

TORRANCE

100% Richfield Service Station **Dewey's Service Station** Border Avenue and Cabrillo

A western company, owned and controlled by western men . . . a company whose payrolls and dividends are spent on the Pacific Coast

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greeted NEW BEACON SIGN w red and green Neon gan w hangs over the entrance Beacon Drug store. sign was installed Monday Ite third of its kind in Tor-

day, Feb. 22. Mr. and Mss. Arthur Lewis, Mr and Mrs. P. G. Briney and Mr. and Mrs. W. J. Neolands drove to En-cjnitas to the flower show Sunday



Don't Forget Him

THEN the price of gasoline is restored to a sane level by those companies responsible

for the present situation . . don't forget this man who is now serving you at an actual loss on every gallon . . . the independent dealer.*

He is your friend, this dealer . . business man such as you . . anxious to grow and entitled to a reasonable margin of profit in return for the many services he gives you.

He, more than any other factor, is your guarantee of a fair price on gasoline... your safeguard against

Patronize your independent dealer

*The Richfield Oil Company is not responsible for the present absurd and unceonomic price war which if continued, will mean many lowered property values and the unemployment of thou-sands. A fair retail price for gasoline not only means a fair profit to the dealer and a just re-turn to stockholders, but will do much to insure the general prosperity of the entire Pacific Coast.