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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...