

ety show on alternate weeks will be started.

## Mrs. M. S. Krenk New Radio Head

Mrs. Mary Staton Krenk will be in charge of all radio programs or-

iginating on the campus this year, W. A. Dalberg, associate professor of speech and dramatic arts and director of the division, has announced.

Besides regular weekly programs, a new one-half hour vari-

Mrs. Krenk is the wife of Lt. Marvin A. Krenk, an instructor in speech and dramatic arts now on leave for military service. She is an alumna of the university and has had experience in theater work.

## Veterans Office Set Up

A new office has been set up in the basement of Johnson hall for veterans. Veterans should go to the office for clearance, information on veterans' aids, and counselling. It is a branch of the dean of men's office.

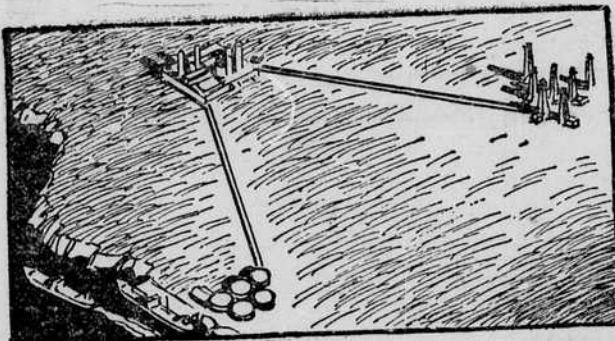
## Wright In France

Gordon Wright, assistant professor of history who is on leave of absence, is attached to the American embassy in France, the history department reported. His leave has been extended for the coming year.

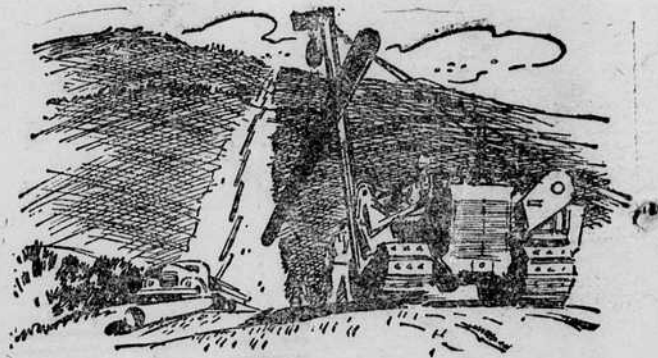
# Every time your heart beats



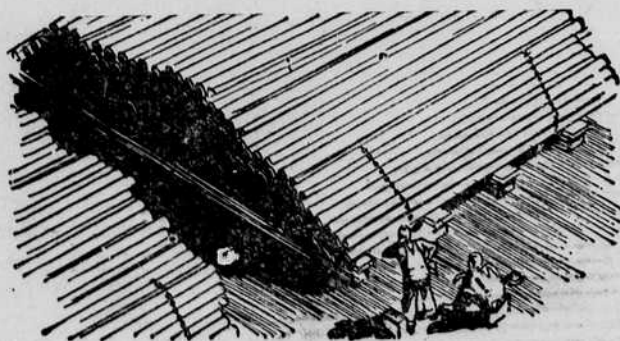
**1** Every time your heart beats America uses 837 gallons of gasoline. That's 62,785 gallons per minute, 33 billion gallons per year. Gasoline in that quantity—enough to make a small river—can't be stored to any extent. It has to flow.



**2** That means the stream must be kept moving constantly—from oil wells to refinery to substation to service station to you. This takes tank ships, tank cars and trucks. But most important of all, it takes pipe lines—thousands of miles of them.



**3** Now these pipe lines cost money. At Union Oil, for example, we have 1100 miles of line through which we pump more than 7 million gallons of gasoline and oil every day. These lines with their 35 pumping stations and dozens of storage tanks cost \$20,800,000 to install.



**4** If Union Oil had been owned by, say, two men, this system would have cost them \$10,400,000 apiece. But since the company is owned by 32,227 people the cost averaged just \$645 per stockholder-owner. In this principle of multiple ownership you have one secret of America's industrial might.



**5** If our heavy industries had to be financed by the few people who could put up \$10,000,000, progress would be pretty slow. But by pooling the money and the talents of a lot of people we've been able to accomplish tasks collectively that we could never have handled alone.



**6** Of course, these big jobs could have been financed by assessing all the people through government ownership. But we Americans do it under voluntary legal agreements known as corporations. For that way we can preserve individual freedom, the efficiency of a free economy, and that all-important incentive—competition.

# UNION OIL COMPANY OF CALIFORNIA

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