

Proved in over 2½ billion miles of driving!

There's a wonderful difference in Mobilgas Special*

Since its introduction just 6 months ago, almost 1 million Western car owners have tested Mobilgas Special in 2½ billion miles of driving, report these important differences:

- in POWER — smoothest, knock-free performance every time you touch the gas pedal.
- in PLEASURE — instant starting and quick warm-up — an engine that whispers let's go.
- in MILEAGE — that you'll say is the longest ride for your dollar.

The two reasons for the wonderful difference you get in Mobilgas Special are Mobil Power Compound and Top Octane refining. Mobil Power Compound controls power-robbing deposits, keeps the engine healthy, free of dangerous cold weather stalls. Top Octane refining delivers quick starting and warm-up, fastest knock-free pick-up. You know that a clean, healthy engine, free of gas-wasting knock, will naturally give you longer mileage.



*with Mobil Power Compound

GENERAL PETROLEUM CORPORATION

Elks Aided in War Activities

(This is the last in a series of articles dealing with the history of the Elks, carrying the organization from 1930 to the present time.)

Alarmed by declining membership during the depression the Elks became more publicity conscious during the early 1930's.

Broadcast of the Elks' Memorial Day program began in 1933. In 1938, the organization hired an advertising agency to do publicity work for them, and in 1940 set up a bureau of public relations.

During the war, Elks presented an Uncle Sam poster to President Roosevelt, which was widely used in recruiting. A national contest for school children, in which they were given prizes for the best essay on "What Uncle Sam Means to Me," was sponsored by the Order.

Letter-Writing Urged
A "Write 'Em a Letter" campaign was backed by the group and received wide publicity. In 1946, publicity work was turned over to the National Memorial and Publication Commission. Since that time, Elks' publications have been active in denouncing subversive groups, and supporting various other programs.

During the late 1920s, the Grand Lodge of the Order set up a permanent trust fund, to be used for assisting local lodges in various activities, known as the Elks National Foundation. Funds were raised by voluntary subscription, and proceeds were used for philanthropic enterprises.

Much of the money has been used for scholarships to deserving college students, and since 1934, has given "most valuable student awards."

Cerebral Palsy Aided
Cerebral palsy was supported by the organization, in that money was appropriated to grant fellowships for training doctors, therapists, and other personnel to treat victims of the disease.

In 1944, the Elks set up a fund to aid children of Elks killed or incapacitated in World War II. The San Francisco lodge in

1922 began an organization of young men under 21, known as the Antlers, to be a junior organization of the Elks. The idea spread and at its height the Antlers had 72 lodges and 4500 members.

The Grand Lodge took over sponsorship of the group. World War II decimated the ranks of the Antlers, and attempts to revive it after the war were unsuccessful, the total having shrunk to seven lodges.

War Work Pushed
With the coming of the war, the group set up an Elks National Defense Commission, which aided the war effort in various ways.

The commission co-operated with the War Department in obtaining and helping to qualify young men for aviation cadet training, with refresher courses.

The Elks War Commission set up 155 fraternal centers to provide entertainment for servicemen in various parts of the country. They also aided in sending cigarettes for servicemen in England, slippers for convalescents, books for the Merchant Marine, and other projects.

Pacific Brothers Aided
Elks who were interned by the Japanese in the Philippine Islands and in Guam, Commissions to aid in rehabilitation of veterans were also set up.

A national service commission was set up in 1949, and continued some of the work begun

during the last war, continuing some of the fraternal centers. It was also active in civil defense programs and in sending cigarettes to Korea, and in hospital work for disabled veterans.

In 1950, the Elks membership passed the one-million mark. Increased emphasis was placed on a youth movement when national awards were given for outstanding community service by youngsters in 1950. Youth programs were adopted by many lodges, and the number of Elk-sponsored Boy Scout troops increased. Youth leadership awards were given.

In 1952, Grand Exalted Ruler Howard Davis promised that the Elks would donate one million pints of blood for use by the Red Cross.

Demos Plan Western Dance Saturday Night

The Torrance Democrats will sponsor a western dance at the Oil Workers Hall, 2100 E. Willow Rd., Long Beach, this Saturday at 8 p. m.

Tickets may be obtained by calling Torrance Democratic Headquarters, FA. 8-6436, Donations \$1.50.

Until the election, the Democrats will meet every Sunday morning at 10 a. m. at their headquarters at 1316 Border Ave.

SONG WRITER
Stephen Foster wrote more than 200 songs.

THE NATION CELEBRATES LIGHT'S DIAMOND JUBILEE

commemorating seventy-five years of electrical progress since the invention of the incandescent lamp by Thomas A. Edison

October 21, 1879 • October 21, 1954

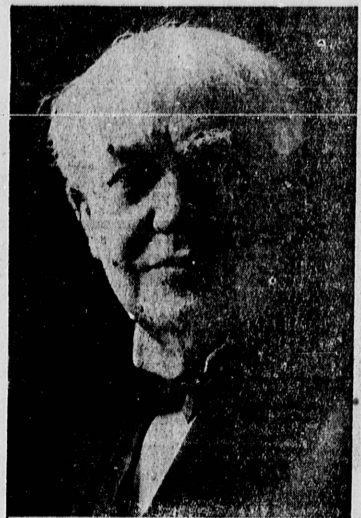
This year is the seventy-fifth anniversary of the electric industry, and it is being celebrated throughout the nation as Light's Diamond Jubilee.

It was on October 21, 1879, that, after spending what then was a fortune (\$40,000), and seemingly endless years in a long series of unsuccessful experiments, Thomas A. Edison produced an incandescent lamp by passing an electric current through a carbonized cotton thread located within a vacuum.

That event marked the beginning of the electric revolution. In seventy-five years, this industry has become vitally integrated into every phase of America's economic life.

From that October day forward, human beings in modern society have increasingly, year by year, become more and more dependent upon this force known as electricity—until today it is literally true that if all the electric generators in all of the powerhouses of our country and other modern industrial nations were stopped it would be the equivalent of stopping the heartbeat which sustains the life within those nations.

We tend to take for granted the comforts and conveniences, the relief from toil and vast additions to leisure which have resulted from the explosive advance of the past half century. We are prone to forget that the plenitude and abundance which makes available to the citizens of the United States of America in the year 1954 the highest living standard known in world history did not just happen. They exist because those who created it had the freedom of opportunity and the incentive to create, plus a sense of responsibility and obligation.



See and hear the historic Light's Diamond Jubilee Television Show Sunday, Oct. 24, 6:00 to 8:00 p. m., on all four TV networks:

ABC CBS DUMONT NBC



SOUTHERN CALIFORNIA EDISON COMPANY