VICTORY IN THE MAKING

Lago's employees play an all-important part in the Company's work of providing petroleum products for the United Nations' fighting forces. To illustrate their part in the conflict, and also the part being played by fellow-employees in other divisions of the Company, the News reproduces a publication of the Standard Oil Company (N.J.).

(Continued from previous issue)

HIGHER, FASTER, DEADLIER

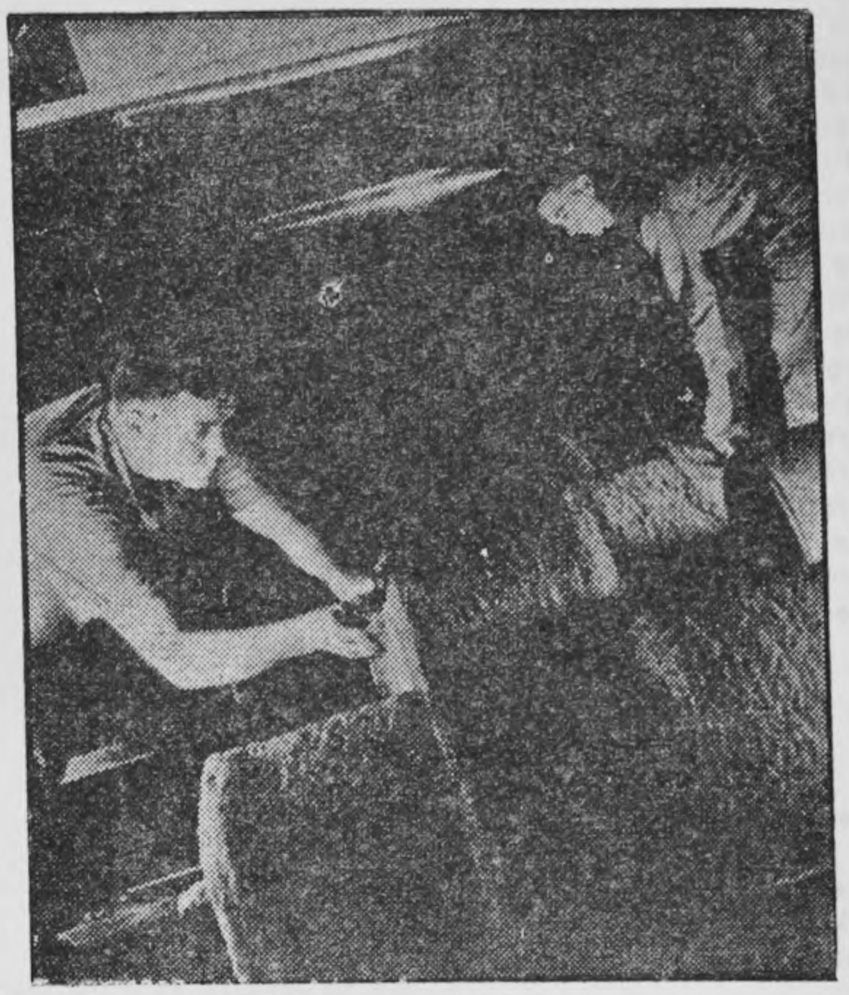
Way up there where there's nothing between the seat of your pants and Mother Earth but four or five miles of plain air and the floor of the cockpit which the enemy is trying to shoot out from under you, the advantage of having more power in your engine comes in very handy, either for striking fastest or for ducking. Our fighting airmen possess that combat advantage, and it comes from 100-octane gasoline which gives our fighting planes more power, or our bombers greater fuel economy, depending upon how it is utilized by the engines.

We began making this super fuel available to our fighting forces in 1935 when Esso Laboratories perfected a process for making 100-octane gasoline. This gave the aircraft industry an early start in designing engines to utilize the extra power which the new product made available.

We designed and put into operation the first commercial plants to make 100-octane by the methods now producing, or which will produce, *95 per cent of the synthetic high octane portion of this super fuel and over 60 per cent of the special base gasoline with which it is blended.*

Our processes are available to all refiners in the United States and will be used by many of them in the united effort to meet the heavy demand for 100-octane aviation gasoline.

Today our own refineries supply a substantial percentage of the 100-octane gasoline used by the United Nations. To increase even our present large production substantially, we are now spending $60,000,000 for new plants.



An endless sheet of Perbunan synthetic rubber is cut and rolled by skilled workers into narrower strips for easy handling.

TIRES OUT OF A WELL

Ever since 1929 Esso laboratories have made a costly, unremitting effort to make rubber from petroleum. The degree of our succeess is indicated by the fact that the United States now can replace natural rubber with synthetic rubber, the volume depending upon how much steel and other construction material and labor are made available for the special plants. The raw material, crude oil, is plentiful.

The daily transport of thousands of war plant workers to their jobs by bus or car is directly related to Victory in the Making. The serious effect of immobilizing these workers through lack of tires is recognized by all. Also recognized is the fact that 48,000 towns and villages in the United States are now wholly dependent upon automotive transportation for contact with the rest of the world. How ingenuity will stave off the calamity of immobilizing workers and isolating communities, it is impossible to say at the present time.

If new rubber is the *only* solution, the United States can make as much synthetic rubber as is needed, provided that sufficient steel and other vital materials are diverted from other Victory needs for the plants. This becomes a matter of balancing one need against another, and calls for a decision which only Government can make.

While civilian needs hang in the balance, we do have the satisfaction of knowing that military needs can be filled with synthetic rubber under present plans.

Our organization, right now, is making thousands of pounds of synthetic rubber (Perbunan) every day. Every ounce of