Addendix C
Committee Memberships

I. Ad Hoc Committee for Evaluation of the present Functions and Operations of The National Bureau of Standards (Kelly Committee of 1953)

Dr. Mervin J. Kelly, Chairman
Bell Telephone Laboratories
Appointed by the President of the National Academy of Sciences

Mr. John C. Green, Executive Secretary
Department of Commerce
Appointed by the Secretary of Commerce at the request of the Committee

Members & Affiliations

Dr. Lee A. DuBridge
California Inst. of Tech.

Dr. William L. Everitt
University of Illinois

Dr. James W. Parker
Detroit Edison Co.

Dr. Kenneth S. Pitzer
University of Calif.

Dr. J. Barkley Rosser
Cornell University

Dr. Guy Suits
General Electric Co.

Dr. Clyde Williams
Battelle Memorial Inst.

Dr. Abel Wolman
Johns Hopkins Univ.

Nominated by

American Inst. of Physics
Inst. of Radio Engineers
Am. Soc. of Mech. Engineers
American Chemical Society
Policy Committee for Math
Am. Inst. of Electrical Eng
Am. Inst. of Mining and Metallurgical Engineers
Am. Soc. of Civil Eng.
II. Committee on Battery Additives of the National Academy of Sciences (Jeffries Committee)

Zay Jeffries, Chairman, Vice President (retired), General Electric Co., Chemical Division.

Elmer K. Bolton, Director of Chemical Dept. (retired), E.I. du Pont de Nemours and Co.

William G. Cochran, Professor of Biostatistics, Johns Hopkins University

J. P. Fugassi, Professor of Physical Chemistry, Carnegie Inst. of Technology

John G. Kirkwood, Professor of Chemistry, Yale University

Victor K. LaMer, Professor of Chemistry, Columbia University

Lewis G. Longsworth, Member, Rockefeller Inst. for Medical Research

Joseph E. Mayer, Professor of Physical Chemistry, University of Chicago

Fred E. Terman, Dean, School of Engineering, Stanford Univ.

Samuel S. Wilks, Professor of Mathematical Statistic, Princeton University.
III. Senate Select Committee on Small Business

**Republican Members**

Edward J. Thye (Minn.), Chairman
Charles W. Tobey (N.H.)
Homer Ferguson (Mich.)
Leverett Saltonstall (Mass.) (Minn.)
Robert C. Hendrickson (N.J.)
Andrew F. Schoeppel (Kan.)

**Democratic Members**

John J. Sparkman ( Ala.)
Russell B. Long (La.)
Guy M. Gillette (Ia.)
Hubert H. Humphrey
Lester C. Hunt (Wyo.)
George A. Smathers (Fla.)

James H. Duff (Ind.-Pa.)
Dear Automobile Owner:

I think you'd like to know about a product that could keep your car battery from ever going dead again.

I'm sure that like me you've listened to many stories about such miracle products:

Electric bulbs that burn forever, nylon stockings that won't rip or run, soles for shoes that can't wear out. Yes, wonder-working inventions we'd give our eye teeth to own...but know we'll never be able to buy.

It just wouldn't be "good business."

Is it any wonder that you don't know about miracle chemical compound AD-X2? It will save American drivers $360,000,000 a year. Double and triple the life of your car's battery. Added to your battery just like sugar to coffee it virtually ends battery failure.

No - like the lifetime electric bulb, AD-X2 just wouldn't be "good business." But I ask you - for whom? You - or the men who sell you the $360,000,000's worth of batteries each year?

That's why I'm writing to you now. You don't have to sit still for the battery manufacturers anymore. Pay for an expensive new battery because they want you to.

You can have a battery that's better than new for only $3.00. Now, your old battery will last for years. Give you that peak performance you proved you wanted.

This is the amazing story of the triumph of AD-X2. The car battery miracle the wealth of vested interests couldn't bury.

Sincerely,

C D Kasher

President, Sterling-Warner Corp.

THIS IS WHY THE BATTERY MANUFACTURERS TRIED TO SMASH JESS RITCHE

BECAUSE NOW YOUR OLD CAR BATTERY CAN BE BETTER THAN NEW!

Back in 1947, certain that the world would welcome such a discovery, Jess Ritchie to-gether with Dr. Merle Randall, a noted chemistry professor, produced over 1,000 chemical formulas searching for an answer to battery failure.

For years men had grappled with this problem of prolonging the useful life of lead-acid storage batteries. All such batteries have a normal life span. After which they break down. And there’s nothing you can do about it.

One after another their experiments failed, until, inexplicably an accidentally processed formula brought results entirely different from anything they had used up till then. Sensational results!

At last science had the answer to battery failure. Battery AD-X2, a secret chemical formula, doubled and tripled the life of any battery, actually rejuvenated aging batteries, gave greater capacity and started batteries. For the first time you’d have a battery that could be completely charged, operating at 100% efficiency, all the time.

FROM THAT MOMENT OF DISCOVERY JESS RITCHE WAS A MARKED MAN!

The Keystone Battery Company of California sent this letter to the American Association of Battery Manufacturers:

"When the AD-X2 thing first came out, we thought they’d kill themselves off in short order. But they seem to be getting stronger . . ."

"This is a serious situation. We have lost a considerable amount of business, and the loss to large manufacturers must have run into the thousands.

"We feel sure that with the cooperation of the Association we can lick this thing."

Jess Ritchie’s Dream Became a Nightmare

Instead of lavish praise he ran into an incredible storm of violent condemnation, and brutal scientific indifference.

This small business man, who had never invented or discovered anything before, suddenly found himself the TARGET of a gigantic foe. He was zeroed in with charges of fraud, pinned down with court orders and law suits.

And like all successful attackers, the battery manufacturers kept themselves well camouflaged.

Their money and power influenced men in high public places — government officials — to front their offensive.


2. The United States Post Office, acting on this misinformation, sued Ritchie’s firm, Pioneer’s Inc. for attempting to defraud through the mails.

3. The powerful Federal Trade Commission sued Ritchie and AD-X2 for fraudulent advertising.

HE STOOD ACCUSED — Liar and Thief

Remember, behind this frenzy of government activity was the secret, underhanded scheme of the battery manufacturers to blanket AD-X2 in a bed of lies.

If there had been any doubt that AD-X2 worked, then there would have been no need to keep you from using it. No, it would have more nearly suited their selfish purposes, if AD-X2 did ruin your battery.

There never was a real controversy over AD-X2 as many newspapers and magazines wanted you to believe—only a highly successful campaign to tell Jess Ritchie’s small business to shred.

Twice Jess Ritchie was forced into bankruptcy trying to market AD-X2.

But he still wasn’t licked. They hadn’t counted on his bronco bustin’ determination.

The Senate Select Committee on Small Business tried to prove the true merit of AD-X2.

They asked America’s leading scientific university, the Massachusetts Institute of Technology to test it.

As you know: Your battery supplies electric current for the ignition— all the electric equipment—PLUS POWER TO CRANK YOUR ENGINE.

When you use any of this equipment, or leave your car stand idle, the battery discharges electric current. Run your motor and the battery recharges itself.

But— while a battery discharges two things happen:

1. Some of the active materials from the lead plates shed or fall off . . . Forms useless “battery mud.” THIS IS THE FIRST REASON YOU LOSE POWER.

2. And, the soft sponge lead in the negative plate changes chemically into lead sulfate. With age this sulfate gets tough and hard. It clogs the pores of the plate. Then, the electrolyte-acid plus water— can’t enter the pores and deliver electricity. This continuous process is called SULFATION. It is responsible for the steady loss of power in your battery, and when the plates are completely sulfated or clogged your battery fails and has to be replaced.

According to the Massachusetts Institute of Technology:

AD-X2 RESTORES ACTIVE MATERIALS . . . STOPS HARMFUL SULFATION . . . INCREASES THE CAPACITY OF YOUR BATTERY.

But these unbiased scientific findings

HAD NO EFFECT ON THE BATTERY MANUFAC- TURERS PRINCIPLE OF “GOOD BUSINESS.”

They actually persuaded the government bureaus to ignore the M.I.T. report.

In an unbelievable disregard for truth, they forced Ritchie to defend himself at 103 hearings in 11 different states, 13 separate cities.

He had to take 16 transcontinental flights. Spend over a half million dollars.

SENSATIONAL REVELATIONS ROCK WASHINGTON!

All that remained was the final blow. These legal maneuvers had Ritchie blocked at every point. But he stood and faced them with his only weapon — fact.

The Federal Trade Commission heard 10,000 pages of testimony. 3000 pages of ex-hibits. They found government employees on the payrolls of the battery manufacturers. Discovered possible major scandals involving millions of dollars of the public funds.

AND OVERWHELMING PROOF THAT AD-X2 WORKED!

In May, 1956—8 years after the discovery of AD-X2—the F. T. C. reached a unanimous decision. By a vote of 4 to 0 they dropped all the charges against Ritchie and AD-X2. None of the claims made for AD-X2 were fraudulent.

This historic decision was a complete and overwhelming victory. A spectacular triumph over the wealth of the entire battery industry. That’s why today, without fear of contradiction, I am free to tell you:

AD-X2 is the first and only major chemical improvement in the lead-acid storage battery since its invention. It will double the life of your car’s battery. End forever battery failure from harmful sulfation.

I wish I could go on and tell you that you could double the life of your car’s battery simply by going to your local automobile dealer or service shop. But that simply isn’t so.

The battle for AD-X2 isn’t over. Remember, the man who sells and services your car depends upon these interlocking giants of the car business for his livelihood.

Do I have to tell you what that means?

But all their money and influence can’t bury AD-X2! It is free of the battery industry’s shackles.
NOW—BY SIMPLY RETURNING THE COUPON
YOU’LL HAVE A BATTERY
WORKING AT PEAK CAPACITY.
For only $3.00—less than you pay
for an ordinary tune-up, less even than
a good car wash, you will have:
A BATTERY THAT IS
BETTER THAN NEW!

Last year the American Automobile Association reported the
number one road-call headache was battery trouble. Yes, even
more than tires! Over 10,837,000 motorists with dead batteries
called for help.

Now, whether your battery is old or new, 6 volts or 12
WITHOUT ANY SKILL OR MECHANICAL KNOWL-
EDGE you can positively end battery failure once and
for all from harmful sulfation.

If you have a new battery:
AD-X2 will keep it new. Hold back the harmful sulfation. Mile
after mile, day after day your battery will deliver the same high
power.

You know, even a new car often has to have its battery charged
before it can be driven from the show room floor.

But no matter how long you leave your car stand idle—months
or years—at the touch of the starter your engine will turn over.

If your battery is 12 months old or more
AD-X2 will remove that destructive sulfation.

Used car dealers and garagemen constantly boost old batteries
into the appearance of life. But the first cold day that sulfated
battery can’t deliver the necessary 250 or more amps it takes to
start your car. With a sickening groan your battery dies.

But no matter how tough and hard your plates may be, adding
AD-X2 will make them soft and porous again.

Even if your battery has already needed expensive servicing
it will stand by you like new. With AD-X2 it will recharge itself
as you drive. Give you trouble free service for years to come.

When you step out into a day that bites your nose, freezes the
lock on your car door—with AD-X2 added, you can be sure your
battery will turn your engine over.

For the first time in your life you'll be driving a car with a
battery that's completely and fully charged. No lost materials,
no sulfation. You'll be getting the same 1,250 to 1,300 s.g. read-
ing that battery delivered the day it was made.

Play the radio, use the heater, defroster, electric windshield
wipers. Your battery will recharge itself completely. And fast!

Even if you now have a dead battery:

If it’s mechanically sound, so great is the miraculous power of
AD-X2, that you can extend its life for years to come.

YOU SAVE 3 WAYS WITH
AD-X2 ADDED TO YOUR BATTERY

Saving #1. You save the $18.00 to $40.00 you’d normally expect
to pay for a new battery after a few years.

Saving #2. You save the expense and trouble of having to have
your car with its dead battery, towed.

Saving #3. You save the cost of battery service calls. You won’t
need a “quick-charge” or booster of any kind. As you drive,
your battery will completely recharge itself.

Saving #4. You will never have to pay to repair costly damage
to your transmission caused by having to be pushed to get
started.

Saving #5. Worry and Aggravation. No one can say how much
it’s worth to never worry again that your car won’t start.
You will start, even if every car on the block has to call
a serviceman.

On the back of this folder you will find more information
and details concerning this wonder-working dis-
coveery. FIND OUT FOR YOURSELF. Try AD-X2 on a
no-risk special DOUBLE GUARANTEE.

You will receive a 3 package treatment of AD-X2. When the
postman delivers this amazing product, DEPOSIT $3.00 with him.
Then, if you have a 6 volt battery put one package in each cell.
Just unscrew the 3 knobs at the top of the battery and pour in
AD-X2—just like sugar.

If you have a 12 volt battery put half of each envelope in each
opening. (Exact measurement not needed.)

Your battery is now better than new! It will start your
car for years to come.

One package treatment of AD-X2, good for either a 6 or 12
volt battery is only $3.00. If you own two cars, have a boat with
an electric starter, a dead battery stored in the garage, or want
to save money for a friend, you may order treatments for 2
batteries for only $5.00. You save one dollar.

Will you please fill in your name and address, and the number
of AD-X2 treatments you need, on the convenient coupon and
return it to us today in the accompanying self-addressed envelope
that requires no postage.

PLEASE TEAR OFF AND KEEP
THIS UNCONDITIONAL GUARANTEE

GUARANTEE #1.
You have absolute protection! Complete satisfaction or
your money back. Your battery must be completely charged,
without harmful power-destroying
sulfation, within 30 days or we'll refund your complete
purchase price.

GUARANTEE #2.
You can make this test immediately. Prove to yourself
that AD-X2 makes your battery better than new.

After adding AD-X2, run the car for 5 minutes. Then
when you have driven 30 miles, do this. Pull the coil
wire. Turn on the radio, lights, all the electric equipment.
Run the battery until it is completely dead.

Turn off all the electric equipment and leave the
battery rest for 3 minutes.

Then, with the starter only—start your car.
Now—run the battery down a second time. Do not
let up on the starter until it is completely dead.

Be sure all the electric equipment is turned off.
Replace the coil. Let the dead battery sit for 30 minutes.
I GUARANTEE YOU CAN NOW START YOUR
MOTOR IMMEDIATELY!

Further, I guarantee that for the first time in your
life you will be driving a car with a battery that is
completely and fully charged.

I will gladly refund your $3.00 purchase price if
AD-X2 doesn't do everything I say it will, and more.

P.S. We know you'll probably want AD-X2 in your
battery before the cold weather sets in. You can
help us rush this wonder-working discovery to you.
Please enclose your cash, check, or money order
with your coupon in the enclosed envelope. Be-
cause this will save us time and bookkeeping ex-
peses we will pay all the postage and cost of
handling charges. You will save at least an extra 35¢.

ACT NOW! MAIL THIS SPECIAL NO-RISK DOUBLE GUARANTEE COUPON TODAY!
WHY THE
BATTERY MANUFACTURERS
TRIED TO SMASH JESS RITCHIE

NO BATTERY IS AS GOOD
WITHOUT AD-X2
AS IT IS WITH AD-X2:
"Plant superintendents, shop foremen, master mechanics, chief electricians . . . No other case has so large a volume of substantive and reliable user testimony."
Chief Examiner
The Federal Trade Commission

A SPECTACULAR TRIUMPH FOR SMALL BUSINESS:
"This vindication of AD-X2 by the Federal Trade Commission, coupled with its clearance of fraud charges by the Post Office Department, should lead to prompt modifications in the practice of condemning products marketed by small business men . . ."
Senator John Sparkman, (Ala.)
Chairman, Senate
Small Business Committee

"IT WORKS!
SECRETARY OF COMMERCE
"The company with which I was formerly associated (United-Carr Fastener Corp.) had a $1150 battery, which was about licked. We tried AD-X2 on a when-need, if basis. It worked. After at least 13 months it's still working . . ."
Sinclair Weeks
Secretary of Commerce

NEW BATTERIES FOR OLD IN 196 POLICE RADIO CARS:
"Even though the batteries were not new when treated, we have observed the life expectancy was extended from 12 to 18 months beyond normal. In police radio cars batteries are given hard usage; long periods of idling, constant use of radio, heater, defroster."
(signed) R. B. Lorry
Engineer in Charge
Radio Division

TRACTOR COMPANY REAPS HARVEST WITH WAR SURPLUS BATTERIES:
"We obtained some war surplus Escolas. They had been stored in the tropics, and we found the batteries could not be charged even though they had never been used. Treating these batteries with AD-X2, they came to a full charge. This has meant a savings of 50% over the past 3 years."
(signed) Frank L. Guilford
Manager, Calif.
Tractor & Equipment

STERLING-WARNER CORP.
147 E. 69th Street, New York 21, N. Y.

Yes! I want to double the life of my car's battery now.

☐ Rush me one (1) package of AD-X2 for $3.00.
(good for 6 or 12 volt battery)

☐ Send me treatments for 2 batteries for only $5.00.
☐ Money Order* ☐ Check* ☐ Cash enclosed*
☐ Send C.O.D. I will pay postage.

*Save at least 35¢. Mail your remittance now.
We will pay postage and handling charges.

NAME ____________________________
ADDRESS _______________________
CITY________ ZONE_____ STATE____

Use the enclosed EXTRA COUPON for yourself
PASS THIS CIRCULAR ALONG TO A FRIEND

POURS LIKE SUGAR: So simple a child can do it. You can't make a mistake. Unscrew the caps and simply pour in AD-X2. Now your battery is better than new. Guaranteed to give you new years of carefree service.

Printed in U.S.A.
Double Your Battery Life

Most 'Dopes' don't work, but this one seems to be better than its maker says

AD-X2, a battery additive available at most auto parts stores, will double the life of your battery according to authorities ranging from the Senate Small Business Committee to the Massachusetts Institute of Technology.

The wide range of sponsors for the battery-saver springs from a rhubarb between the manufacturers of AD-X2 and the National Bureau of Standards, who originally branded the product as worthless although probably harmless.

Pioneers Incorporated, who make AD-X2, took their case to the Senate Small Business Committee, which authorized the MIT tests. These tests, coupled with use reports from some of the biggest battery users in the nation, including the Air Force, indicate the white powder you add to your car battery does more than the manufacturer claims.

By mixing a $3 packet of AD-X2 into the water of your battery cells you can:

1. Reduce harmful effects of sulfation and extend the life expectancy of your battery.
2. Increase rate of charging and normally increase the capacity of the battery.
3. Protect the battery from destruction by sulfation during long periods of inactivity.

As a result of the MIT tests and the endorsement of other competent authorities, the National Bureau of Standards has taken back their nasty words about AD-X2. Their original unfavorable report was evidently based on their previous experience with a multitude of phoney battery additives which claimed and failed to deliver the advantages attributed to AD-X2. Because it claimed what so many failed to deliver, Bureau experts broke their legs leaping to a conclusion and released the unfavorable report on Pioneer's product before conducting thorough laboratory tests.

The manufacturers of AD-X2 caution that the powder should only be added to new batteries or used batteries that have been examined by an expert and found mechanically sound. In the absence of an expert inspection you can add AD-X2 to your battery and expect results if it is in operating condition and not more than six months old.

When adding AD-X2 to your present battery, thoroughly clean the battery posts, cable terminals and top of the battery before adding the life-lengthener. Completely dissolve the AD-X2 in the water covering the battery plates by dusting the powder over the top of the plates and then circulating the water with a battery syringe. After the powder is dissolved, run your car motor for 30 or 40 minutes. One application of AD-X2 will last the life of the battery.

You have to add the white powder to the water covering battery plates. Then mix by squirting water with syringe.

from Autosport Review, August 1953
RITCHIE DEMONSTRATES ADDITIVE—Jesse M. Ritchie of Oakland, Calif., demonstrates the theory of his battery additive, AD-X2, before a Senate Small Business Committee today as a hearing opened into charges that Government agencies were preventing him from marketing the product.—AP Photo.

NO HARD FEELINGS—Dr. Allen V. Astin (left), director of the Bureau of Standards, shakes hands with Jess M. Ritchie, inventor of the battery additive AD-X2, at the close of Dr. Astin's testimony before a Senate committee yesterday.

—AP Photo.
Appendix E
Department of Commerce  
National Bureau of Standards  

Source of Financing Total Program by Fiscal Years

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Fiscal Year</th>
<th>Fiscal Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>1953</td>
<td>1954 (Estimated)</td>
</tr>
<tr>
<td>Research and Testing</td>
<td>$3,992,596</td>
<td>$3,954,367</td>
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<tr>
<td>Radio Propagation and Standards</td>
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<tr>
<td>Operation and Administration</td>
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<td>1,174,825</td>
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<tr>
<td>Construction of Laboratories</td>
<td>1/ 369,282</td>
<td>1/ 136,581</td>
</tr>
<tr>
<td>Emergency Facilities, Radiation Physics Laboratory</td>
<td>-</td>
<td>130,798</td>
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<tr>
<td>Total Support by NBS Direct Appropriations</td>
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<td>8,078,318</td>
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Supported by Orders from Other Agencies:

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<th>Fiscal Year</th>
<th>Fiscal Year</th>
<th>Fiscal Year</th>
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<tbody>
<tr>
<td>1952</td>
<td>1953</td>
<td>1954 (Estimated)</td>
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<tr>
<td>Department of Defense and AEC</td>
<td>$43,452,427</td>
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<tr>
<td>Other Federal Agencies</td>
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<td>Total Support by Orders from Other Agencies</td>
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<td>Total Program</td>
<td>$53,498,418</td>
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1/ Does not include obligations by NBS as follows:

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<th>Amount</th>
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<tr>
<td>1952</td>
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<tr>
<td>1953</td>
<td>77,822</td>
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<tr>
<td>1954 (Estimated)</td>
<td>193,811</td>
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<tr>
<td>Total</td>
<td>$3,640,000</td>
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</table>

2/ Excludes obligations incurred in activities which are being transferred to the Department of Defense.
Note: "NBS" denotes funds and work from direct appropriation. "Other," from transferred funding.