

### Lectures Featured On Duck Campus

At next week's chemistry seminar, Glen C. Ware, electrochemist

with the U. S. Bureau of Mines, will speak on "Current Developments in Processes to Produce Alumina from Clay."

Last Tuesday Dr. Ralph W. Chaney, professor at the University of California, spoke on "Chemical

Problems in Fossil Preservation" at the chemistry seminar held in 103 McClure Hall.

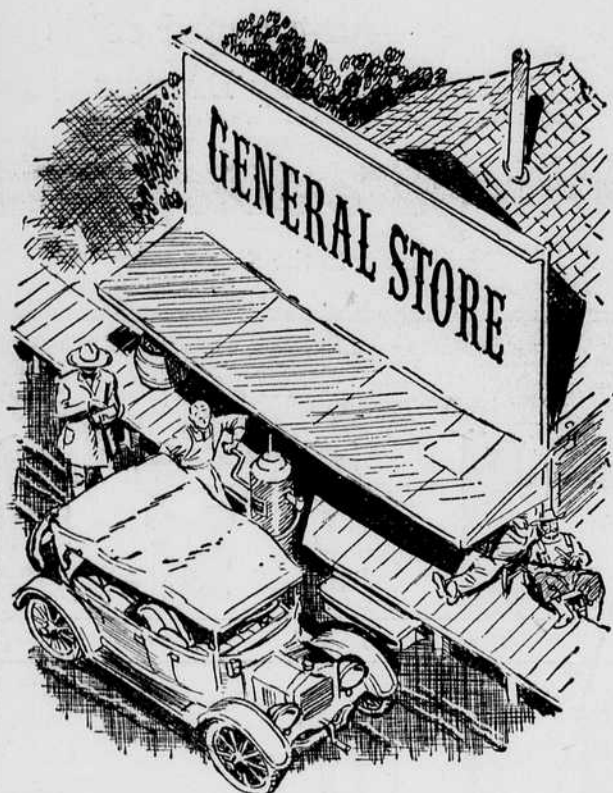
Dr. R. C. Swank, University librarian, will speak on "The Library and the University" at a meeting of the Faculty Club. Dr.

Swank's talk will be preceded by a dinner, to be served at 6:15 p. m. For dinner reservations, members should call A. F. Whiting, Campus 207, before noon on Saturday, November 23, price of the dinner will be \$1.00 per plate.

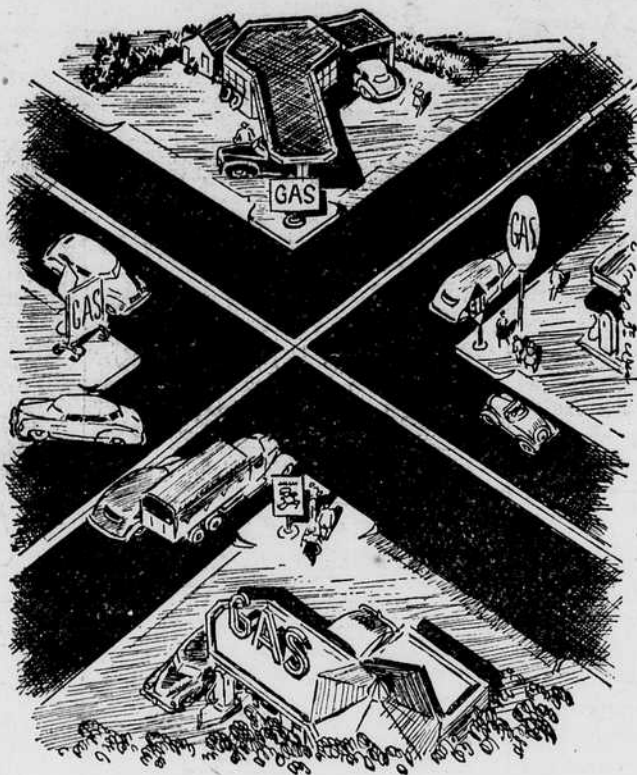
### Mothers Hear Hall

George Hall, assistant dean of men, spoke at the regular monthly meeting of the Oregon Mothers' club in Portland Thursday.

# Don't look now—but your gasoline is frozen



**1. In the years** between 1920 and 1946, the octane rating of Union Oil's "regular" gasoline climbed from 52 to over 80. During that same period, the price came down 40%. These gains weren't the result of any "overnight" development. They came gradually. So they were largely the result of one factor—competition.



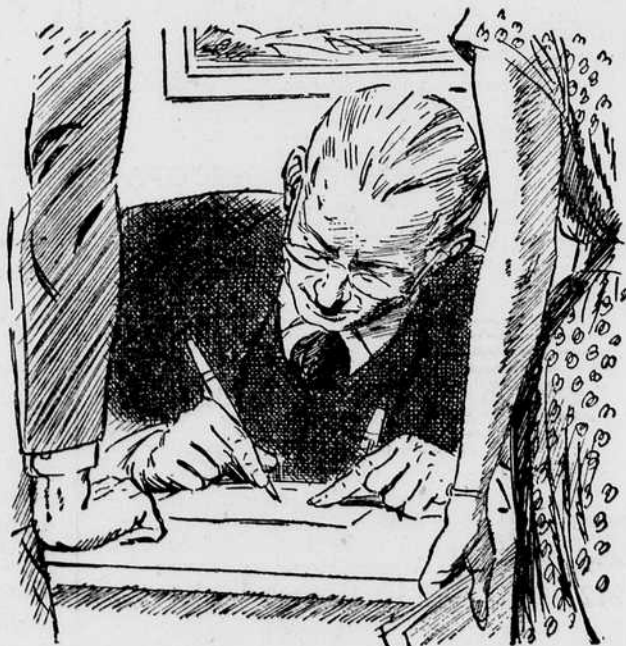
**2. Under the steady pressure** of competition, we had to keep searching every year for ways to improve our product or lower our costs. In any one year, the gains we were able to make were usually small. But over several years, the combined gains totaled up to substantial progress.



**3. During the war**, of course, competition in the civilian gasoline field was suspended. But in order to convert our plant to the production of aviation gasolines, we spent about 50 million dollars on new refining facilities—which were paid for, incidentally, out of our own pocket.



**4. With the end of the war**, we were able to put those facilities into the production of automotive gasolines. We did so promptly, because we were in competition again. The result was the finest line of gasolines you ever put in your automobile. The situation lasted until the spring of 1946. Then the nation came up with a lead shortage.



**5. Consequently**, C.P.A. issued an order reducing the amount of tetra-ethyl lead you could use in motor gasolines. This made our position difficult but not impossible. Because of our new refineries, we could, with a few adjustments, maintain the quality of our gasolines even using less lead. Furthermore we planned to do so.



**6. However**, C.P.A. later issued another order placing a ceiling of 78½ octane on all automotive gasolines—regardless of a manufacturer's refining capacities. So today, your gasoline—and ours—is frozen at that level. But when we do return to a free economy, we have waiting for you a 76 GASOLINE better than pre-war Ethyl and two more products, 76 PLUS and 7600, even better than that.

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