

# Business Sizes Should Vary, Petersen Says

Mass Production Termed Economical

by Kitty Fraser  
Emerald Managing Editor

The United States needs all sizes of businesses, declared T. S. Petersen, president of Standard Oil of California, in a University assembly address Tuesday in the Student Union ballroom.

He emphasized the interdependence of the economic life of the U. S. and that all kinds of businesses contributed to the life Americans enjoy today.

Petersen discussed the meaning of "big business," drawing on examples from his own company.

### Today, An Empty Phrase

"Ownership by a few" is an empty phrase today, he said, as he pointed out that shareholders in Standard Oil are made up of many individuals and groups. The ownership base of "big business" is being broadened year by year, he said.

In some fields, however, large scale mass production is the most economical. He drew on the oil industry as an example, pointing out the great cost in equipment and research it took in this field.

"A company should be big enough to deliver the goods in its particular line," he said, "and at a price you can afford."

### Competition Stronger

Petersen stated that "competition is stronger today than ever before." He declared that Americans have shown that they will demand better products and "woo to the manufacturer who lets his product get old-fashioned or inferior—no matter how low a price he sells it for."

He declared that a "short sighted view of modern trends in competition" had led the government to take unjustified expeditions against big business. He cited the suit against the du Pont company. Only competition between big firms can bring low costs and better quality, he said.

### Develops Checks, Balances

Business has developed its own system of checks and balances, he pointed out. Within the industry itself there are diverse opinions. Social responsibility of big business also is a factor, he said.

He said the large amount of taxes paid by the oil industry reflected an idea that "we possess disproportionate political power."

Outside government, labor and public opinion also influence big business, he pointed out.

Discussing the changes of the last half century and the evolution of big business, Petersen felt that the "larger outlines" of the changes had been constructive. Any inequities will be corrected by "time and the native good sense of the Americans."

# Petersen Sees Good Economy

Optimism towards the present outlook of America's economy was expressed by T. S. Petersen at a press conference Tuesday morning.

"Business is not quite as active as it was a year ago but I see no indication of a recession," he said.

Trade policies should not be allowed to imperil national security, Petersen told the conference. "We should not let trade barriers down completely," he added, "but our economy should have as broad a basis as it can stand."

He also indicated that the United States could not maintain a favorable balance of trade unless the nation imported manufactured goods in addition to necessary raw materials.

# UO Speech Squad Takes First, Third in Contest

Oregon's speech squad took a first and a third in the peace oratory contest sponsored by the Intercollegiate Forensic Association of Oregon at Northwest Christian college Feb. 8.

Karl Harshbarger, senior in speech, placed first in the experimental division. This style of speaking consists of giving a rhetorical criticism on the previous orations. Willamette university placed second in this division and Portland university was third.

In the peace oration, Donna De Vries, freshman in liberal arts, speaking on "The Silent Generation" was third, Oregon State college and Willamette placed first and second respectively.

In five state-wide contests entered this year, the Oregon forensic squad has earned one first, one second and three third places.

Today the squad leaves for the three-day College of Puget Sound speech tournament in Tacoma, Wash. Two senior and three junior division teams will debate for Oregon. The squad members will also compete in impromptu speaking, interpretive reading, discussion and extemporaneous speaking. Most of the schools in the Northwest will compete at this tournament.

The two senior division debate teams consist of Karl Harshbarger and Bill Cheek, and Don Mickelwait and Leland Nee. Junior team members are Bruce Holt, Donna De Vries, Loretta Mason, JoAnn Hutchinson, Pat Peterson and Sue Shreeve.

Oregon speakers will also attend the Portland Town Meeting contest Feb. 11 and 12. Pat Peterson, Bill Cheek and Bruce Holt will participate in forum discussions before live audiences of high school and college students and civic groups.

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# Lecturer Tells 'Story of Sea'

"Man's first contact with the sea was for food," stated Ralph Buchsbaum in the first of two Condon lectures about "The Sea and the Life Within It."

Fear of the sea retarded its exploration for many centuries, explained Buchsbaum, professor of zoology at the University of Pittsburgh, in his non-technical illustrated lecture Tuesday on "Man Fears and Explores the Sea."

First people to overcome this fear were the early Phoenicians. Later the ancient Greeks and Creteans studied living sea animals and left records of their findings.

"During the Middle Ages," Buchsbaum told his audience, "people reverted to fear of the sea. Geography was made to conform to theological ideas, and legends about sea monsters sprang up."

# Free Speech Price's Topic

A desire to find out just how bad the country was before the advent of McCarthy prompted Warren C. Price, associate professor of journalism, to make the study of free speech which he will discuss at 7:30 p. m. today in the Student Union browsing room.

"An American Crisis in Freedom of Speech: The South, 1830-1870," is the topic of Price's speech. Discussion leader following the lecture will be W. H. Stephenson, professor of history.

Price was motivated in his study of the topic by a desire to see if the suppressions of the press of today are as bad as the ones in past American history. He doesn't think so.

Price, a one-time history professor who still teaches a course in the history of journalism said, "If we think the world is in a bad state today, we just have to take a look back in past history to see how bad off it used to be and how relatively well off it is today."

# SU Board Agenda Covers Six Topics

The Student Union board will meet at 4 p. m. today in the SU board room, according to Andy Berwick, board chairman. Business on the agenda includes:

- Red Cross donation mixer.
- Review of coffee hours forum program.
- Review of music committee program.
- Discussion of Union Crier
- Discussion of joint SU board—SU directorate meeting for Feb. 16.
- Special attractions report.

# Available Phi Deltas Advertised on Sign

"We are Hot For the Hop," advertise the men of Phi Delta Theta Tuesday in a last-ditch attempt to spur on bashful females who have yet to get a date for the coming Heart Hop.

Hoisting a 15-foot sign in front of their house, the Phi Deltas announced to the world in red letters those who have dates, those who don't have dates and those who are pinned. All Phi Delt names were listed with stars designating members who are pinned.

# FINALISTS SKETCHED

# 'Heart of My Heart' Tickets on Sale

Tickets for the Heart Hop, annual girl-ask-boy dance sponsored by the YWCA sophomore cabinet go on sale today at the Student Union and the Co-op at 60 cents per couple.

"Heart of My Heart," is the theme of the dance which will be held at Pi Beta Phi, Zeta Tau Alpha, Kappa Alpha Theta and Chi Omega. Crowning of the "King of Hearts" will be held at Chi Omega.

The dance is to be held Feb. 13, and will begin at 9 p. m. Campus clothes are in order, according to general co-chairmen Sharon Isaminger and Anne Hill.

Finalists for the title of King of Hearts are as follows:

### Bob Berry

Bob Berry, candidate of Carson 4, is a member of Delta Tau Delta and is a senior in speech. He is chairman of radio publicity for the Student Union.

Currently Berry is serving as co-chairman of tickets for the Senior ball. He was radio publicity chairman for last year's Junior weekend and was on the transportation committee for Duck Preview.

### Dick Bruce

French hall's candidate for "King" is Dick Bruce, who is a counselor for French hall in addition to his other activities. He is the graduate representative now serving on the ASUO senate and is a member of the University theater executive board.



PICTURED ABOVE are the six finalists for the title of "King of Hearts." Front row; Bob Berry, Bruce Purvine and Dick Bruce. Back row; Milan Foster, Ron Griffiths and Wes Ball.

He is chairman of the senate's committee on housing. Bruce also belongs to Psi Chi, the psychology honorary.

### Wes Ball

A transfer from Eastern Oregon College of Education, Wes Ball, is a member of Phi Kappa Psi, and is also being sponsored by Gamma Phi Beta in the "King" race.

Ball serves as a senator-at-large for the senior class and is presi-

dent of his fraternity. He was house vice-president last year and is in Friars. A member of Interfraternity council, he is on the house's intramural basketball team.

### Bruce Purvine

Bruce Purvine is a member of Beta Theta Pi and is the Beta candidate for "King of Hearts." Purvine is a senior in business

# Shearing Be-bop Featured at 7:30, Tickets on Sale

## Billboard Confirms Quintet's Popularity

George Shearing and his jazz quintet will appear tonight in McArthur court. Tickets for the 7:30 to 10 p. m. concert are on sale at the main desk of the Student Union for 85 cents.

Appearing with Shearing will be Zoot Sims, formerly with Woody Herman and Stan Kenton, and Wardell Gray who has been featured with the Benny Goodman and Count Basie bands. Stan Getz will not appear tonight as announced earlier, according to the Student Union board.

### Superb and Cool

The phenomenal success of the George Shearing Quintet, winner of 40 national popularity polls, was officially confirmed by its Billboard magazine rating this year. Shearing won the instrumental division hands down. Billboard lauded his work — "Superb cool jazz."

Shearing's interpretation of the controversial "Be-bop" has won much acclaim. He set an all time record for Broadway nightclub attendance while playing at Bog City in New York. He drew 40,000 in three weeks.

### Wins Jazz Poll

Born totally blind in London, Shearing grew up with the intention of devoting himself to classical music. In his early teens he became interested in American jazz and turned to the music with enthusiasm. He was such a success in his new field of music that he won England's top annual jazz poll and was the nation's first-ranking jazz artist.

Coming to the United States in 1947, Shearing started out in comparative obscurity as an intermission pianist on 52nd St. in New York at \$60 a week. Today he is a top MGM recording artist and has a fan club claimed to number 260,000.

Closing hours will be extended tonight so that freshman women may attend the concert, Mrs. Golda P. Wickham, director of student affairs has announced.

and served as pledge trainer for the house.

A skier of some renown, he placed third in the Condar race at Mt. Hood last December. He is active in intramural sports having played on Beta basketball, football, handball, baseball, track and bowling teams.

### Milan Foster

Delta Upsilon's candidate is Milan Foster, who served as vice-president of last year's sophomore class. He was in Skull and Dagger as a sophomore. He was also traditions chairman of Homecoming and was master of ceremonies for the Junior prom.

This year, Foster has served as house manager and social chairman and was the finance chairman for Homecoming weekend. He is also a member of the ASUO constitutional committee.

### Ron Griffiths

Chi Omega and Sigma Chi are sponsoring Ron Griffiths who transferred from Willamette last winter term. He was national advertising manager for the campus paper, the Collegian there, and held several class offices in addition to being on Willamette's football team.

Griffiths served as circulation manager of the Emerald during fall term and has played on the intramural football and softball teams for his house. He is a junior, majoring in business.