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Oil for Aviation

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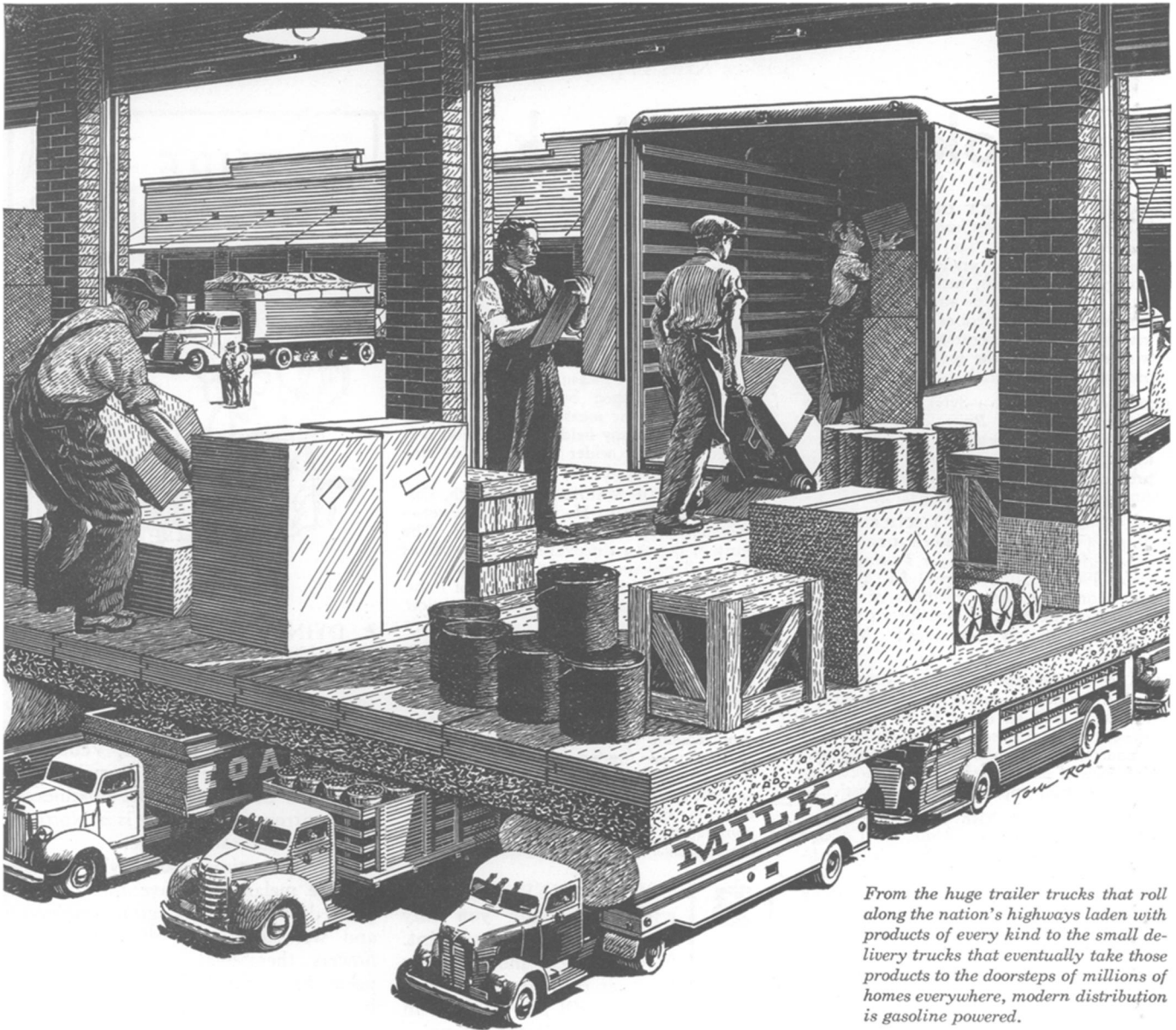
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From the huge trailer trucks that roll along the nation's highways laden with products of every kind to the small delivery trucks that eventually take those products to the doorsteps of millions of homes everywhere, modern distribution is gasoline powered.

Distribution cost depends on gasoline

ONE WAY to make money is to manufacture a product and sell it in volume at a profit. But between the making and the selling comes the problem of *distributing* it economically to the nation's markets. To do this, America's business men are depending more each year on gasoline power. And the more they depend on trucks to deliver goods to wholesalers, retailers and homes, the more value they get from each reduction in the cost of gasoline transportation.

During the past twenty years this cost has been reduced substantially. Gasoline itself costs less per gallon than it did in 1926 *in spite of* increased taxes. And by producing increasingly *better* gasoline—through improved refining methods and the use of antiknock fluid made by Ethyl—refiners have made possible the development of more powerful engines that provide better, more economical transportation.

Nor have the limits of fuel and engine progress been reached by any means. As oil refiners will continue to

improve gasoline, automotive engineers will design engines capable of converting its extra available power into greater payloads, faster schedules, lower delivery costs. It is toward this end that Ethyl research engineers, today as in years past, are working in close cooperation both with oil companies and with automotive companies. Ethyl Corporation, Chrysler Building, New York 17, New York.

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