

Cavallero Next on Name Band Schedule

Oregon students enthusiastically approved the appearance of two name bands, Tex Beneke and Les Brown, in Eugene this fall term, and tonight's appearance of the "Poet of the Piano," Carmen Cavallero and his Orchestra at Willamette Park promises to be equally well received.

Cavallero's distinctive piano styl-

ings have boosted his orchestra to the top of the musical ladder. He will present one hour of concert and three hours of dance music on his program tonight.

Cavallero's appearance is sponsored by the Eugene Exchange Club, which also brought Tex Beneke to Eugene. Due to the exceptionally large crowd which attend-

ed the Beneke show, a limited number of tickets have been sold for the Cavallero program.

Although he has since added new members, the Beneke band was composed entirely of members of the Glenn Miller orchestra when Beneke reorganized it several years ago. The band retains the old Glenn Miller style and many original

Miller favorites remain in its repertoire.

Oregon students danced to the music of Les Brown and his Band of Renown at the Sophomore Whiskerino in October. Brown stated that he preferred to play for college audiences because "they knew more about good music."

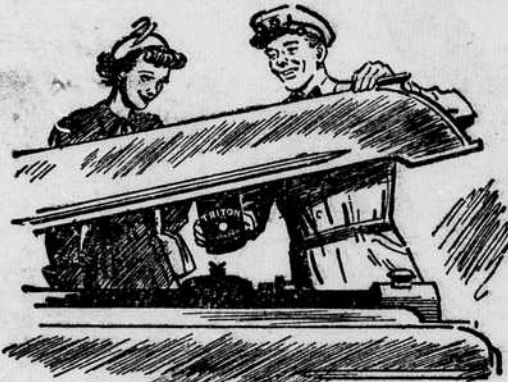
Lecture on Stars Scheduled Monday

"Stars—Giants and Dwarfs," is the title of a lecture which Dr. K. O. Wright, of the Dominion Astrophysical Observatory at Victoria, B. C., will give at 8 p.m. Monday in room 207 Chapman.

The lecture, open to the public, is sponsored by Sigma Xi, national science honorary.



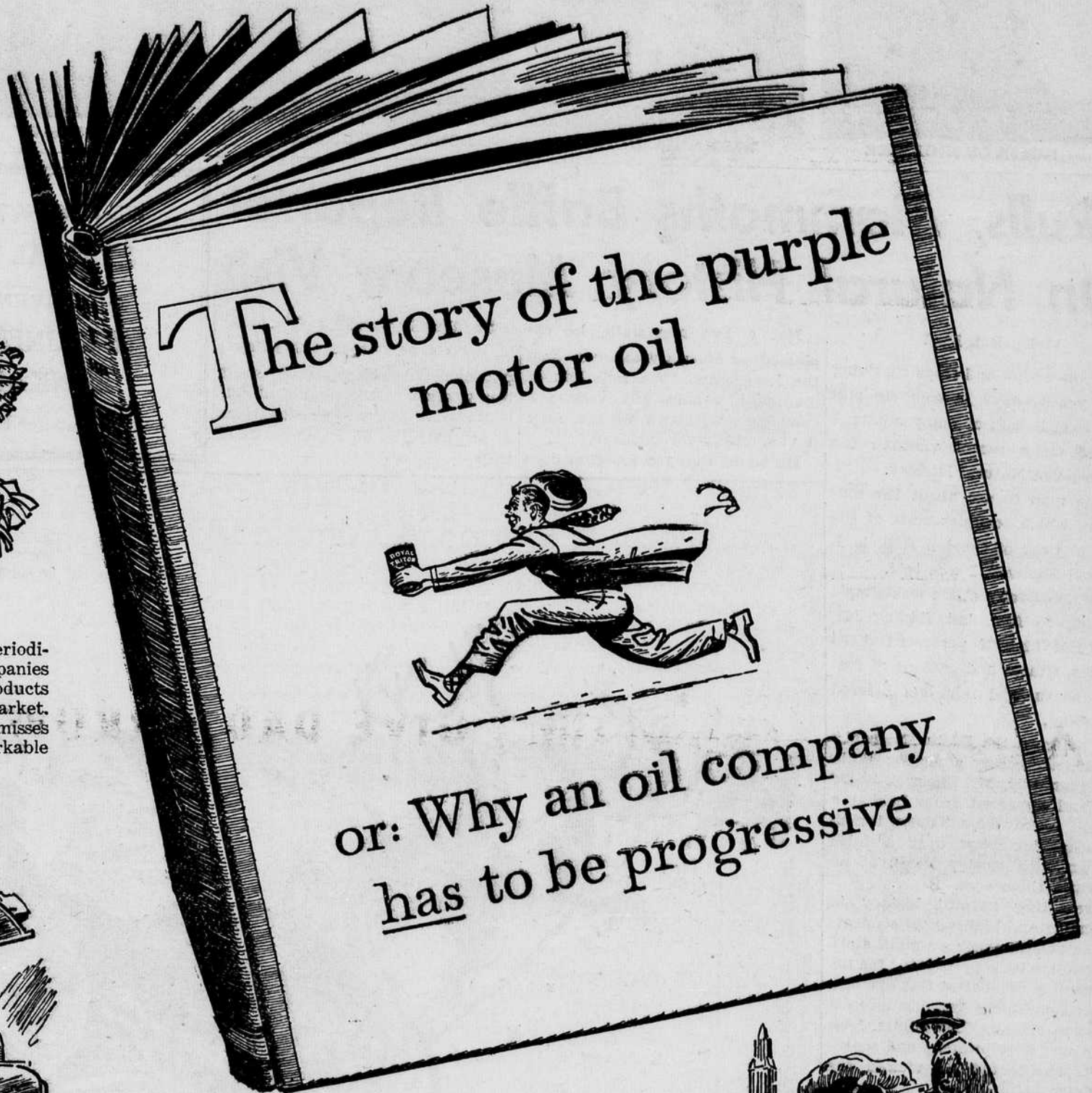
1. One old wives' tale that bobs up periodically is the story that American oil companies protect the sale of their established products by keeping new developments off the market. An example of how far this fairy tale misses the truth is the case of Union Oil's remarkable purple motor oil.



2. Shortly after the war, we introduced our new post-war motor oil, Triton. By all standards, Triton was unexcelled. In fact, it was so good we told people they could safely drive it 6 months between drains if they chose. Consequently, we thought our oil program was set for several years. But 12 months later our research engineers came up with a purple motor oil for passenger cars which they said was even better.



3. Just to prove their claims, they sealed it in the crankcases of four new automobiles and drove them continuously up and down the Pacific Coast for 30,000 miles! At the end of the test they opened up the motors and showed us the results: The engine parts were as good as new and the oil—by every analysis—showed no more deterioration than ordinary motor oils exhibit after 1,000 miles.



or: Why an oil company has to be progressive



4. That posed a question. Should we hold this new purple oil off the market for a few years and protect Triton, or put it on sale immediately? The answer was that we had no choice. For we were in competition. If we didn't put this purple oil on the market as soon as possible, some of our competitors might develop a comparable product and beat us to the punch.



5. As a result we introduced our purple oil to the motorists of the Pacific Coast under the brand name of Royal Triton. Royal Triton was not only an overnight success with our own Western customers; visitors from the East even took it home with them and continued buying it by mail. Consequently, we've had to expand our manufacturing facilities and lay plans for marketing it throughout the country.

Moral: Next time anyone tells you oil companies hold improved products off the market, please tell him to see us.

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.