

Liquor Problems of Side, Taylors' Due for Review by State Commission in Near Future

Taylor's coffee shop and the College Side inn had beer-selling privileges restored to them Dec. 26, but according to Oregon Liquor Control commissioner Richard Reed, they will continue to operate under a "restricted license".

Reed explained that suspensions imposed Dec. 11 were lifted by the liquor commission during the holidays and were replaced by a ruling which prohibits the sale of beer in the two establishments before 4 p.m.

The new rule is a stop-gap measure until the commission decides on a permanent policy. The commission will meet in Portland Jan. 5 to discuss the matter, which has been a major issue since early November when minors were found

drinking beer in the two near-campus establishments.

Reed said that the commission will consider proposals that beer drinking be confined to certain areas in Taylor's and the Side, that no minors be allowed in these

areas, and that the "cafeteria style" of serving be eliminated.

He hinted that the proposals, already in force at the Side, would probably be adopted by the commission at either the Jan. 5 meeting or the following one, Jan. 15.



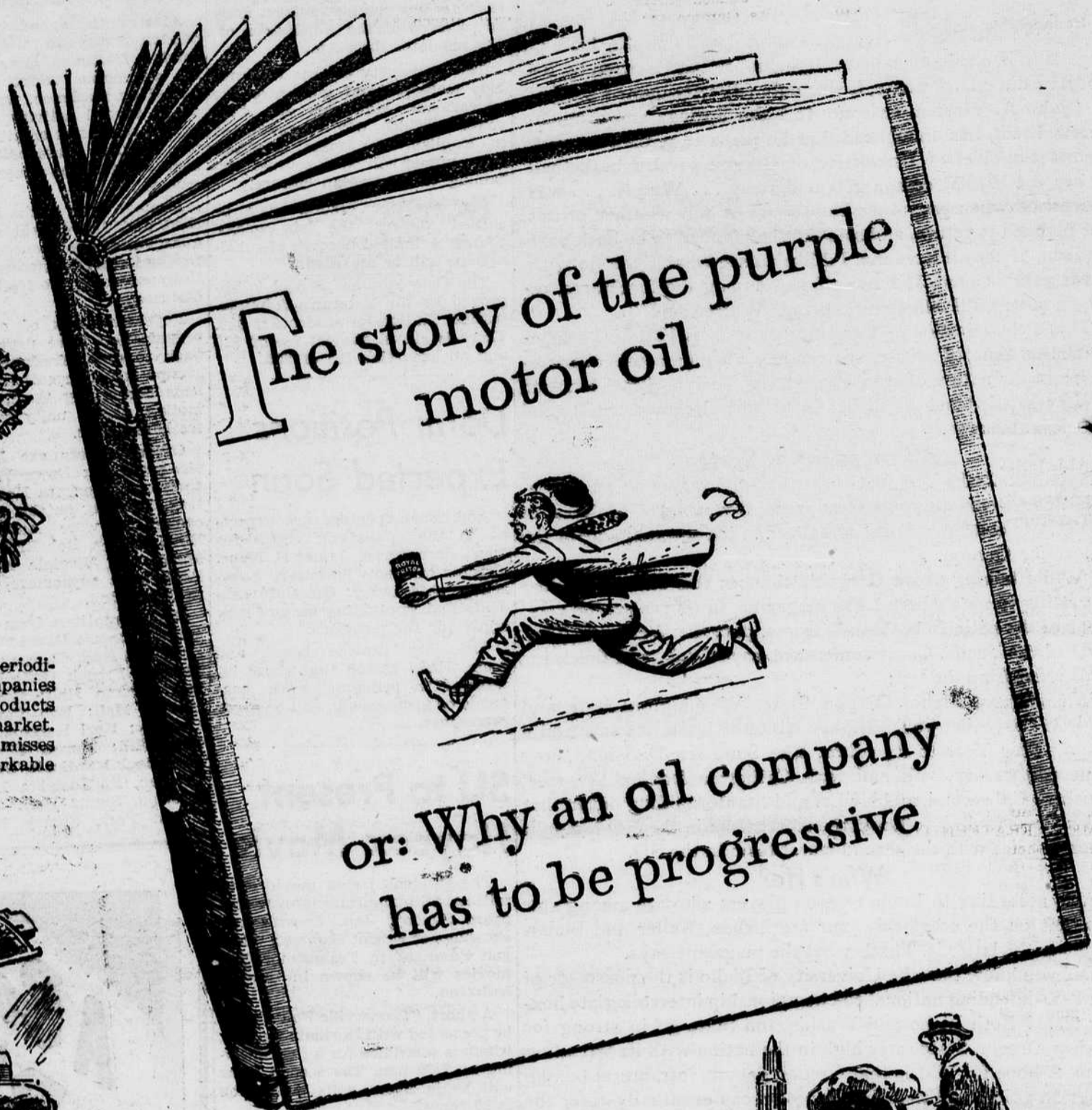
1. One old wives' tale that bobs up periodically is the story that American oil companies protect the sale of their established products by keeping new developments off the market. An example of how far this fairy tale misses the truth is the case of Union Oil's remarkable purple motor oil.



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 expanded our manufacturing facilities and are now 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.

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