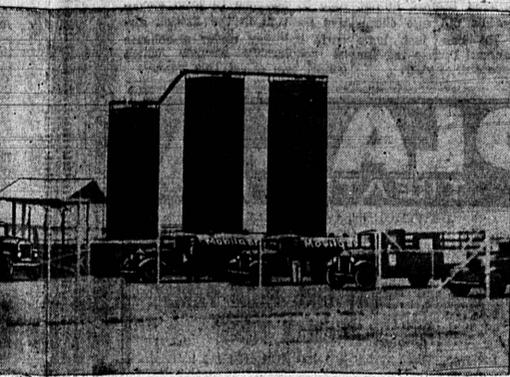


T ADDED TO LOCAL IMPROVEMENTS

Be Made... Right Here In Torrance!



This view of new General Petroleum plant, taken on a cloudy day (and how it rained!) gives but a vague conception of the splendid modern wholesale establishment at the intersection of Hawthorne and Dominguez boulevards. At left is small section of office building and warehouse. In background are the storage tanks, with 52,000 gallons capacity, truck and trailer load of gasoline, and the truck fleet. Inset at left (below) shows four trucks used by William C. Campbell's live organization for delivery of Mobilgas, Mobiloil and other Mobil products.

OPENING OF FINE NEW OIL COMPANY OUTLET IS TRIBUTE TO CITY

Recognition of the importance of Torrance as a business, distributing and motoring center



W. C. CAMPBELL

is one of the prime factors lying behind the building of the modern, well-equipped wholesale plant of General Petroleum Corporation formal opening of which is announced in these columns today.

The new plant, erected at the southeast corner of Hawthorne and Dominguez boulevards at an investment of approximately \$12,000, is now in operation under the management of William Campbell, popular wholesale agent for this major oil company in this territory. Construction was in charge of Myers Brothers, contractors, and under the supervision of H. H. Mosher, General's operating department manager for its Southern California division.

From this strategic location deliveries of Mobilgas, Mobiloil and other company products, are now being made to service stations, automobile dealers and city administration depots over a wide area. Included in the territory are Torrance, Redondo, Gardena, Hermosa, Hawthorne, Inglewood and other nearby cities.

Decision to locate the plant here, says Fred C. Davies, sales manager of General's Southern

California marketing division, came after careful surveys of the entire area had been made. The location was picked as the most central and appropriate for speeding distribution and service to the many dealers dispensing Mobil products to motorists.

In addition to the business of a long list of dealers, the agency also serves the city administrations of Redondo, Hermosa and Torrance, and a number of the public schools.

Associated with Campbell in the sales end of the Fred C. Davies business is Truman Coggins, also popular, who is familiarly known to many friends as "Tee". Before becoming associated in the wholesale branch of the business, Coggins had several years' experience in the conduct of super service stations. The last one of these to be managed by him was the attractive modern General Petroleum outlet, at the intersection of Torrance and



Industry is Big Taxpayer

The nation's petroleum industry, according to advices reaching General Petroleum, is the heaviest producer of money collected for government operation, paying 11 percent of all state, federal and local taxes.

Operators of service stations are also given credit for being the best tax collectors in the country, according to the American Petroleum Institute. In one state it was found that taxes collected thru service stations amounted to more than 40 percent of the total dollar volume of business done by them.

Six thousand, two hundred forty-seven persons made their living operating these stations, and each collected an average of \$2,464 in taxes from motorists—for, after all, the motorist paid the bill and the station man had to collect it.

Sepulveda boulevards, where he was associated with Elmer Hall, and where a large business was developed.

The new plant embraces office and warehouse storage tanks for 52,000 gallons of gasoline and garage for four delivery trucks.

AMERICA OF TODAY RIDES ON OIL FILM

"Opening of additional outlets for the marketing of Mobilgas, Mobiloil and other products, such as being observed in this city," says Marc D. Leh, assistant general sales manager of General Petroleum Corporation.



M. D. LEH

"I'm impressed one with the fact that America virtually rides on a film of oil, and drives forward on modern, highly refined gasoline.

"It isn't a far cry to the first producing oil well, but the changes wrought since that time, only 78 years ago, are marvelous to contemplate. Folks scoffed at Colonel Drake when he drilled for oil, referring to his Pennsylvania well as 'Drake's Folly'. In those days people got along without petroleum products."

Persons Have Part in Opening

Noted Oil Executive Supervises Plant

An executive of many years' experience, C. A. Turney is Los Angeles district manager and has supervision of the new Torrance plant of the General Petroleum corporation. He is regarded as one of the key-men of the far flung G. P. organization.



Turney has charge of sales over a wide Southland area that includes the Los Angeles district, San Fernando Valley, Santa Monica and Compton, a territory that was recently enlarged under his supervision. He has taken a keen interest in the construction of the local plant.

FILL UP WITH...

MOBILGAS

AND

MOBILLOIL

AT

GENERAL PETROLEUM STATION

CORNER CARSON and EL PRADO

Across from High School Telephone 789

CLIFF WATSON

JOHN SELBY

MOBILIZE with



Torrance Agent...

FOR THE FAMOUS

US ROYAL TIRES BATTERIES

FRED HARDER'S

Independently Operated

GENERAL PETROLEUM STATION

SARTORI and POST

PHONE 766 TORRANCE

Now at Your Service!

New GENERAL PETROLEUM WHOLESALE PLANT IN TORRANCE AREA

Distributing celebrated MOBIL products; MOBILGAS, National leader in gasoline sales; MOBILLOIL, World leader in motor oil sales; MOBILGREASE, leader in lubrication quality, and other motorists' necessities bearing the dependable MOBIL brand.

For Information Call William Campbell Wholesale Agent

REDONDO 2033

SOUTHEAST CORNER HAWTHORNE AND DOMINGUEZ BLVDS.

Buy at the Sign of The Flying Red Horse



AMERICA'S LARGEST SELLING GASOLINE

★ IT TAKES QUALITY TO GET TO THE TOP ★

Mobilgas

For Sale By Leading Stations and Dealers