

THE OIL DAILY'S

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# LUBRICANTS WORLD

Where the users and suppliers...buyers and sellers...get together

## THE GOLDEN ISSUE

12 AWARD  
WINNING  
PRODUCTS



**Industry Movers & Shakers**

■  
**Lubricants Hall of Fame**  
■

BULK RATE  
U.S. POSTAGE  
**PAID**  
MERRIFIELD, VA  
PERMIT #5292

THE  
LUBRICANTS WORLD

# HALL OF FAME

## Amsoil's Albert J. Amatuzio Pioneered Synthetic Motor Oil



Lt. Col. Albert J. Amatuzio served as an award-winning jet fighter pilot for over 25 years, and had ample opportunity to witness synthetic lubricants in action. Synthetic oils are used exclusively in jet engines because of three extraordinary performance characteristics: an

ability to reduce friction and wear on engine components, an ability to function dependably at severe temperature extremes, and an ability to withstand rigorous and lengthy engine operation without chemical breakdown.

Recognizing that these same lubricant characteristics would prove invaluable in combustion engines, Al Amatuzio formulated the first synthetic motor oil to meet API service requirements for automobile engines. The new lubricant performed like no other before it.



Albert J. Amatuzio  
Amsoil President and CEO

When the first can of Amsoil 10W-40 appeared on the market in 1972, it signaled the birth of an entire industry. In only two decades, Amsoil synthetic oils have expanded the boundaries of lubrication science and redefined the performance possibilities of modern machinery and engines.

Amsoil Inc. was founded on Al Amatuzio's desire for technical innovation, his commitment to higher quality, and his belief that consumers would respond to a superior product. The company has remained true to these ideals; its history is a checklist of revolutionary products that have withstood the test of time. As the pioneer corporation in the field of synthetic lubrication, Amsoil sees its commitment to excellence as an historic responsibility,

and A.J. Amatuzio's vision and enthusiasm continue to drive the company forward.

### Ellis Founded Valvoline.

In 1866-68, Dr. Ellis received four patents for steam heat distillation of lubricants. In 1867 he developed a high viscosity petroleum based cylinder oil which met the high standards of George Corliss, the great engine inventor. So good was it on engine valves that Corliss suggested Ellis name it Valvoline. He did so and patented the Valvoline process in 1868. His company, Continuous Oil, changed its name to Valvoline Oil Co. in 1902. For more on Ellis, see *The Oil Daily* Aug. 6, 1990, page B9.



Dr. John Ellis

### Kier: First American Refiner

In 1846, Samuel M. Kier was making medicine from the unwanted oily byproduct of his father's salt wells when he wondered if the substance could be used for illumination or lubrication. J.C. Booth, a Philadelphia chemist, suggested that Kier distill the mucky substance. Setting up a shop outside Pittsburgh, Kier ultimately distilled a product priced \$1 a gallon less than whale oil and, ultimately, produced a fair lubricant stock. For more on Kier, see *The Oil Daily* Oct. 6, 1988, page B-5.



Samuel M. Kier

### Everest: Mobil's Granddaddy

At a time when carriers of leather and machinery owners distrusted petroleum-based lubricants, Hiram Bond Everest solicited testimonials from local fire departments to improve their market acceptance. He successfully pioneered many marketing techniques, including self-stamped reply cards, direct sales to consumers, and "traveling representatives" for his company, Vacuum Oil Co., the forerunner of Mobil Corp. For more on Everest, see *The Oil Daily* Aug. 12, 1991, page 8.

### Cooper Pioneered Synlubes

An almost mythic figure, Cooper is known in some circles as the granddaddy of the lubricant additives business. He founded Edwin Cooper & Co. Ltd., which was acquired by Ethyl Corp. in 1975 from Burmah Castrol. This was the forerunner of Ethyl Petroleum Additives Inc. Cooper pioneered the development and manufacture of synthetic lubricants almost a hundred years ago. Many of his accomplishments are probably apocryphal. For more on Cooper, see *The Oil Daily* Aug. 6, 1990, page B11.