

25TH

ANNIVERSARY

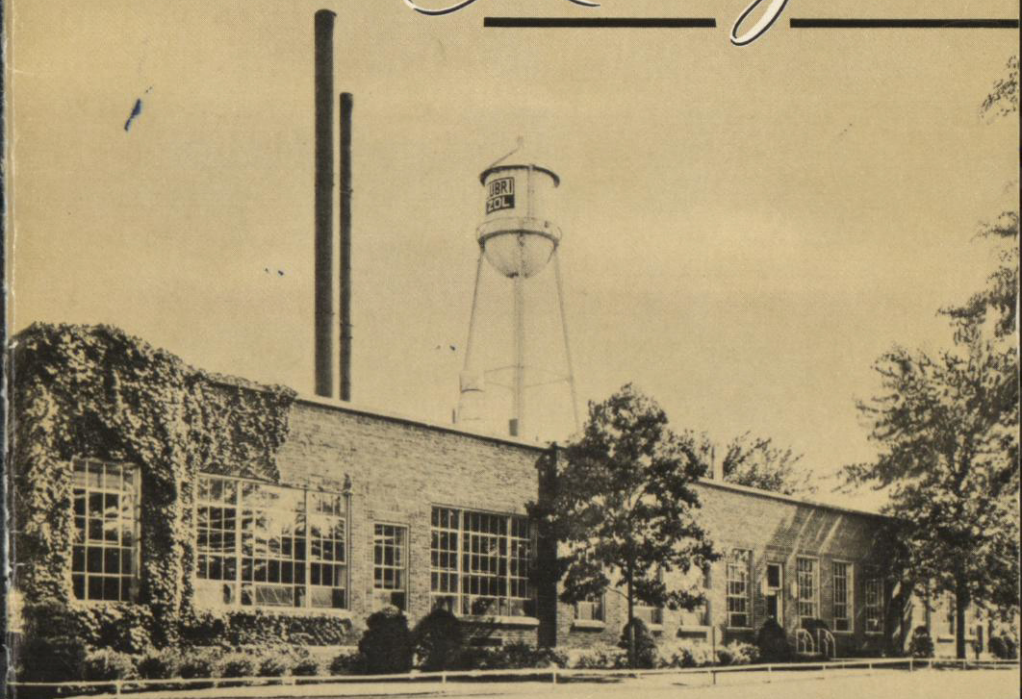
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WELCOME TO

Lubrizol



Indexed: Ref. Aids: Anniversary

WELCOME TO

Lubrizol

- For your convenience this booklet has been prepared to provide information about our company. We hope it will help you.

We have three plants: This one in Wickliffe, known as the main office; a plant in Houston, Texas; and one under construction in Niagara Falls, Ontario. The Lubrizol Corporation also has a subsidiary company in England known as Anglamol, Ltd. The products they produce are sold all over the world except to countries behind the "Iron Curtain." At the Wickliffe Plant there are five major divisions of operation: Research, Finance, Sales, Engineering, and Manufacturing. The Houston and Canadian plants are manufacturing units only.

If you are an "old timer" in our community, you probably have watched our progress and expansion in the last twenty-five years.

We believe that expanding activities such as ours are bound to have a noticeable effect on the surrounding communities and that the net result at least should be beneficial. We hope that the favorable influence of our growth on these communities will appear in the following ways:

- more jobs;
- more purchasing power;
- more building activity;
- more business opportunities;
- better schools, streets, parks;
- increased tax revenues
- and, resulting from all of them,
a bigger and better community.

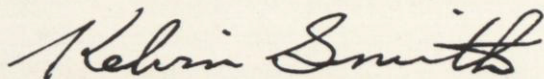
We are manufacturers of chemicals used in lubricating oils and greases to improve their performance.

These chemicals are called "additives."

Only with additive-improved lubricants is the operation of much of today's high-powered motor equipment possible. The chances are that Lubrizol products are at work in your own car.

We want you to have the best possible opportunity to learn all you can about our company, and to enjoy doing it.

Sincerely,

A handwritten signature in cursive script that reads "Kelvin Smith". The signature is written in dark ink and is positioned above the printed name.

KELVIN SMITH, President

Lubrizol's Beginning

It all started in 1928.

The Graphite Oil Products Company was incorporated on July 31st, 1928. The original business of the company was to produce a graphited oil for the lubrication of automobile springs, and to distribute and service special applicators required for its use.

Kent H. Smith was elected President. Other members of the firm at that time were F. Alex Nason and his father Frank A. Nason, Thomas W. James, and Kent Smith's brothers, Kelvin and Vincent Smith. These men were the founders of the company. Their first operation was located in a garage building on Manor Avenue, in Cleveland. Three years later they moved to their present site in Wickliffe.



This was the beginning of The Lubrizol Corporation you are now visiting.

Since 1931, the company has expanded from one small building to our present Wickliffe, Houston, and Canadian plants and our subsidiary, Anglamol, Ltd. in England. Today our Wickliffe plant occupies 194,000 square feet of floor space and 45 acres of ground; and the Houston plant, 74,000 square feet and 30 acres. The Canadian plant will have 14,825 square feet of floor space, and 17 acres of ground.

In 1934 the company changed its name from the Graphite Oil Products Company to The Lubri-Zol Corporation. In 1945 the name was again changed to The Lubrizol Corporation.

The four original employees have grown to more than 600. Some measure of the company's relative importance to industry may be gained when it is realized that Lubrizol is



*The Manor Avenue
Garage Building*

the largest organization in the country devoted exclusively to the lubricant additive business. Another yardstick is the fact that during World War II, we produced more than half of all the heavy duty additives used by the Army Ground Forces.

Today, Lubrizol is recognized throughout the petroleum industry as an authoritative center of information on chemical additives for premium and heavy duty motor oils and gear lubricants.

What Lubrizol Makes

Lubrizol makes chemicals for use in lubricating oils and greases. These chemicals are called additives.

The petroleum industry blends additives with lubricants to improve performance characteristics.

These improved characteristics are required for the lubrication of modern high-powered automobiles, trucks, buses, and tractors. Lubricants containing additives are used in both gasoline and diesel engines, and in transmissions and rear axles. They are also used in diesel locomotives and in many other applications.

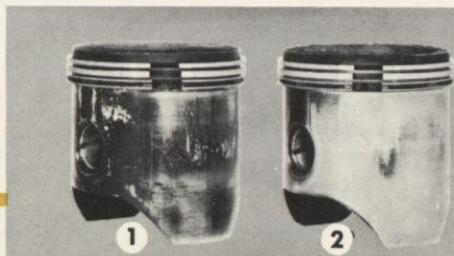
The improvement in performance, made possible by the use of additives, usually includes reduced wear, reduced maintenance costs and smoother operation.

Much of today's high-powered equipment could not be operated without lubricants having the improved qualities imparted by these additives.

Used Piston Without Additive in Oil—No. 1

Used Piston With Additive in Oil—No. 2

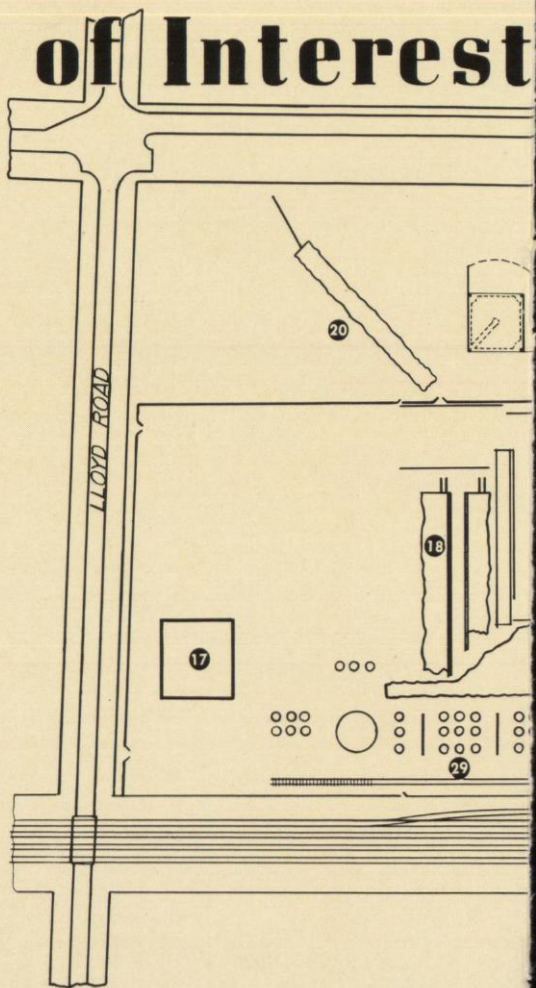
A Little Additive Makes a Big Difference

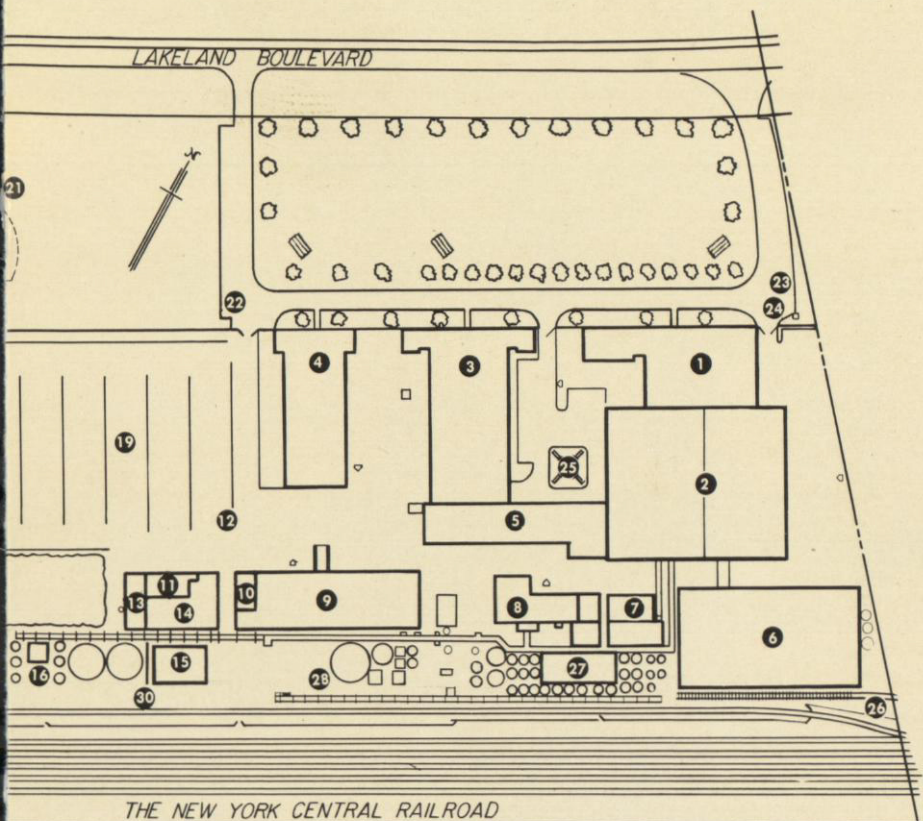


Points of Interest

1. GENERAL OFFICES
2. MANUFACTURING
3. MECHANICAL ENGINEERING
4. CHEMICAL RESEARCH
5. SERVICE BUILDING
6. WAREHOUSE
7. ACID PLANT
8. PILOT PLANT
9. CENTRAL STORES
10. FIRE STATION
11. GARAGE
12. GUARD HOUSE
13. WASTE WATER TREATMENT PLANT
14. STORAGE
15. QUONSET (STORAGE)
16. CONTROL HOUSE
17. STORAGE
18. SETTLING POOLS
19. PARKING AREA
20. LIMESTONE FILTERING BED
21. RECREATION FIELD
22. VISITORS PARKING

23. VISITORS PARKING
24. GUARD HOUSE
25. WATER TOWER
26. BOX CAR SIDING
27. STORAGE TANKS
28. LOADING RACKS
29. TANK FARM
30. TANK CAR SIDING





The Houston, Texas Plant

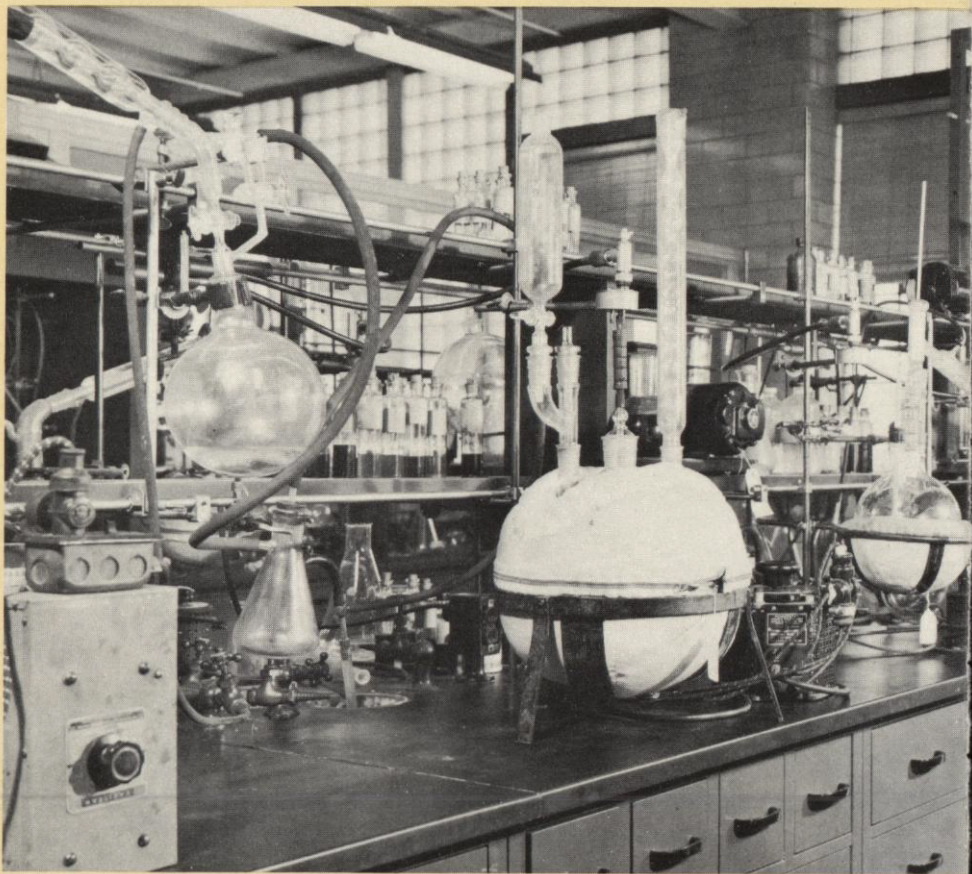


Anglamol Limited, England

Research and Development

The Research and Development Division is devoted to:

- (a) Improving present products and finding new products.
- (b) Finding better ways of improving quality and decreasing costs of Lubrizol Products and,
- (c) helping to appraise engine test results by analyzing lubricants before and after each engine laboratory test.



The search for better additives begins in one of these laboratories



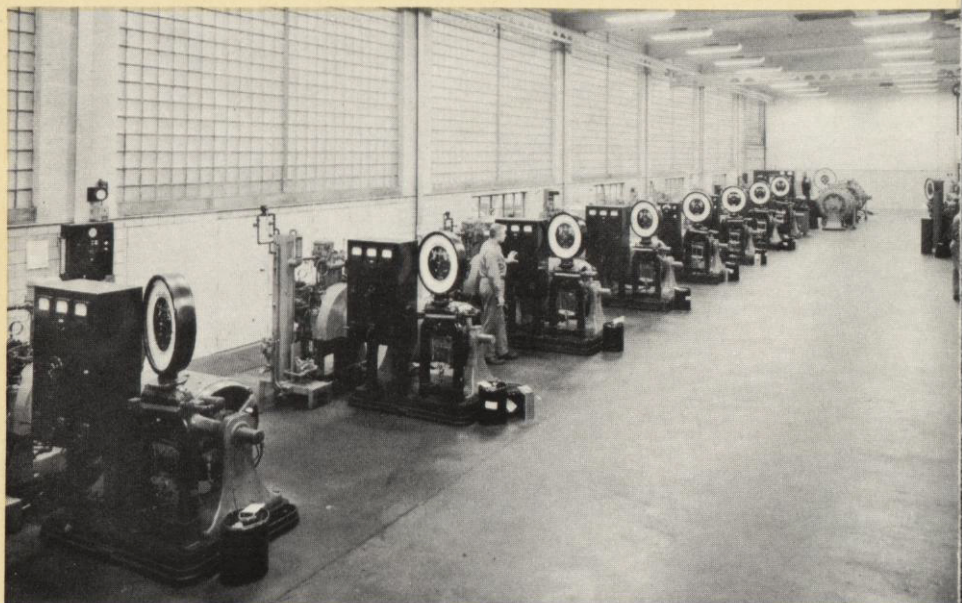
Chemical Research Laboratory



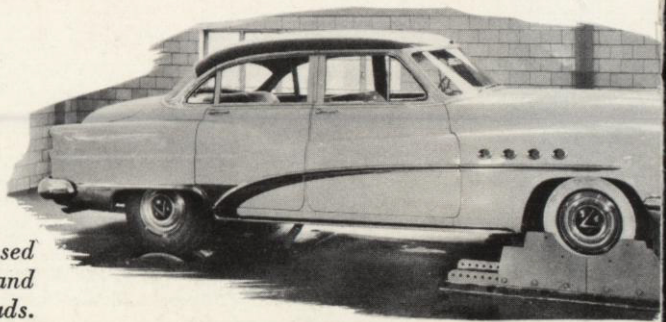
The Pilot Plant is part of the Research and Development Division. It is the bridge between Research and Production. It is a chemical laboratory on a large scale or a series of production units on a small scale.



Engineering The Engineering Division runs mechanical tests on lubricants containing Lubrizol products, gives technical service to customers and maintains contact with equipment manufacturers. It also supervises the construction of new buildings and equipment and is responsible for the maintenance of utilities, buildings and grounds.



A chassis dynamometer is used for high speed cycling and the application of shock loads.



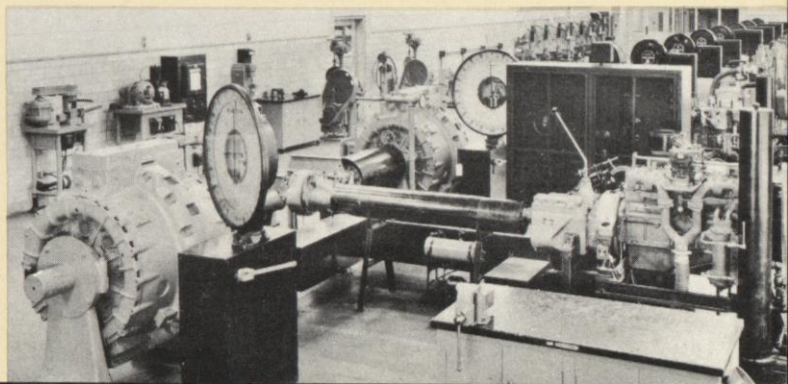


The Mechanical Testing Laboratory

◀ *This section of the Engineering Division Mechanical Testing Laboratory shows small and full scale diesel test engines in operation.*

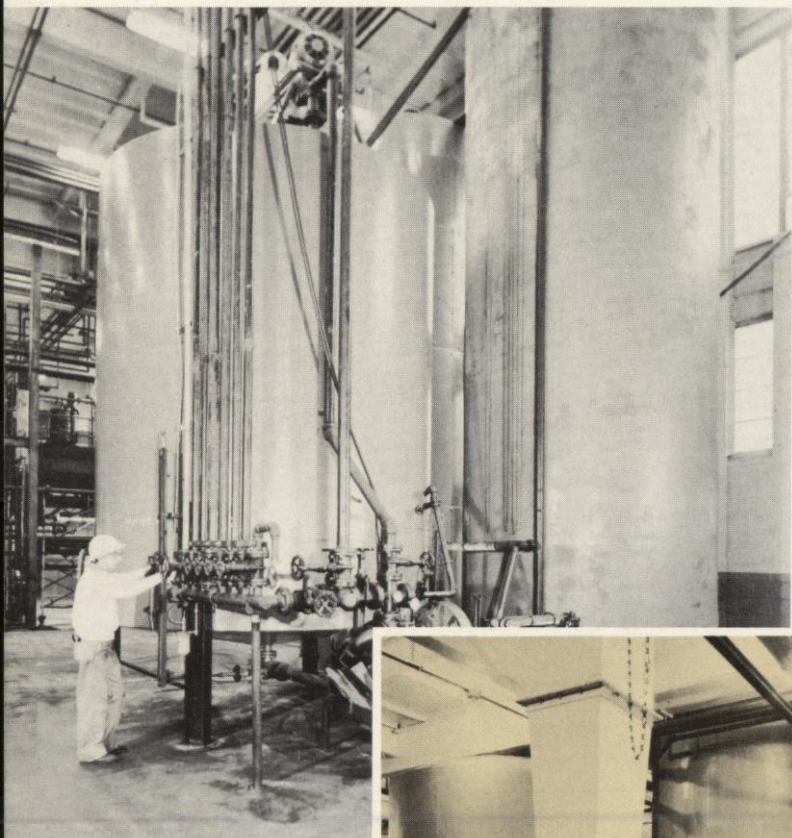


A rear axle used for testing gear lubricants

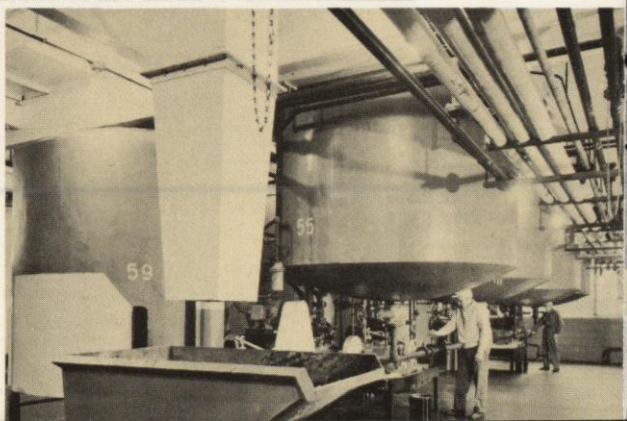


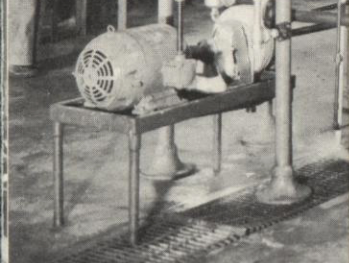
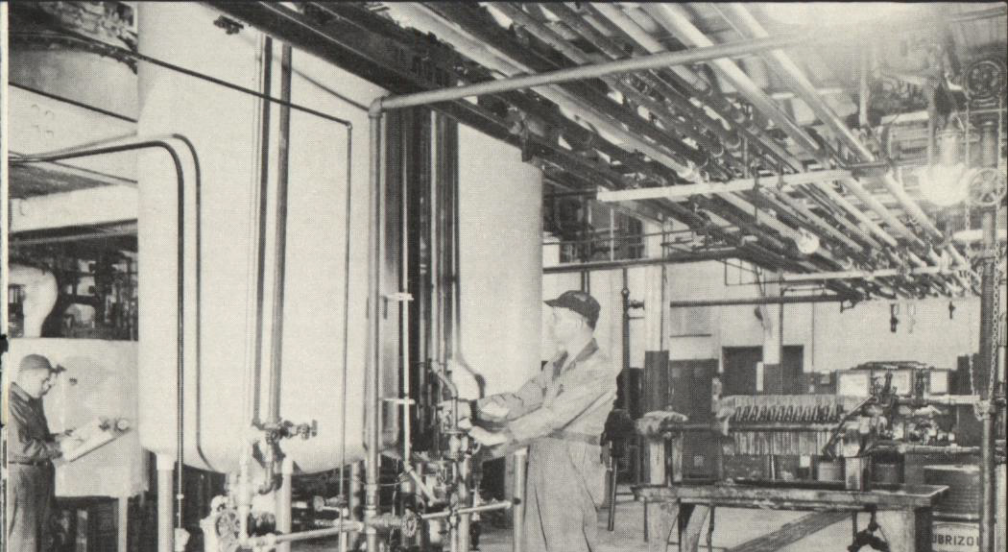
Production

Lubrizol manufacturing units are capable of producing chemicals in large quantities and considerable variety. Some operations are continuous. Instruments automatically record processing information. A staff of experienced Technicians and Chemical Engineers carefully control all production operations.

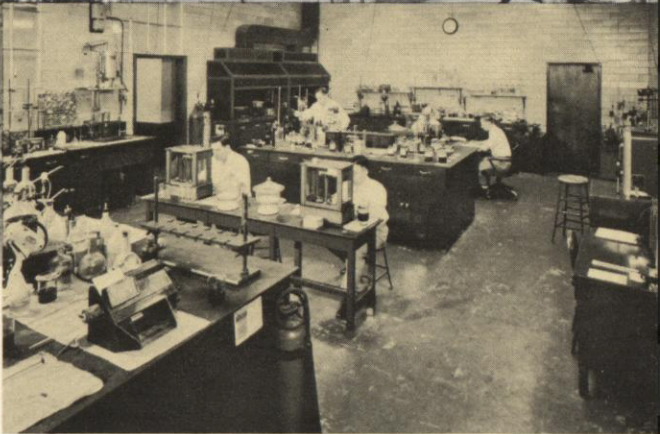


These tanks are used for blending intermediate products before shipment to customers.

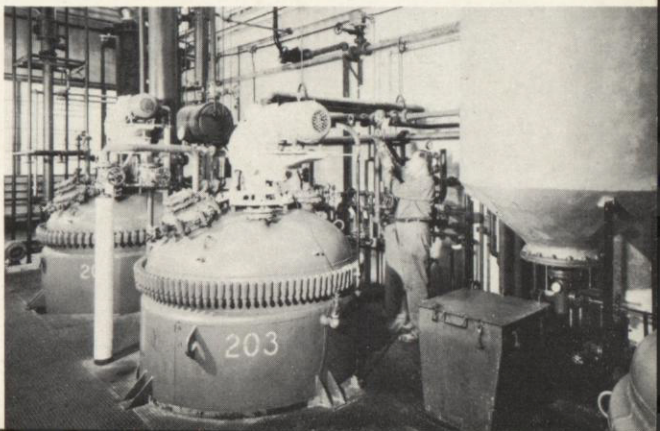


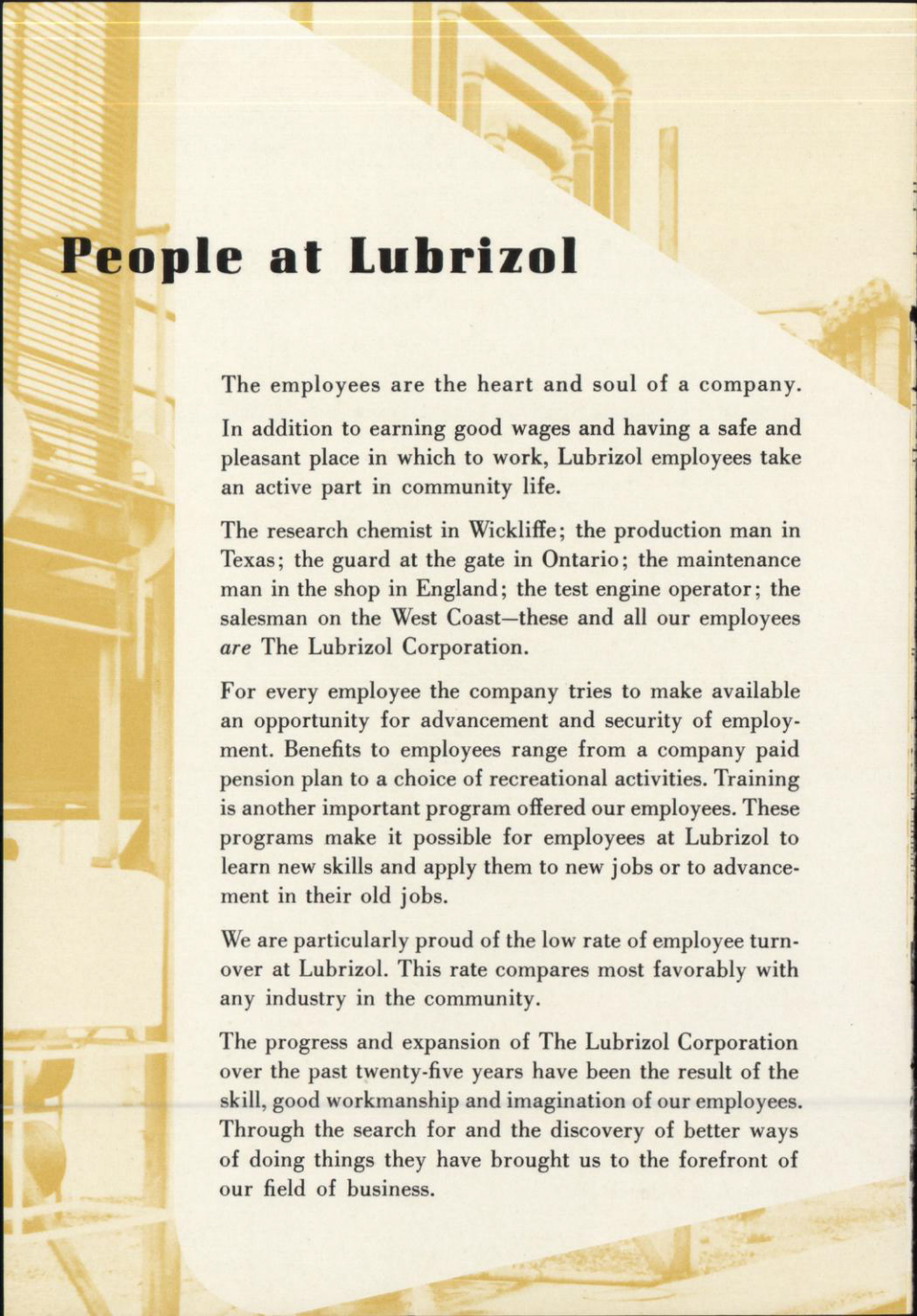


The Control Laboratory is responsible for maintaining the uniform quality of Lubrizol products.



Large glass-lined chemical reactors





People at Lubrizol

The employees are the heart and soul of a company.

In addition to earning good wages and having a safe and pleasant place in which to work, Lubrizol employees take an active part in community life.

The research chemist in Wickliffe; the production man in Texas; the guard at the gate in Ontario; the maintenance man in the shop in England; the test engine operator; the salesman on the West Coast—these and all our employees *are* The Lubrizol Corporation.

For every employee the company tries to make available an opportunity for advancement and security of employment. Benefits to employees range from a company paid pension plan to a choice of recreational activities. Training is another important program offered our employees. These programs make it possible for employees at Lubrizol to learn new skills and apply them to new jobs or to advancement in their old jobs.

We are particularly proud of the low rate of employee turnover at Lubrizol. This rate compares most favorably with any industry in the community.

The progress and expansion of The Lubrizol Corporation over the past twenty-five years have been the result of the skill, good workmanship and imagination of our employees. Through the search for and the discovery of better ways of doing things they have brought us to the forefront of our field of business.

What Lubrizol Stands For

A company is like an individual. It has certain beliefs and principles that give it character. What Lubrizol stands for is summed up in the following statement.

The Lubrizol Corporation believes in the principle of developing and producing quality products and of selling its products at a fair price. It believes in the continual improvement of its products and services.

The company recognizes its responsibility, not only to its stockholders, but also to its employees, customers and suppliers, and to the community and the nation.

A Lubrizol policy of particular importance is one which insists on the right of each individual with whom we deal to receive consideration as an individual.

It is the company's intention to pass along to its customers, and through them to the consumer, reductions in the cost of its products. In this way, Lubrizol's continuing efforts to improve its products and its production methods will benefit the public.

It is the desire of the corporation to strive continually for better community and public relations, to resolve problems in terms of what is best for the public interest.

The corporation believes in the individual incentive system, in private enterprise and in profits which represent a fair return on capital investment.

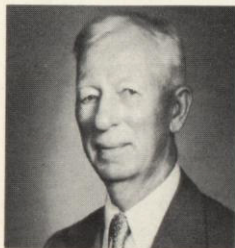
It recognizes the desirability of improving the standard of living for people everywhere and of promoting such improvement through the benefits of applied scientific research and development.



KENT H. SMITH



F. ALEX NASON



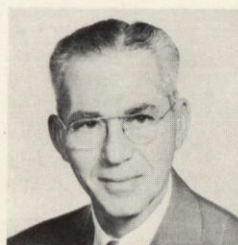
FRANK A. NASON



KELVIN SMITH



VINCENT K. SMITH



THOMAS W. JAMES

The Founders

The Officers

KENT H. SMITH

Chairman of the Board

KELVIN SMITH

President and Director of Research

F. ALEX NASON

First Vice-president, and Director of Marketing

THOMAS L. HOLLAND

Vice-president, Sales Division

A. O. WILLEY

Vice-president, Engineering Division

C. H. BRITTEN

Vice-president, Manufacturing Division

R. J. FERREE

Treasurer

D. K. FORD

Secretary and General Counsel

V. K. SMITH

Member, Board of Directors

C. L. STONE

Member, Board of Directors

CHEMICAL RESEARCH DIVISION

KELVIN SMITH
Director of Research and Development

T. W. MASTIN
*Assistant Director of Research
and Development*

F. C. GOLDSMITH
Pilot Plant Supervisor

P. A. ASSEFF
Research Co-ordinator

G. R. NORMAN
Director of Chemical Research Laboratory

W. M. LESUER
*Assistant Director of Chemical Research
Laboratory*

W. G. CRAIG
Chemical Products Technologist

A. RHODES
*Director of Product Development
and Analytical Testing Groups*

C. O. MILLER
Research Consultant

O. C. LIMBACH
Patent Director

ENGINEERING DIVISION

A. O. WILLEY
Vice-president, Engineering Division

W. B. BASSETT
Department Head, Technical Services

J. L. PALMER
Department Head, Mechanical Testing

AL BALHARRIE
Department Head, General Engineering

J. A. CREEDON
Section Head, Technical Reports

R. C. LEIBLEIN
Section Head, Mechanical Testing Laboratory

E. D. FUNK
Section Head, Buildings and Grounds

R. V. BROWN
Section Head, Plant Services

C. A. ASHWORTH
Section Head, Plant Construction

E. R. KOCAREK
*Section Head, Plant Process Design
and Engineering*

MANUFACTURING DIVISION

C. H. BRITTEN
Vice-president, Manufacturing Division

ROGER CLAPP
Assistant Division Manager

M. M. MCGREW
Purchasing Director

D. M. BLANCHE
Traffic Order and Billing

F. V. VENCL
Production Manager

R. J. RENSE
Chief Technologist

J. N. CARR
Safety Director

J. F. HOSIER
Chief Pilot

K. A. DANSKIN
General Manager Houston Plant

M. A. PAYNE
General Manager Canadian Plant

SALES DIVISION

T. L. HOLLAND
Vice-president, Sales Division

JOHN H. BAIRD
Cleveland Sales Office

W. P. MURPHY
North Central Area Salesman

A. D. BRABBS
West Coast Area Salesman

T. P. BAUGHMAN
East Coast Area Salesman

W. W. SCHAFFER
South Central Area Salesman

C. B. COLLINS
Local Area Salesman

FINANCE DIVISION

R. J. FERREE
Treasurer

J. M. ZLATOPER
Chief Accountant and Assistant Treasurer

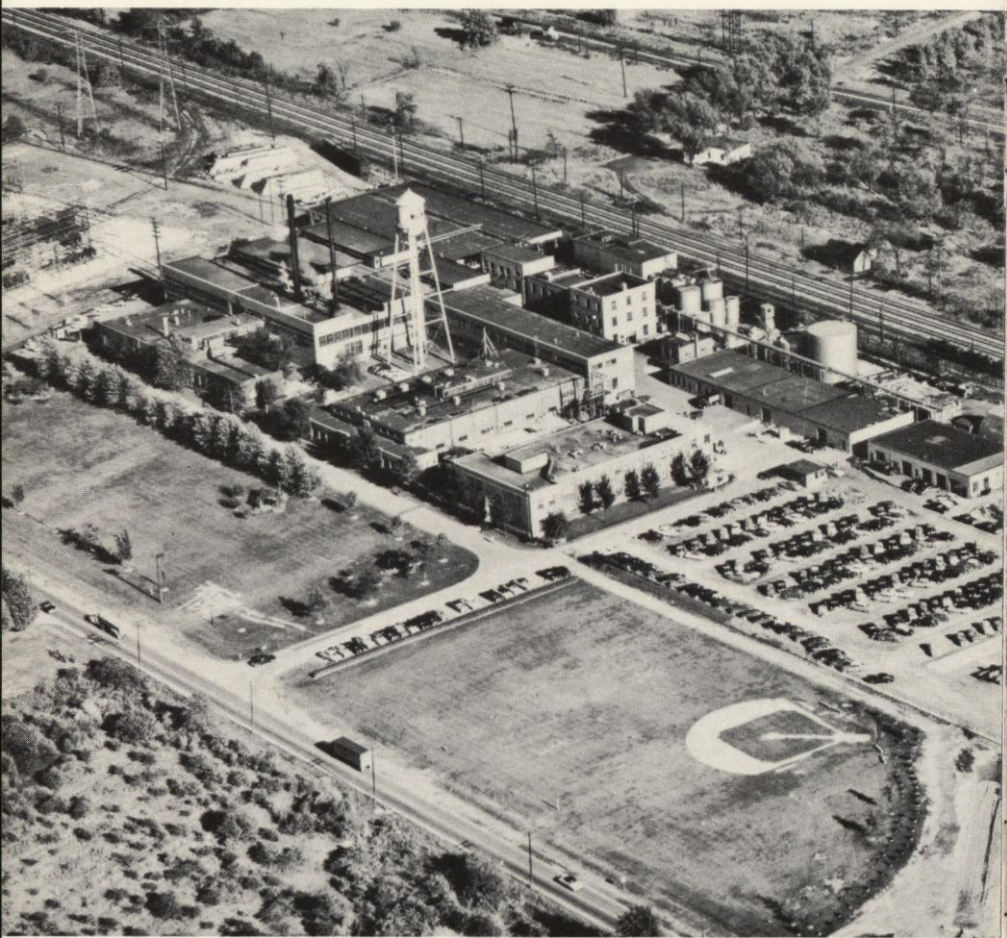
OTHER EXECUTIVES

E. H. BECVAR
Director Quality Control Laboratory

M. J. STALEY
Director Personnel

R. J. OZMUN
Director Special Projects

H. L. JACKSON
Director Community Relations



THE LUBRIZOL



Thank You

**We hope
you had a
pleasant visit
and will
come again**

C O R P O R A T I O N • *Wickliffe, Ohio*

LUBRI

ZOL



THE LUBRIZOL CORPORATION

Cleveland 17, Ohio