

## British Books to be Exhibited in Bookmobile

As part of a nation-wide tour to acquaint the public with current British books, Danny Wilcher and Bob Kenyon will bring the British Centre's Bookmobile to Eugene today.

Wilcher, a publisher's representative, and Kenyon, a member of the British Broadcasting Company staff, have driven the Bookmobile

throughout the Southwest and California, and will travel to Washington after their Eugene visit.

The two take orders for books through local dealers. They also offer the public an opportunity to see books not commonly available at local bookstores. There are 1,700 sample copies in the Bookmobile, ranging from academic to juvenile

literature.

The Bookmobile will be at the University Library this morning from 10:30 to noon. This afternoon it will be parked at the shipping entrance of the Co-op. It is open to the public.

**They Still Need You in 1950.** You can help needy foreign students through WSSF.

## Hawaiian Educator Visits

Pauline Frederick, principal of the Kamehameha School for Girls in Honolulu, Hawaii, last week visited School of Education students at the University to interview prospective teachers.

Frederick also talked with University students who are Kamehameha graduates.

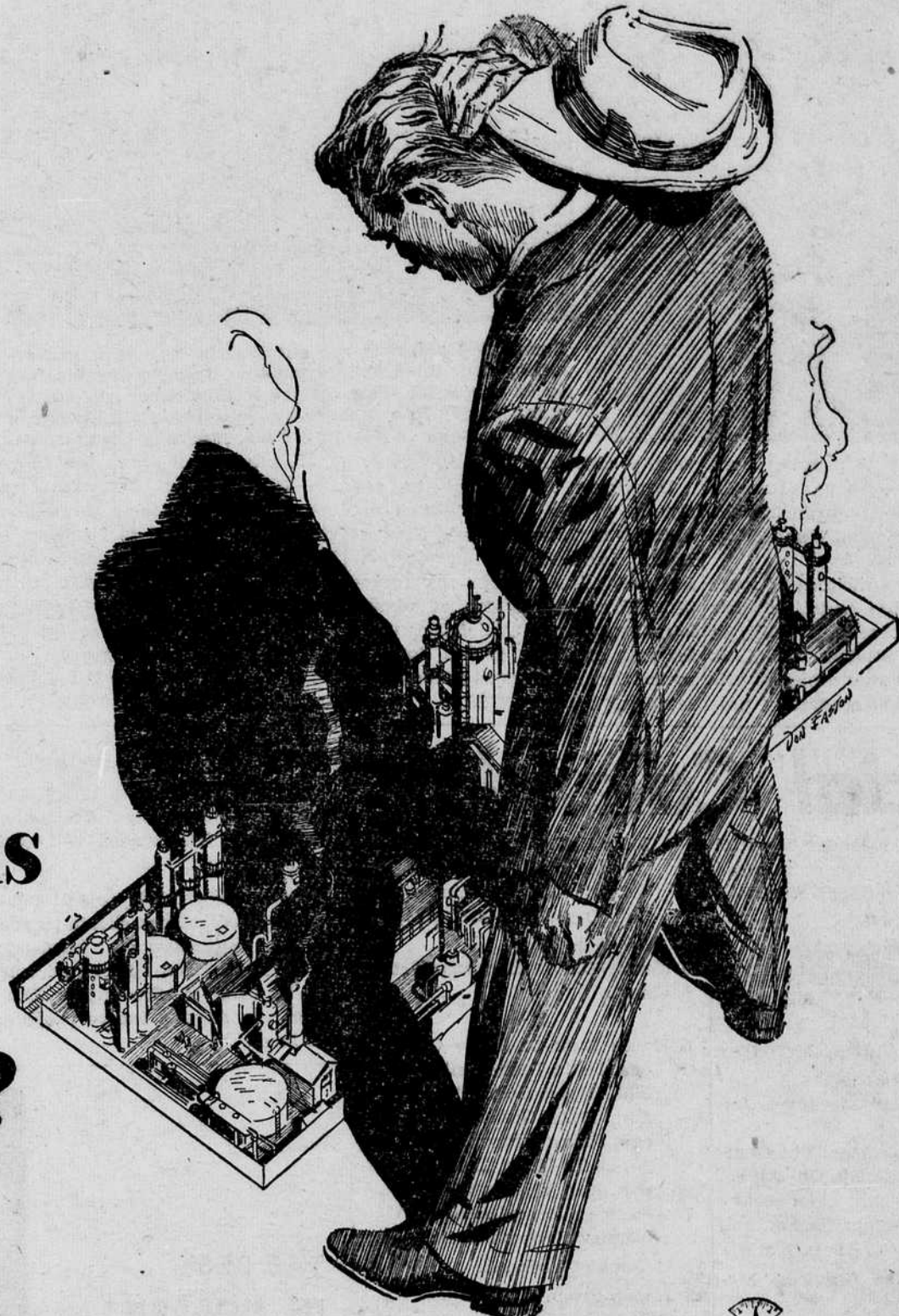
WSSF helps break down the barriers to international understanding.

## Journalism Seniors Set Tour of Newsprint Mill

Journalism seniors will tour the newsprint mill of the Zellerbach Paper Company in West Linn Thursday.

G. E. Yound, vice-president in charge of the newsprint division, and Ralph Dickey, Northwest sales manager, will serve as hosts for the University journalism group.

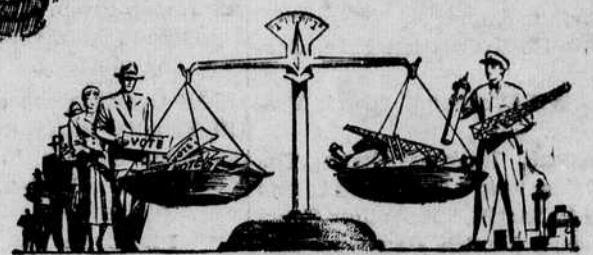
# Ever wonder who runs the oil companies?



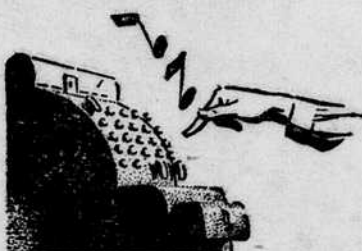
**1. If you ask** the average American to tell you who runs this country, he'll answer that the people do. He may qualify that some by admitting that the President, the Congress and the other officials in Washington make the day-to-day decisions. But he knows that in the final analysis it is the people's vote and the people's opinion that really determine how our country shall be run.



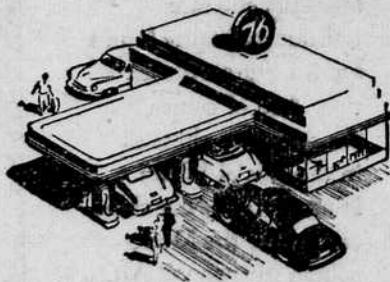
**2. Ask the average American** to tell you who runs American business and 9 times out of 10 he'll tell you it's "management" or "Wall Street" or "Big Business." Actually, the American people have far more voice in the conduct of American business than they have in the conduct of American government. Because they cast thousands of times as many personal votes on it each year!



**3. For example,** every time an American in our marketing territory buys 5 gallons of gasoline he casts a "vote" for or against Union Oil Company, its products or its services. During the course of each week, practically every one of the 5-million-odd car owners in our territory "votes" at least once on this issue. At the same time, several million more "votes" are being cast that week on the hundreds of other products we make.



**4. The combined total** of these "votes" by the people in this country determines Union's entire course of action—whether it shall be big or small, whether it shall expand its drilling operations or curtail them, whether it must raise its prices or lower them, whether it shall succeed or fail.



**5. When you realize** that this voting on Union Oil Company policy (and the policies of all American business) is going on constantly 24 hours a day—the "ayes" with a resounding ring of the cash register, the "nays" with an equally resounding silence—you begin to understand that the person who actually runs American business is you, the American customer. Furthermore, you "vote" thousands of times oftener each year on the conduct of American business than on the conduct of the world's most democratic government.

# 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 17, California.