Elementary Students Find Facts About Subjects for Term Report

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and tries to say and do things to impress and please people. He says things that are not AND

ANDO-Mr. and Mrs. Carl. 21329 Howard Ave., a son, Carl Russell, Dec. 7.

nd Mrs. Keith. SPIVEY-M W. 204th Les. Dec.

Births

MARTINEZ-Mr. and Mrs. Raul, 1517 W. 216th St., a son, Ran-dolf, Dec. 5.

EMONS-Mr. and Mrs. J. L. 2075 Torrance Blvd., a daughter, Helen Marie, Dec. 7.

DECEMBER 15. 1960 THE TORRANCE HERALD

Legislative Committee Probing GARCIA-Mr. and Mrs. Richard. Gas Price Wars, May Seek Remedy

By VINCENT THOMAS Assemblyman, 68th District An odd thing about the mo-An odd thing about the mo-tor vehicle. It simply will not move unless there's fuel in its motor. Since practically every car uses gasoline for fuel, y, 1175 Tammi ian. ican.

St., a son, Johnny R., have been plagued by a per-

sembly interim committee on manufacturing, oil, and mining industry recently held a twoadva hearing at which all seg-ments of the business were given an opportunity to pre-sent their facts and arguments.

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BEFORE GETTING into such major problem areas as price wars, trading stamps, and giveaways, witnesses took ad-vantage of the opportunity to take a few blows at use of "oc-fane ratings" to advertise gasoline. Spokesmen for service station owners said legislation to stop abuses in the practice of using such ratings is urgent-ly needed to protect legitimate operators.

erators. Instances were cited in which several pumps bearing different rating signs and offering gas at different prices all drew gas from the same pump. State weights and measures officials said misrepresentation is bad and getting worse, and no con-trol law is on the books. It was suggested that a law be passed requiring that octane rating, if used at all, be accurate.

.... ONE WITNESS, connected with the chemical industry, said that in fact octane ratings mean very little, because they vary between areas and engines

Considerable attention was devoted to the plight of station operators who get caught in price wars. Witnesses said the average gas dealer has a gross margin of 16 to 19 per cent in the selling price of his gas, as against a range of 25 to 29 per cent estimated as the minimum needed to stay in business. They demanded legislation which would outlaw "price trading areas" established by wholesalers and also the disc traing areas established by wholesalers, and also the giv-ing of special price rebates to dealers. This latter practice was alleged to encourage price wars.

SPOKESMEN for suppliers were equally strong in their own defense. Price trading areas were explained as neces-sitated by differences in the cost of transporting gasoline from refineries. Special re-bates, which obviously cost sup-pliers profit margins, have one purpose, to protect qualified dealers who get caught in price wars. Suppliers do not in fact dealers who get caught in price wars. Suppliers do not in fact set retail gas prices, nor dic-tate policies with respect to use of trading stamps or give-aways to dealers. Suppliers are concerned with the inter-ests of retaflers, and are con-stantly studying ways of elim-inating price wars. A university marketing ex-pert told the committee that price wars in gas retailing arise because, by and large, the industry sells one product, gas, and the retailer must keep that delicate balance be-tween price and sales volume

tween price and sales volume which means maximum profit to stay in business.

OVERSUPPLY of gasoline was mentioned as a generally recognized cause of price wars. He deliberately ruled out as He He deliberately ruled out as a possible cause, any direct collusion between major sup-pliers. He offered the opinion that fair trade price control laws, and prohibition against any one company getting into all phases of the business from refining to metalling would



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