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Technical Best Seller

WITH his *Petroleum Production* undergoing its third large printing, Wilbur Cloud has the *fait accompli* of having written a best selling book in the technical field.

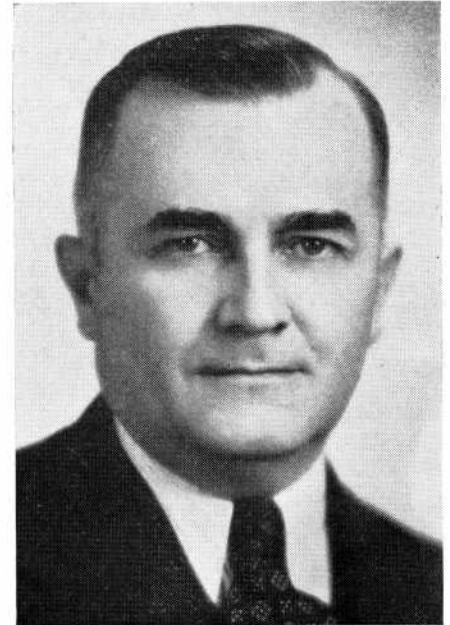
First published by the University of Oklahoma Press in March, 1937, the facts and figures of its sale indicate that *Petroleum Production* is now the standard work and handbook for the petroleum industry—more than half the volumes sold have gone to engineers and workers in the field. Bookshops in the oil regions—California, Texas, Pennsylvania, etc.—carry it as a staple item on their shelves along with their fiction titles. Many orders have come from metropolitan law offices for the technical information indispensable to their pleading in oil litigation. It has been purchased in quantity by Japan, Russia, British India, Iraq, Iran, Egypt, and French Indo-China.

Although *Petroleum Production* was written as a reference work for the industry, it is a tribute to the author that it has been adopted by nineteen universities for use as a textbook. This is more than ninety per cent of the courses given in production.

Mr. Cloud is a petroleum engineer with nearly a quarter of a century of experience in the oil fields of the mid-continent. He acts, talks, thinks, and looks like a petroleum engineer. Much of his career has been devoted to teaching successive generations of engineers in Oklahoma's great School of Petroleum Engineering. Yet, he has never lost touch with the hard, exacting field experience in the industry which has shaped the wealth and progress not only of Oklahoma but of its neighboring states.

His purpose has been to write a book to fill a definite need among students and men in the field for a comprehensive, usable handbook on production methods and problems. He has brought together and summarized the data on production that has been scattered through thousands of pages of periodicals and countless technical bulletins. Large portions of the book, such as the history of the discovery of oil, since it was found while drilling salt wells in Charleston, West Virginia, and its subsequent development, have proved extremely interesting to the layman.

The book, as its title indicates, is devoted to the science of production, with the emphasis properly placed on the engineering side for unity of treatment. The volume was designed as a durable, compact book to sell at a moderate price. Most of the comprehensive works on petroleum are elaborate and as a result sell from ten to eighty-five dollars. *Petroleum*



Wilbur F. Cloud

Production, in keeping with the purposes of the publication, sells for five.

Professor Cloud is a native of Illinois. He has B. S. and M. S. degrees from the University of Oklahoma, and among his learned societies are Tau Beta Pi, Sigma Xi, the American Petroleum Institute, the American Association of Petroleum Geologists, and the American Institute of Mining Engineers. His biography appears in the new edition of *Who's Who in America*.

His chief hobby is helping those students who come to him each year for some of the courses that will fit them for successful careers in petroleum engineering. He spends much of his time in the fields of the mid-continent, observing production technique, and has contributed many articles for the *Oil Weekly*, *Petroleum Engineer*, and other professional journals. He is now engaged in filling out chapters in other book publications that he has in preparation.

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Mexican correspondent

Many of the best news stories in Mexico are secured over coffee cups at social affairs, Betty Kirk, '29journ, Mexico City newspaper correspondent, told journalism students at the University in a lecture.

Government officials are not accustomed to holding press conferences for reporters and therefore must be interviewed at social affairs, Miss Kirk said. Instead of giving official statements, government officials prefer to leave the work of giving out information to the department of publicity and propaganda.