

# HUMBLE OIL & REFINING COMPANY

HUMBLE DIVISION

P. O. BOX 828

NEW ORLEANS 7, LOUISIANA

October 17, 1960

EXPLORATION DEPARTMENT  
EASTERN AREA

Mr. David E. Pope  
President  
Gulf Coast Sec. S.E.P.M.

Dear Sir:


Thus far during the year 1960 the Publicity Committee has been largely concerned with obtaining advertising for the recently published Directory. A total of 20 firms were contacted and offered an opportunity to advertise in our Directory. As 16 of the firms did not answer the letters mailed to them it was necessary to contact these by telephone. A total of only four firms supported our Directory by advertisements.

I believe that we failed to obtain more advertising due to the fact that we did not decide to advertise in the Directory until June. By this time the majority of the companies contacted had already committed their advertising budget for the year. In the future any campaign to obtain advertising should be undertaken as early in the year as possible.

I wish to thank you and Mr. T. Wayne Campbell for your help with our advertising campaign. Thanks are also due Miss Alma Peters of the Humble Oil and Refining Company who did the necessary typing.

In the immediate future the Publicity Committee plans to send information on our Type-Locality Project to various societies, schools, state surveys, and other organizations throughout the country who might be interested in buying a copy.

Respectfully submitted,

  
John B. Dunlap, Jr.  
Chairman  
Publicity Committee