

The War and Your Gasoline

The first of a series of three statements

For obvious reasons the following facts of interest to the public could not be published during the war. They affected a vital war necessity regarding which the Government required secrecy. But now that the war is won, we are at liberty to make the following statement of facts:

Highly volatile gasoline for fighting-aeroplanes was one of the war needs. The output of this special gasoline by all the refineries east of the Rocky Mountains was not enough, so California was called upon to furnish a large part of the supply. At the request of the United States Government the Pacific Coast Petroleum War Service Committee apportioned California's quota among such of the large refiners as were able to make this special gasoline.

The Standard Oil Company, being the largest of these, had the greatest quota to fill. We were glad to do our part. We supplied more than our quota of aviation gasoline.

Aeroplane engines, operating high in the air under conditions of extreme cold and rarefied atmosphere, require a different gasoline from engines operating on the ground. In fact, the needs are so special that the gasoline manufactured for aeroplane use (often used at altitudes of from 20,000 to 25,000 feet) would be utterly indifferent for use in automobile or other internal-combustion engines operated on land or sea.

Aviation gasoline has to be highly volatile. It must vaporize rapidly even in the extreme cold of very high alti-

tudes. On its rapid vaporization alone must often depend the lives of the men in the aeroplane. This gasoline would not be good for general use. It would lack power on the ground, its loss in storage by evaporation would be great, and it would be expensive.

Making aviation gasoline for the Government took a very considerable part of the low boiling point or highly volatile constituents of the crude oil, and, as a result, the gasoline left available for regular use lacked those qualities which assure easy starting of the automobile engine.

The Government's demand for aviation gasoline reached its maximum in the late fall of 1918, and then for a period of about six weeks the deficiency of Red Crown gasoline in low boiling-point constituents or easy-starting qualities was most apparent.

Now that the war is won and the great demand for aviation gasoline has ceased, we are again able to offer the same grade of Red Crown gasoline as formerly, with the same full and continuous chain of boiling points—from the low to the high—which is necessary for easy starting, quick and smooth acceleration, high power and long mileage.

STANDARD OIL COMPANY
(California)



SIMPLE—LIKE THE FOURTH DIMENSION.

Almost anybody, except the farmer, can settle the most important food problems off hand.

Any city editor can prove that milk prices are outrageous, and that bacon should come from the fabled golden calf instead of a mere hog; considering the price it is selling for.

BUT it really is not so simple as it looks.

One wouldn't imagine that milk, cheese, butter, bacon, lard, ham fresh pork, sausage, condensed milk, veal and ice cream all must advance materially when the nation goes to eating whole wheat bread.

But the family patent flour, that used seventy per cent of the wheat and left thirty per cent as bran and shorts, gave the dairymen, the cattle feeders, the hog raisers a concentrated, cheap winter feed that was the mainstay of these industries.

Along comes the war, and 100 per cent wheat flour, and no mill feed, or else mill feed at 100 per cent advance.

At one fell swoop the dairy interests, the hog growers, and likewise the big poultry plants, faced a 100 per cent boost in their winter feed bills, and the result has been that the breeding stock of the country has been rushed to the packers this winter, and no matter how low feed

prices drop the price for dairy products and for eggs and for pork will stay up because here will be more demand than supply.

The much cursed patent flour, and the much scorned by health advisors, white bread was the mainstay that preserved cheap milk, butter, eggs and pork products to this nation in the wintertime.

Almost any dairyman knew this.

So did the millers.

But they were not running the legal machinery, nor fixing flour standards and prices.

The farmer gets stung frequently but finally the consumer in town pays for the salve that greases his stings.

Because the farmer can quit feeding cows but the town must eat.

"There never was a time in the history of the United States when the utmost possible stimulation of the saving habit meant so much to individual and national prosperity as it does now."—Elmer H. Youngman, editor of "The Bankers' Magazine."

We have won the war; we must keep our army equipped to help enforce peace. War bills must be met. Lend your money to the government. Buy War Savings Stamps.

State of Ohio, City of Toledo, Lucas County, ss.
Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of HALL'S CATARRH MEDICINE.
FRANK J. CHENEY.
Sworn to before me and subscribed in my presence, this 8th day of December, A. D. 1888.
A. W. GLEASON,
Notary Public.
Hall's Catarrh Medicine is taken internally and acts through the Blood on the Mucous Surfaces of the System. Send for testimonials, free.
F. J. CHENEY & CO., Toledo, O.
Sold by all druggists, 75c.
Hall's Family Pills for constipation.

"It's your own fault if you get stung," says O'Connor



"Your own horse-sense ought to tell you what is the best value when a small chew of Real Graveley tastes so good, and lasts so much longer than a big chew of ordinary plug."
Good taste, smaller chew, longer life is what makes genuine Graveley cost less to chew than ordinary plug.
Write to:—
GENUINE GRAVELEY
DANVILLE, VA.
for booklet on chewing plug.

Peyton Brand
REAL CHEWING PLUG
Plug packed in pouch



The Independence National Bank

OFFICERS.

H. HIRSCHBERG, Pres. D. W. SEARS, Vice-Pres.
IRA D. MIX, Cashier.

INCORPORATED 1889.

Transacts a General Banking Business—Interest Paid on Time Deposits

DIRECTORS—H. Hirschberg, W. H. Walker, D. W. Sears, J. A. Allen, Otis D. Butler.

Fordson Tractor

Facts and Figures

Nearly ten years ago Henry Ford designed and constructed the Famous Model "T" Motor—it is the same motor that is in your Ford today. It has no equal for efficiency and economy—even at this late date. Other engineers have vainly spent years trying to equal Henry Ford's masterpiece of Economy.

Ford Ten Years Ahead

After nearly four years of testing and proving, Henry Ford offered to the world a second masterpiece—the Fordson Tractor.

War necessities took the the first quarterly production to Europe and Canada and only last summer did the distribution in this country begin and yet in this short time there are more than Fordson Tractors for one of all other makes.

As the Ford Touring Car for efficiency and economy, is the road masterpiece, so the Fordson Tractor is the Field Masterpiece.

It is built for long life—its cost and maintainance is but a fraction of the cost and feed of horses necessary for the same work. If you need one and don't get it, you will pay for it many times.

We are delivering a few—We want you to watch There Should be a Fordson in Your Field as the one nearest you work. Let us tell you of it. Price, Independence, including plows \$1135.00.

McLean & Bardard
FORD CARS, TRUCKS AND PARTS
(GOODYEAR TIRES)