

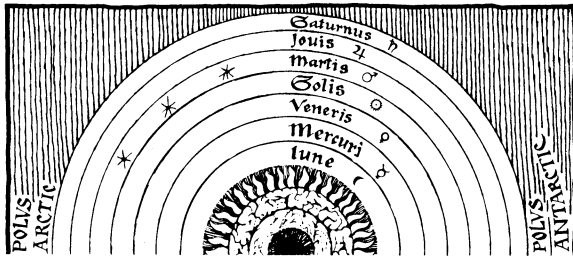
Conversation Pieces

Technically intriguing items
from TRW, guaranteed to add luster to your
conversation and amaze your friends.

How the Days Got Their Names — On Thursday, March 2, our Pioneer 10 spacecraft left for Jupiter, the first of the outermost planets. Although Pioneer travels so fast it swept past the Moon's orbit in a mere 11 hours, the voyage to distant Jupiter (a half a billion miles away) will take two years.

Pioneer 10's departure took place on a peculiarly appropriate day. Thursday, it happens, is named after Jupiter. In fact, if we look back through astronomical history, we find that every day of the week is associated with an object in our solar system.

Early astronomers named the planets after gods and goddesses, and believed that each planet "ruled" or had primary influence on one day of the week. Jupiter, they held, ruled Thursday and so named the day Jove's day, or *jeudi* in the French*. Our Anglo-Saxon forebears replaced the Roman Jove with their equivalent deity, Thor. Hence we know it as Thor's day or Thursday.



THE NAMES OF THE DAYS COME FROM THE PTOLEMIC SYSTEM.

Here, for your information, is the complete planetary week. Woman's lib advocates will be pleased to note that we should thank a goddess it's Friday.

Day	Ruling Planet/ Divinity	Anglo-Saxon Equivalent
Monday	Moon	—
Tuesday	Mars	Tiw
Wednesday	Mercury	Woden
Thursday	Jupiter	Thor
Friday	Venus	Freya
Saturday	Saturn	—
Sunday	Sun	—

*Those of you familiar with the French will see the planet's names clearly in *lundi*, *mardi*, *mercredi*, *jeudi*, *vendredi*, and *samedi*.

Burn Coal (But Not Throats)! Must a high standard of living and low quality of life always go hand-in-hand? The argument for the case is as follows. A high standard of living requires the consumption of large amounts of energy (e.g., lights, air conditioners, cars, home appliances). In producing and using this energy, however, we pollute our environment. If the air you breathe is toxic or the water you drink causes you to retch, be happy; your discomfort is proof positive you have a high standard of living.

To add to this dilemma, our so-called clean sources of energy are dwindling fast. A logical replacement is coal, the Earth's most abundant fossil fuel. Yet coal is a major polluter. When burned, it produces sulfur dioxide, a gas noxious to lungs, eyes, and throats. In 1970, for example, the U.S. pumped around 28 million tons of sulfur dioxide into the air.

How can we burn the coal and make the electricity and light the lights and run the air conditioners without befouling our atmosphere? At TRW, our answer is to remove the sulfur from the coal *before* burning it. The result: clean coal and a clean environment.

Until we came upon the method, it was considered formidable to remove the sulfur content. Strong acids have little or no effect on the sulfur, most of which is locked up tightly in the iron pyrites or fool's gold molecule. Strong oxidizers dissolve the pyrites but also oxidize the coal, making it useless. Our method removes the sulfur without altering the coal matrix, and increases the heat content of the coal by cutting down on the ash content. As an added attraction, our oxidizing agent can be regenerated and recycled.

Right now, we're happy to report, the Environmental Protection Agency is supporting the development of the process to determine its effectiveness and assess its economic merit. If it lives up to specs, we'll all breathe easier.

For further information, write on your company letterhead to:

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Attention: Marketing Communications, E2/9043
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