

IMMENSE QUANTITY OF OIL IN STORAGE

Tons of steel are used in constructing field and pipe line tanks for oil each year. On March 31, 1923, 258,000,000 barrels of crude oil were held in storage, representing the estimated expenditure of \$500,000,000 for the oil.

If all this oil were in tanks of 55,000 barrel capacity, it would take 4,691 of such tanks or 938,000 tons of steel, and, if combined in one farm,

each tank surrounded by the usual levee, the tanks would cover an area 160 miles square. It would take an automobile traveling at 20 miles an hour nearly a day and a half to circle this tank farm.

Oil in storage is subject to evaporation losses, fire hazards and an extra transportation charge, interest charges and market risks, but it is necessary to store oil so that it can be available as an assured supply to meet current needs.

WEST LEADING IN MAGAZINE READING

CALIFORNIA HEADS LIST

Comparison of Different Parts of Country in This Line Shown in Report by Investigator

For all its many colleges, universities and libraries, the east falls sadly behind the west, if quantity magazine reading is any indicator.

A survey made by Ward G. Reeder, assistant professor in the department of school administration, Ohio State university, shows that the people of California lead the nation in the consumption of magazine reading matter. The survey was based on the circulation figures of the 10 magazines having the largest circulation. It shows that California read about six times as much as Mississippians who bring up the rear.

It is a curious fact that based upon the combined circulation of these magazines in each state contrasted with the population, eight western states place among the first 10. Only Massachusetts and Connecticut are there to represent the east, where most of the magazines are printed. Ohio, the next eastern state, ranks eleventh.

In similar fashion most of the southern states are to be found at the bottom of the list. Of the last 17 in the list only two are north of the Mason and Dixon line.

Based upon the proportion of the readers of those magazines to the population he points out, that the Pacific states (California, Washington and Oregon) outclass all other groups by a large percentage. He also says that the ranking of the states on reading as shown by the survey is about the same as their ranking on intelligence reached by army psychologists during the world war.

The District of Columbia led the nation in reading, judged by those magazines. There Professor Reeder found 31.7 of the population were magazine readers. The ranking of the states follows: California, 25.8 per cent; Oregon, 24.9; Washington, 24.1; Nevada, 21.25; Wyoming, 20.8; Montana 18.5; Colorado, 17.9; Massachusetts, 17.8; Connecticut, 17.2; Idaho, 17.0 and Ohio, 16.8. Illinois ranked twenty-third and Pennsylvania twenty-ninth.

COSMETICS TRADE STILL IN INFANCY

Many retail business experts believe that cosmetics comprise one of the least-worked fields of daily commerce—proportionate to the possibilities. They expect that the amount of rouge and perfumes used in the next few years will be more than the increase of any other every-day articles. Thirty years ago, or even less, while there was no serious objection if a woman used a dash of perfume, it was regarded as wasteful and extravagant if she paid a high price for it. Using rouge of course placed her beyond the pale. Today not only is rouge permissible, but the better grades of perfume have come in the minds of many people to be less of a luxury than an every-day requirement. The modern idea seems to be, says the Nation's Business, that if we may have good music to please the auditory sense and cultivate beauty to please our vision, it is no less proper to add to the joy of life through the olfactory sense. The shop girl earning as little as fifteen dollars a week is willing to darn the heels of her stockings and wash them out each night, that she may pay seven dollars an ounce for perfume; and she does so without feeling that she is extravagant.

Notwithstanding the widespread use of perfumes in all forms, the sale is still comparatively small. For that matter even preparations for cleansing the teeth are far less used than people generally imagine. According to investigations by different manufacturers, at least 60 per cent of the population use no dental preparations whatever. Indeed some investigators place this number as high as 82 per cent. Small wonder, then, if widely advertised dentifrices and tooth-brushes make so little impression on the population, that there is a big untouched field for perfumery.

THIS COW MIGHT GET LIGHTED UP

Cows need phosphorus and calcium, announces an agricultural college in New York. What for, asks the Nation's Business? To maintain body vigor and to make milk, says the professors. There's light in those minerals, too. Suppose that the ration should become unbalanced—and the excess of the two minerals set up a sort of ectoplasmic glow, a sort of aurora borealis in the milky way.

Doyle's fancy caught and put in print the phosphorescent horror of a huge hound that coursed nightly over lonely moors. But the cow has shone only by reflected glory, as witness Mother Goose's widely accepted report apropos of nothing.

Hey diddle diddle,
The cat and the fiddle,
The cow jumped over the moon.
Now the cow is to have her own spotlight. Who will sing the phosphorescent cow?

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—Extract from prize winning letter in \$1,000 contest conducted by Forbes Magazine.

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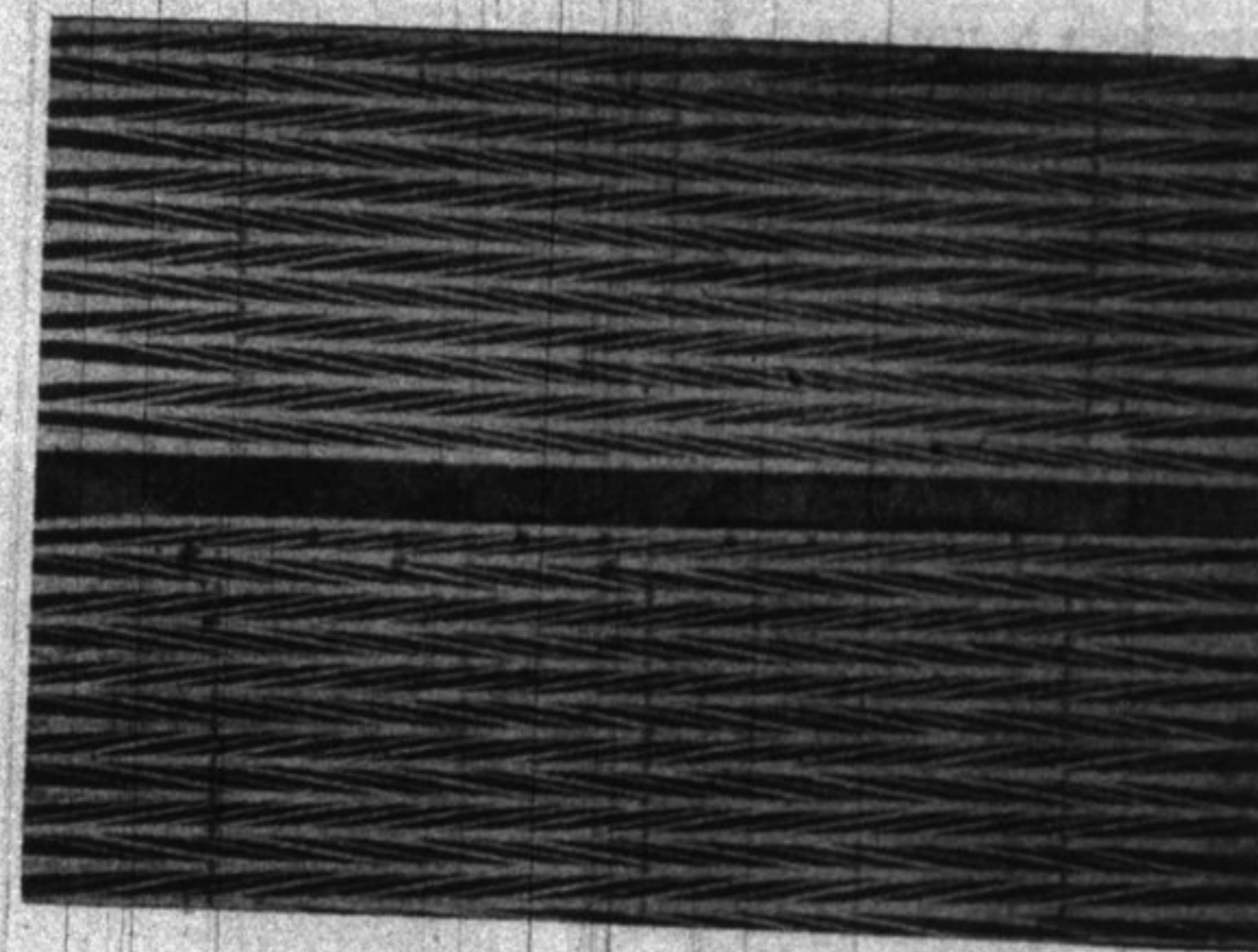
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