## High School, College Students | Gas Co. Budgets ●To Compete for Smog Research \$1 Million for

Smog, the eye-irritating mene of Southern California, may
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pollution control.

Southern California Gas Co.
this year budgeted nearly \$1.6
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## Mademoiselle

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Sacrificing to Clear!

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A huge increase in California's recoverable oil reserves will result from an oil conservation measure for which title has been approved by the Attorney General.

California Resource
This initiative differs sharply from
other oil measures brought before the
public in the past. It does not permit
market demand curtailment and proration. It is designed solely to give the
oil industry legal tools, to match its
know-how, to carry out production

These meetings have always ended with strong expressions of support for action that would protect the public interest in this vital natural resource.

It is because of the very favorable public response to the information program that we decided to sponsor an initiative measure for an oil conservation law and bring the matter directly before the people.

Chas. S. Jones PRESIDENT...RICHFIELD OIL CORPORATION

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