

## Stubble Grows, Judging Nears

With beards becoming more and more obvious on the campus, and committee members completing plans, the Sophomore Whiskerino preparations have moved into their final week.

Tickets will go on sale Monday through representatives in the

men's houses, ticket chairman Jane Daggett and Bill Green announced yesterday.

The house representatives include Perry Holloman, Sigma Chi; Randy Polson, Delta Upsilon; Paul Edlund, Beta Theta Pi; Ken Johnson, Sigma Nu; Al Davies, Kappa Sigma; Bill Hollenbeck, Sigma Phi Epsilon; Bob Dunn, Sigma Alpha Epsilon; and Ken Lance, Pi Kappa Alpha.

Norm Morrison, Delta Tau Delta; Tom Roberts, Phi Delta Theta;

Marv Butterfield, Theta Chi; Chuck Corgan, Phi Gamma Delta; Tom McLoughlin, Chi Psi; Don Lander, Sigma Alpha Mu.

Ken McKenzie, Alpha Tau Omega; Bob Peterson, Cherney hall; Vic Hughes, Campbell club; Walt Wade, French hall; Don Lee, John Straub; Bill Lewellin, Lambda Chi Alpha; Les Jones, McChesney hall; Bill Cochran, Merrick hall.

Al McEachern, Minturn hall; Bob Berkley, Nestor hall; Jim Bocchi, Phi Psi; Louis Bothwell, Phi

Sigma Kappa; Dale Dempsey, Pi Kapa Phi; Lee Preston, Tau Kappa Epsilon; Vern Risberg, Sederstrom hall; Chuck Marx, Etan Ray hall; and Joe Springer, Stitzer hall.

The representatives may pick up their tickets at a meeting upstairs in the Side from 1:30 to 2:30 Monday, according to Green.

Adolescence is when a girl's voice changes from "no" to "yes."

## Westminster Meet Speaker Ex POW

Carl Martinez, University student from the Philippines, will speak at the Westminster house forum Sunday evening. Martinez was a prisoner of the Japanese during the war. The title he has given his talk is "The Philippines Today."

# Why American oil companies can't relax



**1. In January, 1946,** Union Oil Company introduced a new motor oil. This oil—*New Triton*—was so high in quality you had to change it only *2 times a year*. In an industry where 1,000-mile oil drains had long been an established practice, it created quite a sensation. So much so that you might have expected us to rest on our oars for a while.



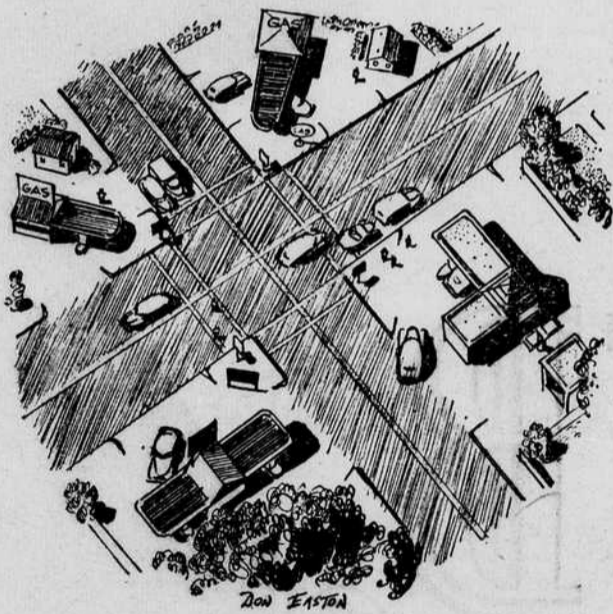
**2. But 18 months later** four new cars with sealed crankcases rolled out of Los Angeles to begin a road test on a still newer motor oil—*Royal Triton*. During the test all four cars were driven up and down the Pacific Coast until each had covered a distance of 30,000 miles. Make-up oil was added as needed, but *no oil was changed*.



**3. For a distance** equivalent to three years average driving, the crankcases stayed sealed. At the end of the test, the motors were torn down and inspected by automotive engineers. The result? *Royal Triton* came through with flying colors—gave absolute protection in every one of the motors for the entire 30,000 miles.



**4. A few weeks later** the results were announced to the public and the West had another great new petroleum product—*Royal Triton Motor Oil*. Now with the marketing advantage we already had with *New Triton* it might seem logical to ask why we didn't hold *Royal Triton* off the market until the public demanded something better.



**5. The answer is** that we happen to be in a highly competitive industry. We don't have all the motor oil business by any means. There are 399 other refiners in the United States who make motor oil and some 20,000 wholesale distributors who market it. Consequently, the *incentive* to get new business with an improved product is constantly with us.



**6. In fact,** this *incentive* is the driving force behind our whole free, competitive, American system. By offering a reward in the form of more business or more wages to anyone who can "build a better mousetrap," it constantly encourages the introduction of new and better products—products that have given the American people the highest standard of living in the world.

## UNION OIL COMPANY OF CALIFORNIA

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This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

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