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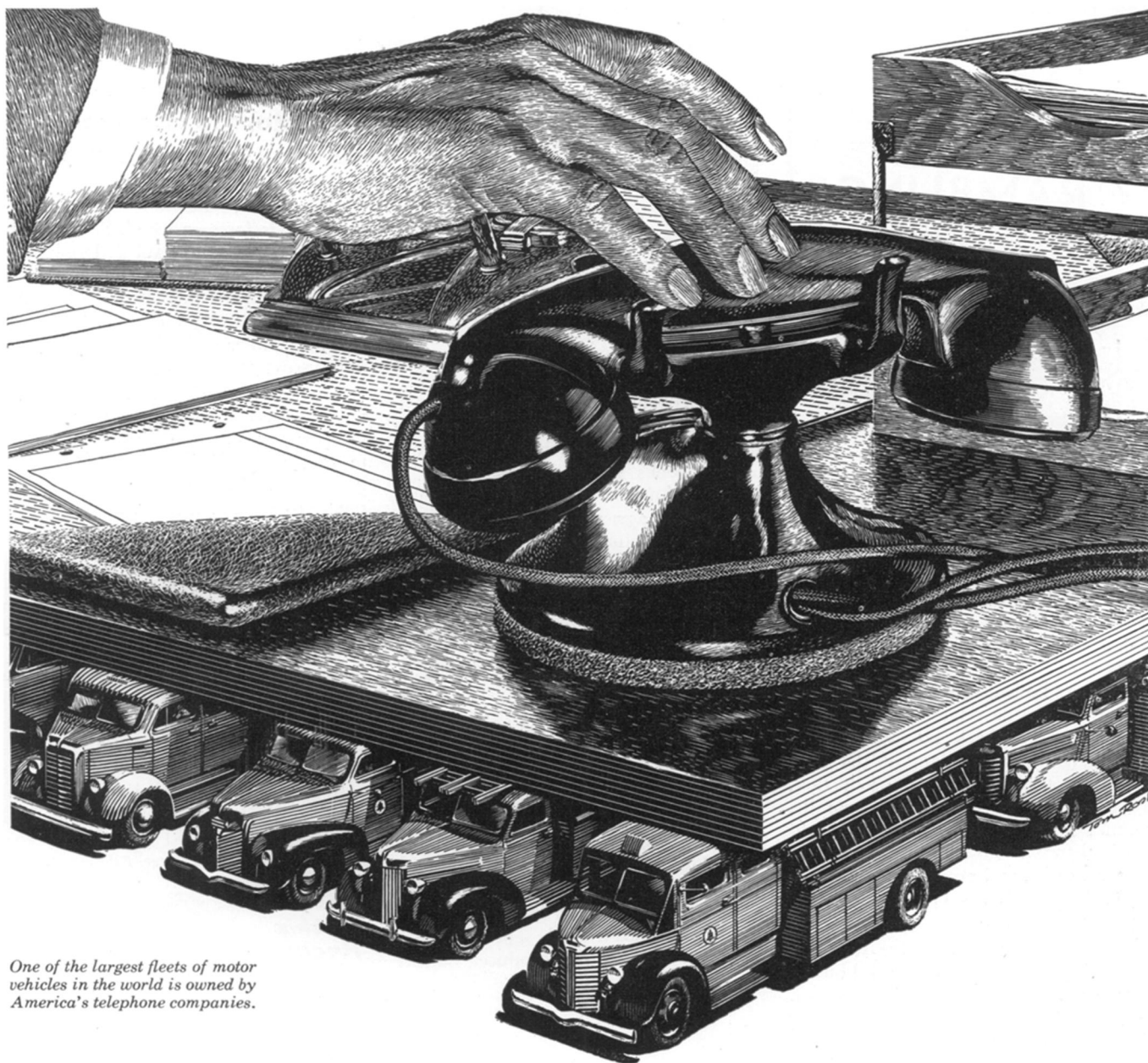
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A SCIENCE SERVICE PUBLICATION



One of the largest fleets of motor vehicles in the world is owned by America's telephone companies.

Your telephone call rides on gasoline

YOU'RE used to thinking of a telephone call as a matter of wires and cables and switchboards. But did you ever consider how many cars, trucks, and trailers go into each call? Day and night, in all kinds of weather, gasoline motor vehicles are helping to maintain telephone lines, carrying repair crews, hauling telephone poles and other equipment.

Thus, each improvement in gasoline transportation has helped to improve telephone service—a service which today is the best in the world, in spite of current shortage conditions.

Improvements in gasoline during the past twenty years have been frequent. As refiners developed new refining processes and made greater use of Ethyl brand antiknock compound, the octane rating of gasoline has steadily climbed. Better gasoline, in turn, has made possible better engines—more efficient and economical gasoline transportation.

This trend to improved fuels and better engines has by no means reached its end. As current "reconversion"

difficulties are overcome, petroleum refiners look forward to gasoline better than anything ever marketed in the past. Automotive engineers look forward to producing engines to utilize the future gasoline. And we of Ethyl are already cooperating with both the automotive and petroleum industries in solving the technical problems of advanced gasoline power. Ethyl Corporation, Chrysler Building, New York 17, N. Y.

*More power from every gallon
of gasoline through*

ETHYL



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