

Banquet Honoring A. L. Weil Proves Colorful Event



Holding the spotlight at a banquet given in his honor is A. L. Weil (seated at left) retiring president of General Petroleum Corporation. Standing (left to right) are: H. F. Sherris, executive vice president of Esso-Vacuum Oil Company; S. J. Dickey, newly elected president of General Petroleum and Esso-Vacuum; and H. J. Barwood, a former president and one of the corporation's founders. Capt. John Barwood. A stage play, "A Day in the President's Office" and the presentation of a handsome brochure to the retiring head of the company were features of the colorful event.

IMPROVEMENT IS RESULT OF ADVERTISING DEMAND

Investment in the new Mobilgas service, which adds to the building record of this district, is credited to regular newspaper advertising.



W. C. CAMPBELL
Wholesale Agent for General Petroleum Corporation.

"In expressing appreciation of the growing demand for our automotive products which makes this new Mobilgas-Mobiloil outlet possible," Campbell said "we are mindful of the factors which have brought about this improvement.

These factors are: Regular advertising, rigid adherence to the highest standards of refining, constant training of personnel to properly serve motorists, public acceptance of our products and enthusiasm over their performance qualities.

"Motorists reap a benefit from our belief in advertising because we must 'make good' our claims of superiority, and we must constantly make additional investments in costly improvements to take care of the resultant business.

"To keep up with the expansion program, many new Mobilgas bulk plants and super service stations have been built in recent months. Each city and district thus represented reaps a benefit from the investments and the employment of skilled men."

Manufactured News Thrills Americans

WHILE other nations are being held spell-bound by an insidious thing called "propaganda" Americans are regaled by "propaganda" of a different nature; it is otherwise known as "publicity."

Of all the mumbo-jumbo that goes out under that name, the most impressive is that which emanates from Hollywood. Kay Mulvey and Marion Frey tell how such things are handled in the February issue of Cosmopolitan. It is not to be thought that Hollywood publicists make up the stories they send out, the writers warn, it is simply that they go a step further and make the news happen before they send out their stories.

For instance, the order was received to publicize the new picture that Ann Sheridan was appearing in. A bright young fellow conceived the idea of a college by handcuffing himself to her for love or a bet or something. No sooner was the idea born than work was started on it. Miss Sheridan was not informed of the plot just to make the whole thing more natural. The boy was found, hired, carefully coached and the story broke page one of a prominent San Francisco paper and page 2 of a standard New York chronicle.

Of course, there are and stories of stars who grow to believe their own publicity. Such a one was the unlucky man who grew so fond of the picture of himself as a West Pointer which was dreamed up by a publicity man that he ultimately was arrested during World War I for impersonating an officer. Most of it, however, is carefree nonsense that fools no one and entertains millions of newspaper readers daily.

One of the greatest banquets on record was given at Paris in 1880 by President Carnot of France to 35,000 mayors, senators and other officials. Thirty thousand loaves of bread were used.

Glenn Maupin's Modern Mobilgas Service

Seattle Schools To Instruct in Golf

SEATTLE, Wash. (UP)—Golf is a new course in Seattle's nine public high schools. Students may select the course and take instruction two hours a week from 12 of the city's professional who have donated their services.

More than 700,000 tons of bread grains were consumed in Switzerland in the last twelve months.

PLENTY OF AIR

If a motor car had to carry all its fuel it would require a tank many times bigger than the car itself. Why? Because most of the fuel consists of elements taken from the air, the motor using 8,000 gallons of air to every gallon of gasoline.

Upon payment of a dollar, motorists of Rockville Center, N. Y., receive a metal tag from the city which allows them four hours parking, every day of the year, in municipal parking lots.



MAUPIN'S FIRST STATION... Just two years ago Glenn Maupin started business in this service station at El Prado and Carson street. Beyond comparison is

his new modern headquarters located at Arlington and Carson streets. The new General Petroleum station brings every motoring aid to drivers in this vicinity.

NEW STATION IS A CREDIT TO TORRANCE

One of the most attractive and substantial service stations ever built in the West—the new Mobilgas service at the busy intersection of Arlington and Carson streets—opened for business 24 hours a day this week under the management of Glenn Maupin, well-known and popular local automotive service expert.

Modern in the nth degree, the new Mobilgas service provides the very latest facilities for the efficient servicing of automotive equipment. The beautiful steel building which graces the corner represents a substantial investment in all those things required to keep cars running satisfactorily, smoothly and economically, according to Manager Maupin, who has moved to this new unit from his former location at the Carson and El Prado corner.

The large corner, 90 by 100 feet in dimensions, has been completely paved and well equipped to conform with the company's idea of the "last word" in service station facilities.

Canopies Like Plane Wing
Leading from Arlington street and also from Carson, are two driveways of ample space, rendering easy access to the three meter pumps for the dispensing of General's celebrated Mobilgas, Mobilgas Special and Metro gasoline, refined in the big Torrance refinery, over which Fred Isaacs presides as manager. These driveways are covered by a broad canopy, extending 26 feet in length, like a giant airplane wing.

There is a commodious lubrication department, a tire department, a glass-enclosed office and display room, and a storage room for the keeping of Mobiloil, Mobilgrease and other Mobil products. Modern rest rooms are also provided for patrons.

TO MOTORISTS:

We believe you'll agree that



Glenn Maupin's NEW PLACE

... represents the LAST WORD in automotive service and equipment. Give him a chance to demonstrate that he is a worthy member of the great and growing family of Mobilgas dealers. Fill up with MOBILGAS, at the Sign of the Flying Red Horse.

W. C. CAMPBELL

WHOLESALE AGENT FOR
GENERAL PETROLEUM CORP.

Phone: REDONDO 2033

Motorists Get Benefits From Mobil Training

Glenn Maupin, the man who is attracting visitors at the new Mobilgas-Mobiloil station on occasion of the opening reception this weekend, is a well-trained expert in catering to requirements of the motoring public. He is particularly eager to show his idea of the "last word" in facilities for public service.

Maupin particularly invites car owners to inspect the new built-in, splendidly equipped lubrication department, scientifically designed to correctly lubricate modern automobiles.

"When it comes to meeting every need quickly and efficiently," he says, "I feel that I'm literally sitting on top of the world with everything in the world to offer."

Among the capable men assisting Maupin are Louis Madore, Bill Crothers and Gerald McDonald. They are affiliated with an extensive training program conducted by General Petroleum Corporation, which program makes them experts in fact as well as in name, company officials declare. Through this educational work they are kept constantly up-to-the-minute on service and products.

Canada is the world's largest producer of platinum.



GLENN MAUPIN... sitting on top of world



CHIEF AIDE... Louis Madore, well-known Torrance high school graduate, is Glenn Maupin's chief assistant in the operation of the new Mobilgas-Mobiloil service station having its grand opening this weekend at Arlington and Carson streets.

Roads Paved With Gold
Fifty thousand miles of highways, nearly all the improved highways of five western states, could be plated with gold (one ounce to every 10 feet) with the billion dollars in gasoline taxes paid to state and federal governments, according to the American Petroleum Institute.

CONTRIBUTE TO WEALTH
Importance of service stations in the trend toward prosperity is shown by the fact that they represent an industry which pays 11 percent of all state, federal and local taxes.

A coal company at Antonino, Brazil, is preparing to ship iron ore to the United States.

250 Miles (?) To a Gallon
You could travel 250 miles on a gallon of Mobilgas if your 20-mile per gallon car were able to utilize all the potential energy of the fuel, according to G. F. Olson, Sr., General Petroleum technician, who declares that only about 8 percent of this energy is transmitted to the rear wheels. The greater proportion of the energy (that) is dissipated through the exhaust and cooling systems. It is predicted that cars will be developed, in the near future, to go 100 miles on a gallon.

GRAND OPENING

GLENN MAUPIN Mobilgas Station

CARSON & ARLINGTON STREETS

Featuring
U.S. ROYAL DeLuxe
with "BRAKE-ACTION" TREAD

COME IN TODAY Learn why 2500 EXTRA Grippers Stop You Quicker

It's Here! The safety sensation of the year... new "Brake Action" Tread. 2500 extra grippers open up at a touch of the brake... grip, hold... stop your car quicker, straighter, surer... on even the slipperiest of wet pavements.

Before you buy any tire... THINK. Car you afford to be without the tire that gives you the extra protection of "Brake Action" Tread?

This great safety tire, which we are proud to feature, also gives you a silent ride with less vibration.

Ask for
DEMONSTRATION
SEE FOR YOURSELF HOW THIS AMAZING
TIRE STOPS YOUR CAR QUICKER AND SURER

WE'RE PLEASED TO GREET YOU

In Our Splendid New Station

Here you'll find willing hands and efficient automotive service

PLUS...

MOBILGAS... MOBILGAS SPECIAL
MOBILLOIL... MOBIL LUBRICANTS

The Choice of Millions of American Motorists, Every Day!

Come in and get still better acquainted with us, our modern equipment and our quality products.

SPECIAL
Friday and Saturday, January 24th and 25th...
FREE MOTOR FLUSH WITH EVERY OIL CHANGE
AND
FREE SPARK PLUG CLEANING WITH EVERY LUBRICATION JOB

24 HOUR SERVICE

We believe you'll appreciate our thorough and painstaking service in YOUR INTEREST!

To Make Motoring Simpler and More Convenient...
CARRY A MOBILGAS CREDIT CARD
Good Throughout the U.S!
ASK US...

GLENN MAUPIN

Corner of Arlington and Carson
LOOK FOR THE SIGN OF THE FLYING RED HORSE