

NOURSE OIL COMPANY

Mr. Ralph F. Lozier, Representative, Washington, D.C.

KANSAS CITY. MO.,

April 14, 1932

Honored Sir:

Thanks for your letter of April 11th, and this Company certainly appreciates your giving your vote against the oil tax and against the tax bill on final passage because it contains provisions to which you could not approve\*

In regard to our slogan "Business Is Good", when our Company started it was very small, but we considered the business which we obtained, very good, and adopted this slogan, and have stuck to it for 20 years and more of varied times,—good times, hard times and medium times.

In the years of 1920, 1921 and 1922, business was very hard for our Company to get,—however, we stuck to our slogan, because the business we did get we considered good.

Many times we have had compliments on our slogan from outsiders who considered the slogan of benefit to the country in general, as it helps to create a feeling of confidence, and that is certainly what we are in need of right at this time.

All extreme depressions are temporary, and we feel that this is a temporary one, but at the same time we do not feel that the oil industry should bear an additional general tax on a product when it is already staggering under the local taxes that are put on it for city and state revenue, and in this I do not intend to acknowledge that the slogan "Business Is Good" is a misnomer, because whatever business we can get, we consider good.

Very truly yours,

NOURSE OIL COMPANY.

Dave Morris

DM-GW

"BUSINESS IS GOOD"