

TRUTH NUMBER 4

A Good Investment is Worth a Life Time of Toil

OIL is one of the greatest things in this country today. More fortunes have been made and are being made in Oil than in any other known commodity. Of course the first principle of making money is to provide the public something the public wants when it wants it, and for which the public is willing to pay the producer's price. Too many men make failures who face the other way and try to sell the public something which they want the public to have, and thus the provider is ultimately obliged to sell at the public's price, and in that there is little or no profit.

Oil is a necessity, and new uses are being made of it every day. On the Pacific Coast Oil is about the only fuel used, and even two of our largest railroad systems use California Crude Oil for locomotive fuel.

BROWN GOLD By R. S.

Note: (We wish the reader to know that the term "Brown Gold" means California Oil.)

When Jude Elwood awoke one morning in his cabin, located near Bakersfield in the State of California, and decided to go a rabbit hunt, "by his lonely," he little dreamed the result of that decision and the subsequent trip was to lead to the discovery of one of the Greatest Brown Gold producing districts in the world; and naturally the thought never occurred to Jud, because he had in mind simply hunting for rabbits, not minerals.

To quote Jud, as he gave the account of his find to the writer, he on that morning left his cabin accompanied by his gun and dogs; and had a few that were as good as any in Kern County; and Jud knows a good dog, too, and why not? His old home, Bakersfield, is the Mecca to which all really good ones make an annual pilgrimage to attend the great National Tryout. Well, to continue Judd's story, he started out in a direction to the northwest of his cabin toward the foothills, and after securing a good-sized bag of cotton-tails was returning homeward, when his attention was attracted in one direction to the different hues of the early morning mist which, rising from the soil, gave off a color that had the appearance of being a brown-colored haze, or a something entirely different from that noticeable in other directions, with the result that Elwood was soon convinced of the presence of Brown Gold, and the existence of the Kern River District today proves his deductions to have been correct.

Jud had hard work at first in his efforts to convince friends and neighbors as to the importance of his find, his deductions not being accepted even by experts as being at all reasonable, which brings to mind the curious story told of the earliest discovery of Brown Gold in this country during the days of Colonel Drake. The Wise Ones at that time smiled at the prospector, being amused at the mere idea of finding Brown Gold in the earth. The son of one old farmer brought home the news of Col. Drake's find, which to the mind of the old man was perfectly absurd, consequently he would not believe it. "If you had told me that they had found the whiskey, I could readily understand it, for we know that whiskey is made from corn, and it might easily soak through the roots of the stalk and accumulate in the earth, but flowing Brown Gold, never." As a consequence, the adverse opinions and criticisms to which Jud was subject showed neither sympathy nor support, which made him fully realize the old truth that "no man is a prophet in his own country," and the sequence in all probability would have been that the great body of mineral wealth which had been lying there dormant for many ages would have remained undisturbed if it were not for the stranger who took advantage of the opportunity and backed his judgment with money. This fact is notorious in the history of the development of the great Kern River District. Practically, and excepting one old firm which had pinned its faith on what is now famous as the "West Side," the district where gushers are making millionaires nearly every day, the brains and means which developed the great Brown Gold districts of California, which today is by long odds the greatest producing country

in the world, came from the outside; from the stranger. The local capitalist and others of smaller means, being absolutely blind as to the opportunity then within their grasp. From other portions of the state, California capital and brains took a leading part in the development. Well known merchants, lawyers, doctors, lumber and fruit men taking a leading part, and to the list must be added the many hundreds of the comparatively smaller investors, such as mechanics, railroad men and particularly the strong support and backing furnished by the keen department store employes—two Los Angeles stores alone supporting hundreds of investors, each one helping the development in amounts that ranged from \$50 by the lady cashiers to \$2,500 by the managers of departments. Another interesting feature in this connection was the impetus given by residents of the "Show Me" state. They sent their delegates to investigate, were duly "shown," and as a consequence their subsequent investments have added many millions of dollars in Brown Gold to the world's wealth. Some towns of about 20,000 inhabitants furnishing more "sinews" than did any one of the wealthy eastern states.

It was not very long after the Elwood discovery before all the good land in the district was acquired, principally by mining, fruit, lumber and other men, who through business connections and associates were brought into active touch with the exact situation in Kern County, and who were quick to take advantage of the immense possibilities and profits to be ultimately derived from the development of Brown Gold as against that of any other kind of mining or industrial enterprise. And, as a consequence, those who later on decided to engage in the industry were compelled to go elsewhere and secure lands in other districts, where the indications and general appearance of the country were similar to those prevalent in the Kern River District. This "crowding out," which led to the compulsory seeking for other districts was particularly fortunate from the fact that it led to the further exploiting, development and ultimately the Brown Gold Districts—"Coalinga."

The stupendous magnitude and the recent rapid advancement made in the development of this great Brown Gold district is such as fully warrants the name the "WONDER DISTRICT," and in order to fully appreciate its immense richness and the development thereof which has been made during the past few years, which period covers the real opening up of the field, a comparison will be necessary, and for the purpose of making an intelligent one, the field that is generally (and was truly) regarded as being the greatest and richest producer of Brown Gold in the world will be taken.

The authentic, up-to-date figures used in order to substantiate the statements made are those compiled for the month of March, 1910, and they are interesting as well as remarkable from the fact that they prove unquestionably the supremacy of Coalinga, the Wonder District of California, and shows it to be by all odds, through comparison of present development, as well as by results actual production—the King of all Brown Gold districts. The figures referred to, which cover the total production of those two great Brown Gold districts for the month of March, 1910, are:

Coalinga District	Barrels	1,231,000
Kern River District	Barrels	1,100,000
barrels of 42 gallons each, the difference in		

favor of the Coalinga district being 131,000 barrels for the month. BUT when the present development of both districts are taken into consideration, the startling fact is realized that the great Coalinga district produced this enormous quantity of Brown Gold with less than one-half the number of wells as compared with the more thoroughly developed and comparatively older district, the Kern River.

And by a further comparison of the average production per well in the two districts it is shown that the Coalinga district well produced two and one-half times as much Brown Gold as was produced by the Kern River district well in the same period, or in other words, to make the contrast more apparent, while the average Kern River well was producing 800 barrels the average Coalinga well was producing 2,000 barrels.

And by a further comparison of the average Coalinga is the greatest producing district, it is now pertinent to refer to another point in order to show the further great advantage this district has in facilities for marketing or moving the product to tidewater, and this brings up the subject of transportation, which as a matter of fact was the one and practically the only handicap with which, until recently, the producer of Brown Gold in California has had to contend. Producing a commodity without the facilities for getting it to a market is like finding a Yellow Gold mine in the heart of Africa without being able to handle the ore or getting the product to the outside world. Such was the story of Brown Gold found in the heart of California. No means of transportation, excepting by the few thousand tank-cars furnished by the railroads, which at its best was a totally inadequate as well as very expensive, service. Now, however, those conditions have been completely changed and with a due appreciation of the magnitude and importance of the "Wonder" of all producing districts, the Coalinga producer has at his disposal the service of the following great pipe line systems—one of six-inch and four of eight and ten-inch capacity each, making in all five great through pipe lines, which extend to various coast points north and west from the district to market, i. e., Tidewater.

These lines are: Associated from Coalinga to Monterey, from Coalinga to Port Costa; Producers from Coalinga to Port Harford; Standard from Coalinga to Mendocino, the latter two being parallel lines, which connect with the through line to Point Richmond on San Francisco Bay.

The product is handled by the transportation

company or companies with which the producer elects to do business, which concerns, at their cost and expense, run pipe lines to the property and take care of the product, thus relieving the producer of all further work. From tidewater points the Brown Gold is shipped north, south, east and west, from Alaska in the north to Chili in the south; and over seas as far as Japan, and portions of it even as far as Australia.

The Coalinga district offers a product capable of further immense development; offers ample facilities for the marketing of the same; offers a market which is practically unlimited, coupled with a demand for the commodity, which all present efforts have as yet been unable to supply. With all these facts in mind, can a single argument be advanced that will contradict the statement that an investment made now in Coalinga Brown Gold is the best investment extant?

How or where can I make an investment whereby I may participate in the distribution of the immense amount of mineral wealth with which California is so favored and the development of which is still in its infancy? How? By making an investment in a company that has something to offer in return for your investment, and the more they "have and hold" the more will be your return thereon. Where? Investigate fully the California National Crude Oil Company, which has recently occupied Five Thousand Acres of rich Brown Gold holdings in the now famous Coalinga district, the Wonder District of California.

Remember the story of Jud and his dogs and don't be likened unto the blind friends and neighbors but "get in" now, like the stranger did, when the investment of a few hundred dollars, which the stranger actually made, resulted in a private car, which he now uses and is now all his own; all the result of a small investment in Brown Gold made at the bottom.

Invest your savings in a company that is operating in the greatest field in the state. Remember, you have only a short time to purchase this stock at 40 cents per share. We can assure you that within a limited time this stock will be sold for double this figure, and you will see it quoted at that figure in these columns.

We would advise you to make as large a reservation as you can afford and do so immediately. Make all drafts, money orders, etc., payable to the California National Crude Oil Company, Los Angeles, Cal., and mail with attached blank.

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I. W. Hellman Bldg., Los Angeles, Cal.	
Gentlemen: Enclosed find _____ Dollars	
for which please issue me _____ Shares	
of the Treasury Stock of the above corporation.	
Name _____	
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California National Crude Oil Company

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