

# NEW GENERAL PETROLEUM PLANT

## Ready for Greatest Motor Travel Year



THE SPIRIT OF AMERICA

Automobile clubs, tourist agencies, motor car dealers and petroleum companies are prepared for enormous business this year, in line with an increase in motoring traffic expected to pass all previous records.

Yes, say officials of General Petroleum Corporation, marketers of Mobilgas, this year's traffic increase is expected to surpass the approximately 36 percent gain recorded in 1936.

Reasons assigned for this are the early and heavy purchases of new cars and the many millions expended in new Western highways. Surveys conducted in thousands of Mobilgas stations, credit by financial writers with the heaviest gains of any group, indicate that motor travel is mounting materially.

## MEN TRAINED IN SERVICE TO PUBLIC

In no other country in the world may one find the gasoline service station developed as it has been in the United States. In no other section of the United States has there been more improvement in service station operation than in the Pacific coast and the Mountain states. This is the opinion expressed by C. H. Wartman, executive of General Petroleum Corporation, who is manager of retail sales for the company's entire marketing area.



C. H. WARTMAN

"Today we look at these retail gasoline and oil outlets for many kinds of service and get it," says Wartman. "The service station manager and attendant has become an integral and important part of each community. He cheerfully, smilingly and quickly does many gratuitous things that make it easy for a motorist to go where he wills, confident of a comfortable journey and a safe return. In our own organization schools are conducted regularly to train men in so operating stations that the public will get the kind of service it has a right to expect. We encourage the ambition of the thousands of men who are giving their spare time to thus improve themselves and meet the motorist's expectancy of real service and accurate information. An important part of our own service is known as Mobilization. This service, controlled by charts, places automobile maintenance on a standardized basis. It is further assurance of perfect car operation."

## Products Used All Over World

In 68 out of the 69 countries of the world. This describes the distribution spread of Mobiloil, one of the leading products dispensed by the General Petroleum outlet now formally opened here. Statistics prove this oil to be the largest selling on the globe, while the company's motor fuel, known as Mobilgas, has led in sales in America in recent years. The company frankly attributes a good share of its remarkable progress to a regular educational program, conducted in the advertising columns of publications. The list includes this newspaper among its major mediums used for carrying information to motorists, truck and tractor operators and managers of industrial plants.

## GROWTH OF MAJOR OIL CONCERN ATTRIBUTED TO ADVERTISING AND SERVICE

Sizeable increases in Mobilgas and Mobiloil sales of General Petroleum Corporation—sales in which this district has shared—have been commented on expansively in recent issues of well-known financial journals.



DON DAWSON

"In fact," says Don Dawson, Southern California general manager of the corporation, "it has been given credit for one of the greatest gains reported by any major marketer during the past two years. These things are not said in a bragging spirit, but in the realization that the consistent and regular newspaper advertising, sales and service campaign conducted by our company have been responsible, in large measure, for this advance."

"Products of the company, which conducts large, modern refineries at Torrance, Lebec and Vernon, natural gasoline plants, grease plant, lubricating oil blending plant, pipe lines with capacity of 4,200,000 gallons daily, and a fleet of oil-carrying tank ships, are marketed thru many wholesale bulk plants thruout California, Oregon, Washington, Arizona and Nevada."

"In Step With Times. With the expansion of business, the number of wholesale plants and company retail stations has been gradually increased, to take care of the demand for Mobil products, created thru advertising and word-of-mouth recommendation of Mobil product virtues and performance."

"So successful have been the advertising and sales efforts, and so well have our claims of superiority of products been substantiated, that the company has simply outgrown its facilities in many places. Thus, new

facilities have been added as business conditions have warranted such moves, as in the case of the present new outlet in this city, the formal opening of which is now being observed."

"Marked uptrend in industrial activity thruout the far West has also exerted decided influence toward General Petroleum growth, as it is the aim of the company to keep abreast of the times and thus meet increasing demands."

### Meet Modern Demands

"We are particularly conscious of the forward movement in industry, because the experts on our staff of engineers are constantly called into consultation to develop lubricants for new and improved machinery, in factories, mills, mines, farms and automotive and airplane establishments. Demands for such advice are increasing at such rate as to show the wheels of industry are turning faster."

"As a result of such demands, our engineers, affiliated with the engineering staff of the Socony-Vacuum Oil Company, declared to be the largest group of its kind in the world, and working in every country on the globe, are solving problems for the Pacific coast area incident to the many mechanical and motive changes now being made."

"These changes are noted particularly in the development of high-speed diesel motors for trucks, tractors and power plants, new type motors of greater power to meet the needs of aviation and improved motors and bearings for industrial plants."

### WHY CHANGE OIL

"If you drive your car at fifty miles an hour speed, 225 gallons of oil are circulated thru the motor per hour. In driving 500 miles, 2,250 gallons are circulated. In other words, each of the five quarts in the crankcase has been used 450 times."

This is the illuminating statement made by H. W. Taylor, manager of the lubrication department of General Petroleum Corporation.

"Despite the ability of Mobil oil to take punishment and still lubricate perfectly," he says, "we recommend that it be replaced with fresh Mobiloil every 1,000 miles."

Underinflated tires cause more difficulty in this regard than lack of lubrication.

## Where Mobil History Will Be Made



This view (and how it is) shows the whole new plant. In background and trailer lot shows four delivery of M

## Prominent Firms and Persons

Many firms and persons prominent in the industrial field in Southern California and the South Bay area have had a part in the building of the new wholesale plant of General Petroleum Corporation, announced today.

One division of the company, under the direction of C. A. Myers, specializes on the construction of units for the oil industry, and is now building some of the largest, most unique gasoline service stations in the world in Southern California.



C. A. MYERS

The other division of the company, under the direction of Ray Myers, specializes in commercial and motion picture studio construction.

Building of the plant, which will be operated by William C. Campbell, agent for General in this area, was in the hands of the largest contractors in the building field west of Chicago.

Gasoline bulk plants and service stations have been built by

this firm over a wide area, extending from Mexico to Canada during the course of its business life, which started in 1900. Last year, it is announced by company officials, Myers Bros. handled more than 400 construction jobs, the investments in which totaled more than four million dollars.

Other companies working with Myers Bros. in the preparation and erection of the new plant adjacent to this city for the handling and distribution of Mobilgas, Mobiloil and other General products, include the Torrance Plumbing Company which was in charge of all plumbing installation.

**DANGEROUS AT NIGHT**  
Lighting a match when driving a car is dangerous at any time but particularly at night. The fact that the match light temporarily blinds the driver has been brought out in a number of recent accident cases.

**PROTEST FED. TAX**  
Opposition to further extension by Congress of the Federal gasoline tax of one cent a gallon is being voiced by organized motordom. State legislatures and Congressional representatives the country over.

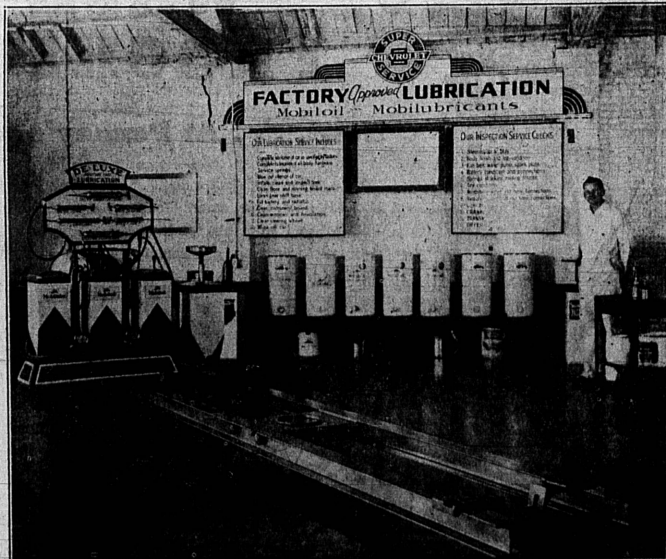
## CONGRATULATIONS . . .

TO  
**GENERAL PETROLEUM  
Corporation of California**

**TORRANCE CHAMBER  
of COMMERCE**

NOW! Complete Factory  
Approved Service for . . .

## MOBIL OIL and MOBIL LUBRICANTS



• Above is the Ed Thompson Lubrication Department, clean, neat and up-to-the-minute, with the latest type of lubrication equipment. To the right is Gordon Northington, expert lubrication engineer, who has been factory trained in the ways of better lubrication and who guarantees his work.

Cars called for and delivered and no long waiting.  
**FASTER SERVICE . . . BETTER LUBRICATION . . . MODERATE PRICES**

YOU CAN ALWAYS DEPEND ON AN ED THOMPSON USED CAR

**ED THOMPSON**

"The Man Who Treats You Right"



1600 Cabrillo

Sales & Service

Torrance

## To Many Good Dealers

Who Understand the Meaning  
of "Service" . . .

We express our appreciation for a splendid job of marketing General Petroleum's MOBIL products.

## To The Motoring Public

We express appreciation for the big volume of business given to these top-notch retailers of MOBILGAS, MOBIL OIL, MOBIL GREASE, etc.

**The growing business in this area  
has made possible the new  
wholesale plant . . .**

**WE THANK YOU!**

**William C. Campbell**

Wholesale Agent for

**General Petroleum Corporation**

**Hawthorne & Dominguez Boulevards**

PHONE: REDONDO 2033

## GOOD BUILDERS

The value of a good General Contractor can always be measured in actual dollars and cents on a job. Good Builders not only can turn out better work in shorter time, but they invariably save construction costs over less experienced organizations. Myers Bros. were given the contract to build the new bulk storage plant at Torrance for General Petroleum . . . only because they are Good Builders. An inspection of the work, and methods used in this construction will convince anyone that Myers Bros. handled the work as . . . Good Builders.

### GENERAL CONTRACTORS

Specializing in Commercial Construction of Factories, Markets, Schools, Motion Picture Studios and structures for the Petroleum Industry.

3407 San Fernando Road  
Los Angeles

**MYERS BROS**

Since 1900