

age the refinery, which produced his lubricating oil as well as Cheesebrough's petrolatum. Some sources suggest that Dr. Ellis came up with the brand name for Cheesebrough's product: Vaseline. When Cheesebrough decided to join the Standard Oil Trust in 1880, Ellis dissolved the partnership and shifted refining operations to New Jersey, across the Hudson River from Manhattan, and moved the company's offices to Lower Manhattan.

Letters written by Dr. Ellis and his son, W. D. Ellis, who ran the Leonard and Ellis Oil Company, formed to sell their product lines, reveal interesting lives as well as progressive business strategies. Both father and son concerned themselves with marketing matters as much as technical issues. They often explained to correspondents the merits of their *100 percent petroleum lubricant*, which had no animal or vegetable oils to degrade steam valves. It was with those critical steam valves in mind that Ellis named the most expensive of the company's oils: Valvoline. Ellis also took pains to inform customers that he bought petroleum produced only in Pennsylvania, anticipating by decades the *Pennsylvania-grade crude oil* tagline.

Unlike John D. Rockefeller, whose millions ensured that his personal name would live on even if his brand name did not, John Ellis left a considerable portion of his estate to his Swedenborgian church when he died in 1896. His son took control of the company, incorporated it, and expanded its operations before selling it to a Cincinnati investor in 1929, just months before the Great Crash. The Ellis legacy—the Valvoline brand name in its brilliant red-and-blue-V logo—continues to speed past NASCAR grandstands filled with racing fans and customers who need motor oil for their personal vehicles.

THE MAKING OF AN OIL HISTORY POSTER

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Poster: At first blush it would seem that the production of a poster about oil history would be a simple, rapid and inexpensive endeavor. However, based on the experience gained while preparing the *Progress from Petroleum: Through the Decades with Oil and Gas* poster, we now realize that (much like writing/publishing an article or book) the making and subsequent distribution of an accurate attractive poster suited to multiple nationwide audiences entails significant research, effort, creativity, editing, coordination, and expense. This two-panel presentation illustrates key decision points involved in the design and production of this colorful poster financed with public sector funding.

HISTORICAL MARKERS SUBSIDIZED BY THE PETROLEUM HISTORY INSTITUTE (PHI)

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Poster: Information about oil history is provided not only via oral, written, photographic, and electronic presentations. Outdoor roadside markers are permanent visible reminders of important people, events, places, companies, and inventions. Significant leaders and developments within the oil/gas industry have been recognized by numerous states in the form of historical markers. In 2004, the Petroleum History Institute activated a program of helping subsidize the production of such new markers throughout the USA. Applications for such donations are welcome; they should be directed to the PHI office. This single-panel poster provides photos and sample text for the historical markers in Pennsylvania which have been subsidized to date by PHI: Densmore Tank Cars; Byron D. Benson; and Samuel C. T. Dodd.

EBENEZER BALDWIN ANDREWS (1821-1880) – PIONEER OIL GEOLOGIST

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E. B. Andrews was born in Danbury, Connecticut, on April 29th, 1821, but spent most of his life in Ohio and what became West Virginia; part of the western frontier of the time. The youngest of seven children born to Reverend William and Sarah (Parkhill) Andrews, Ebenezer had a single sister and five brothers, and of the six boys in the family, five of them followed their father into the ministry, including Ebenezer. After beginning his college work at Williams College, he transferred to Marietta College where his brother Israel was a mathematics professor. After graduating with the Class of 1842, Ebenezer did his theological training at Princeton and was ordained in the Congregational Church in 1846. After serving for several years as pastor for churches in Housatonic, Massachusetts, and New Britain, Connecticut, he was invited to give a commencement address at his *alma mater*, Marietta College, and so impressed the faculty, that he was elected to the Chair of Natural Sciences in 1851. This was quite a change from the pulpit to the outcrop, but apparently he had a keen interest in nature, especially geology. It was during his time at Marietta College and shortly after Edwin Drake's discovery that he turned his attention to petroleum and its field relation-