

Choral Union Trials Planned This Week

Tryouts for membership in Choral Union and the University Singers, campus choral organization, began Monday and will continue through registration week. Donald W. Allton, director of both

groups, urges interested students to have their auditions early, as enrollment is limited.

Choral Union (Music 197 for freshmen and sophomores, Music 39 for juniors and seniors, listed as Sec. 7.1 in the time schedule) is open to any student who desires this type of work. However, Allton said, it is usually better if the student has had at least high school

choral experience or church choir experience.

Enrollment in Choral Union is limited to 250 persons. The group presents a concert with the University Symphony at the end of winter term.

The University Singers (same course numbers as Choral Union, Sec. 7.2) is composed of 40 members, comprising a smaller, select

group. The University Singers is a touring group, and also will participate in an opera production during the school year.

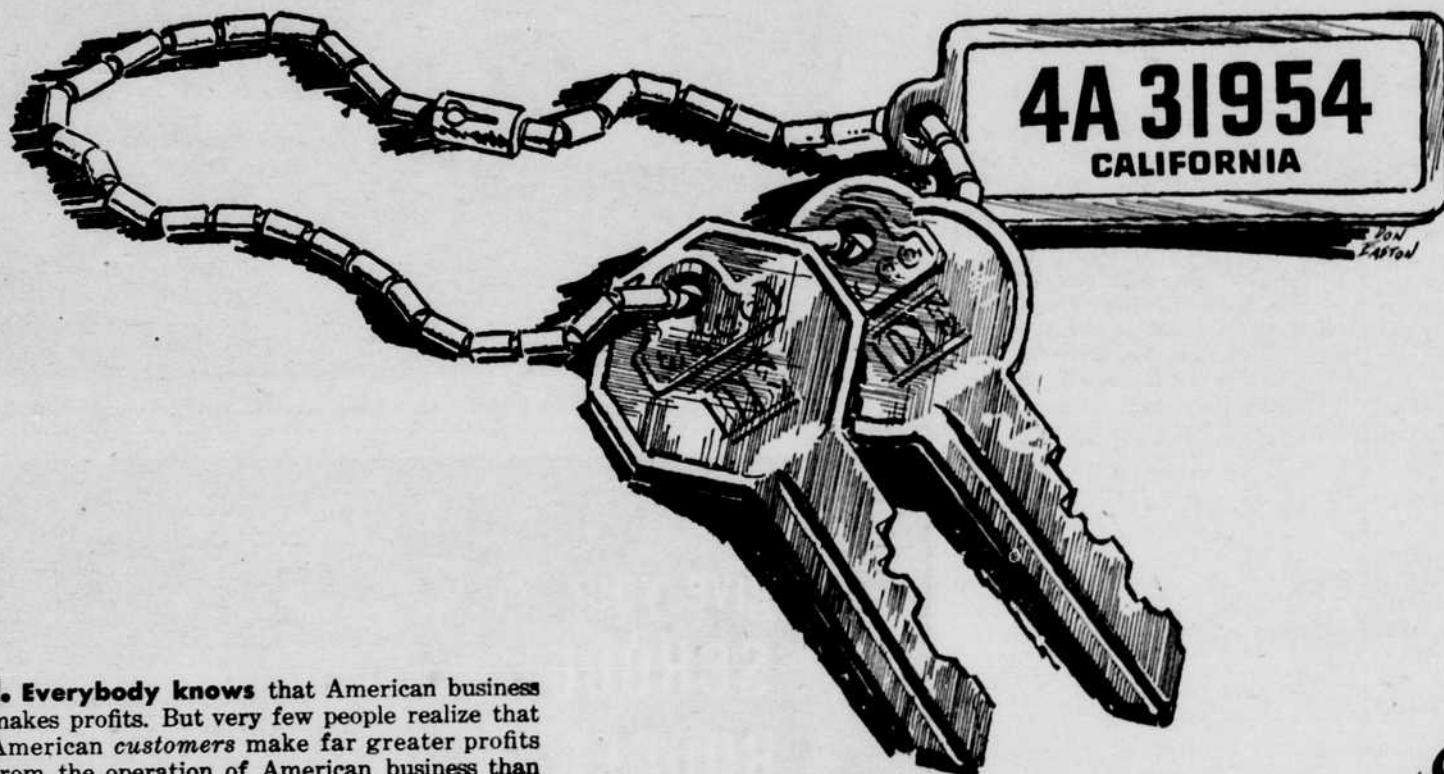
Tryouts for Choral Union are being held in Music 202 for women and Music 203 for men. Tryouts for University Singers are in Music 112. No appointments are necessary. Allton stated that since men's voices are more in demand for

Choral Union, women should have their tryouts early, even though they may not be ready to complete registration.

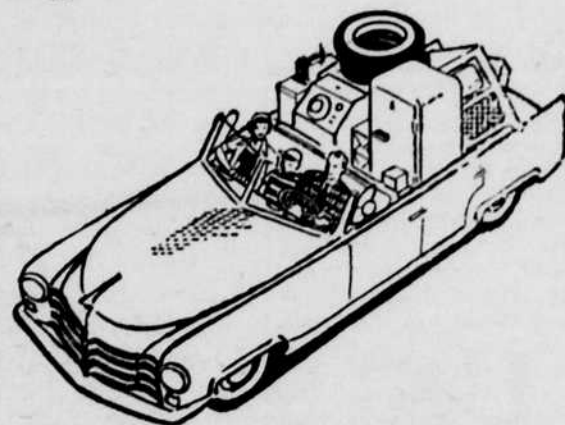
IM Officials Needed

Any student interested in officiating intramural touch football or volleyball should contact Everett D. Peery in the Intramural Office, Room 106 of the Physical Education Building, as soon as possible.

Everyone profits from profits



1. Everybody knows that American business makes profits. But very few people realize that American customers make far greater profits from the operation of American business than business ever makes.



	Price per gallon*	Price in terms of 1925 dollar**	State and Federal tax*	Total retail price	Total price in terms of 1925 dollar**
1925	16.5¢	16.5¢	2¢	18.5¢	18.5¢
1951	18.5¢	12.8¢ (-22%)	6¢	24.5¢	16.9¢

*At Los Angeles, California. **Based on Bureau of Labor Cost of Living Index. 1925=100; 1951=144.8.

4. In other words, Union Oil Company has continued to make a reasonable profit—all but a few Depression years—since 1925. But at the same time, our customers' profits have increased steadily until they are many, many times larger than the company's. A similar increase in customer profits has taken place in automobile tires, light bulbs, radios, refrigerators and practically everything else the American customer buys.

2. Here's a simple example: In 1925 Union Oil Company's "regular" gasoline sold for 16.5¢ (excluding tax). During those years, our average profit was 9/10ths of a cent per gallon on all the products we manufactured. Today our "regular" gasoline sells for 18.5¢ per gallon—12.8¢ in terms of the 1925 dollar. And during the last 5 years our profits have averaged 1¢ per gallon on all products.

3. So in terms of real dollars, our customers are paying 22% less for gasoline today than they did 26 years ago. But that represents only part of their gasoline profit. In addition, 1 gallon of today's "regular" gasoline will do as much work as 1½ gallons of 1925 gasoline. So our customers get another 50% profit in each gallon from this source.



5. The reason for this seeming paradox is this: The American profit system provides the incentives, the competition and the free economic climate which make for continuous progress and constantly greater efficiency. And only through progress and greater efficiency can customers continue to increase their profits. Therefore, any serious attack on American business profits can only result in eliminating American customers' profits as well.

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.