This was the paper that introduced tetramethylsilane (TMS) as the standard proton NMR reference. Further, it demonstrated the advantages of the internal referencing technique over the accepted but largely nonconvertible external referencing methods used at that time. Finally, in it the TMS-based $\delta$-scale of chemical shifts was proposed. [The SCI® indicates that this paper has been cited in over 515 publications.]

The choice of a reference substance was next and took about half an hour. Remembering a comment made at a meeting (by H.S. Gutowsky) that methyls on silicon were highly shielded and knowing the stability of silanes made this easy. Very shortly an American Chemical Society abstract was submitted, followed by this paper. Its importance is attested to by the fact that, despite 30 years of fabulous improvements in NMR equipment, tetramethylsilane (TMS) remains the standard internal reference for proton NMR spectroscopy. Furthermore, publication of this paper appears to have aided NMR to move from the realm of the physical chemists into the organic lab. Indeed, TMS and internal referencing have been so universally used $^1$ that there is no need for modern references $^2$ to this paper. (The third contribution was the creation and precise definition of the TMS-based $\delta$-scale of chemical shifts, now in disuse. By contrast, the symbol $\delta$ was then, and is, today, still used indiscriminately in a variety of units and zeroed to various reference substances!)

As it turned out, Nugent F. Chamberlain, at the Humble Oil Co. in Baytown, Texas, had for some time been using internal referencing (albeit without TMS and less precisely). He had sent in a paper to Analytical Chemistry that had repeatedly been rejected for its presumably faulty technique. It was only after he could cite my publication that his was accepted.$^3$ Such was the state of NMR in the late 1950s.