

BRIGHT SPOTS SEEN FOR OIL

Decreasing Consumption Is Still Big Obstacle

By EDWARD G. SEUBERT (President, Standard Oil Company (Indiana))

CHICAGO.—(U.P.)—After taking the shocks of the depression for three years, business is getting together on co-operative moves to bring about better conditions. The signs for the future are by no means all good, but I see enough favorable indications to give hope for a brighter future.

The oil industry encountered decreasing consumption in 1932 for the first time in the automotive age. This is a new obstacle for the splendid efforts it has been making to balance supply of crude oil with demand for products. Too much crude oil is, consequently, still being produced. Marketing

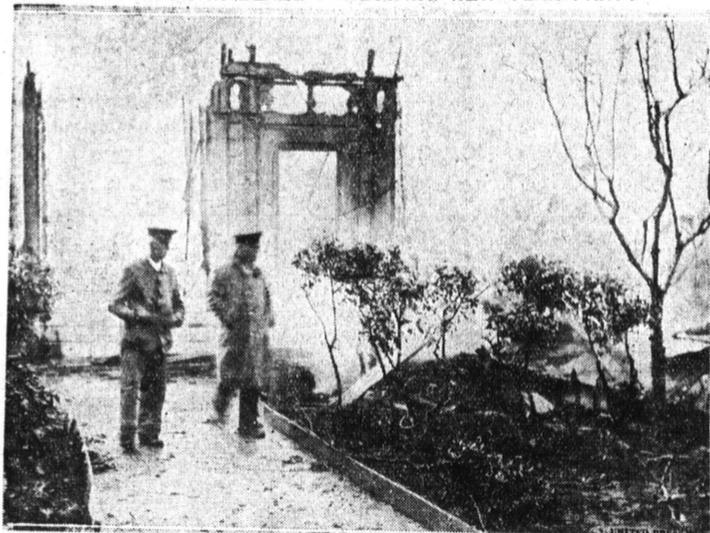
Santich Injured As Car Overturns

Jack Santich, 1375 Normandie avenue, Lomita, was slightly injured New Year's night, when his car overturned at the intersection of Juarez and Sepulveda boulevards, Redondo Beach. Santich was given first aid for cuts and bruises at the Redondo police station, and taken to his home.

problems continue to be serious. High and unfair taxes are partly responsible for the decreasing consumption. By evading taxes, disreputable marketers have done serious damage to the business of respectable operators.

While higher crude prices have aided oil companies generally to make a better financial showing in 1932, there must be marked progress in curtailing crude production and in stabilization of wholesale and retail prices if the betterment is to be maintained.

FIVE PERISH IN BLAZE FOLLOWING NEW YEAR PARTY



Trapped in their rooms when flames roared through the structure beneath them, five members of the Vallejo, Cal., Elks Club were burned to death on New Year's Day. Authorities believed a carelessly thrown cigarette or a short in electrical Christmas decorations started the blaze which broke out soon after an enthusiastic party had ended. Photo shows the smoking ruins, with searchers hunting for bodies.

Notes On 1933 Styles Offered By Famed Women

By ALMA ARCHER (Editor of Style Chats)

Mrs. Harry Reichenbach, widow of the world's highest-paid publicist exponent and one of the well-dressed women who consistently, for years, has frequented the fashionable resorts all over the world, in an exclusive United Press interview, answered the following ten questions pertaining to the fashions for spring, 1933:

Q. What is the most important thing for the woman shopper to bear in mind when planning her spring wardrobe for 1933?
A. To dress cleverly, not extravagantly. The clever shopper is seldom extravagant, but does occasionally. Well-dressed women are dramatically inconspicuous. Badly dressed women look either theatrical or dowdy. Trick colors are dangerous to play with. Stick to black and white, navy and white or gray or beige as a rule. The most unfashionable costume for a woman is an afternoon dress. The feminine luncheon clothes will carry her right through the day. Americans should learn to understand daylong clothes.

stocking and costume must blend. Gloves should never be extreme, but should tend to bulkiness. Tight fit is very passé.

Q. Where did this evening oxford fashion originate?
A. It's a revival of Victorian days, and in its modernized version is extremely chic and useful with our present clothes. Women should have more ankle support and the evening oxford gives it. Both Mallorca and Hollywood have already approved it.

Q. On how much can a woman in moderate circumstances dress this spring? That is, how much would she spend in order to buy a complete new wardrobe in perfect fashion?
A. It'd be very nice if she could devote \$1,000 to the cause.

Q. On what costumes would that be divided?
A. She should first analyze her day right through, and then build the wardrobe to her activities. "Daylong" clothes and spectator sports types will be essentials this spring.

Q. Do you think prints are smart? What characterizes the new ones?
A. For some reason, it is difficult to find good patterns, but good prints are very smart and there's nothing to take their place. More colors in prints have again become fashionable. Yellow in prints is good, especially in relation to the various grays of the season.

Bank of America Net Earnings Gain

An increase of \$90,354,000 in deposits since March 12, 1932, and net earnings of \$4,329,000 for the six months ending December 31, 1932, are shown by the year-end statement issued by the Bank of America today. After deductions for depreciation, the sum of \$6,016,000 has been added to the undivided profits bringing the total to \$10,553,000. Surplus and undivided profits have total \$52,338,000. This is exclusive of and in addition to \$8,127,000 still remaining in the reserve for losses and contingencies.

Bills payable have been reduced to \$11,875,000. This is a reduction of more than \$134,000,000 since March 12, 1932.

Total deposits of the Bank of America are now \$749,658,000. More than 217,000 have opened accounts. The bank's holdings of United States government securities have been increased during the period by \$12,538,000, bringing the total to \$176,903,000.

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NEW MODEL FOR SIGNS



Improved visibility and single broad arrows to indicate direction of groups of cities, instead of present smaller individual arrows, are features of new Automobile Club of Southern California signs gradually to replace existing markers. Ida Mae Hulén, above, studies a miniature sample.



Last Friday, when Troop No. 3 held its meeting, all the boys were very proud of "Bud" Bradford because he received his Silver Palm badge which certifies that he has passed 45 merit badge tests. He also has passed enough to last him for a year and is still passing more.

Ben Hannebrink, Torrance fire chief, gave the boys a talk on "Losses Caused By Fire."

Following Mr. Hannebrink's talk, scoutmaster Robert Lewellen told them what they were supposed to wear when they went up to Big Pines. The necessities are, three blankets, high cut shoes or boots, a woolen shirt or several sweaters, good, warm pants and the price is \$1.25.

The troop is going to start up a drum and bugle corps but every boy must have a uniform.

The previous week the troop held a Christmas party and little diaries were given to every one who attended the meeting.

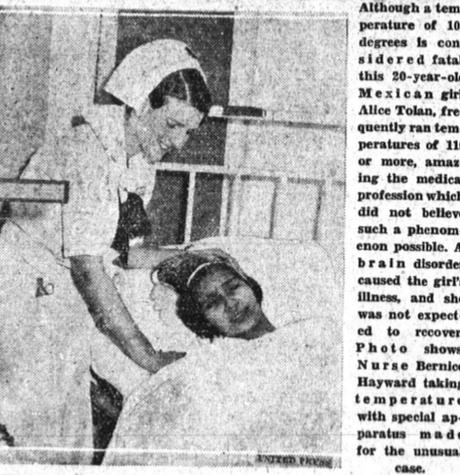
Assistant Scoutmaster Wilson Page was in charge of the meetings.

The meeting of December 29 was opened by Carl Pakman and Roger McGinnis. Harry Bell of the Panther patrol won inspection. The Fox patrol won the monthly patrol contest. After the announcements a knot tying contest was held. A few games were played. A first aid demonstration was put on by a few boys in the troop. Frank Carr was presented with his tenderfoot badge. Mr. Bradford then announced that the next meeting would be an inter-patrol rally.

Oil and Gas Structure Assured WORLAND, Wyo.—(U.P.)—Development of the Hidden Dome oil and gas structure, 18 miles north-east of here has been virtually assured as the result of a discovery well which was brought in on that structure recently. Tests indicated the oil from the discovery well was of very high quality.

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HIGH TEMPERATURE AMAZES PHYSICIANS



Although a temperature of 107 degrees is considered fatal, this 20-year-old Mexican girl, Alice Tolan, frequently ran temperatures of 110 or more, amazing the medical profession which did not believe such a phenomenon possible. A brain disorder caused the girl's illness, and she was not expected to recover. Photo shows Nurse Bernice Hayward taking temperature with special apparatus made for the unusual case.

Doin's of th' Flyin' Buzzard By DUETTE HILL

"A Cowboy's House-cleaning" Git them ole socks outa here, Dogie, 'n them spurs 'n ropes, 'n yer old boots too, sos the big bosses wife'll think we're kinda civilized.

"Aw, shux, Buss," answered Dogie Cy, "I can't pick up these ole socks they'll break all ta pieces. Guess I can use the shovel tho, but I'm not a'gonna throw my good boots out ta please any female, I tell ya."

"Better bury um, I think," put in Slim as he drug his saddle outside. "This thing of a dog-dogged woman a bustin' into a cowboy's dressin' room is disgustin'."

"I'm shure glad I didn't go ahead 'n buy ma false teeth this fall, I wouldn't a'had eny place ta put um, added Forty, the cook, as 'e bit off a chew o' star. "Well, here's a whole nest o' rats 'n these ole gunny sacks, Buss, call Mahriar in here, she'll think it's 'Thanksgivin', shure."

"Yes 'n thars my good underwear et all ta pieces," swore Buss, "I betcha there's 10 pounds of corn they've packed in here 'n some uv it's a'sproutin'."

"Well, call the horses in," drawled Tenderfoot, "I'll go get the rake, You'll never be able ta sweep that house."

"By the granny gods, she'd better come right away for I'm not a'go'in ta do this over again," said Slim. "I wish I hadn't a'found my underwear enyhow. I thought I'd lost it outa my pack on the last round-up."

Use of Libraries Increases SACRAMENTO, Calif.—(U.P.)—Unemployment and the desire of citizens "to understand more about world and national conditions" are credited with an increase of 26 per cent in the use of library books throughout the state, in a report of the state library here.

The pathway friends expect

When you moved into the new home, the first thing you thought of was the telephone. So that friends could send their voices and hear yours. The telephone installed meant that the pathway to your door was complete and your front gate open. Friends are important. They mean a lot and ask little. But they do ask that the path and gate be open.

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- Pork Sausage, fresh ground lb. 12c
- Eastern Hams, whole or half lb. 12c
- Frying Rabbits lb. 25c
- Cube Steaks Lean and Tender 4 for 25c
- Eastern Bacon By the Piece lb. 14c

VEGETABLES and FRUITS

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- Grapefruit Imperial Desert 80 Size 12 for 25c
- APPLES Washington Jonathans 6 lbs. 25c
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