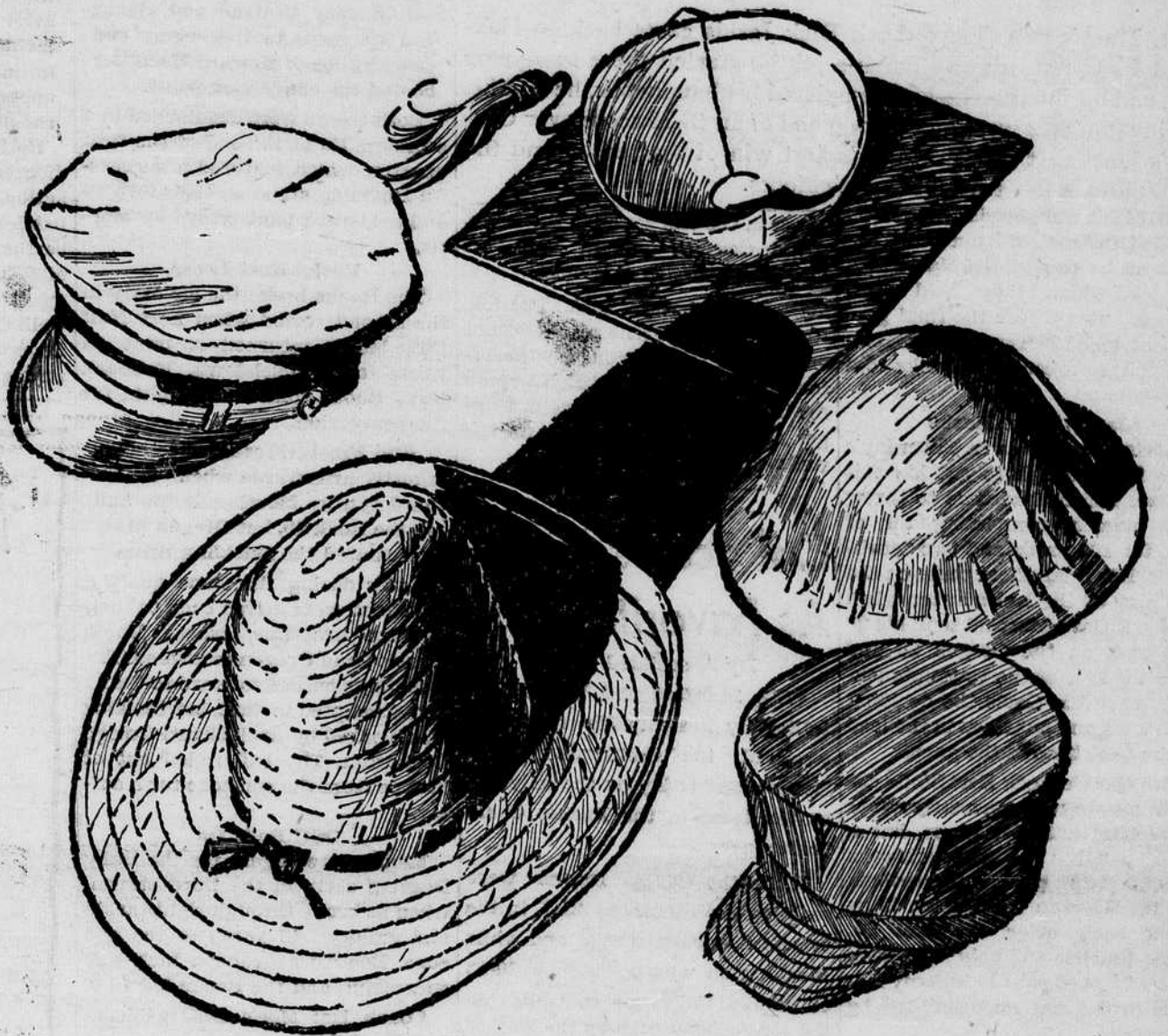


Know why 4 Americans in 5 aren't farmers?



1. Before people can write books or make shoes or build houses or teach school, they have to eat. In 1780 it took 10 Americans on farms to raise enough food to feed themselves and 1 other. Consequently only 1 American in 11 was able to quit farming and specialize full time in some other useful occupation.



2. Today, 10 American farmers can raise enough to feed themselves and 40 others. So 4 people in 5 are free to specialize in other useful occupations that raise the whole nation's standard of living and productivity. The secret is mechanized farming—with gasoline and Diesel-powered equipment.



3. For example, one of Union Oil's customers in Creston, Washington—Mr. J. L. Thayer—has been raising wheat in that area since 1925. 25 years ago it took 26 horses and 4 men to operate his acreage. Today he does the job with mechanized equipment and 2 men. Petroleum-powered equipment has *doubled* his productivity.



5. The truth is, we have found and developed more of the oil nature gave us. Under our free, competitive economy, 8,267 individual oil companies in this country have had the *incentive* and the *opportunity* to find and develop it. This hasn't been true in the rest of the world where the oil industries, for the most part, have operated under what amounts to government or private monopolies.

6. Because so many companies are competing for the farmer's business, we at Union Oil have been breaking our necks for years to bring him more and better products at lower cost. And every other company in the country has been doing the same. As a result, American agriculture has become mechanized at a pace that far surpasses the rest of the world, and our standard of living has risen right along with it.

% OF PEOPLE NEEDED ON FARMS TO FEED POPULATION	United States .. 1 in 5		
	Europe	2 in 5	
	China	4 in 5	
	World average ..	3 in 5	

4. If mechanized farming in a country and the development of its oil industry are directly related—as the figures above would seem to indicate—how do we account for America's amazing progress in oil? People used to think we were peculiarly blessed by nature with petroleum deposits. But geologists now know that less than 1/8 of the world's areas favorable in oil-bearing sands lie within the borders of the U.S.

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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.