

New Street Lights Installed on Campus

Fifteen new ornamental street lights have been installed on University Street between 13th and 8th Avenues and on 11th Avenue between Kincaid and Franklin streets.

Material is also on hand for

lighting many of the sidewalks and paths on campus, but the Eugene Water and Electric Board which installed the lights and will manage their operations and maintenance, has not yet started work.

Anderson Gives Paper

Lester E. Anderson, director of the UO Alumni Association, presented a paper at the 35th annual conference of the International Conference of American Alumni Council last July 9-14 in Boston, Massachusetts.

Artists to Submit Directory Sketches

Cover sketches for the 1950-51 Piggers' Guide, student directory, are now being accepted, according to Editor Virginia Wright.

The best sketch will appear on the cover of this year's directory and the artist will be named art

editor, Miss Wright explained.

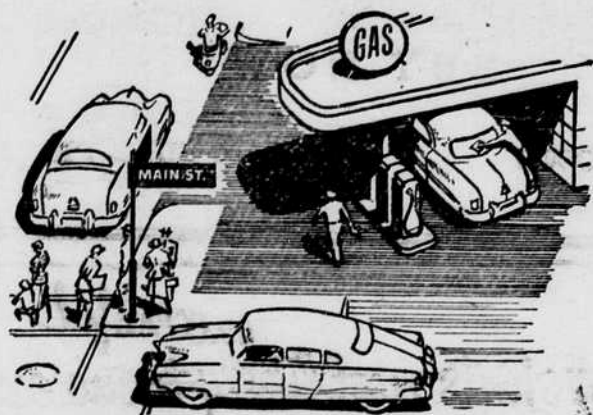
Sketches may be turned in to Miss Wright until September 29 at the Alpha Xi Delta house.

Discounting unforeseen delays, Miss Wright estimated that the Guide will be ready Nov. 1.

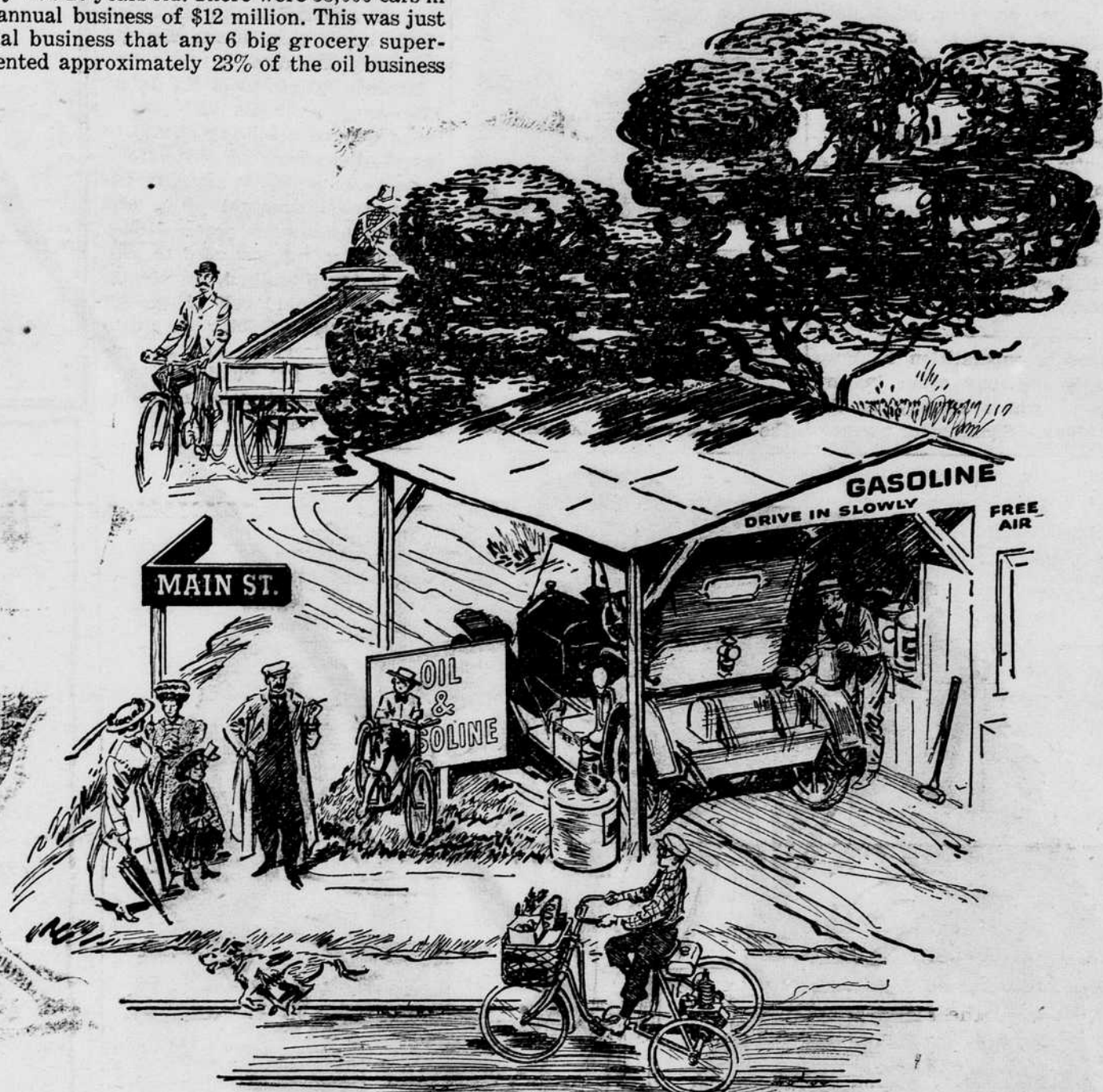
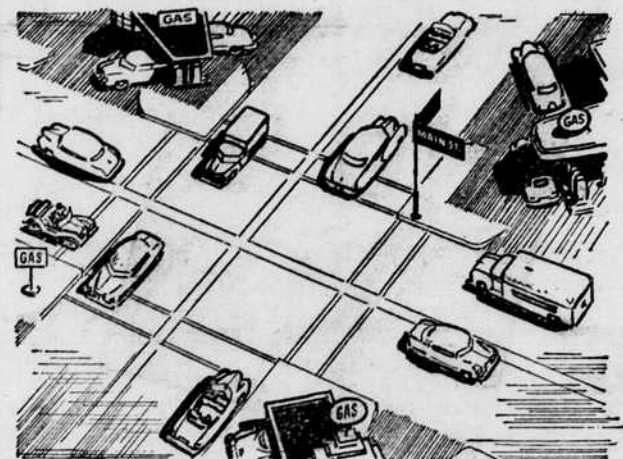
How big are the oil companies?

1. Back in 1910, Union Oil Company was 20 years old. There were 58,000 cars in the 5 western states and we did an annual business of \$12 million. This was just about equivalent to the total annual business that any 6 big grocery supermarkets will do today. Yet it represented approximately 23% of the oil business done in the 5 western states.*

*Figures are based on crude oil receipts.



2. Today, there are 100 times as many cars in our marketing area and we do an annual business of \$200 million. Yet, in spite of this growth, our share of the oil business in the 5 western states is now 12 1/2%. If we were the only company this had happened to, we'd think there was something wrong with us.



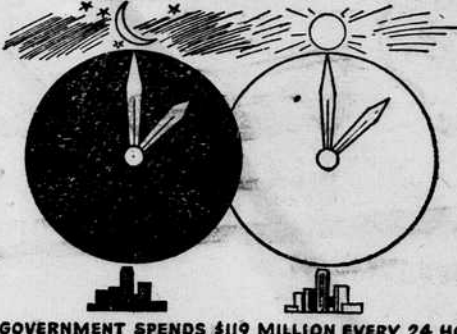
3. But every old, established oil company in the U. S. has gone through a similar experience. The reason for this is that the oil industry—like all American industry—is intensely competitive. As the business has grown, new companies have entered the field and competition has grown also. As a result, there are far more companies in the industry competing for the business today than there were in 1910.



4. In view of all this, it seems rather strange that we've heard so much talk recently about BIGNESS. Of course, individual companies are bigger today. They have to be bigger to serve a bigger country. But the vast majority aren't as big in proportion to the total business as they were 40 years ago. In fact, they are getting steadily "smaller" all the time.



5. If size is a cause for concern, maybe we should take a look at our Federal government. Its "business" is 62 times as big today as it was in 1910. Its payroll is 19 times larger. And it is costing the American people—in direct and indirect taxes—62 times as much.



U.S. GOVERNMENT SPENDS \$119 MILLION EVERY 24 HOURS

6. To give you an idea of what this means, here's a comparison: At the Federal government's present rate of expenditure—\$119 million per day—it takes in and pays out more money every 42 hours than Union Oil does all year—as much money every 2 1/2 hours of each night and day as Union Oil stockholders received in dividends all during 1949.

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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.