**Oil Industry** 

**90th Birthday** 

Scientists and oil men have

worked hand in hand for almost a

century. In fact, the drilling of

America's first successful off well just 90 years ago was due largely

to research conducted by one of the nation's distinguished chemists

Professor Benjamin fulliman, Jr.

Professor Sillimin's connection

with the petroleum mahe try came,

about in 1854 when two strongling.

young New York Lawrer - George

H. Bissell and Jonathan G. Evel-

eth skinned some wride oil.

they decided to have it analyzed.

Sillinan who bud made a na-

tionwide comparate a the first

istry in a ranginger was relected

make a chemical rupht-fs of the

rids, the promptly he be-

came so inform-fiel that he proceed-

After tite mently of laboratory

experimentation Sillinian turned

in his percent, dated April 16, 1855.

Its findities exceeded the wildest

, hopes of Bresell and Eveleth, In-

the below that your Company have

from which, by simple and not ex-

pensive process, you may manu-

experiments prove that nearly the

this solely by a well-directed pro-

natureous for the geometry of your

facture very valuable products.

man to leath even the up of a hem-

acquired at Tituesille, Pa-

by a recognized chemist

for the job

od with the work

part it read-

manufacture

of Yate College.

Observing

## THE WAYNESVILLE MOUNTAINEER

By LOU PANOS

BALTIMORE - A boulevard of

Set. J. K. Cushwa of the Mary-

about half of these never are in-

vestigated because they involve

only minor damage and are not

reported to police.

## 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 planang by the ourchaser, a University of Michigan marketing specialist believes.

J. Howard Westing, associate AP Newsfeatures professor of marketing, reported hat newspapers offered the small manufacturer coverage that fitted broken bodies -- that's the 30 closely the market for the product. mile stretch of U.S. Route 1 link-Radio has made "tremendous ing Washington with Ealtimore,

progress" as an advertising me-Some 25,000 wheeled monster; dium, Westing said, but it is "most whiz along the road every day, uccessful for products which are Persons living along the high bought frequently, at a fairly low way-there are more than 50,000 price and without a great amount of them in about 57 cities, towns of advance planning."

and villages—usualy refer to it "For this reason radio is domias the boulevard. But they have nant in the advertising of food other names for it too. Like Helf's

and drug products." Westing said, Highway and Bloody Lane. Another but still is outstripped by news- is Suicide Pike. land State police estimates there anything except the briefest sellare about 1,500 accidents on the ing arguments, boulevard every year. He says

## **Blizzard Bound Couple Tune Out Cold Waves**

The others range from collisions NORTH PLATTE, Neb. (U.P.which injure no one but tie up traf-During the long winter evenings fic for miles to spectacular smash- were familiar with the road or when Mr. and Mrs. E. E. Dunham ups involving several vehicles watched road signs warning them 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

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 history,

One is the relatively high num-

ber of pedestrians included

among the fatalities: the other is

that most of the accidents occur

Cushwa thinks there may be a

sychological element behind the

preponderance of collisions on the

"Apparently many of the victims

on straight runs, not curves.

#### was one involving a bus, a tractor-tures. trailer, and a passenger auto.

Witnesses said the tractor-trailer for building a super in  $\mathrm{Im}_{\mathrm{eff}}$  , a kacknifed, swinging its rear section a split-the-cust has with across the highway. The bus, trav- federal government, and the eling in the opposite direction, project has been given providplowed into the trailer and sent it pinning into a convertible.

ton boulevard. The state has made by Two occupants of the convertible some progress on the section it is all vere killed and 20 bus passengers to build, but lack of federal appear

Although the boulevard contains many dangerous curves and is dot- stretch to be built by the coverment, ted with traffic lights, state police point out two curious factors about

ple say about the condition of the existing road, authorities contend that it all really goes back to that basic cause of accidents: the condition of the man behind the wheel

Grand Coulee Dam in eastern Washington is the world's largest concrete dam.

## CERTIFIED SEED

This Thorne Wheat is 99,99 pure seed with 54 Thorne Wheat gave the highest yield at the X Stations in the one, two, and five year tests

PRICE: \$3.00 PER BUSHEL

Howard Lawing Or James GLENWOOD, N. C.

from a spring on a torat they had Convinced that the oil was valuable, they had only the hursest FRINGED BOB By Jean ideas as to its properties. They de Chant, Wear it with his pixie hoped to form a company to procap in fall colors. duce and highly the liquid in quantities but believe proceeding

new dash

### BY BETTY CLARKE AP Newsfeatures Beauty Editor

SHADES OF THE TWENTING

Flapper Haircut Returns

In no time at all, you and your brother prohably will be wearing twin handos. Handressers, always last men with the shears, are wielding their scissors with ever-increasing custo. New conflures show more of the ears much more of the neck, and when you don a hat, Professor software agreed to leave the hairdo strictly to the imagination of the onlooker.

If you plan to sport one of these new short-shorts - a hairdo petroleum for story of \$1,200 Even which is empletely concealed by your chapeau-be sure that your paper and other types of printed though his courts were unable to gown is strictly tendinine' Your beau might have admired your short advertising for products requiring 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 "It appears in me that there is has more appeal, is more feminine and might please even a critical much scound for encouragement in maiden aust

Another "fringed bob" is startlingly like the "windblown," also in their possession a raw material 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 is worthy of note that my a, without distressing results,

But whatever happens don't jump from a shoulder length hairdo most, says Dunham, was the weathwhole of the raw product may be to a young lad conflure unless the hairdresser promises he can grow er forecasts from Radio Ausmanufactured without waste, and you a new head of hair, if the menfelk don't like it.

The tried-and-true method of springing a new hairdo on the family weather. cess which is in practice, one of is the "take it ca-y" coutine. Girls who have tried it claim that all the most simple of all chemical you need do is have it cut shorter each time. Preity soon you'll be processes . . I am prepared to down to that boyish bob, if that's what you want, and the change make suggestions of a practical won't seem so drastic

black oi! Silliman's "suggestions of a stock in the Penessbaria Rock flons with scientific experts Today Off Connent of Connectical, which our 34,000 of companies plough

as president of the firm and ar- of their earnings an orally on re- more safely, the National Safety ranged but introduce doct financing. development of new and better Moreover In gave valuable counsel to Colonal idiwin L. Drake products to serve the public when the latter was hired to begin + Science aid, oil men in their the nation's history, yet the miledrilling the first oil well on the search for new sources of supply, age death rate was the lowest on

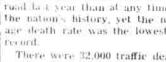
Titusville property in the spring A small army of geologists, geoof 1858. After Drake made his physicists paleontologists and oth-strike at a death of 89°, feet on recepterts with jawbreaking titles in the U.S. in 1948–700 fewer August 27, 1359, Sillinian helped is constantly pro-peeting Ameri- than in 1947. in working out processes by which ca's hinterlands and even its offcrude oil could be refined into shore sea bottoms. These men use kerosese and a lubricant known as seismographs, magnetometers and which previously made them diffi-



## Traffic Figures Show practical nature took the form of have continued their close rela- Public More Cautious CHECAGO (U.P.) - American

ris chent, organized. He also acted back one hundred million dollars motorists are learning to drive search programs looking toward the Council is mounced. There were more cars on the tund last year than at any time in

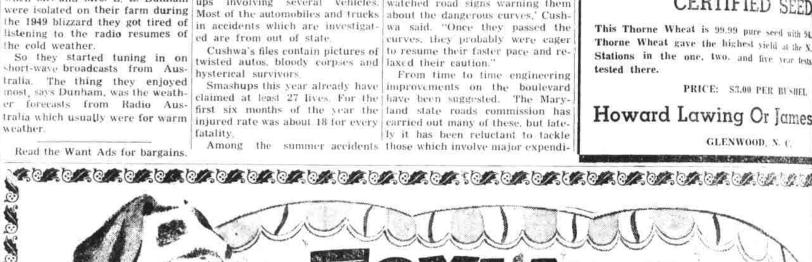
Science also has developed many 🧭 methods for conserving our oil resources. To cite just one ex-



other scientific marvels to locate cult or impossible to reach.

underground rock formations which The explorers already have loample, it is now common practic

4



were hurt.

its death rate.

straightaways



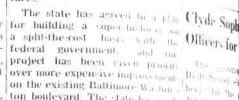
But regardless of what some per-

priations has retarded work on the

Thursday Afternoon, Oc

Two From

Hill Colleg



## That HANG ON

Creomulsion relieves promptly because consumed in the past 90 years. it goes right to the seat of the trouble to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Croomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back. CREOMULSION

face for Coughs, Chest Colds, Bronchitis rivers, cities and other obstacles

Last year, more than 10,000 persons were fatally burned. Many received their burns in the home; some were hopelessly trapped in sleeping rooms.

There is a defense against everything-even fire. One protective measure is to insulate with fireproof Eagle-Picher Mineral Wool Insulation.

Eagle-Picher Insulation keeps fire under control at its origin. That's because it eliminates the flue-like effect of hollow sidewalls, which permit fire to spread rapidly throughout the house. This holding action gives precious time in which to remove your family from the danger area, and for help to arrive.

Remember, your home may be next! Call us for full details about fireproof Eagle-Picher Insulation. Ask about the Certified Job Plan.

For Free Survey, Call 3-0946

EAGLE INSULATIN

John R. Cabe

30-31 McIntyre Bldg.

ASHEVILLE, N. C.

eated nearl trainen gallons of to pump back into the ground much oil still under the ground-almost as much as the United States has And they are continuing their search in the mountain and deserts as well as in the sea.

After an oil field has been located, production men take over the job of getting it to the sur-They have learned to drill wells almost four miles deep, and they are able to drill wells at angles so they can tap deposits under

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 2 the whole of the raw product may be manufactured without waste." Modern refiners, using high temperatures and pressures combined with inert chemicals called cata- 🕰 lysts, 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 C come some 1.200 useful products ranging from high-octane gasoline and inexpensive fuel oil to plastics, ven some of the components of erfumes.

In the marketing field, experts nethods for storing, metering and lelivering gasoline, fuel of 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 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 subzero weather.

Yes, the ball which Professor 🔊 Silliman set in motion in 1855 with his brilliant scientific analysis of the value of petroleum keeps rght 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

Expectation for life of an Amer-1003 can at 65 now is 13 2/3 years.



# Showing Our Largest Selecti



VESVILLE AT

	Use Firest	one's Lay-A	way Pla
*	DRUMS	* CARRIAGES	* CARS
*	SEWING SETS	* BOOKS	* PUSH CA
*	PIANOS	<b>*</b> STOVES	* PLANES
*	BICYCLES	<b>* KNIVES</b>	* GUNS
*	BLOCKS	<b>*</b> SKATES	* DUMP I
× (1+	TRAINS	★ TEA SETS	* BALLS
1	TRICYCLES	<b>★</b> SCOOTERS	* TRUCKS
*	DOLLS	* WAGONS	* GAMES

Everything That Santa Nee O X TOW Y

Fireston

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