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“Ethyl” fluid offers petroleum refiners a relatively inexpensive and convenient way of stepping up the power of gasoline. So it is easy to think of its use entirely in terms of benefits to the petroleum industry. However, the mixing of “Ethyl” fluid with gasoline sets up a chain reaction which benefits vast numbers of people right down the line. Among these are:

The automobile manufacturer who can design engines to take advantage of high octane gasoline and so give more power and better mileage.

The car owner who enjoys the extra performance and economy of a high compression motor.

The truck operator who can carry more goods at lower cost because the extra power of high compression engines improves the performance of his trucks.

The armed forces who can pack more power into the engines that power tanks, self-propelled guns, military trucks and other vital equipment.

The bus operator whose passenger-mile costs are reduced as engine efficiency is raised.

The farmer whose tractor will do more work per gallon of fuel when it is equipped with a high compression engine designed for gasoline improved with antiknock fluid.

The airline operator whose engines require gasoline of extremely high octane number for satisfactory operation. (Aviation gasoline contains greater amounts of antiknock fluid than is usual in automotive gasoline.)

Thus, a product which most people never see benefits millions. As a matter of fact, the widespread use of “Ethyl” fluid is one of the basic reasons why two gallons of today’s gasoline will do the work of three gallons of 1925 gasoline—yet the price per gallon, excluding taxes, is about the same.

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