which Ethyl serves. Basic research is encouraged in the hope that fundamental knowledge will result which some day may prove of practical value. Ethyl fellowships carry no implication of future employment obligations on the part of the recipient.

Typical of the work which has been done under past Ethyl grants is that of a University of Oklahoma graduate mechanical engineer who received an

award last year. This particular engineer studied the knocking characteristics of four different hydrocarbon types over a range of fuel-air ratios. It is believed that his findings will be of value to refiners in pointing the way toward gasolines of the future.

"The fellowships made available by Ethyl and other American corporations," Ed Kurt points out, "help provide properly-trained personnel to carry on research and engineering activities in the years just ahead."

Freeport Plant Suffers Slight Damage From Hurricane

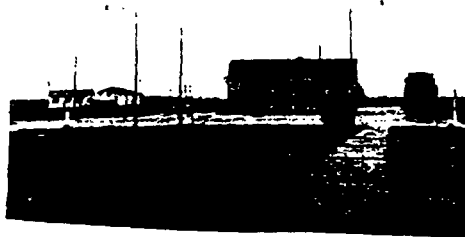
The Freeport plant of Ethyl-Dow, which supplies ethylene dibromide for use in the manufacture of "Ethyl" antiknock compounds, was only slightly damaged by the hurricane that

hit the Texas coast early last month.

Small sections of the roof and sign posts flew through the air on wings of the tropical hurricane which lashed the Gulf on the night of October 3. Most serious damage was done to the spray catchers and walkways, some of which were blown from the top of the absorber towers. Repairs were started as soon as possible after the winds subsided and will soon be completed.

Although the hurricane was not so destructive as originally predicted, many Freeport people were evacuated inland to Angleton to escape the rising tides which threatened to overflow the levees. The Red Cross disaster committee, headed by A. T. Deere, supervisor of plant protection for the Dow plants, cared for more than 1100 refugees in the Angleton courthouses and high school. Power and telephone communication were cut off and the refugees spent the night huddled in blankets along the dark corridors.

What was left of hurricane warning flags in Freeport, Tex. after the October 3 hurricane. Vincent Thorpe, Ethyl-Dow plant manager, photographed these shredded remains outside the Freeport station. Originally red with square black centers, these flags are the kind they don't take down—they blow down.



About People

Jack Cole, a safety engineer in the Western region, last month was elected chairman of the Permanent General Refining Committee of the Rocky Mountain Oil & Gas Association. The group, formerly known as the Rocky Mountain Refiners' Association, held its second annual meeting in Casper, Wyo. October 11-12. Jack was a member of the program committee which planned the meeting.

Ollie Jones, manager of customer services, was one of the principal speakers at the meeting. He presented a paper titled "Recent Trends in Tank Cleaning." Printed copies of this paper were distributed and several members took more than one copy.

Al Gassman, **Fred Meyer** and **Cal Worrel**, of Detroit Chem Research, acted as hosts for six college students who were Ethyl's dinner guests at the September meeting of the American Chemical Society. Students selected from local colleges and universities are invited to ACS meetings as part of a program sponsored by Detroit chemical industries to interest undergraduates in the Society's activities.

Al is treasurer of the Detroit ACS and Cal is vice-chairman of the hos-

pitality committee. Other Ethylites holding local ACS offices are Associate Research Director George Calingaert, counselor, and Chem Researcher Thelma McDyer, vice-chairman of the membership committee.

Al Gassman presented a paper entitled "The Determination of Bromine and Chlorine in Gasoline" by Ethyl's Charlie Gambrell and Gordon Wilcox and Ben Pecherer (formerly of Ethyl) at the September 19-23 convention of the American Chemical Society in Atlantic City.

Clarence Harvey, of the Development section in Baton Rouge, spoke at a meeting of the National Association of Corrosion Engineers held in Dallas on October 4. More than 300 scientists representing the oil, gas, pipeline, heavy chemical and utility industries heard Clarence discuss "Selection of Protective Coatings for Fume Resistance."

Steve Henry, manager of plant and employee services at Baton Rouge, was one of the speakers at the first annual state-wide industrial management conference held in the Pelican State. Jointly sponsored by the Louisiana Manufacturers Association and the School of Business Administration and Economics at Louisiana Tech, the meeting was held November 4 on the college campus at Ruston, La. Steve spoke during the morning session on "Industrial Relations Are Human Relations" and was also principal speaker at the banquet which wound up the one-day conference.

Ed Kurt, technical assistant to the general manager of the Detroit Research labs, presented a camera's-eye view of life in Latin America at the

October 6 meeting of the Detroit Illini club. Ed showed colored slides of scenes he shot in Argentina and Mexico several years ago.

Dan Read, a Baton Rouge safety engineer, acted as coordinator of the programs organized by various labor groups in observance of Fire Prevention Week, October 9-15. Groups from several Baton Rouge industries participated in the annual observance.

Raoul Brister, of the Production section, was appointed head of the program planned by the Co-operative Bargaining Agency of Ethyl Corporation.

Andy Reimold, Detroit labs employee relations manager, discussed industrial personnel and employment matters at the October 11 meeting of the Romeo, Mich. Rotary club.

Max Roensch, a coordinator at the Detroit Research labs, and vice president of SAE, presented an official charter to the newly-formed Atlanta, Ga. Society of Automotive Engineers on September 21. Excerpts from Max's paper "Engine Design for Past, Present and Future Fuels" appeared in the October issue of the SAE Journal under the title of "Which Way to More Engineer Power?" Max delivered this paper at Atlanta and, later (October 11) at a meeting of the Kansas City, Mo. section of SAE.

Harry Wheeler, superintendent of TEL operations at Baton Rouge, has had two articles published in recent issues of the magazine *Manage*. The first, "An Old Timer Looks at Training Programs," appeared in April. While explaining the evolution of our plant program, Harry tells how he, as an old timer, was converted to belief in modern training methods.



Courtesy of Atlanta Constitution

Max Roensch (left) presents Randolph Whitfield, chairman of the Atlanta SAE group, with its charter from the national organization. Whitfield is superintendent of automotive equipment for the Georgia Power Co., with which Ethyl has conducted cooperative fleet surveys in the past. John Rogers (center) is chairman-elect of the Atlanta group.

Harry's second article, which appeared in August, was entitled "Good Picking Pays Off." It describes the methods Ethyl uses in choosing foremen.



Shift Key

Rudy Williams, superintendent of the manufacturing department terminals located at Edge Moor, Del. and Wilmington, Calif., has transferred his headquarters from Edge Moor to Baton Rouge. In addition to his duties as terminal superintendent, he will assume other supervisory duties within the Production Planning department at Baton Rouge.



Before Bill Turnley moved to Toronto to take over his new responsibilities for Ethyl Antiknock, Ltd., he was honored by Ethyl friends at several parties and presented with a double pen set and a Mark Cross wallet. Shown here, during a luncheon in the Hunt Suite of New York's Hotel Lexington are, clockwise from the left: seated—Bill Ball, Ed Enoch, Tom Ronan, Bill Turnley, Julian Frey, Oscar Lewis, Mac Murdock, Dick Murphy, John Wallis, Roy Goltz; and standing—Mat Taylor, Van Fleck, Russ Weston, Russ McGuiney, Bayard Browne, Ollie Jones, Gerald and Don Forsdick, Ellis Locher, Ed Downs, Joe Costello & Mac McCulloch.

★ ★ ★



For several months Cliff Wilson, shown at left with Jim Foote, has been putting in effort over and above the call of duty assembling this new high-speed engine for fuel research. The project finished, Cliff and Jim thought it would be a desecration to put the engine into operation without proper christening. They discovered that their views were shared by another when they arrived one morning to find a bottle of champagne (carrying Wheeler Lovell's fingerprints, it is rumored) tied to the engine. Cliff was given the honor of breaking open the bottle.

Detroit Ethylites gathered 55-strong for a farewell luncheon for Thom Yates on October 11. Thom, who has been public relations representative in Detroit for the past two years, has been transferred to the Public Relations office in New York. "For business" back in the N.Y. office, Thom received a desk pen set and "for pleasure" a briar pipe. Ed Paige and Harold Chalk made the presentations on behalf of Thom's Detroit friends. Here, left to right are: Jack Feiten, Dick Taylor, Al Gassman, Harold Chalk, Sig Rue, Ross Rife, Thom and Rollie Ostrander.



PINS AND PEGS

Ethyl keglers have swung into their annual bowling competitions with teams in Baton Rouge, Detroit, New York and San Bernardino participating in local league play.

Starting off the week, one of San Berdu's teams bowls on Monday evenings with the Foursome Handicap League at the Gate City alleys. On Tuesdays at the S. B. Recreation Center, Ethylites roll for strikes in the Industrial Handicap League.

New Yorkers show their skill on the mapleways every Wednesday at the Radio City alleys. Four mixed teams started the season on September 7.

Out in Detroit, bowling activities began on September 8 when 16 men's teams and 10 women's teams stepped up to the foul line. Both men and women bowl every Thursday at the WY-7 Recreation alleys.

On Friday evenings, Baton Rouge keglers knock down the pins at the Highland Bowling Center. There are eight members on a team and low bowlers of each team bowl on alternate Fridays. ERA Bowling League officers for the year are: John Willard, of Development, president; George Woest, Sodium, vice president; and Harry Bridgeman, Development, secretary-treasurer.



Fritz Schroeter speeds one down the alley as Hal Faucher, George Clixby, George Robinson, Herb Sumner & Punch Pfundstein cheer him on.

Winding up the Detroit horseshoe tournament, Bill Burt defeated George Betker for Class A singles honors and Ernie Clinton (below left) outpitched Jim Bell (r.) for Class B title.



Playing off doubles finals are Sid Barker, left; Bill Burt, pitching; Bob Mescher and Ed Goller, far right. Ed and Bill won 3 out of 5 games to clinch top place. 12 contestants tossed for Class A singles honors and 20 tried to put a ringer around the Class B crown. 13 teams entered the doubles contest. The tournament was sponsored by the Detroit Ethyl Society and Sports Chairman Rex Closson scheduled the play-offs.



Ruth Gallaway, BB correspondent for the Central region, is secretary to Jim Boudreau, Central region manager. Ruth is a native of Michigan; she was born in Adrian, graduated from the Tecumseh High School and attended Cleary College in Ypsilanti. During the war, she worked for the Higgins Engine Co. in New Orleans, La. After two years she traveled north again and in 1945 joined Ethyl's Chicago Sales office as a secretary.



Nan Herning covers activities of Finance, Purchasing, Tech Service and the File Room at the Detroit labs. Born in Michigan, Nan went to high school in Detroit then attended Purdue. She joined Ethyl two years ago and works in Tech Service Engine Development. Nan and her husband and daughter, 5, have just moved into their own new home and she's still unpacking. When she has time she likes to play bridge.



Bob Mescher of Detroit covers Automotive Products Research. Veteran of 22 years of Ethyl service, Bob helped move the lab from Yonkers to Detroit. Since 1935 he's been setting up special equipment in the dynamometer section. An expert at pitching horse-shoes, Bob's special hobby is helping the veterinarian for Detroit's Mounted Police. He also likes to sit in on Criminal Court proceedings. Bob is married, has two daughters.

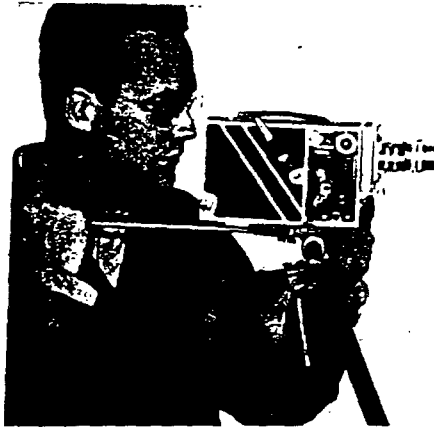
Know Your BB Reporter

Jim Donohue reports on news of the N.Y. Tax office. He's a native New Yorker & attended City College of N.Y. and Fordham U. After 5 years in the 8th Air Force, he joined Ethyl-Dow and worked for a year at the Kure Beach, N. C. plant before coming to N.Y. as an account analyst. In May he was transferred to the Ethyl Tax department. He's now taking graduate courses in accounting at NYU nights. Jim & his wife live in N.Y.C.

Carol Simcock, a Detroit who went West, sends in the news from the San Berdu Engineering Research lab. Born in New Boston, Mich., Carol received her B.S. from Michigan State and worked at the G.M. Proving Grounds before joining the Dynamometer section of the Detroit labs. In 1946 she was transferred to San Berdu. She is now secretary-treasurer of the S.B. Ethyl Society. For a hobby she does leather carving.

Alice Lahn keeps BB posted on news of Ethylites on the 36th floor of the Chrysler building. Before coming to Ethyl in 1946, she was credit manager at Harcourt, Brace & Co. She is now secretary to Ollie Jones, manager of customer services. Born and educated in New York, Alice has always wanted to travel, but not by subway! She occasionally helps the New York Consumptive Relief League & enjoys swimming & the theater.





Loren Knowles sets his camera for action.
Right: Part of his collection of press passes.



Photo Finish

Ever strained to see the kick-off from a seat on the 5-yard line, or tried to watch a basketball game from behind the backboard? Loren Knowles, of the Detroit Chem lab, figured out a way to avoid those seatholders' problems—he's made a hobby of sports photography.

A former athlete, Loren has been

taking movies and still photographs of sports since 1938. He sees more games that way and finds his lens-eye view especially interesting. Recently, he has specialized in taking motion pictures of sports events for various athletic teams and clubs to use in reaction-timing of players, self-criticism and play analysis.

Loren's camera caught this track star in mid-air. Below: action on the basketball court.





We Greet...

Marjorie Frascella . . . statistical typist, N.Y. Finance . . . the framework she's looking at is the United Nations building now under construction on the East River . . . Brooklyn-born and educated, Marjorie has a son, 5.

John Jones . . . mechanical engineer at the Yonkers lab . . . B.S. in M.E. from Columbia U. . . formerly with The Texas Co. . . plays the violin . . . he & wife Ruth celebrated their 4-months' anniversary on Nov. 2.



Gilbert de Malvilain . . . machinist at Yonkers . . . born in San Juan, P.R. . . graduated from high school in N.Y. . . Air Forces award for designing & building special tools . . . hobby: plastic fabrication . . . married; son, 2.

Margie Stinson . . . Accounting typist, at Detroit labs . . . attended Miami U. in Fla. and Frances Shimer Jr. College in Ill. . . returned to her native Detroit & worked for the Red Cross . . . hobby: collecting china.



Clara Mara . . . accounting clerk at the Detroit labs . . . native of Toronto, Canada, where she attended Jarvis High School . . . formerly with Ford Motor Co., Dearborn, Mich. . . Clara and husband Murray live in Detroit.

George Ecke . . . Detroit labs chemist . . . received his B.S. from Carnegie Tech in his hometown of Pittsburgh, Pa. & his Ph.D. from Penn. State . . . worked in Calif. for Shell Development Co. . . hobby: fishing.



Wallace Lane . . . Yonkers lab technician . . . native New Yorker . . . received his mechanical engineering degree from NYU . . . Army Air Force veteran . . . belongs to A.S.M.E., Tau Beta Pi and Pi Tau Sigma . . . likes tennis, golf.

Edgar Erskine . . . Central region field engineer . . . Iowan by birth . . . ex-Marine aviator . . . played football for Purdue . . . B.S. from Indiana U . . . member Sigma Alpha Epsilon, American Legion, Indianapolis A.C.



On Wings of Mendelssohn

Patricia Henry, a crystallographer in the Analytical department at the Detroit labs, became Mrs. Jay Bunker on September 17 at 11 a.m. in the St. Catherine Chapel of SS. Peter and Paul Church in Detroit. After the ceremony, a wedding breakfast and reception were held at the Whittier hotel. The couple took a wedding trip to New York and Boston.

Marjorie Lyons, a switchboard operator in the N.Y. office, became the bride of Emanuel See on September 2 at Armonk, N.Y. Dot Campion, who works with Marjorie, was maid of honor. Marjorie's Ethyl friends presented her with a toaster for her new home in White Plains.

Marion Mecoli, who is in Automotive Research at the Detroit laboratories, was married to Harold Pheister at Our Lady of LaSalette Church in Detroit on September 24. For their wedding trip, Marion and Harold travelled through northern Michigan.

Ross Stevenson, of Detroit Chem-



Marion Mecoli Pheister

ical Engineering, married Barbara Lenox on October 15, 1949. Ross and Barbara took a wedding trip through the New England States.

Frances Ward, secretary to Assistant Chief Accountant Earl Currier,



Bride and groom, Marjorie and Manny See (on the right) with Frederick See and Dot Campion

San Berdu's recent bride, Marjorie Poindexter Allen, was guest of honor at a coffee hour party on September 20. Lab Manager Bill Schulze presented Marjorie with a set of four of her dishes as a gift from her Ethyl friends. Around the table from left are: Ernie Goodman, Claude Guinn, Bill Schulze, Marjorie and Adeline Nugent. Standing in back are Jim Bay and Virgil Allred.





Frances and Ben Norz

and Ben Norz, formerly of N.Y. Accounting, were married on September 24 at the Holy Name Church, Brooklyn. Following the ceremony about 100 guests attended a reception held at the Chanticleer. Fran and Ben spent their honeymoon in the Poconos. On September 22, Fran was honor guest at a luncheon at Chandler's restaurant. On hand with best wishes were: Helene Barclay, Ethel Dieckman, Helen Furey, Trudy Horstmann, Genevieve Morgan, Peggy Quinn, Dorothy Rogan and Vally Tujague. The couple received an electric roaster from their Ethyl friends.

Recent Arrivals

DICK and MRS. BOTHWELL—a son, Charles Nicholas, born September 29 at New Grace Hospital in Detroit. Weight: 9 lb. 14 oz. One sister, Nancy; two brothers, Michael and Richard. Dick is a dynamometer operator at the Detroit labs.

DAVID and PERSIS DePREE—a daughter, Kathryn Joy, born September 15. Weight: 8 lb. 9 oz. A sister, Susan. Dave is a Detroit research chemist.

GLEN and HELEN GRANT—a son, Glen Douglas, born September 14. Weight: 8 lb. 5 oz. A sister, Carol, 6½. Glen is a Western region fleet engineer with headquarters in Seattle.

HERB and CAROLINE GREEN—a daughter, Carolyn Elizabeth, born September 30. Weight: 8 lb. A sister Francelia, 7 and a brother Herbert, 5. Pop is in the Detroit Analytical section.

JACK and JEAN PRUITT—a daughter, Jean, born September 28 at the Kentucky Baptist Hospital in Louisville,



Undisturbed by pop's flash bulbs, Jean Pruitt doesn't mind having her picture taken one bit.

Ky. Weight: 9 lb. 7½ oz. A sister, Louise, 5; a brother, Richard, 2. Jack is a Central region representative.

LAUREL and PHYLLIS WILKINSON—a son, Douglas Albert, born September 21 at Florence Crittendon Hospital in Detroit. Weight: 6 lb. Wilkie is chief boiler operator at Detroit.

THE WOMAN'S PAGE



Christmas is coming soon, and your family and friends will be especially pleased with gifts you make yourself. Just write to BB for free directions for these easy-to-make gifts. For friends who like to entertain, crochet these six-inch doilies (above).

GIFTS TO MAKE

Unusual cookies can serve as decorations or gifts. Make these with cut-out parchment patterns which can be washed and used many times.

Printed plastic makes a practical and attractive set of lingerie cases for pajamas or nightgowns, slips, and hosiery and gloves.

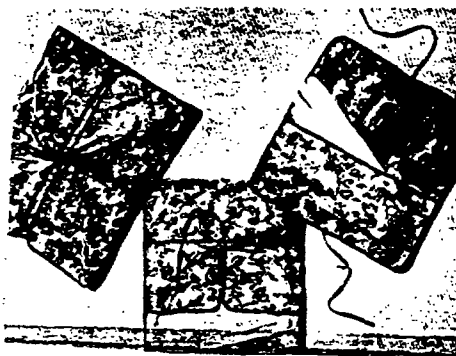


Fringed burlap substitutes for table linen in this place mat embroidered with herringbone and running stitches in red, green and blue.



Knit matching socks for the couple who like to go hiking or golfing together. Both pairs have diamond patterns in three tones of yarn.

Photographs courtesy of Brer Rabbit Cookies & National Needlecraft Bureau



John Schaefer Announces IRI Award

John Schaefer, president of the Industrial Research Institute and Ethyl vice president, presided at the Institute's annual fall meeting held at the Edgewater Beach hotel in Chicago on October 10, 11 and 12.

The Institute, organized in 1938, has a membership of more than 100 companies with research staffs totaling over 25,000 persons. It strives to 1) promote improved management of industrial research 2) develop an understanding of research as a force in the life of the nation and 3) promote high standards in the field of industrial research. To help accomplish these goals the IRI makes an annual award for "outstanding accomplishment in leadership or management of industrial research which contributes broadly to the development of industry or the public welfare."

This year's award goes to Dr. Frank B. Jewett, for many years vice president of the American Telephone and Telegraph Company and former president of the National Academy of Sciences. Announcement of the award was made by John Schaefer at the closing session of the meeting. Formal presentation of the medal will be made at an Institute dinner in April.

Ethyl Men Attend Safety Congress

Safety leaders from all over the country spoke at the 37th National Safety Congress and Exposition held in Chicago on October 24-28. Keynote of the meetings was the National Safety Council's slogan: "Be careful . . . the life you save may be your own." NSC consultants were on hand to give suggestions on supervisory training, employee training, use of technical data and selection of safety material and training aids. Films and exhibitions gave information on the latest equipment for health, hygiene and safety.

Ethyl men attending the sessions included **Ollie Jones**, manager of customer services, and **Ellis Locher**, assistant safety manager, both of the N.Y. office, and a seven-man delegation from Baton Rouge. In the group were: **Jim Bergin**, TEL Operations department; **Carroll Hebert**, safety supervisor; **Ripley Holcombe**, Ethyl Chloride Operations department; **Henry Houdart**, TEL Operations department; **John Klock**, TEL-Sodium Maintenance department; **Ossie Marrs**, Ethyl Chloride Maintenance department and **Dan Read**, safety engineer.

* * *

Be careful . . . the life you save may be your own.

Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Renfroe, J. T. Stephenson (photographer); Chicago: Ruth Gallaway; Dallas: Ann Selfridge; Detroit: George Betker, Margaret Dullinger, Fred Green (photographer), Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl.

ETHYL BULLETIN BOARD

by and for Ethyl employees

*Published by the Ethyl Corporation, 405 Lexington Avenue, New York, New York;
Edward L. Shea, President; Stanley T. Crossland, Vice-president and Treasurer
Richard M. Page, Secretary.*

Marceline Marquis, Editor

No Free Lunch

There is a fable about an ancient King, who, troubled by the economic woes of his people, called upon the economists of his kingdom for advice. Confused by their conflicting theories and counsel, he commanded them to prepare a short and simple text on economics for him. After many months, they brought him many volumes replete with charts and graphs.

In fury, the King banished half the economists and commanded the other half to produce a text which he could understand. One after another they made reports that went over his head, and one after another they went into exile. Finally, all but one economist was gone.

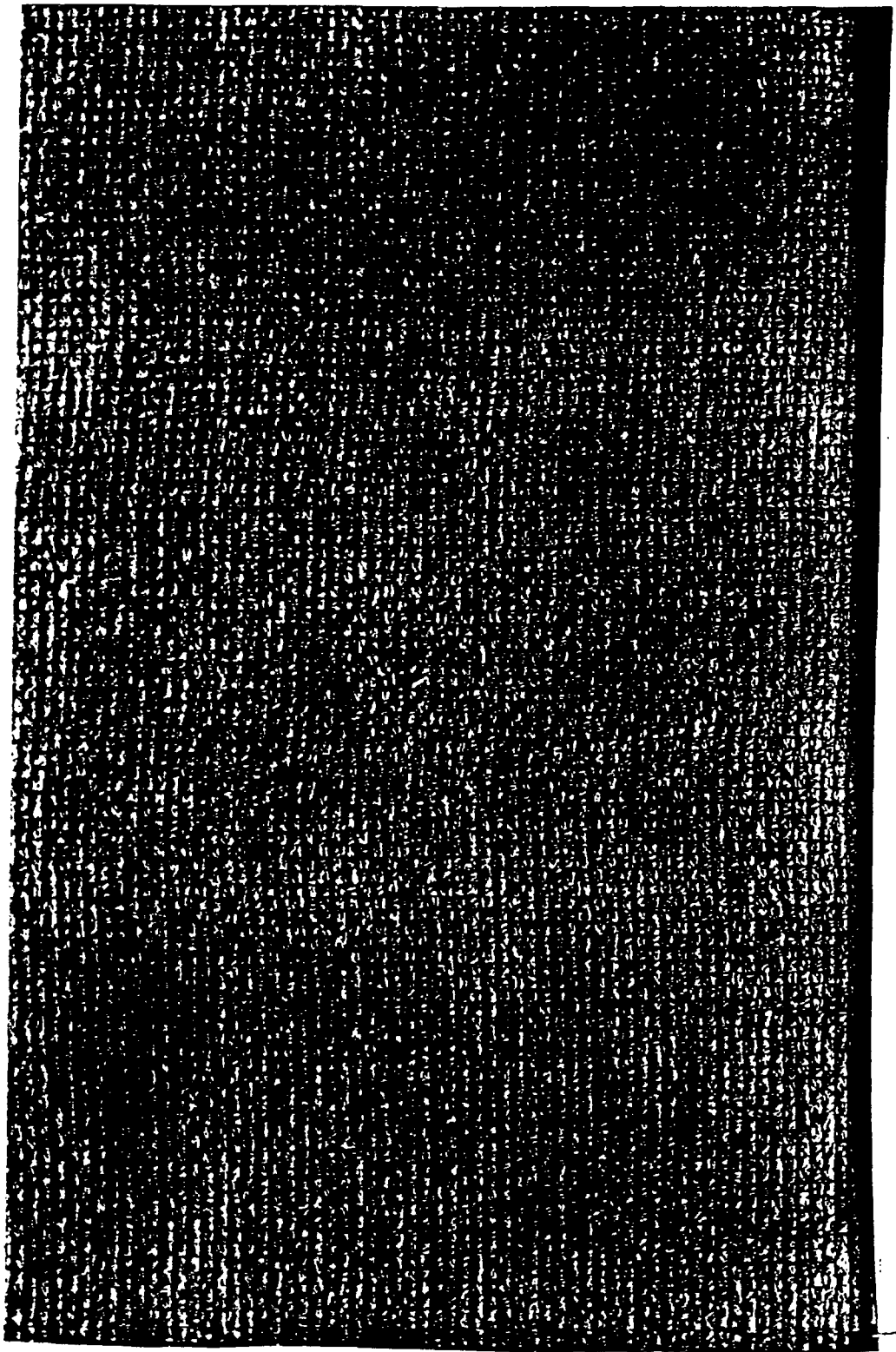
In fear and trembling, this last economist appeared before the King.

"Your Majesty," he quavered, "I have reduced this subject of economics to a single sentence. In nine words, I will reveal to you all the wisdom to be distilled from all the economists who once practiced in your realm: 'There is no such thing as a free lunch.' "

Those nine words are still sound economics. They can be applied to many more things than lunch. In our complicated world, it is sometimes difficult to see how we pay the bill. But none of us ever gets anything for nothing. If we allow ourselves to forget that simple fact, we are likely to be confronted with the bill just when we are least prepared to pay. And the bill may be made out in such unexpected and unpleasant terms as higher taxes, higher prices, or even fewer jobs.

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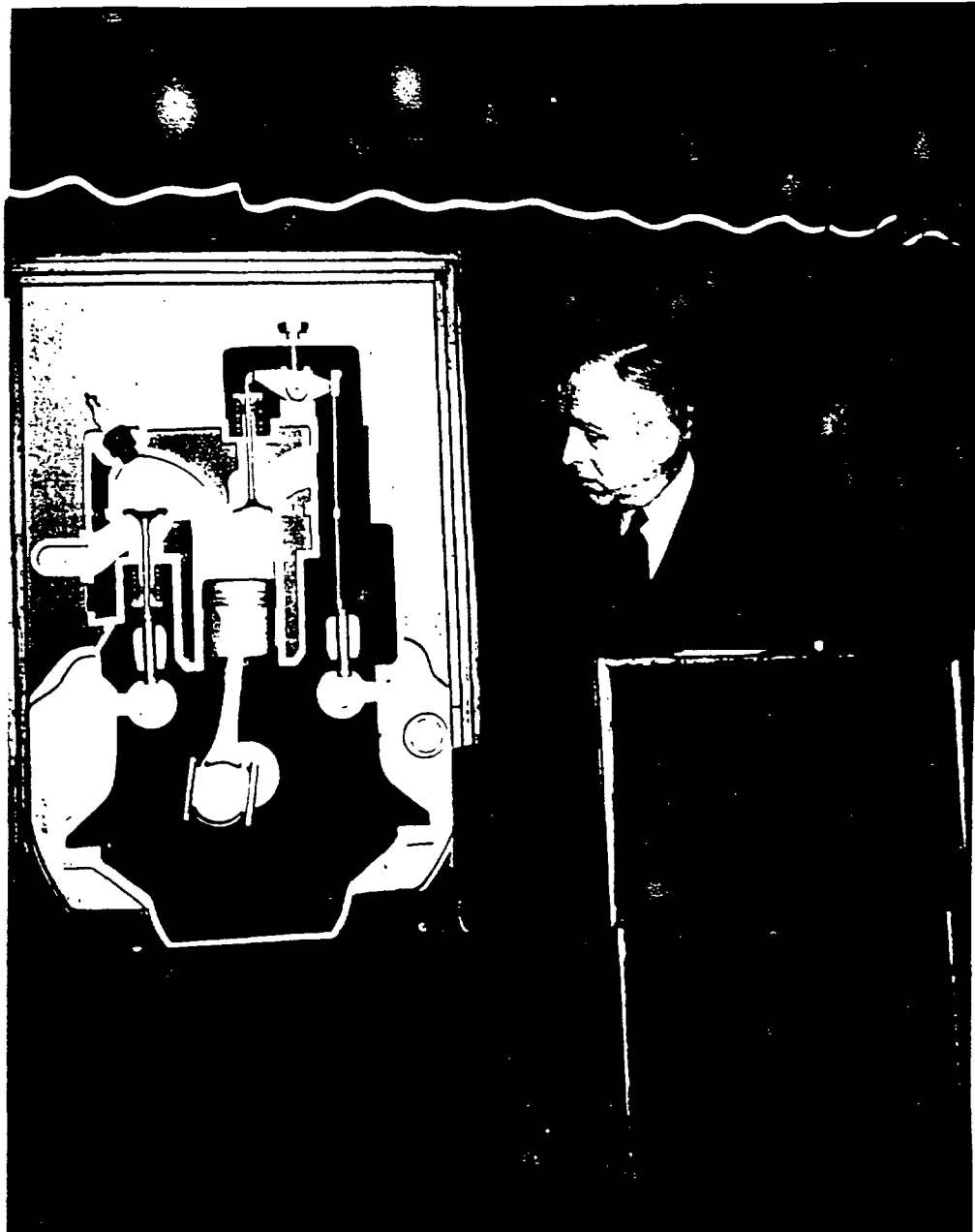
ETC 12462

THE SOUTHERN BOARD

DECEMBER, 1949



Board Meets in Baton Rouge (See page 6)



Jim Boudreau, Central regional manager, explains the value of high compression during a demonstration of the Product Sales Clinic. This unique clinic, which was designed and built by the Central region, shows in detail all the essential parts of an automotive engine. Through the use of a black spotlight in a darkened room, and cutaway engines with luminous moving parts the action of the various parts is clearly and dramatically shown. Four Ethyl engineers take part in the presentation of the show, explain the demonstrations, and tell how certain parts of the engine affect fuel consumption and engine performance. Highly interesting and informative, the clinic was planned as a service to customer companies to give them a better understanding of the complexity and variety of engine problems and their causes.



The election of Joe Costello as a vice president of the Company was announced by Mr. Shea at a luncheon in New York on December 13. Former President Earle W. Webb was present and said a few words in honor of Joe's election and his 20th Ethyl anniversary. Vice President John Schaefer presented Joe with a certificate of award and service emblem. Pictured clockwise from left are Russ Weston, Bill Turnley, Herb Savage, Ed Gresslin, Jud Biehle, Tom Ronan, By Turner, Julian Frey, Stan Crossland, John Schaefer, Mr. Webb, Mr. Shea, Joe Costello, Sam Wagner, Dick Page, Mac Murdock, Graham Edgar, Jim Boudreau, Dick Murphy, Andy Anderson, Harry Kuhe and Curt Holton (back to camera).



Joseph A. Costello Elected Vice President

With the election of Joe Costello as vice president by the board of directors on December 12th, Mr. Shea has announced other organization changes in the Manufacturing department, where Joe formerly held the

post of assistant general manager. John Schaefer, vice president in charge of manufacturing, is returning to the New York office. B. Bynum Turner has been appointed general manager of manufacturing in charge

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BULLETIN BOARD—DECEMBER

of all Ethyl activities in Baton Rouge. Clint Bond will continue as resident manager, in direct charge of plant operations.

Joe Costello, newly-elected vice president, will direct coordinating and planning activities for the entire company, a post for which he is eminently qualified because of his long experience in positions of responsibility in the Sales and Manufacturing departments.

Starting with Ethyl in 1928 as a field representative in the state of Pennsylvania, Joe became assistant division manager in the Baltimore office in 1935, manager of the Atlanta division in 1937 and manager of the New York division in 1941. During the war he served as a technical expert with the Petroleum Administration for War and received high praise for the contribution he made to the success of the Petroleum Industry in meeting wartime fuel requirements.

Upon his return to Ethyl in the Spring of 1944, Joe was named to the position of assistant general manager of manufacturing and traffic, which he held up to the time of his new appointment.

Joe was born in Scranton, Penna., was graduated from Penn State with a B.S. in engineering in 1925. His pre-Ethyl jobs, he says, were "too long ago to mention."

John Schaefer moved his headquarters from New York to Baton Rouge in 1947 to take charge of all Company operations there and now returns to New York, where as a vice president and director he will continue to direct all manufacturing operations. John, who was elected a vice president of the Company in 1943,

joined Ethyl in June of 1926 and became manager of manufacturing and traffic the following year. A native of Buffalo, N. Y., he received his B.S. from the University of Delaware in 1925 and a Master of Science degree from Massachusetts Institute of Technology in 1926.

He is on the executive committee of the Company and is a member of the board of directors. He is also a director of the Ethyl-Dow Chemical Company, president of the Industrial Research Institute, and a director of the Baton Rouge Chamber of Commerce, The Lead Industries Association, and of the Louisiana Safety Association.

By Turner joined Ethyl in Baton Rouge in February 1946, and has served during the past two years as coordinator of the expansion program. He entered the petroleum business in 1933 at Humble Oil Company's Refinery at Ingleside, Texas. In 1936 he was transferred to Humble's refinery in Baytown, Texas and six years later was placed in charge of the technical staff of the refinery's butadiene plant. In 1945 he was on leave of absence in Washington, D. C. where he was associated with the Rubber Reserve Company as head of the butadiene-from-petroleum section. After his return to the Baytown refinery, he served as assistant head of the technical service division until coming with Ethyl. A native of Texas, he was graduated from Rice Institute with a B.S. degree in chemical engineering.

Clint Bond came to Ethyl as manager of the ethyl chloride division and was appointed Ethyl resident manager in 1943. A native of Tangipahoa Parish, he was graduated from L.S.U. in 1931 with a B.S. degree in

chemical engineering and for the following seven years was a chemical engineer for the Standard Oil Company of Louisiana in Baton Rouge. He is a member of the board of trustees of the Baton Rouge General Hospital and is also on the board of

directors of the Baton Rouge Port Development Association. He formerly served as vice president and director of the Baton Rouge Chamber of Commerce and also as vice president and director of the Baton Rouge Country Club.

You Can't Beat Nature

An eager hunter recently added his comments to the more than 2800 letters received from readers of the "Trade-Marks of Nature" advertisements. He had a simple request: all he wanted to know was the location of the filling station where all the ducks and geese fly around the gas pump. He had seen the Ethyl ad (right) in the November 26 issue of the *Saturday Evening Post* and reasoned that the birds must fly around every day because the service station attendant wasn't even noticing them. If we would please let him know where this hunter's heaven was, he wanted to take along his shotgun and plenty of shells.

Unfortunately, the Advertising department could not reveal this choice hunting spot, but it's no secret that these nature pages are currently attracting 30 per cent more readers than when the campaign started in January 1948. By the end of the year, a total of 50 advertisements will have appeared in the "Trade-Marks of Nature" series. Magazines now carrying Ethyl advertising have a combined total circulation of more than 21 million per month. Included among



these publications are the *Saturday Evening Post*, *Look*, *Life*, *Time*, *Country Gentleman* and *Collier's*.

We're glad to hear from our friend the hunter, but sorry we can't tell him where to set up his blind. However, if you're good at piecing together clues for photo mysteries, why not try your skill when you see this waterfowl page again in the January 7 issue of *Collier's* magazine.

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BULLETIN BOARD—DECEMBER

ETC 12467



Welcome—Steve Henry, far left, manager of plant and employee services at the Baton Rouge plant, and Cecil Morgan, on the right, vice president of Esso Standard Oil Company, welcome directors F. A. Howard, R. T. Haslam, W. R. Carlisle, and Mrs. Carlisle at the local airport.

Special Board Meeting in Baton Rouge

Shea and Kettering Speak

At a special meeting of Ethyl's board of directors held in Baton Rouge October 27 and 28, the board members surveyed the results of the \$40,000,000 plant expansion program just completed, and considered plans for the addition of a few more facilities and equipment needed to put the plant in tip-top shape.

It is the first time the board has ever held a meeting at the plant, although, of course, various members of the board have visited there from time to time. During their stay, President Edward L. Shea and Charles F. Kettering, Ethyl's first president, and other directors were heard by plant management in informal "off-the-cuff" talks.

Over 300 attended the regular meeting of the Management club on October 25, when Mr. Shea discussed the place of foremen in Ethyl's future business. He thanked them for the excellent job they are doing, emphasized the importance of their jobs as key men in the organization, and pointed out the value of sound human relationships between supervision and employees.

When you develop good human relations, he said, you get effective team work. A basic responsibility of supervisors and foremen is to get people "to work *with* you rather than *for* you. In the first case," said Mr. Shea, "you ask a person to do something. In the other you merely tell

him to do it. You can see how the approach makes all the difference in the world.

"You know, I am the foreman or supervisor of a group, too. In my case, as in yours, the most important job assignment is to bring out the best in the men who report to me. That job is more difficult today, no matter what size group you have charge of, than it was when I first went to work in a refinery just before the first World War.

"In more recent years, we have learned a lot about supervision. We have learned to pay greater respect to the dignity of the individual. We have learned that if we treat him as we would like to be treated we will have a much better man on our team than if we just tell him what to do."

There is not the great difference that some people may think, Mr. Shea said, between the job of Ethyl's president and the job of foremen. The main difference between a foreman's problems and the president's problems is just a matter of timing, he stated.

"The farther you get away from the immediate operation of a plant the

fewer day-to-day problems you get, and the more year-to-year problems you have to settle," he pointed out.

"You, as a foreman, have to consider what your organization is going to do tomorrow and the day after and next week, and I am forced to consider what the organization is going to do over the next several years. And if some of you want to really stick your neck out, just try to agree on a few of the basic assumptions that one has to make to look at any business for a number of years ahead."

At a dinner and reception given for the board at the Heidelberg hotel in Baton Rouge on October 27, Mr. Kettering told members of the Manufacturing staff that the youth of today has unlimited opportunities in business and industry. Vice President John Schaefer, who presided at this dinner, paid highest tribute to all the men and women throughout the plant who helped make the early completion of the expansion program possible. He emphasized the importance of the fine teamwork that was shown in the face of many difficulties, and said the directors, in their tour of the plant, had achieved a real appreciation of

Bynum Turner, newly-appointed general manager of the manufacturing department, Hubert Wax, of the Industrial Engineering section, Ashford Simes, of Development and Mel Hudgins, maintenance superintendent, enjoy the humor of President Shea's remarks. The picture was taken during the special session of Ethyl's Board of Directors held in Baton Rouge late in October.



the size of the job and the responsibilities involved on the part of the plant personnel.

"Boss Ket" hailed the November completion of the plant expansion program as a typical example of initiative and enterprise shown by American business and industry. Predicting unlimited opportunities in this country in all fields, he said:

"There are no fixed destinations for business and industry. There is no end in sight if we only look ahead and move ahead. The human animal is the only animal in history which has never been satisfied with the world as he finds it. I see no reason to conclude that human nature is going to change."

In the case of Ethyl Corporation, he said the Company has given more to the public than motorists have paid for premium gasoline. He estimated that motorists have saved at "least a billion dollars" in added car power by the use of premium fuels, which have

been an important factor in conserving the nation's petroleum resources.

Forecasting further progress, Mr. Kettering said: "At Ethyl and in the oil industry, and in the automotive industry, we have not reached our ultimate expansion by any means at all. There are all kinds of opportunities ahead of us, and ahead of the young men of today. There is no limit to where this country can go."

Frank A. Howard, Ethyl director, retired Standard Oil executive and first to serve as a vice president of Ethyl Corporation in its early years, described the Company as "an outstanding example of a modern chemical industry."

Other board members who attended the special meeting in Baton Rouge are: Stanley T. Crossland, Ethyl vice president and treasurer; R. T. Haslam and W. R. Carlisle, of Standard Oil Company; and C. L. McCuen of General Motors.

Ethyl Wins Americanism Honor

Award of an honor medal to Ethyl Corporation for its Americanism training program was announced on November 25 by the Freedoms Foundation. In a telegram to Baton Rouge, Kenneth D. Wells, executive vice president of the Foundation, informed Vice President John Schaefer that the 1949 official awards jury had selected our Company from nation-wide entries in the special awards category. Presentation ceremonies will be arranged in Baton Rouge during February.

The Freedoms Foundation is designed to build and create an understanding of the spirit and philosophy of the Constitution and Bill of Rights.

With headquarters appropriately located in Valley Forge, Pa., the organization seeks to inspire love of freedom and to inform and enlighten the American people toward a better understanding of their individual responsibility in this republic. Credo of the Foundation is the monument to "The American Way of Life," which appeared in the April *Bulletin Board*.

Heading the 1949 Judging Committee was Dr. Harold Stassen, president of the University of Pennsylvania. He was assisted by an award jury of 21 men and women representing leading service clubs, patriotic societies and state judiciaries.

Football and Fulton Win Friends for Ethyl

When Ethyl Corporation decided to sponsor the Louisiana State University football broadcasts during the 1949 season just ended, the Company had two goals in mind. Vice President John Schaefer explained them in his kick-off speech on the first broadcast September 24.

"In addition to bringing the radio audience an enjoyable word-picture of LSU games," said he, "it is Ethyl's goal to give listeners a better understanding of the things Ethyl and its employees are doing to earn their place in the community, the state and the nation."

A letter recently received by President Edward L. Shea from the president of the Baton Rouge Chamber of Commerce, J. W. C. Wright, Jr. indicates that the broadcasts were a success and our aims were accomplished. Reading the letter made us right proud of Ethyl and we are reprinting it here because we feel that you'll be interested to know how highly the people of Baton Rouge regard the Company we work for.

"Made of Louisiana products, made by over 3300 citizens of Baton Rouge, made for the people of America. . . . This statement so proudly presented by Ethyl's LSU football announcer, still rings in the ears of America.

"This theme so oft-repeated and supplemented with factually sound commercials could not have been more complimentary of Baton Rouge and its people, had the Chamber of Commerce, itself, written the script.

"We want you to know that Baton



Kendall May, of the TEL area, and Wallace Armstrong, of Baton Rouge Manufacturing, discuss broadcasting techniques for LSU games with Sportscaster John Fulton and Announcer Bob Searce at a Management club meeting.

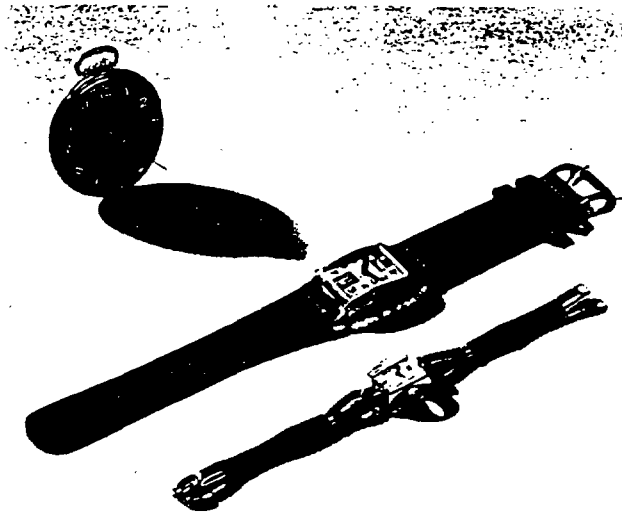
Rouge is not proud of Ethyl only because of the important economic role it plays in our capital city: Baton Rouge is just as proud of Ethyl's expressed and demonstrated leadership in our community's development.

"In Baton Rouge, your officers are receiving eloquent praise for their wise public relations program in giving such nationwide publicity to the capital city of our state as well as to Ethyl, in these football broadcasts.

"We are proud to claim the Ethyl Corporation as a citizen of Baton Rouge and want this partnership to continue for a long, long time."

The statements about Ethyl and our products which Mr. Wright refers to were made by Sportscaster John Fulton between his description of the 10 LSU games played this season. Mr. Wright's letter is one of the hundreds of complimentary letters received from listeners throughout 40 states.

25-Year People To Be Given Watches Under Revised Service Award Plan



Pictured above are the Hamilton watches that will be given to all 25-year employees in recognition of long and loyal Service. Men may have their choice of the Bruce pocket model, or the Brock, wrist model, and women may choose either white or yellow gold in the Greta model.

With the presentation of Hamilton watches this month to employees who have 25 years of service credit with Ethyl, the Company will inaugurate a change in the Service Award Plan. The change was made upon the recommendation of the Employee Relations Committee and the approval of President Edward L. Shea.

Ethyl's Service Award Plan was established in June of 1936, as a means of giving recognition to employees in appreciation of long and loyal service. The Company presents to each employee who has completed five years of service credit a Certifi-

cate of Award and a Service Award Emblem. The Service Awards are in the form of a gold emblem with the word "Ethyl" in a black triangle in the lower corner of which is the numeral "5" against a yellow background. Around the lower border of the Emblem appear the words "Ethyl Corporation." At each successive five-year milestone, another Certificate of Award and Service Emblem are given. The basic design of the Emblem is varied by the color pattern: "10" years against a green background; "15" against orange; "20" against blue; and "25" against red.

In addition to the Emblem, 25-year people will now receive an inscribed gold Hamilton watch—"the watch of railroad accuracy." The men will have a choice of the Bruce and the Brock models (one is pocket and one wrist style), while Ethyl women may choose between white or yellow gold in the Greta model wrist watch.

Under the revised plan, a diamond will be added to the center of the Emblem's top border at 30 years and "30" will be inscribed in the lower corner of the triangle against a red background. For each additional five years, an extra diamond will be added in the top border and the numeral will be increased appropriately.

Employees who have already chalked up 25 years of Ethyl service credit and comprise the first group to receive watches are: L. W. Armstrong and Harry A. Demouy, of Baton Rouge; Vice President Graham Edgar, of New York; William C. Goode, of Baton Rouge; Charles "Pat" Harding, of Detroit; Corinne Hill, of New York; H. B. Hunt, of Baton Rouge; Robert L. Jordan, of the Southern region; Medical Director Robert A. Kehoe, of Cincinnati; William King, of Baton Rouge; Harry Mack, of the Central region; Victor W. Mertes, Charlie E. Phillips, John V. Schmitt, Leonard H. Tomlin and Marvin L. Westbrook, all of Baton Rouge.

Seven Years Later And Ads Still Pulling

Who says the reader forgets what he sees in a magazine as soon as the next issue appears? Our mailbox proves that the public often has a long memory.

Take our "What's in a Name?" advertising campaign. Way back in September 1941 the first ad told a nation-wide reader audience what the name "Ethyl" meant in the way of quality and performance, and offered the "What's in a Name?" booklet upon request. The last ad in the series appeared in February 1943, almost seven years ago. Yet we are still

receiving requests for the booklet.

A New England motorist recently asked us for a copy, then told us about her "old, old, very old Oldsmobile." This venerable vehicle, she tells us, runs at its best "only when using 'Ethyl'." She reports that once, in a pinch, when she had to use an inferior gas, she suffered as much as the car from listening to its knocking motor.

To the gracious and intelligent lady, we sent a copy of the booklet with our thanks for remembering and always using "Ethyl" gasoline.

Remember all the 1949 Ethyl activities? You can be sure to have the whole story by ordering bound volumes of the *Ethyl News* and *Bulletin Board*.

The price is still only \$2.30 for the B. B. and \$2.65 for the *News*—with your name imprinted in gold on the cover. Just write a check to Ethyl Corporation, and send it to our Publicity Office, 405 Lexington Avenue, New York 17, before January 30.

About People



Cap Hall, an assistant coordinator in Detroit, was co-author of a paper "Oil Ring Plugging—A Missing Link in Laboratory Tests," which was presented at the November 3-4 National SAE Fuels and Lubricants meeting in St. Louis, Mo. L. J. Test, of Atlantic Refining Company, was the other half of the writing team. At the same meeting, **Harold Gibson**, a Detroit labs coordinator, presented a CRC Committee report on "Engine Sludge and Varnish."

Carroll Hebert and **Dan Read** discussed safety problems in the home during a radio broadcast over Station WIBR on October 12. Carroll, safety director at Baton Rouge and president of the Pelican Safety Association, interviewed Dan, a plant safety engineer, on "Child Protection in the Home." Dan pointed out that there were 35,000 home accidents last year, and 1600 of these were injuries to children under four years of age from burns, scalds or explosions.

Joe Hopkins, Southern region field engineer, was one of the three clinic leaders at the fourth annual Oklahoma Petroleum Marketers clinic. Held in Oklahoma City on October 19, the clinic concentrated on training personnel, salesmanship and safety.

Members of the Refining Committee of the Rocky Mountain Oil & Gas Association discuss safety procedures during an October convention held at Casper, Wyo. From left to right are: Jack Cole, Western region safety engineer, who is the chairman of the committee; Howard Masters, of Skelly Oil Company; R. W. Bainter, of Frontier Refining Company; and Ollie Jones, manager of customer services, including safety. Jack also serves as a member of the Executive committee of the RMOGA.

Handling the latter phase of the program, Joe presented Ethyl's Fire Power Show.

Don Jennings, of Detroit Accounting, has been named treasurer and a member of the board of directors of the Ferndale Community Building Association. The Association has charge of the operation and maintenance of the city's club and recreation building.

Ollie Jones, manager of customer services including safety, is the author of an article "The Antiknock in Your Gasoline" which appeared in the November news letter of the New Jersey chapter of the American Society of Safety Engineers. The article tells how Ethyl Corporation has combined good safety engineering practice with the application of industrial and public hygiene principles in the manufacture and distribution of antiknock compounds.

Jasper Kobler, a supervisor in the sodium area at the Baton Rouge plant, was general chairman of the recent Garden Show given by the Men's Garden club in Baton Rouge. Entering the show for the first time last year, Jasper submitted several entries, won some prizes, worked long and hard helping to set up the show and take it down. As a result of his interest and varied experience, he was selected by the Garden club to plan and manage the 1949 show, and was featured in an article in the *Baton Rouge Advocate* titled "From Novice to Boss in Span of One Year."

Ellis Locher, assistant safety manager, was recently elected chairman of the Atlantic division of the National Safety Council's Petroleum Section. Ellis took over his new duties at the NSC's annual meeting held in Chicago late in October during the National Safety Congress.

Virginia McGuire, secretary to Corporate Secretary R. M. Page in New York, is an enthusiastic sailor and active in the Westchester Power Squadron Women's Auxiliary. A branch of the U. S. Power Squadron, the Westchester group was organized to promote safety on the sea among small boat owners. Virginia's co-workers heard about it last month when she was selling tickets to an armchair tour on November 18 with Mary Booth showing colored movies of her round-the-world cruise on the *Brigantine Yankee*. The Auxiliary sponsored the fund-raising program to support its sea safety classes for juniors.

Douglas Price, editor of the Baton Rouge *Antiknock*, was installed as president of the Y's Men's club at a

dinner meeting held at the YMCA Boys' club building on November 21.

Larry Sibson, a mechanic in Detroit Engineering, recently completed a course including lectures, movies and laboratory work on the latest methods of Diesel engine maintenance. Larry attended the Service School sponsored by the Detroit Diesel Engine Division of General Motors Corporation from October 3-14.

Gil Way, technical representative, has been busy speechmaking on the West Coast. On October 25, he spoke to the Engineering Group at West Coast University in Los Angeles. During the year he spoke at SAE meetings in Salt Lake City, Los Angeles and San Francisco and gave a talk at a seminar for graduate engineering students at California Institute of Technology.



Shift Key

John Fischer, Central region field engineer, has moved his headquarters from North Kansas City, Mo. to Toledo, Ohio.

Wilson Hancock, formerly in charge of Fuel Blending and Handling at Detroit, has taken over that job in San Bernardino. In addition, Wils will evaluate road performance of vehicles, make road octane number determinations and determine vehicular octane requirements.

Art Roberts, a safety engineer formerly with the Eastern region, has been transferred to the Central region. Art will continue his safety work with headquarters in Denver, Colo.



Relaxing between sessions are Jack Fuller, fuel technologist for the Central region, John Wintringham, associate director at the Detroit labs, and Charlie Kass, a rover boy. Below: Bo Weill, Western region sales coordinator and Sam Wagner, Western region manager, talk with David Day, of Richfield Oil Co.



Charlie Gambrill, head of the Analytical section, and Wheeler Lovell, associate director at the Detroit labs, talk with friends from the Bureau of Mines: Harold Smith, of Bartlesville, Okla. & John Ball, of Laramie, Wyo.



Ethyl Men

When the nation's oil men met last month in Chicago for the 29th annual meeting of the American Petroleum Institute, Ethyl was represented by members of the administrative, manufacturing and traffic, public relations, sales and research staffs.

At the general sessions they heard statesmen, economists and top-flight military and petroleum leaders discuss the broader aspects of the oil industry—its problems and its prospects. Forecasts of future demand for petroleum products were optimistic with a three per cent annual increase in petroleum operations predicted over the next decade—1950 to 1960.

In committee meetings and group sessions they heard and took part in discussions of various phases of the oil industry's operations in which our Company is particularly interested. The committee work was carried on in 105 scheduled meetings from which stems ever greater progress, efficiency and safety in oil industry operations and methods.

Ethyl men who take an active part in the work of some of these committees are:

PI Program

GEORGE CALINGAERT, associate director of research on manufacturing and chemical products—advisory committee on fundamental research on composition and properties of petroleum:

RALPH CHAMPLIN, public relations director—Oil Industry Information Committee, chairman of the subcommittee on employee materials:

RAY FALLER, manager of training—committee on training, Refining Division:

JULIAN FREY, general sales manager—nominating committee for the Marketing Division:

CHARLIE GAMBRILL, head of the analytical section at Detroit—committee on analytical research.

BILL HENRY, engineering and maintenance manager at the Baton Rouge plant—committee on refinery equipment, Refining Division:

OLLIE JONES, manager of customer services—chairman of the committee on tank cleaning, member of the central committee on accident prevention, the committee on disposal of refinery wastes, and the subcommittee on tank accessories and cleanouts:



Mac Murdock, assistant sales manager, and Jake Balzer, Southern region account representative, photographed with a part of the Ethyl exhibit. As a special side feature of the API meeting, the Central region's new Product Sales Clinic was set up in an exhibition room in a Loop office building and the show was presented for many customers who took advantage of the opportunity to see it. Also on display were some panels from the Customer Services show which has been touring the country for two years. The model blending plant shown here is part of that display.

Ethyl men from north, south, east and west get together for an exchange of ideas. They are Ted Littlefield, sales coordinator, Western region, Don Flynn, sales coordinator, Eastern region, Bob Mead, account representative, Western region, Larry Reis, account representative, Southern region, and Dolly Dollahan, account man in the Central region.



ELLIS LOCHER, assistant safety manager—tank cleaning committee:

GEORGE KRIEGER, manager of the sales of agricultural products—committee on agriculture:

WHEELER LOVELL, an associate director of research at the Detroit labs—chairman of the committee directing API Research Project No. 45 (see page 18) and an ex-officio member of the executive committee and advisory committee on fundamental research on composition and properties of petroleum:

JACK MACAULEY, research director—automotive research committee:

EDWARD L. SHEA, president—Board of Directors, the safety and public

relations committees of the Board, and the general committee of the Division of Refining.

Serving on district, state and local committees of the Oil Industry Information Committee are: HAROLD BERG, Southern regional manager; JIM BOUDREAU, Central regional manager; RALPH CLARK, manager of publicity and publications; JACK COLE, Western region safety engineer; DON FLYNN, Eastern region sales coordinator; BOB JORDAN, Southern region field engineer; HARRY MACK, Central region sales coordinator; JACK PRUITT, Central region account representative; and JACK WARNER, Southern region account representative.

Off Duty

Tulsa folk gathered for a picnic in Mohawk Park on October 8. Highlight of the day was a softball game which lasted almost a full inning "with scores in the hundreds." A homer hit by Lou Shank went into a neighboring barbeque pit & ended the game. Olive Huxtable, visiting from Chicago, used her Girl Scout know-how in building a barbeque fire over a live gas well. Top right: Softball players Joan Hendrick, Bill Childers, Irene Gray, Berta Lee Birkes and Glenis Dickerson await their turn at bat. Below: Charlie and Maybelle Rankin, Lou & Lillian Shank huddle.



Howard Hawkins (left) and Ed Hendrick keep their distance as Deane Birkes & Bill Cowley barbeque "burgers" from a Vigo Dogfood box (much to the consternation of guests). Bill & Vernice Childers coach from the sidelines (r.).



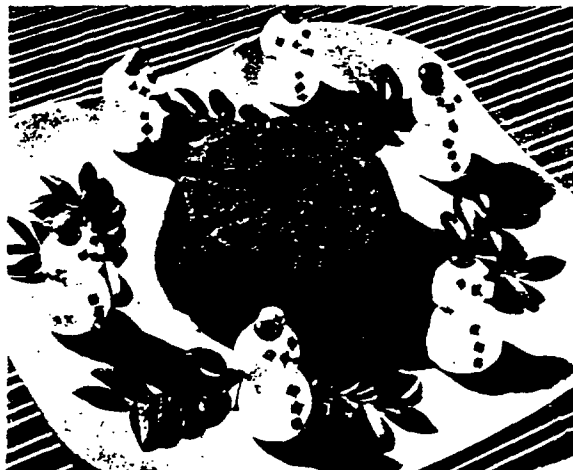
THE WOMAN'S PAGE

Christmas Trimmings

Hard sauce takes on a holiday air when it's formed into little snowmen ready to be served on top of steaming fig or plum puddings. While you're busy with the turkey and fixings, the youngsters will have fun making these amusing snowmen. Here is the recipe:

$\frac{1}{4}$ cup butter
1 cup confectioners' sugar
 $\frac{1}{4}$ teaspoon vanilla
18 whole cloves
6 round, flat, colored candies

Blend butter, sugar and vanilla. Form into 12 balls—six of which are $\frac{3}{4}$ " in diameter and six $1\frac{1}{4}$ " in diameter. For each snowman, place small ball on top of large one. Press three cloves into each small ball for faces and three cloves



Courtesy H. J. Heinz Co.

into each base for vest buttons. Make gay caps with the round, flat, colored candies. Chill until ready to serve the pudding, then place a snowman on each individual serving.

High in Flavor, Low in Cost

- At the holiday season it's especially hard to balance the food budget and every penny counts. Use extra egg whites to make meringues for puddings or pies; or a fruit whip with such fruits as apricots, prunes or apples; or boiled frosting.
- Because peanut butter is so high in fat, it can take over part of the shortening duties in breads, cakes, pastries and main dishes. For tasty drop cookies with peanut flavor, use peanut butter entirely in place of other fat.
- For a substantial scalloped dish, use cooked dried beans. Scallop the beans with tomato juice and bits of bacon, sausage links, or frankfurters.
- Combine peas with left-over vegetables and cooked or canned tomatoes. Bring the combination to a boil. Then pour it into a baking dish and cover with biscuit rounds. Bake in a hot oven (425°) until biscuits are brown.

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BULLETIN BOARD—DECEMBER

API Researchers Meet at Ethyl's Detroit Laboratories



Harold Gibson, research coordinator of motor fuels and lubricants, discusses the GM high compression engine with members of API Research Project 45. To Harold's right are: P. L. Cramer of General Motors; Prof. C. E. Boord, B. A. D'Alleva of General Motors, R. W. Walker, W. H. Bolinger and Dr. J. M. Derfer.

Members of the Ohio State University staff of API Research Project 45 visited the Detroit laboratories on October 17. Established to investigate gasoline hydrocarbons, the Ohio State group synthesizes these compounds and sends them to various research laboratories, including General Motors

and Ethyl, to be tested for knocking characteristics. Sponsoring the Ohio Researchers' tour of the labs were Wheeler Lovell, associate research director and chairman of the American Petroleum Institute committee which directs Project 45, and Harold Hesselberg, of Engineering.

After Hal Beatty, assistant director of research, welcomed the guests and told them about our research activities, the group toured the labs. Following lunch, the Ohio staff left for a similar tour of the General Motors Research laboratories.

Guides for the Automotive Products division were John Wintringham, associate research director, and Harold Gibson, research coordinator. Bob Kerley, associate research director, and Art Felt, head of the reciprocating engine section, described the work of the Aviation Products division; and Jim Hinkamp, research coordinator, and Ted Carron, of Chemical Engineering, explained the facilities of the Chemical Products division.

★ ★ ★

Baton Rouge Blood Bank

Recognizing the peace-time need for plasma and whole blood, members of the United Mine Workers local 12900 at the Baton Rouge plant are supplying blood to fellow members and their families through their own blood bank.

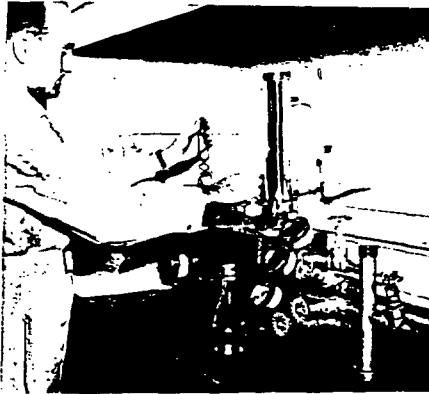
In a recent description of its operation, Union President Joe Stewart,

who works in the TEL area, said that the bank, established in 1947, now averages 15 to 20 donations a month. At a market price of \$25 a pint, this means that the bank is supplying, free of charge, from \$275 to \$500 worth of blood a month. Employees are reimbursed by the union for time off the job while giving blood to the bank.

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BULLETIN BOARD—DECEMBER

ETC 12480



Know Your BB Reporter

Ed Otto, deputy lab manager, reports news of the North Kansas City Gas Test lab. A Navy veteran, Ed is active in the Naval Petroleum Reserve. Present hobby: he and wife Dixie are redecorating their house in Liberty, Mo.



John Renfro, CFR engine operator at Baton Rouge, covers news of the Gas Test lab. He and daughter Linda, 13, are football fans from way back. Linda's grandfather, "Doc Fenton," was one of LSU's greatest players and John played half- and quarterback from 1927-1930. Nowadays he plays golf and works around his home which he designed.



Helen Sinclair keeps BB posted on news of the 39th floor, Chrysler building. Secretary to Ed Enoch, Helen was born in Brooklyn, went to school in Queens. She likes to cook, crochet and see Broadway shows.



Blanche Ash, BB reporter for Kansas City Sales, stopped for a picture during a vacation at Niagara Falls. Missouri-born and educated, Blanche joined Ethyl 16 years ago. Son Harold, 17, attends K.C. Junior College.

Ruth Moore sends in news of the 31st floor, Chrysler building. A native New Yorker, she worked for the government before coming to Ethyl in 1946. She and husband George live in the Bronx. Hobbies: knitting and fishing.





Milestones

Harry Kuhe celebrates his 20th Ethyl anniversary back in his native New York. After receiving his B.S. in Ch.E. from Wisconsin U., Harry studied in Europe, was a papermill chemist at Oconto Falls, Wis. and a ball bearing design engineer in Chicago. He joined Ethyl as a field representative in Indianapolis in 1929 and three years later was made assistant manager of the Tulsa division. During 1938 he was our sales representative in Mexico City. Returning to the States, he covered special assignments until 1940 when he became Seattle division manager. In 1946 he was appointed manager of the Chicago division, and later Central region operations manager. A year ago Harry established headquarters in New York as manager of the Chemical Sales division which handles salt cake, benzene hexachloride, and metallic sodium. He belongs to TAPPI, SAE, API and the Illinois Athletic club. Harry lives in Rye, N.Y. with his wife and son, 6.

Marguerite V. McDonald, one of the three Ethyl secretaries whose memories go back to the days when Ethyl's office was at 25 Broadway, celebrates her 20th anniversary with the Company. Starting in payroll work she progressed in 1937 to the position of secretary to Jay Goux, who, before he retired, was Assistant Secretary of the Company and in charge of the Order and Shipping department. As sales increased, Marguerite's responsibilities grew—she followed through on all orders, from receipt to delivery. Now as secretary to George Krieger, she is specializing in office administrative duties on the sales of benzene hexachloride. In addition, she gathers information on agricultural chemicals as reported in farm, financial and trade journals, for use in product and sales development activities. A native New Yorker, Marguerite graduated from the Wood Secretarial School. Her favorite extra-curricular activities include bridge, golf, swimming and the theatre.



Walter Rantanen, who is a chemist at the San Bernardino Gasoline Testing laboratory, joins the 20-year club. Born in Negaunee, Mich., he was graduated from Michigan U. After a year with General Motors Research Corporation in Detroit, he came to Ethyl. Starting at the Yonkers Testing laboratory, he later worked at our labs in Kansas City, Tulsa and Baton Rouge then went into the Army. After his discharge in 1943, Walter joined the staff of our San Berdu Test lab. His main hobby is traveling—each weekend he climbs into a bus or train and heads for some new place. He's also a collector of post cards, stamps and travel books and belongs to several exchange clubs. Walter has acquired special skill in figuring postal rates for sending post cards, packages and magazines to practically all parts of the globe. A bachelor, he lives in San Bernardino. He is a member of the American Chemical Society and the American Philatelic Society.



Russell Schnell, southern account representative, celebrates his 20th Ethyl anniversary this month. A native of Wisconsin, Russ was graduated from the U.S. Naval Academy in 1925 and started his business career with the Marmon Motor Co. His first Ethyl job was as a field representative in the Tulsa division. In 1936, he was brought to New York as assistant manager of safety. During the war, Russ served as a lieutenant colonel in the Army. For the last two years of his service he was in charge of the maintenance of all Army gasoline storage and dispensing systems in the continental U. S. In 1947, Russ was transferred from N. Y. to the Southern region as an account representative with headquarters in Shreveport. The Schells will celebrate their seventh wedding anniversary Feb. 1, 1950. For pastimes Russ enjoys "gin rummy and bridge . . . golf . . . and gardening, whenever my wife finds me at home not working on reports." He belongs to the Shreveport Country club, Naval Academy Athletic Assn., American Legion and the Reserve Officers Association.

Rounding out a decade of service are **ANDREW PALLAY**, of Detroit Research, and **WILLIAM POLACHEK**, Chicago fleet engineer. **WILLIAM RASMUSSEN, JR.**, of Detroit Research, received his five-year award.

Detroit Ethylites Lead In Ferndale Fund Drive

In the November drive of the Detroit United Foundation, Ethyl employees took the lead in the Ferndale industrial division with a contribution of \$2,776.50. This total represents an increase of 54 per cent over the donations they made in two separate drives last year.

Organized to coordinate the fund-raising efforts of Metropolitan Detroit health and welfare agencies, the United Foundation apportions all funds collected to 143 participating groups, including the Boy and Girl Scouts, the YWCA and YMCA, the

Michigan Heart Association and Cancer Foundation and Sister Kenney Foundation.

Herb Neal was chairman of the drive at the Detroit laboratories. His committee members included: Bill Adams, who handled publicity; Mary Carol Almen, Dick Beaubier, Edith Bryant, George Emery, Eleanor Eskola, Doug Ewen, Madelyn Hardy, secretary; Art Jennings, Andy Pallay, Bea Salisbury, Phil Savage, Chick Sortman, Herb Sumner, Lillian Whitman and Laurel Wilkinson.

Bulletin Board Correspondents

Baton Rouge: Douglas Price, John C. Renfroe, J. T. Stephenson (photographer); Chicago: Ruth Galloway; Dallas: Ann Selfridge; Detroit: George Betker, Margaret Dullinger, Fred Green (photographer), Claude Hoffman, Nan Horning, Bob Mescher, Claire Olsen, Alyce Peterson (photographer), Art Zeitz; Houston: Kathleen Finen; Kansas City: Blanche Ash, Edward J. Otto, Jr.; Los Angeles: Robert R. Mead; Mexico-Central America: Lynn Phillips; New York: Jim Donohue, Don Forsdick, Wilma Hansa, Alice Lahn, Ruth Moore, Helen Sinclair, Esther Stapley, Emily Whitfield; San Bernardino: Carol Simcock, James Terrell; Tulsa: Glenis Dickerson, Gladys Roney; Yonkers: Catherine Foster; Central Office, Gasoline Testing: Chris Bruhl.



Introducing...

Ralph Walters . . . a painter on the maintenance staff at Detroit . . . born in Valier, Ill. . . graduate of Northwestern High School in Detroit . . . Army Air Force veteran . . . favorite recreations are hunting and fishing . . . married.

Wallace Lesnick . . . chemist who does multiple autoclave work at Detroit . . . won his B.S. in Chemistry from Michigan U. . . Alpha Chi Sigma fraternity . . . Navy veteran . . . hobbies are fishing, boating and swimming.



Yvonne Smith . . . read the California Chamber of Commerce literature, left her native Seattle and is now a stenographer at San Bernardino . . . attended Wash. State College . . . ambition: take a tramp steamer to So. America.

Beverly Kimmel . . . stenographer at the Tulsa office . . . native Oklahoman . . . candidate for Engineers Queen during her senior year at Oklahoma U. member AAUW . . . amateur horticulturist & painter . . . married.



Elena Covellone . . . receptionist and PBX operator at Los Angeles . . . born in Providence, R.I. . . attended UCLA . . . served three years as a yeoman with the Coast Guard . . . worked for the Santa Fe RR . . . enjoys tennis & swimming.

Adeline Nugent . . . stenographer-clerk at San Berdo . . . worked in Illinois, then Oregon . . . has just arrived in California . . . member of the YWCA and San Bernardino Business, Professional and Industrial club.



Marian Clarke . . . of N.Y. Stenographic . . . attended Dominican Academy & Katharine Gibbs School . . . worked for Esquire, Inc. and F. X. Clarke & Co. before joining Ethyl . . . member Advertising club . . . likes dramatics.

William Adams . . . Detroit Public Relations . . . former editor Kaiser-Frazer Corp. employee publication . . . Michigan-born . . . A.B. in Journalism from Mich. State . . . Army veteran . . . his hobby is fishing . . . married, became father of six pound, 14 ounce Mary Lynn on December 6.



ETHYL'S YOUNGER GENERATION

With such leaders as **Ron Seymour**, at the right, guiding the activities of the coming generation, we can take an optimistic view of what lies ahead for America and its people. Ron is president of the student body at San Bernardino Valley College, and also president of the governing body of all California Junior Colleges. At their statewide student government conference held at Arrowhead Springs October 27-29, Ron was presiding officer. His pop is a mechanic at Ethyl's San Bernardino Research lab.



Joy Madeline Dixon, daughter of L. C. Dixon of the plant patrol force at Baton Rouge, won first prize in the junior high school division fire and accident prevention essay contest. An eighth grade student at Hollywood School, Joy Madeline listed in her prize essay many causes of home fires and gave rules for safety on the highway.

A NATURAL!

Charlie Kass, one of Ethyl's technical representatives, came into the Detroit labs on Monday, November 28 with that proud father gleam in his eye. Seems he had taken his 12-year-old son, Pete, bowling over the weekend and, on the third try, the lad bowled 180! With a score like that Pete could give stiff competition to many of his seniors!

Ed & Eddie—A Great Team

Although the season is over, Ed Lindsay, a mechanic at San Berdu, is still talking baseball. Ed, who managed the 1949 Lions club team for boys 12-14 and helped with the 14-19 group, is assisting the Optimist club this winter in their baseball clinic. During the three-months' clinic, major league players will give the boys professional advice on how to play each position.

Young Eddie played on the Lions club 12-14 team last year and even substituted on the older team. He wants to be either a big league ball player or an engineer. Ed, Sr. is also active in Cub and Boy Scout work.

Eddie Lindsay, youngest member of the Lions 1949 team, played short-stop and catcher. The team, managed by Ed, Sr., won the co-championship of the city Junior High league, and is brushing up on the fine points of the game this winter at the Optimist club clinic.



Of Hearts and Darts

Lena Kosko, of the N. Y. Statistical Research department, was married to Michael Moskal on October 22 at the Russian Orthodox Cathedral of the Holy Virgin Protection in New York City. Following the ceremony, a family reception was held at the bride's home. After a honeymoon at Hillside Lodge in the Poconos, the couple are now at home in Manhattan.

Ed Reeber, an accountant at Detroit, married Therese Anne Davitt on October 8 at St. Clare de Montefalco Church in Grosse Pointe, Mich. A wedding breakfast and reception were held at the Detroit Yacht club. Ed and Therese took a wedding trip through New York, Atlantic City,



Lena and Michael Moskal

Washington, D. C. and the Smokey Mountains. They are now living in Dearborn, Mich.

Recent Arrivals

Bright-eyed Linda Susan Robertson watches the well-known birdie closely. Linda will blow out her first birthday candle next January 30. She was 7½ months old when her father, Johnny Robertson, N. Y. Payroll, took this picture.



Exclusive from N.Y. Correspondent Jim Donohue: It's a boy! Born November 29 . . . 7 lbs. 12 oz. . . . blue eyes . . . dimpled chin . . . pink complexion . . . pretty . . . named James Dennis Donohue . . . daily appearances at glass window New York Hospital...Mother, fine; father--thud!

BILL and **DOROTHY POLACHEK**—a son, John Joseph, born October 26 at St. Anne's Hospital in Chicago. Weight: 6 lb. 12 oz. Bill is a Central region fleet engineer with headquarters in Chicago.

KARL and **ELEANOR SCHMID**—a son, Lawrence Karl, born October 12 at the Saratoga General Hospital in Detroit. Weight: 7 lb. 12 oz. A sister, Sandra, 3½. Karl works in the Fuel House at the Detroit laboratories.



When Mike Remondino was transferred to Detroit in November, San Bernardino Ethylites gave a party & presented him with an overnight bag for his trip. Mike is now with the Commercial Engine and Fleet section in Detroit. Left, seated are Jim Bay & Bob Adams. Standing around the table are Mike, Whitey Gruwell, Bill Schulze (who is making the presentation) and Carol Simcock. In back, their faces partly hidden, are Virg Allred, Marv Russell & Ed Lindsay.

GOOD-BYES AND GOOD WISHES

Before Dorothea Held left for Toronto, friends from the Chrysler building gave her a farewell cocktail party on November 16 at the Hotel Shelburne. Secretary to Bill Turnley, who has charge of the Canadian office, Dorothea is the only distaff member of the N.Y. office to join the staff of Ethyl Antiknock, Ltd. She left Manhattan on the 17th and took a few days' trip by way of Boston to Toronto. Among other gifts, Ethyl friends presented her (right) with a nylon nightgown. Around the table below are: Erma Harris, 35th floor receptionist; Yvonne Guertin, secretary to Mat Taylor; Gertrude Anthony, of Stenographic; Wanda Rozmus Kahn, secretary to Ed Downs; Mabel Gerster, of Finance; Trudy Horstmann, secretary to John Smith; Louise Jensen, of Finance; Alice Wygand, who handles passenger transportation; Dorothea; Marie Burch Anderson, chief telephone operator; Dot Locke, 34th floor receptionist; Margie Orzio, telephone operator; Jessie Halton, head of stenographic; Edythe Kimball, secretary to Harry Kuhe; Lillian Campbell, teletype; Agnes Bowe, of Order & Shipping; and Eve Pavelchek Weissleder, secretary, Eastern region.



Whether you were born under the sign of Taurus the Bull or Leo the Lion, you may be a dead duck if you walk carelessly during the evening hours in fall and winter months. Regardless of what your stars say, National Safety Council statistics point out that almost one-fourth of all pedestrian deaths occur between 5 and 8 p.m. from October through March.

These hours are the most hazardous because dusk and darkness fall during peak traffic hours. In the home-going rush you may forget that conditions of poorer visibility make jay-walking and crossing against traffic lights doubly dangerous. Any time you're walking, remember that you can see cars much easier than drivers can see you.

When you're behind the wheel, your safety horoscope still predicts danger. You'll have to contend with two major hazards during the winter: 1) inadequate traction caused by snow and ice and, on certain road surfaces, by rain and 2) reduced visibility because of long hours of darkness, fog, snow, rain and the clouding or frosting of windshields.

To survive these hazards without accident, get ready for the weather—winterize your car by checking 1) brakes 2) windshield wipers 3) the exhaust system 4) headlights and 5) tires. Carry an ice scraper and cloth for the windows just in case, and a shovel and cinders to use if you get stuck.

You don't have to know the signs of the zodiac to predict that you'll be smart to observe the following safety precautions:

1. Keep speed to between 10 and 20



m.p.h. when driving on smooth ice without chains.

2. Use gentle, pumping action when applying brakes. Never jam them down as wheels may lock and you'll lose control of the car.

3. Use tire chains—they will reduce braking distances on ice and snow as much as 40 to 50%.

4. Use defrosters, frost shields, and fog lights as needed.

5. Keep a safe distance between you and the fellow in front. And remember it takes from 3 to 12 times longer to come to a full stop on snow or ice than on dry concrete.

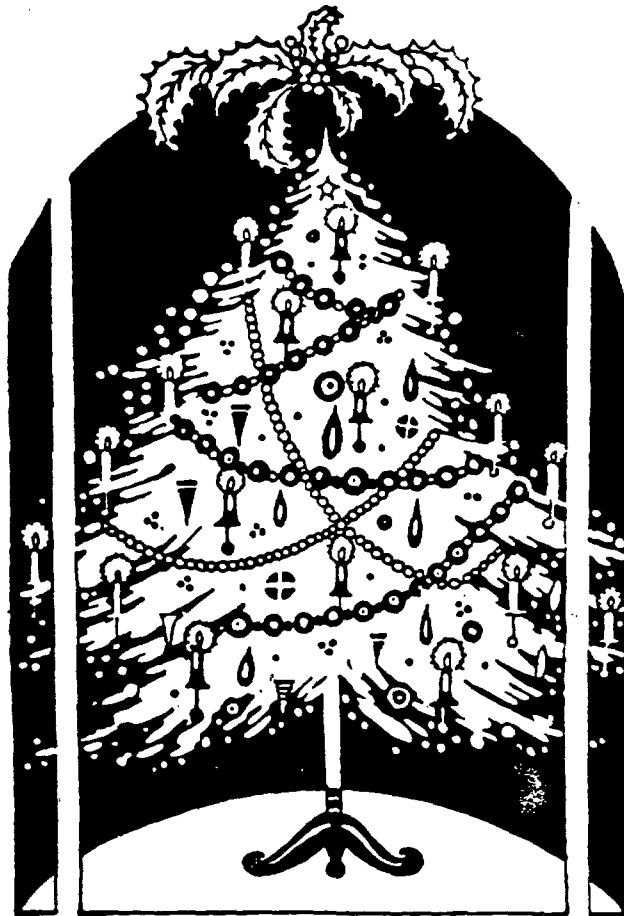
Take your time in wintertime, for in all sections of the country the motor vehicle death rate per millions of miles traveled is highest in the winter. Death rates are from 24 to 53% higher than summer rates in the northern half of the country and from 5 to 33% higher in the southern half.

ETHYL BULLETIN BOARD

by and for Ethyl employees

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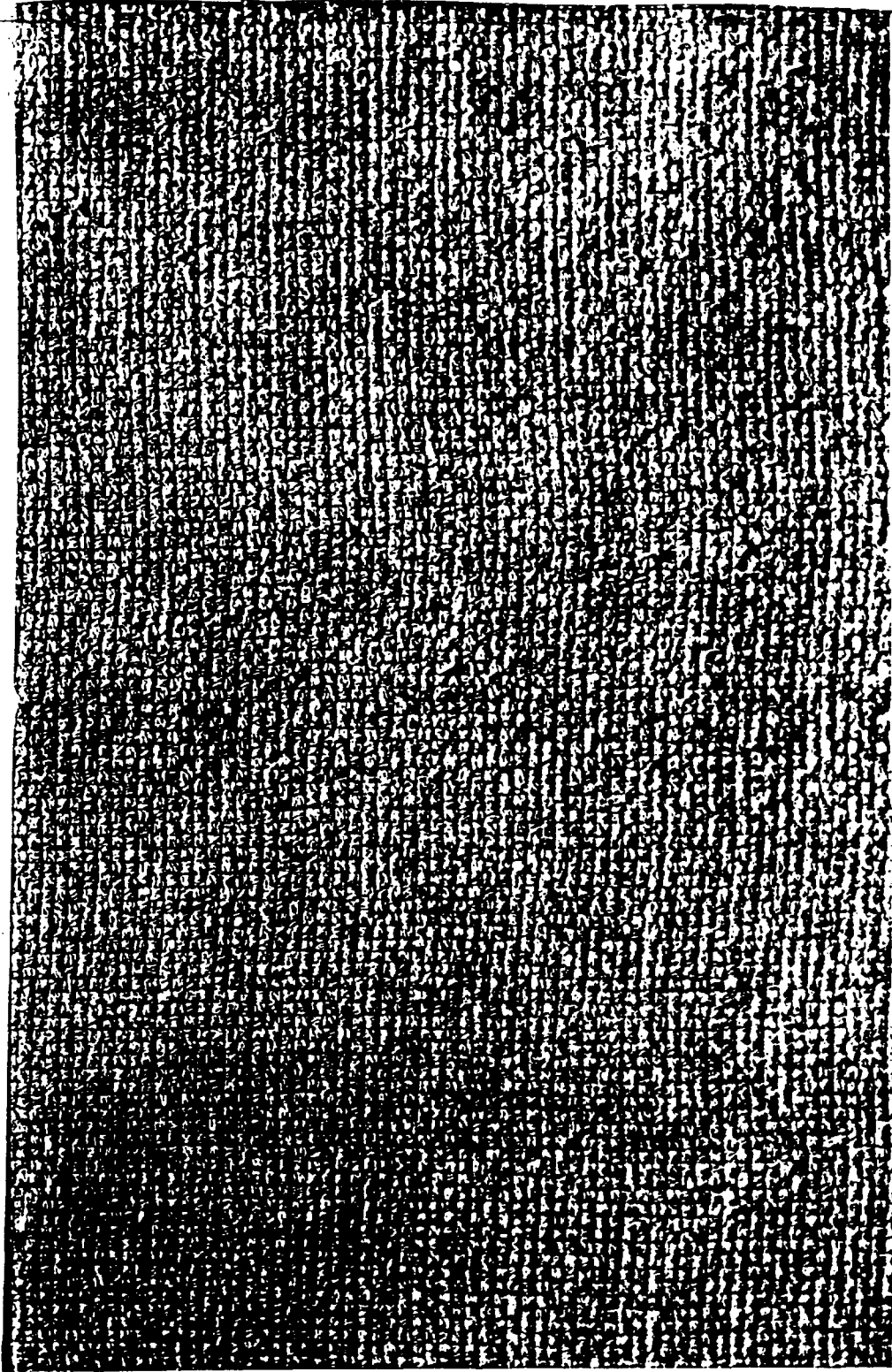
Marceline Marquis, Editor



Season's
Greetings

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