



TROOP-CARRYING SUBMARINE USS PERCH battles way through pancake ice-field during Arctic ma-

neuvres. The *Perch* tested new, low-temperature fuels and lubricants developed by scientists of America's competing

oil companies. Results showed that these fuels and lubricants stood up under the world's worst weather conditions.

51° BELOW ZERO

Petroleum Research Helps Make Arctic Defense Possible

Recent Arctic maneuvers in snow, in icy seas, and in the air prove the outer line of U. S. defenses can now be pushed within 100 miles of the North Pole. Military observers reveal this conquest of the Arctic is made possible only by the high quality of today's fuels and lubricants, which operate at full efficiency in temperatures as low as 51° below zero.

This outstanding performance is no accident. It has resulted from never-ending research and product improvement by America's privately-managed oil businesses—competing with rivals to get to the public first with the newest and most improved oil products.

Like our Armed Forces, you benefit from this competition, too, with the finest oil products at the world's lowest prices. For example: 2 gallons

of the gasoline you buy today do the work 3 did in 1925. Yet today's gasoline is priced about the same as it was then—only direct taxes are higher.

The risks in the oil business are high—for research and development costs are enormous and the new products developed by one oil company today may be surpassed tomorrow by some competitor's newer and even better product. But oilmen are willing to accept such risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet telling how you can benefit through the new, improved oil products you use daily, write to Oil Industry Information Committee, American Petroleum Institute, Box E, 50 West 50th Street, New York 20, N. Y.



(Left)
REFUELING AIR FORCE TRANSPORT, just returned from North Pole flight. Official observers reported that even polar cold does not destroy the efficiency of the modern fuels and lubricants competing U. S. oil companies have developed for you and the Armed Forces.

(Right)
MAN-MADE ARCTIC CONDITIONS in scores of oil company laboratories pay off in benefits for your car. Many of the new high quality motor oils, developed since World War II, are so efficient they can actually triple the life of your car engine—as proved in modern atomic tests.



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