

Oil Industry Observing 90th Birthday

Scientists and oil men have worked hand in hand for almost a century. In fact, the drilling of America's first successful oil well just 90 years ago was due largely to research conducted by one of the nation's distinguished chemists—Professor Benjamin Silliman, Jr., of Yale College.

Professor Silliman's connection with the petroleum industry came about in 1834 when two struggling young New York lawyers, George H. Bissell and Jonathan G. Eveleth, skinned some crude oil from a spring on a farm they had acquired at Titusville, Pa.

Convinced that the oil was valuable, they had only the haziest ideas as to its properties. They hoped to form a company to produce and market the liquid in quantities, but before proceeding they decided to have it analyzed by a recognized chemist.

Silliman, who had made a nationwide reputation as the first man to lecture in the use of chemistry in agriculture, was selected for the job.

Professor Silliman agreed to make a chemical analysis of the petroleum for a fee of \$1,200. Even though his reports were unable to raise the money promptly, he became so impressed that he proceeded with the work.

After five months of laboratory experimentation, Silliman turned in his report, dated April 16, 1835. Its findings exceeded the wildest hopes of Bissell and Eveleth. In part it read:

"It appears to me that there is much ground for encouragement in the belief that your Company have in their possession a raw material from which, by simple and not expensive process, you may manufacture very valuable products."

"It is worthy of note that my experiments prove that nearly the whole of the raw product may be manufactured without waste, and this solely by a well-directed process which is in practice, one of the most simple of all chemical processes. . . I am prepared to make suggestions of a practical nature as to the economy of your manufacture."

Silliman's suggestions of a practical nature took the form of the purchase of 200 shares of stock in the Pennsylvania Rock Oil Company of Connecticut, which its clients, Bissell and Eveleth, arranged for. Silliman also acted as president of the firm and arranged for the much-needed financing.

Moreover, he gave valuable counsel to Colonel Edwin L. Drake when the latter was hired to begin drilling the first oil well on the Titusville property in the spring of 1838. After Drake made his strike at a depth of 69 1/2 feet on August 27, 1839, Silliman helped in working out processes by which crude oil could be refined into kerosene and a lubricant known as

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Flapper Haircut Returns



FRINGED BOB . . . By Jean de Chant. Wear it with his pixie cap in tall colors.



SHADES OF THE TWENTIES . . . Sleek "little boy" bob with new dash.

By BETTY CLARKE
AP Newsfeatures Beauty Editor

In no time at all, you and your brother probably will be wearing twin hairdos. Hairdressers, always fast men with the shears, are wielding their scissors with ever-increasing gusto. New coiffures show more of the ears—much more of the neck, and when you don a hat, leave the hairdo strictly to the imagination of the onlooker.

If you plan to sport one of these new short-shorts—a hairdo which is completely concealed by your chapeau—be sure that your gown is strictly feminine! Your beau might have admired your short hairdo of last year, but he might not like this new scalped effect, if you wear tailored ensembles to boot.

There is no doubt that some of these new coiffures are pretty, if you have pretty features. Two shown by Jean de Chant in his New York salon are clean and sleek, and give a "not a hair out of place" look.

One is a "little boy bob" closely resembling the boyish bob of two decades ago, not at all popular with the menfolk then. This one has more appeal, is more feminine and might please even a critical maiden aunt.

Another "fringed bob" is startlingly like the "windblown," also of the flapper era.

If you've been chopping away at your hair ever since the short hairdo became popular, perhaps you can take another big whack at it, without distressing results.

But whatever happens don't jump from a shoulder length hairdo to a young lad coiffure unless the hairdresser promises he can grow you a new head of hair, if the menfolk don't like it.

The tried-and-true method of springing a new hairdo on the family is the "take it easy" routine. Girls who have tried it claim that all you need do is have it cut shorter each time. Pretty soon you'll be down to that boyish bob, if that's what you want, and the change won't seem so drastic.

Traffic Figures Show Public More Cautious

CHICAGO (U.P.)—American motorists are learning to drive more safely, the National Safety Council announced. There were more cars on the road last year than at any time in the nation's history, yet the mileage death rate was the lowest on record.

There were 32,000 traffic deaths in the U. S. in 1944—700 fewer than in 1947.

which previously made them difficult or impossible to reach.

Science also has developed many methods for conserving our oil resources. To cite just one example, it is now common practice to pump back into the ground much of the salt water and natural gas which comes out of the wells with the oil. This artificial subsurface pressure pushes the oil through the pores of the rock toward the wells and produces more oil than previously was possible.

Science, plus the competitive enterprise of more than 500 refining companies, has fulfilled Professor Silliman's prediction that "nearly the whole of the raw product may be manufactured without waste."

Modern refiners, using high temperatures and pressures combined with inert chemicals called catalysts, break crude oil into its component molecules. By close distillation control the volume of products can be adjusted according to consumer demand. Out of these come some 1,200 useful products ranging from high-octane gasoline and inexpensive fuel oil to plastics, medicines, synthetic rubbers and even some of the components of perfumes.

In the marketing field, experts have developed equally striking methods for storing, metering and delivering gasoline, fuel oil and other products to the ultimate consumer.

For example, many marketers now make use of government weather reports to determine, with only a two per cent margin for error, just how much fuel oil each customer has in his home burner tank on any given day. As a result, deliveries can be made automatically without danger that any tank will go dry, even during sub-zero weather.

Yes, the ball which Professor Silliman set in motion in 1855 with his brilliant scientific analysis of the value of petroleum keeps right on rolling, thanks to the initiative and foresight of America's two million oil men.

As a result, Americans obtain almost half of their fuel and power needs from oil products. They use more petroleum in two weeks than the rest of the world consumes in an entire year. And they can look forward with confidence to a future in which the continued progress of the oil industry will make their lives even more comfortable, happier, and richer than they are today.

Expectation for life of an American at 65 now is 13 2/3 years.

South Clyde To Name Beauty Contestant

A young lady to represent South Clyde Community Development group in the third annual Tobacco Harvest Festival beauty contest will be elected at a meeting to be held Monday night.

The meeting will begin at 7:30, and will be held in Louisa Chapel, according to William Osborne, chairman of the South Clyde group.

Calls Newspapers Best Ad Medium

ANN ARBOR, Mich. (U.P.)—Newspapers are the most successful advertising medium for products which require advance planning by the purchaser, a University of Michigan marketing specialist believes.

J. Howard Westing, associate professor of marketing, reported that newspapers offered the small manufacturer coverage that fitted closely the market for the product. Radio has made "tremendous progress" as an advertising medium, Westing said, but it is "most successful for products which are bought frequently, at a fairly low price and without a great amount of advance planning."

Blizzard Bound Couple Tune Out Cold Waves

NORTH PLATTE, Neb. (U.P.)—During the long winter evenings when Mr. and Mrs. E. E. Dunham were isolated on their farm during the 1949 blizzard they got tired of listening to the radio resumes of the cold weather.

So they started tuning in on short-wave broadcasts from Australia. The thing they enjoyed most, says Dunham, was the weather forecasts from Radio Australia which usually were for warm weather.

Read the Want Ads for bargains.

Washington-Baltimore Highway Is Often Called 'Boulevard Of Broken Bodies'



AMBULANCES line up after a major crash on the Baltimore-Washington highway.

By LOU PANOS

BALTIMORE — A boulevard of broken bodies—that's the 30-mile stretch of U. S. Route 1 linking Washington with Baltimore. Some 25,000 wheeled monsters whiz along the road every day. Persons living along the highway—there are more than 50,000 of them in about 37 cities, towns and villages—usually refer to it as the boulevard. But they have other names for it too. Like Hell's Highway and Bloody Lane. Another is Suicide Pike.

Sgt. J. K. Cushwa of the Maryland State police estimates there are about 1,500 accidents on the boulevard every year. He says about half of these never are investigated because they involve only minor damage and are not reported to police.

The others range from collisions which injure no one but tie up traffic for miles to spectacular smash-ups involving several vehicles. Most of the automobiles and trucks in accidents which are investigated are from out of state.

Cushwa's files contain pictures of twisted autos, bloody corpses and hysterical survivors. Smashups this year already have claimed at least 27 lives. For the first six months of the year the injured rate was about 18 for every fatality.

Among the summer accidents was one involving a bus, a tractor-trailer, and a passenger auto.

Witnesses said the tractor-trailer jackknifed, swinging its rear section across the highway. The bus, traveling in the opposite direction, plowed into the trailer and sent it spinning into a convertible. Two occupants of the convertible were killed and 20 bus passengers were hurt.

Although the boulevard contains many dangerous curves and is dotted with traffic lights, state police point out two curious factors about its death rate.

One is the relatively high number of pedestrians included among the fatalities; the other is that most of the accidents occur on straight runs, not curves.

Cushwa thinks there may be a psychological element behind the preponderance of collisions on the straightaways.

"Apparently many of the victims were familiar with the road or watched road signs warning them about the dangerous curves," Cushwa said. "Once they passed the curves, they probably were eager to resume their faster pace and relaxed their caution."

From time to time engineering improvements on the boulevard have been suggested. The Maryland state roads commission has carried out many of these, but lately it has been reluctant to tackle those which involve major expendi-

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