

# Homecoming Financiers Set

Members of the Homecoming finance committee have been announced by Milan Foster, chairman, and Gary West, assistant chairman.

In charge of downtown sales is Jane Bergstrom; Springfield sales, Phil Lynch; public schools, Bud

Hinkson and service clubs, Jack Rawls and Peter Williams.

Barbara Williams is in charge of alumni registration sales for the weekend, and in charge of campus sales are Jean Piercy and Donna Anderson. Marcia Mauney is publicity chairman for the committee.

# NCP Includes Star In New Initiation

Tyrone Power, who was here appearing in "John Brown's Body," was made an honorary member of National Collegiate Players Oct. 19.

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# Burdette Voted AWS Head

Judy Burdette, freshman in pre-nursing, was elected president of the AWS congress, at their first meeting Wednesday afternoon. The office of secretary was filled by Jean Paulus, junior in education.

All clothing and other objects for the AWS auction will be picked up in the campus living organization next Wednesday. The money made from this sale Thursday, Nov. 5 will go to the AWS scholarship fund.

## What happens if we do away with profits?

With his bare hands the average American can't produce any more than any other person in the world. Yet his standard of living is much higher. He owns a home, a car and enjoys such luxuries as a telephone, refrigerator and television set.

The American lives well because of the "tools" he has to work with. They multiply the labor of his hands. Thus, he is able to produce more useful goods with his day's work.

A good example is the Union Oil employee. Today each man working for the company has \$70,691 worth of "tools" at his disposal, 3 1/2 times as much as he had in 1927. Because of this, his production of goods has increased 2 1/2 times. His wages (including retirement, vacation and other benefits) have climbed from \$168 to \$484 a month—almost 3 times—yet he works far shorter hours than he did 25 years ago.

The "tools" that make such gains possible are paid for by the shareowners of a business. For putting up their money, these people are offered the opportunity of being rewarded for their investment. So when a company makes a profit, they share it. Last year, the 40,302 owners of Union Oil common shares received an average of \$261 in dividends.

Now if you destroy the profit incentive, as continued high taxes could eventually do, you kill the goose that lays the golden egg. The "tool providers" couldn't be expected to risk their money. Without new "tools," employees couldn't continue to produce more. The flow of new and better products would dry up. There would be less wealth to share and a lower standard of living for America. So an economic climate that encourages profit and success is vital to all of us.

### 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, Calif.

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