

# THE FRANKLIN TIMES

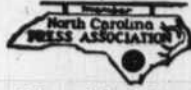
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## Where The Gas Goes

There is so much said about gasoline and so much question about the shortage of gasoline among the many who want more gasoline to ride about with and to do work among the civilian population, and so much more than they actually need, we began a little speculation this week that might be interesting to many. These figures are based on two published statements, and you are at liberty to figure and speculate for yourself. We think you will be a little surprised when you begin to make your totals. It has been definitely stated

by persons who are supposed to know that one of the big flying fortresses uses 4000 gallons of gasoline every hour, and that it takes two train loads of 60 tank cars each to furnish gasoline to carry out one of the smaller raids going on in Europe. What does this mean? Two trains of sixty tank cars each will mean 900,000 gallons of gasoline. This is based on an average tank car carrying 8,000 gallons each. These cars vary from 6,000 to 10,000 gallons capacity. This also means 19,200 barrels of 50 gallons each. Now if the big flying fortress uses 4,000 gallons an hour this would mean 24,000 gallons for an average six hour day. If the government has 50,000 of these

fortresses on an average of 6 hour a day service it would mean using 1,200,000,000 gallons of gasoline a day. If the above figures are reasonably correct then it is reasonable to assume that the average of all other planes use 2,000 gallons an hour. There is hardly any doubt that the government has near 500,000 of all other type planes, therefore this would mean the use of 8,000,000,000 a day of six hours. It might also be reasonable to say there is 20,000,000 automobiles, trucks, guns, jeeps and other gasoline consuming vehicles or machines in the War service of the government. Assuming these as a whole use 20 gallons a day each it would take a total of 400,000,000. This would re-

sult in a total of 7,600,000,000 gallons or 152,000,000 barrels a day. This would be equivalent to 15,834 train loads of 60 tank cars each carrying an average of 8,000 gallons to each car. This looks to us like some gas and a big quantity to transport. This is our speculation based on the two facts stated at the beginning, now you take a pencil and paper and work out your speculation you will find it interesting and surprising.

Immigration Border Patrolman. Mr. Joyner's wife and children have just returned to Miami after visiting Mrs. Joyner's parents, Mr. and Mrs. Adrian Harris. Mr. Joyner is now stationed at Miami, Florida. Teacher (warning her pupils against catching cold)—I had a little brother seven years old, and one day he took his new sled out in the snow. He caught pneumonia, and three days later he died. Silence for ten seconds. Voice From the Rear—Where's his sled? RENEW YOUR SUBSCRIPTION \$1.50 per year in Advance

## MAKES SPLENDID SHOWING AT INSPECTION

It was especially gratifying to know that the local State Guard made such a fine showing at the annual Inspection Tuesday night. With the constant and recurring domestic disturbances in the form of strikes and race riots and in the face of a by-no-means impossible enemy invasion by paratroopers, airplane bombers, saboteurs and the like, the presence in this community of a well trained, and efficient force of men, ready and prepared for any emergency and capable of complete mobilization within a short time, is a source of much gratitude and comfort to the the people.

No citizens of Franklin County are rendering a more valuable nor a more patriotic service to the country in this time of national emergency than the group of men who make willing and free sacrifices of their time and their energy and in many cases their money, without being paid the high wages of war industry workers, and indeed, without any pay at all.

The FRANKLIN TIMES is glad to commend in the highest terms, the unselfish and patriotic service rendered by this group of volunteer soldiers.

## LESSONS BEING LEARNED

History shows that military defeat is usually preceded by a collapse on the home front. Such collapse inevitably follows a breakdown in the supply of civilian necessities.

Nothing is more essential to the successful conclusion of a war than an efficient distribution system to meet civilian needs. This country has such a system. Hundreds of thousands of retail merchants scattered throughout every county in the United States, are working day and night to have food, clothes, and all commodities, always available for the civilian population. Through their various trade organizations, they are cooperating with government in all phases of the price stabilization and rationing problems. They are spending millions of advertising dollars explaining to consumers the need for regulatory measures and how to comply with them. Where gaps in the rules exist, the merchants often ask voluntary cooperation of customers to prevent hardship. Who has not seen the makeshift placards requesting consumers to limit their purchases of certain items? Government rulings cannot possibly cover every emergency, any more than they can materially soften the grim realities for the merchant.

Consumers seldom see evidence of these realities. They don't stop to think that back of the cheerful exterior of the modern store are sleepless nights for managements that must cope with nightmares of complicated rules, restrictions, price squeezes, labor shortages, staggering taxes and other problems without precedent.

It is doubtful if the public, or most merchants, fully realized the vital character of service which the distribution industry was destined to render in a total war economy. But they are finding out now. And when the war is over, it would be surprising indeed if the old political issue of chain versus independent stores was resurrected. It has at last been proved more powerfully than words can express that both are needed by consumers.

## PREVENT THAT FIRE

Fire insurance is ordinarily thought of as protection against financial loss on property destroyed by fire. But under the stress of war, the fire insurance industry is putting increasing emphasis on fire prevention. Its research facilities are furnishing an invaluable service, to that end.

Fire prevention experts are cooperating with vital war industries in reducing conflagration hazards. Countless lives and immeasurable productive capacity have been saved by their efforts. They continuously seek to impress upon managements and employes that fire is a powerful ally of the enemy; that normally replaceable property is today irreplaceable due to national shortages. A munitions factory, shipyard or other war plant destroyed by fire is a permanent impairment of the war effort.

A large measure of responsibility for the success of fire prevention rests with the local community. Civic leaders must insist that fire ordinances be modernized and enforced. Particularly is this true in communities that have overnight become industrial centers of war production. Here again the experience and knowledge of the fire insurance industry in the field of fire prevention, play an important part. Fire prevention experts know how an effective fire ordinance should be drawn. They know what safety standards are of first importance, and they can help to eliminate unnecessary restrictions that may actually hamper industrial operation.

Not a day's delay should be excused in taking steps to prevent fire in our war plants.

If money could talk, the 1943 dollar could tell some strange tales 10 years from now.



Grant Wood's famous painting "American Gothic" reproduced by permission of the Art Institute of Chicago. Beneath the stern and unyielding righteousness of the men and women who conquered the soil of America, Grant Wood has depicted their fixed belief in a better tomorrow... an undying patriotism... a readiness to sacrifice, that their sons and daughters might go forward!

## Dear Senator:

We went over to the schoolhouse the other night, Mother and I, for a sort of social. Up on the blackboard (I suppose during the day) some pupil had written "Peace Treaties must be ratified by the United States Senate."

On the way home I spoke to Mother about it. She had noticed the words, too. And with Jim overseas, I knew she was thinking about the same thing I was.

We're sure we're going to win this war, Senator. But we're not interested only in winning; we don't want a war like this one ever to happen again.

This is the way Mother and I feel, and we know, as you do, that every mother and father, sister and wife feels just the same.

Why, Senator, you know one of these days soon you and your 95 fellow senators are going to decide the fate of nearly all the people in this world. You are going to have to pass on the kind of peace we are to have.

What you decide on is going to determine what kind of world we are going to live in. If your judgment is good, we shall have a good world. But if your judgment is bad, the cost to us, the pain, the suffering here in this country—and maybe all over the globe—will be on your conscience.

So it will be up to you, You will have

to see through any bad schemes, if there are any; you'll have to know a lot about our own country's needs and wants and a great deal about the needs and wants and hopes of all the other countries. Yes, I guess you will have to come pretty close to knowing human nature.

Senator, this peace we're talking about isn't a small thing, it isn't anything you can get a hold of in a few minutes, or a few days!

It's something so big and so awful you and Mother and me and Mr. Roosevelt and Mr. Churchill and Chiang Kai-shek and Joe Stalin and, I guess, all of us, ought to work and pray and hope and labor over it, every waking hour we can spare.

I wish Mother and I could help you, but we know we can't. We don't even always know what is good for ourselves, let alone good for the whole country or for a couple of billion other struggling souls in this world.

I think, though, you can count on two things, all the way through.

First, the folks who put you on the team. They're pretty fine people, by and large. They'll back you and root for you and try to make a go of anything you say is right.

Second, Mother and I believe that God is willing to lend a hand when the ques-

tions get so complicated mortal man can't answer them.

Remember what honest old Abe Lincoln said about "These shall not have died in vain"? Well, we want you to act like he did there at Gettysburg. Noble. Above all the little, petty human jealousies and meannesses that make us do the easy, everyday things.

Yes, Senator, you and your fellow senators happened along at a time when your names are going down in the history books.

God guide you to write your page in large and shining letters!

Respectfully,

*John and Jane Smith*

Middleville, U.S.A.

The American public is talked to through the press and over the radio. Its opportunities to register its opinions are limited.

Next to the effective prosecution of the war, the people are concerned with the importance and character of the peace.

What they are thinking is, we believe, expressed in this message...

The J. Walter Thompson Company

This message is contributed jointly by the J. Walter Thompson Company and