

OIL CONSERVATION MEANS MUCH TO WORLD FUNCTIONS

Twenty years ago it was freely predicted that the world's supply of petroleum would be completely exhausted by 1941. Developments have since proved that the prediction was baseless, and that there is in fact now sufficient oil immediately available to last for another 16 years, even if no new oil fields should be discovered in the meantime.

The booming South Torrance deep-sand field, though small in comparison to the world's great oil centers, is contributing its share toward the available supply. Veteran oil men here do not hesitate to declare that the local field—together with potential producing areas in Lomita, Harbor City and Palos Verdes—will hold a commanding position in the state of California's petroleum industry for years to come.

It is fortunate for the people of the United States that the prognostication of oil exhaustion was in error, for there is today hardly a phase of our industrial and social existence in which petroleum and its products do not play an essential part.

Every piece of domestic machinery, from the dough-mixer in the kitchen to the family automobile in the garage, depends on lubrication for its functioning. Industrial plants would stop immediately if petroleum fuels and lubricants were no longer available.

And thousands of commodities now indispensable in our everyday lives would be denied to us if we were no longer able to produce that black unattractive fluid known as crude petroleum.

The United States is the greatest producer of petroleum in the world. Actually 64 percent of all oil taken from the ground between 1857 and 1936 was produced in this country. The American petroleum industry exercises every means of conserving its available supplies, and developing adequate supplies for the future.

District Democratic Leaders Cheered With McQuarrie Campaign

At a meeting held in Gardena last Sunday of the "McQuarrie for Congress" executive board, the group was unanimous in expressing the utmost gratification over the lead established by Dr. Charles W. McQuarrie, Democratic leader and Congressional chairman, in his race for Congress in the 17th District.

Many prominent Democrats who were present pledged him their support and made the following comments regarding the race: Albert Pheland, outstanding Democratic leader in the Florence area: "McQuarrie is safely in the lead in the Florence area."

Thomas S. S. Wagner, veteran leader: "Gardena Valley is giving its favorite Doc McQuarrie an overwhelming vote of confidence in his leadership."

John V. "Jack" Murray, Torrance city councilman: "McQuarrie is coming through this campaign in Torrance with a large plurality over the balance of his field."

Mrs. Esther J. Day, civic leader in the Manchester area: "McQuarrie's sincere liberalism, as is evidenced by his unswerving support of President Roosevelt, including the President's public ownership program, has rallied the bulk of the Democratic support in my area to his candidacy."

Bart Rees, prominent in the Young Democratic movement in the 66th Assembly District: "McQuarrie's support of the Roosevelt youth program has caused the young liberals of my district to line up solid behind him."

Charles H. "Mike" Bell, of Watts, who organized the House Movers' Union of Los Angeles county: "I have known McQuarrie for the past ten years and feel he should have the unqualified support of labor: due to his untiring effort in building sentiment for the Wages and Hours legislation and according to my survey of the remaining candidates he is the one logical man all labor groups should unite upon."

Mrs. Essie Duclong of the Wilmington area: "McQuarrie's championship of this District's needs in securing its just share of the federal moneys being expended for public buildings and projects of all types recommends him as the ideal candidate to



DR. CHAS. W. MCQUARRIE
... aides tell reactions

direct if we even hope to get the many badly needed improvements for this district." O. J. "Smiles" Moser, veteran leader for the 17th Congressional District: "McQuarrie's sincere championship of the veterans' legislative program guarantees that their interests will be protected in Washington. McQuarrie will obtain the bulk of the veteran vote."

STATE PICNICS

INDIANA... All present and former Hoosiers are urged to attend the semi-annual picnic reunion to be held Sunday, July 31, at Sycamore Park, Los Angeles. County registers will be available and a program will be given starting at 1 o'clock.

IOWA... Hawkeyes of the west will converge on Bixby Park, Long Beach, for the picnic-reunion Saturday, Aug. 11. Plans will be made to care for over 100,000 people who will come together to meet the friends of olden days. Governor Frank F. Merriam, will be on the reception committee. Each county will have its own section and open registration headquarters. The famous Golden Wedding Club will have its dinner-hour and program.

—Shop, Save—Bargain Days—
Road Map Blamed in Crash
BETHLEHEM, Pa. (U.P.)—A road map was blamed for an automobile collision here. A man told police the map blew from the rear seat of his machine and wrapped around his face, causing him to lose control of the car.

Letters to the Editor

KINDLY INTEREST

Editor, Torrance Herald:
On behalf of myself and the entire school I wish to express our thanks and appreciation for the splendid help and cooperation that was extended to us during the past school year.

It is a pleasure to have charge of a school in a community where the kindly interest and willingness to work with us is so evident.

Looking forward to the same pleasant relationship next year, I am,

Very sincerely yours,
(Signed) THOMAS H. ELSON,
Principal.

—Shop on Bargain Days—
Filer, 93, Honors Comrades
ELYRIA, O. (U.P.)—One of the oldest aviators in the United States has honored his dead comrades. Capt. Lafayette Stough, who celebrated his 93rd birthday last November, flew over the graves of veterans and dropped flowers in their memory.

—Shop, Save—Bargain Days—

Tops in His Job



President Harding, Coolidge, Hoover and Franklin D. Roosevelt have been served by Harry Lucas, the Negro porter above whose picture was snapped while the Roosevelt presidential party was in Southern California. Lucas just hangs around Washington on the Pullman payroll waiting for a president to go on a junket.

Sidewalk Cafe Makes Debut at University
BATON ROUGE, La. (U.P.)—Partly to bolster business, the Louisiana State University cafeteria has installed a sidewalk cafe which catches students on their way to off-campus eating places. Meals are served on tables sheltered from the sun by beach umbrellas.

Townsend Club Activities

Mrs. Lura Davis

The local Townsend club will pass another milestone at its birthday meeting tonight. All club members whose birthday comes in July should be present. Ice cream and cake will be served. Last week the club had visitors from Redondo's club No. 2, whose Mr. and Mrs. Brown invited the Torrance club to the meeting. A delegation of about 20 responded and enjoyed a splendid time.

Ted C. Felt, candidate on the Townsend ticket for Congress from the 16th district gave a talk and also sang a song. Fred C. Wagner, Townsend candidate for Congress from the 17th district, attended one of our recent meetings and gave a brief history of his life.

—Shop, Save—Bargain Days—
Rancher Kills 37th Cougar
GLENNVILLE, Cal. (U.P.)—Marion Vincent, district cattleman, soon will be in the market for a new gun, or at least a new gun stock. He has notched his present one the 37th time for killing cougars and there is little room for cutting any more.

Javens Estate Being Probated

Real property in Torrance and Venice are the principal items in the estate of the late William Javens, who died last July 15 at Venice, according to the petition for probate of his will, on file this week in Los Angeles county superior court.

William George Javens, of 2267 Sonoma avenue, a son, filed the will for probate. With another brother and sister, living in Canada, they are to receive the entire estate.

The Venice property is located at 315 Sixth avenue. Other real estate in the San Fernando valley and Texas makes up the remainder of the estate. Aug. 16 was set for hearing on the petition of the son in Torrance to admit the will to probate.

—Shop on Bargain Days—
Insurance Savings Total
6 1/2 Billion in Canada

MONTREAL (U.P.)—Canada's insurance savings of \$6,500,000,000 still lack nearly \$1,000,000,000 of equalling the public debt, George H. Harris of the Sun Life Assurance Company, said in an address here.

ARE YOU...

Interested IN YOUR FUTURE?

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"TECHNOCRACY and the SOCIAL CHANGE"

Friday, July 29... 8 P.M.

Torrance Elementary School

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GREATER "BARGAIN DAYS" SPECIALS!

Friday and Saturday



Take Advantage of These Big Values!
For Your Convenience Leave Your Car To Be Serviced Friday or Saturday While You're Shopping

SPECIAL No. 1

BRAKE ADJUSTMENT

ANY CAR **50¢**

• This is a saving of half or more. Good brakes are vital to safe driving. Be sure yours are in top mechanical condition. Leave your car while shopping Friday or Saturday; or sign up and have the work done the following week. This offer good ONLY July 29 and 30!

SPECIAL No. 2

COMPLETE CAR LUBRICATION and FRONT WHEEL REPACK

\$1.49

• Here is another chance to save! Complete Firestone Lubrication to factory specifications and front wheel repack for only \$1.49! Don't miss this!

SPECIAL No. 3

BRAKE OVERHAUL

1. Clean brakes and inspect for worn parts.
 2. Lubricate cables and adjust to proper length.
 3. Add hydraulic brake fluid and inspect for leakage.
 4. Buff lining and bevel ends.
 5. Lubricate all moving parts.
 6. Inspect brake springs for proper tension.
 7. Clean, inspect, and repack front wheel bearings.
 8. Adjust brakes for proper driving.
 9. Equalize on Firestone Brake Scales.
- \$1.95**

BIG BARGAINS IN FIRESTONE ACCESSORIES and SUPPLIES!!

FIRESTONE AUTO RADIOS
\$22.50
This new Archief "As Easy To Tune as Blowing Your Horn." Merely, Push a button—get your station.

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Cool As A Breeze
\$1.29
Attractive fibre material and smartly patterned cloth. Neatly tailored—reinforced seams.

HORNS
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Command attention on the road. Long trumpet—bulletin relay. Supreme Twin \$6.95.

SILVERBEAM FOG LIGHT
\$3.19 An efficient, inexpensive fog light that gives visibility up to 100 feet on any road. Heavily chrome plated. Amber lenses. Reduced For This Sale From \$3.98!

INSECT SCREEN
Reg. 69c. Keeps bugs out of radiator.
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CHAMOIS
FINE QUALITY SKIN
\$1.19

Steering Wheel KNOB
49¢ Reg. 79¢

Locking GAS TANK CAPS
Prevents theft of gasoline and cap
Regular 59c... **49¢**

PICNIC JUGS
\$1.49
Keeps liquid hot—cold over 10 hrs. Earthenware lining, ground cork insulation. Steel case.

FIRESTONE SPARK PLUGS
Save gas—get improved motor performance. Buy the best and save money.
65¢

BATTERIES
Ask For Our "Change-over" Price.
For greater power—longer life, use a Firestone Extra Power.

Firestone CUTS THE COST OF TIRE SAFETY

NOW YOU CAN BUY A FIRESTONE GUM-DIPPED TIRE AS **\$7.60** LOW AS **4.50-20**

RIGHT now when you use your car more than at any other season of the year—when you want and need greater protection against blowouts, punctures and skidding—Firestone provides this three-way safety at NEW LOW PRICES. Now that it costs so little to make your car TIRE-SAFE, car owners everywhere should replace dangerously worn tires with NEW, SAFE Firestone Gum-Dipped Tires, built with these patented and exclusive construction features:

Gum-Dipping, the Firestone patented process by which every fiber of every cord in every ply is saturated with liquid rubber, counteracts tire-destroying internal friction and heat which ordinarily cause blowouts. Nine extra pounds of rubber are added to every 100 pounds of cord.

Two Extra Layers of Gum-Dipped Cords under the tread, another patented Firestone construction feature, protect against punctures.

Scientifically Designed Non-Skid Tread made of tough slow-wearing rubber, assures safer stops and longer non-skid mileage.

With the low first cost, the extra safety and the long mileage of Firestone Convoy tires, you can no longer afford to take chances on unsafe tires. Join the Firestone Save-A-Tire Campaign today by equipping your car with a set of new Firestone Convoy Tires—the safest tires that money can buy at these low prices.

Look at these LOW PRICES

FIRESTONE CONVOY FOR CARS AND TRUCKS	
4.50-21	\$7.90
4.75-19	8.15
5.00-19	8.80
5.25-17	9.25
5.25-18	9.95
5.50-17	10.45
6.00-16	11.90
6.25-16	13.15
6.50-16	14.50

Prices for Trucks and Buses at Proportionately Low Prices

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Every tire of our manufacture, bearing our name and serial number, is guaranteed by us to be free from defects in workmanship and material, without limit as to time or mileage, and to give satisfactory service under normal operating conditions. If our examination shows that any tire has failed under the terms of this guarantee, we will either repair the tire or make an allowance on the purchase of a new tire.

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"VINO ROSA" Pure Northern California

PORT—SHERRY MUSCAT—TOKAY Special—Gal. **78¢**

DRY WINE Especially Low Priced... Gallon **50¢**

CANNED BEER... 3 for 25c BOTTLES (Plus Dep.) 4 for 25c

FLYING HORSE 80 Proof BOURBON—Qt. \$1.15

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