

West Coast Gasoline Situation Critical

We might just as well face the facts. The civilian gasoline situation here in the West will probably get worse before it gets better. You're entitled to know the truth. Here it is:

NO ONE can make accurate predictions about our gasoline supply. The actions of the enemy will have as much to do with it as the plans of our own General Staff. *But we can analyze the situation as it exists today.* And it doesn't look good.

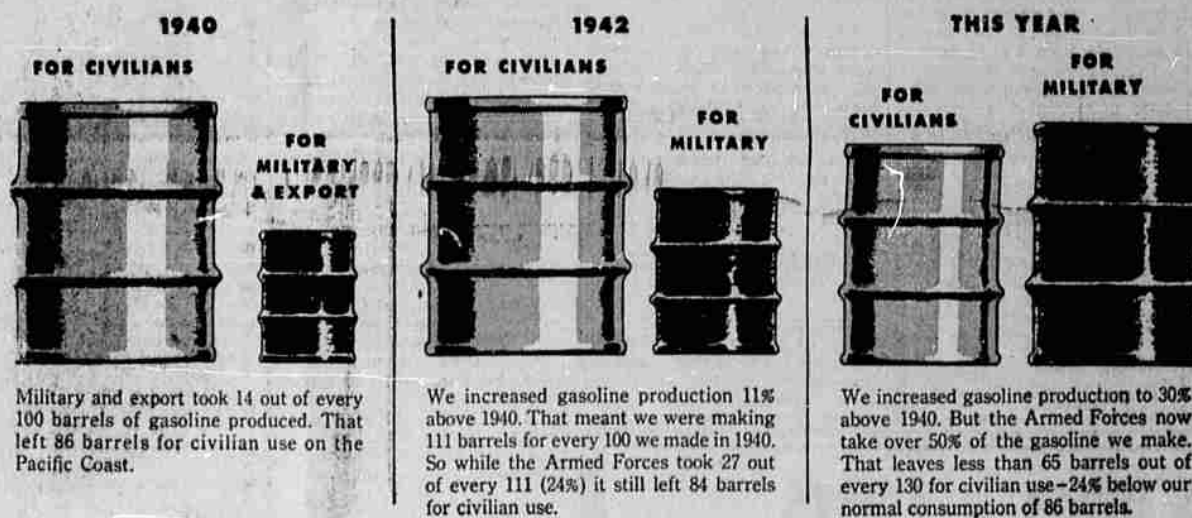
The Pacific Coast petroleum industry is turning out 30% more gasoline today than it did in 1940. On top of our normal production that's an enormous amount. The increase alone amounts to almost as much gasoline as the entire German nation consumed before the war. Yet in spite of this, the West is facing a gasoline shortage. Here's why:

Pacific theater depends almost entirely on West Coast

WHEN the Japs took the Dutch East Indies, and the submarine menace cut off South America, the major job of supplying the Allied Forces in the Pacific fell squarely on the West Coast. This meant that almost every gallon of 100 octane used by a plane in the Solomons, and practically every barrel of fuel oil consumed by destroyers off the Aleutians, had to come from California refineries.

When you realize that the gas tanks of one Flying Fortress hold enough gasoline to supply 23 "A" cars for one year; that a destroyer steaming under forced draft from San Francisco to Sydney, Australia, burns up enough fuel oil to heat 1120 homes for a year, you can get an idea of what this means.

THIS IS HOW THE GASOLINE PICTURE HAS CHANGED



Hasn't rationing helped?

YES, we are driving fewer miles in private automobiles than we did before the war. But we have a lot more people out here than we had then. For example, civilian gasoline consumption in California (net taxable gallonage) during July of this year was only 4 1/2% below July of 1940! That's a long way from what we might have to face in 1944. In fact, the only reason we've been able to carry on at our present rate of consumption *this year* is because a great deal of the gasoline we are using now is coming from supplies—accumulated by the industry in the past. At the present rate of consumption, these surplus stocks will be gone in two months.

What can we do about it?

THE industry is taking every means that human ingenuity can devise to increase refinery yields and improve refinery facilities. New plants are being rushed to completion, new motor fuel blends are being tested, new techniques are being explored by talent pools of the best men in the industry. All of this will help some.

What you can do

BUT the industry can't solve the problem alone. We've all got to help. If civilian gasoline is not conserved NOW, there will not be enough for essential driving later. This is your personal war problem.

CALIFORNIA OIL & GAS ASSOCIATION

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