

- Because conservation of California's irreplaceable oil resources means stopping waste in the production of oil. It means getting every last drop of oil from the ground that it is possible to get by modern, scientific recovery methods,

-Because Proposition 4-by providing urgently needed Oil Conservation legislationwill double the production of oil from California fields. account of \$9 or more!

Yes, American Savings will deposit the first dollar in your account to start you saving "The American

when you open a savings

-Because a plentiful supply of low-cost California oil is the best possible guarantee against drastic increases in the service-station price of gas.

IF YOU DRIVE A CAR, you are vitally concerned over the price of gasoline.

There are three pressures operating today in the direction of increased prices of gasoline. They are:

1. Greater expenditures by both the Federal and State governments for improved highways and freeways—financed by higher taxes on every gallon of gas you buy.

2. The Suez Canal crisis and Middle East unrest—foreshadowing demands on American oil to fill Western European needs.

3. The constantly increasing horsepower of automobile motors—requiring gasoline with higher and higher octane content.

The great, pocket-book importance of Proposition 4 to motorists is that it will provide an important counter-pressure to these rising price trends\_by greatly increasing the supply of low-cost California crude oil. TODAY, CALIFORNIA IS AN "OIL DEFICIT" STATE—we use more oil and gasoline than we produce.

Yet, today, only half the oil that can be recovered is being recovered—the other half remains in the ground, tragically wasted, for want of proper Oil Conservation procedures.

Proposition 4 provides the legal framework to make it possible to recover that presently wasted half of our producible oil resources. It will replace scarcity with plenty—adding a whopping 4 billion barrels to our known, recoverable oil reserves.

Best of all, the additional oil that will be produced from existing fields will be relatively inexpensive oil—because huge discovery, drilling and investment costs are not needed to produce it.

By providing a new, important source of low-cost California crude oil, Proposition 4 will help keep gasoline prices down!

service station or news stand.

Have you read "The Case of California's

Disappearing Oil"? Ask for it at your

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THESE COMPANIES SERVE THE MOTORIST: The major, integrated oil companies (with only one exception) — the companies that not only produce oil, but refine it and distribute it to the public—support Proposition 4. Their interest is in volume production and distribution of gasoline at reasonable prices.

> THESE COMPANIES DO NOT SERVE THE MOTORIST: On the other hand, the interest of the large-scale, multi-million dollar "independents" who are opposed to Proposition 4 is in higher prices. They are simply producers of crude oil and do not serve the motoring public. They are currently agitating for higher prices for crude oil.

> > THE MOTORIST'S INTEREST, THE PUBLIC INTEREST, YOUR IN-TEREST — CLEARLY IS IN BOOSTING SUPPLIES OF LOW-COST CALIFORNIA OIL, AND KEEPING GASOLINE PRICES DOWN, BY ENACTMENT OF PROPOSITION 4.

> > > "This you'd

"If ever a measure for public decision by ballot could be called a motorists' measure, it is Proposition 4."-- The Kingsburg Recorder.

Vote YES on Proposition 4

Citizens Conservation Committee for Proposition 4 Flood Building, S. F. 3107 Wilshire, L. A.

Co-Chairmen of the California Committee: MAJ. GEN. R. E. MITTELSTAEDT Former President, State Public Utilities Commission	LEWIS K. GOUGH	SHERIDAN DOWNEY Former U. S. Senator	DAN A. KIMBALL Former Secretary of the Na
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