

Chinese Woodblock On View in Museum

One of the many fascinating books to be found in the Oriental

Art museum library is by Elizabeth Keith, and it demonstrates the 32 different steps involved in the making of a colored woodblock print. Miss Keith is a noted

artist whose works may be seen in the Elizabeth Keith room of the museum.

Another exhibit to be found in the library shows how the various Chinese characters are written, and how they look in both the written and the printed

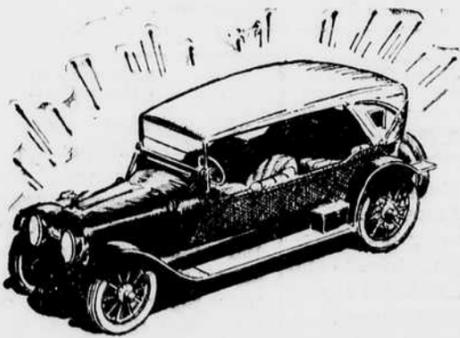
forms. This exhibit traces the modern characters now in use from some of those which have been found on ancient bronzes and engraved bones. The difference between some of these archaic characters and their modern counterparts is great.

U. S. WEATHER FORECAST:

Oregon—Scattered cloudiness, increasing Wednesday with occasional light rains northern part, cooler Wednesday.



How good is the best?



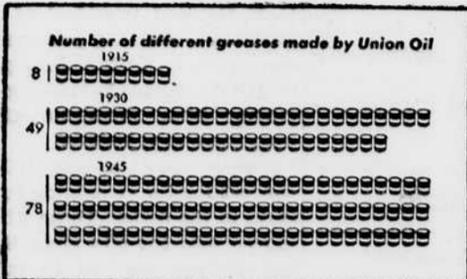
1. In 1915, this \$4,850 touring car was a good automobile—one of the best money could buy. In 1915, Union Oil made a good line of greases—8 different types "to meet every lubrication need." Today, the lowest-priced cars are far better than that 1915 touring car. And they sell for about 1/4 as much.



2. Today, Union Oil makes 78 different greases for industry instead of 8! And their quality is equally superior. This doesn't mean the car manufacturers and ourselves weren't doing the best we knew how in 1915. But it does prove the value of *competition*.



3. After all, people were quite satisfied with 191 automobiles and greases—in 1915. If no improvements had been introduced *we'd be satisfied with them, today*. For we'd know of nothing better to compare them with. But fortunately the manufacturers weren't satisfied. Not that they were any more idealistic than the average citizen.



4. But each one knew that if he could put out a better product than his competitors, he could get more business. So they all kept racking their brains for improvements. Progress, year by year, was gradual—as it always is. But in 30 years, these combined improvements made a phenomenal total.



5. As a result, the American oil and automotive industries today have completely outstripped the rest of the world. No monopoly, private or governmental, could have accomplished as much. For there simply aren't the *incentives* to better your product when you already control all the trade.



6. So as long as there's still room for improvement in an industry, the only way to guaranteed *maximum progress* is to have an economic system that guarantees *maximum incentives*. Our American system provides these to a degree no other system has ever approached.

UNION OIL COMPANY OF CALIFORNIA

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