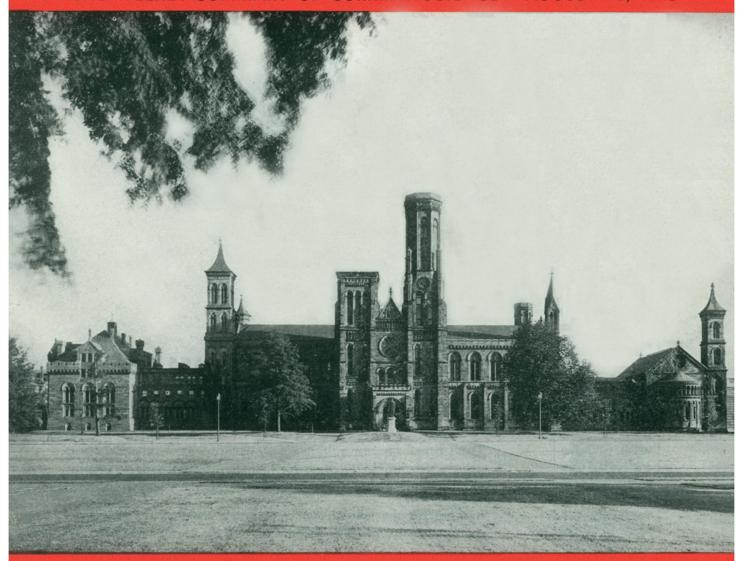


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Celebrates Centennial

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A SCIENCE SERVICE PUBLICATION

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TWENTY-FIFTH ANNIVERSARY

1946





TWENTY YEARS AGO

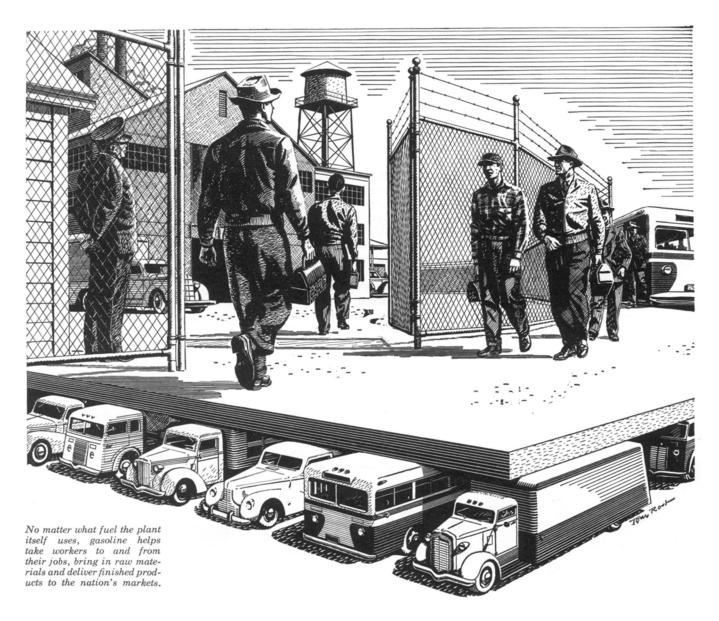
the movies learned to talk

THEN Broadway saw a dramatic presentation by Warner Brothers, using a synchronized system for high-quality sound developed by Bell Telephone Laboratories and produced by Western Electric.

Epochal for the motion picture industry, the occasion was only one of many landmarks set up by the Bell System along the stream of communication development.



BELL TELEPHONE LABORATORIES



Industry runs on gasoline

It would be impossible to draw a complete picture of modern industry without including cars, trucks, buses and other types of gasoline-powered equipment. Gasoline transportation is so much a part of the American industrial scene that *everyone* benefits each time its cost is reduced.

During the past twenty years such reductions have been many. By improving their refining processes and using antiknock fluid made by Ethyl, oil refiners have been able to produce gasolines of increasingly higher quality. And each improvement in gasoline has in turn made possible the development of more powerful, more efficient engines to provide better transportation at lower cost.

Because better fuels and better engines depend so much upon each other, Ethyl's research and service organizations have always worked closely both with refiners who use our product and with engine builders who are eager to get the most out of every improvement in gasoline quality. Ethyl Corporation, Chrysler Building, New York 17, N. Y.

More power from every gallon of gasoline through



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