

Rascher To Appear Here Tuesday

Sigurd Rascher, Scandinavian saxophone-solo artist, will give a concert in an all-campus assembly Tuesday at 1 p.m. in the ballroom of the Student Union.

Rascher, who is ranked as one of today's outstanding instrumentalists, has been given wide

acclaim by critics throughout the world for his outstanding control of his instrument.

His ability to get four octaves "out of" his saxophone, reaching up the scale to high D-flat, has amazed his followers. He has demonstrated that the saxophone

is a delightful instrument of musical expression which is capable of being as flexible as any string instrument.

Although his instrument, the saxophone, is usually thought of in connection with night clubs and jazz bands, Rascher has

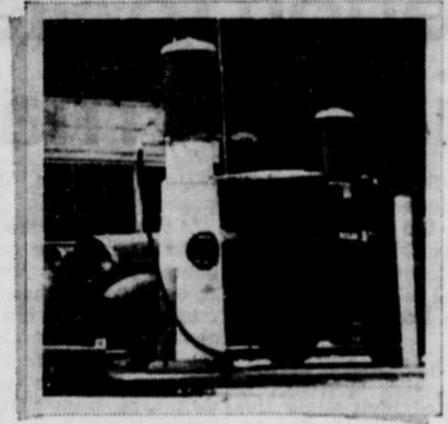
proved that the sax may take its place in the playing of the classical works of great composers.

The red-headed Swede has played in several universities throughout the country and has been known to have been so applauded that he was kept a half-

hour over-time playing for his delighted audiences.

Rascher, who has made more than 150 solo appearances all over the world, will play compositions in Tuesday's assembly which will include several works written especially for him.

What changed this picture?



IF you ever drove up to that old-fashioned pump and said "Fill her up!" you'll remember that you got the gasoline. But that's all you got!

Because the primitive fuel pump was a long way down the road from the service station of modern times. We know, because we pioneered a surprising number of the customer services the petroleum industry has since adopted.

Like water and air wells. We first sank them on the pump island so you could get gasoline, water and air in one place.

Like windshield washing service. We introduced the individual clean towel and special fluid—and first washed your car's windows all the way around.

Like the cash box on the pump island—the quicker to make change and save you time.

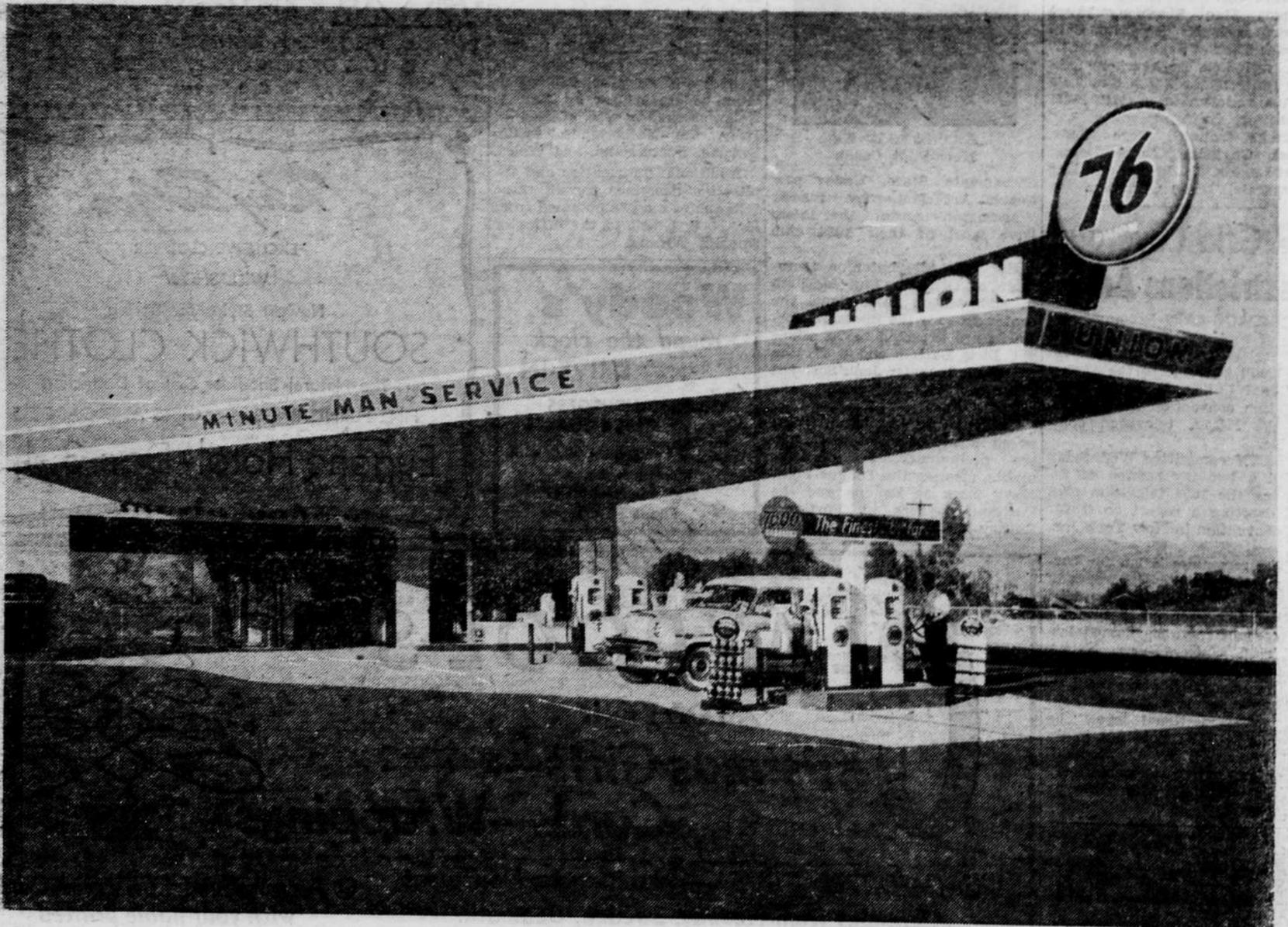
Like famous Union "Minute Man Service" that, at its best, even empties the ash trays, brushes out and dusts off your car.

Like the full-time cleaning and painting crews that keep Union's 4500 stations in the

West the glistening white that invites you in.

When we introduced them these were "bonus services." Today you take them for granted when you buy gasoline. You do because the oil companies—in constant competition for your business—are continually improving their products and expanding their services.

For in America's free competitive economy, making things increasingly better for the customer is the only way to make any progress for yourself.



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Your comments are invited. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.