

TRUTH NUMBER 11

The Stock of the California National Crude Oil Company advances to 50 cents per Share on May 28

THOSE stockholders who have purchased stock and those who are about to purchase at 40c per share, are about to realize 25 per cent on their investment already, as the stock goes to 50 cents this coming week. And this isn't the first advance either. There is no doubt in our minds that you will see this stock soaring way up in dollars soon, and when you do, we know you will wish that you had a larger block. We would advise all who can possibly do so to purchase before the end of the week and take advantage of the rise.

For making big money, there is nothing in the investment world today that will bear comparison for a moment with the opportunities afforded by California oil stocks.

Dozens and scores of these stocks are selling today for many times the prices at which they were originally placed on the market.

In the advances of the past year many of them have yielded profits of several hundred per cent to investors.

In production and earnings the oil wells have distanced the gold mines.

Thousands of people enjoying a competence today owe their good fortune to moderate investments in California oil.

By still other thousands the successes of the past will be duplicated during the present year.

Now, don't be a pessimist and say that this is impossible. Facts are facts, and if you only take the trouble to look into same, you will find that this is true.

The writer came across a beautiful article some time ago entitled "The Optimist versus the Pessimist." Read it. It won't hurt you.

THE OPTIMIST VERSUS THE PESSIMIST

"The optimist lives under a clear sky, the pessimist lives in a fog. The pessimist is confused; he hardly knows where to go, what to do or how to act; the optimist is in tune with the harmonies of nature and discerns distinctly the onward path that lies before him. The pessimist hesitates and loses both time and opportunity; the optimist makes the best use of everything now, and builds himself up, steadily and surely, until all adversity is overcome and the object in view realized. The pessimist curbs his energies and concentrates his whole attention upon failure; the optimist gives all his thought and power to the attainment of success, and arouses his faculties and forces to the highest point of efficiency. The pessimist waits for better times, and expects to keep on waiting; the optimist goes to work with the best that is at hand now, and proceeds to create better times.

The optimist is an inspiration to everybody; the pessimist is a wet blanket. The pessimist pours cold water on the fires of his own ability; the optimist adds fuel to those fires. The pessimist links his mind to everything that is losing ground; the optimist lives, thinks and

works with everything that is determined to press on. The pessimist places a damper on everything; the optimist gives life, fire and go to everything. The pessimist repels everything; the optimist attracts everything. The pessimist fights the wrong; the optimist works to increase the power of the right. The optimist is a building force; the pessimist is always an obstacle in the way of progress. The pessimist lives in a dark, soggy, unproductive world, the optimist lives in that mental sunshine that makes all things grow."

Do you realize how true all this is? Don't you appreciate that the optimist is the successful man? The optimist is the man who invests for he believes some good will come from such an investment, and as every real fortune that ever was made resulted from investment, it is optimism that makes success.

The pessimist is the man who looks with suspicion upon all investment opportunities, and while he is hemming and hawing and failing to act, an optimist grasps the opportunity, makes his investment, and gets his start in life.

It required a generous supply of optimism for men to go ahead and develop what is today the greatest wealth producer in the world—California Oil Lands—but their optimism has been repaid.

Allen G. Nichols, editor of the "Oil Industry," gives a few pertinent facts in a recent issue of one of the leading daily papers, and he writes regarding this wonderful Oil Industry:

"Only a half-century old the oil industry in the United States has already exported more than \$2,000,000,000 worth of the refined material. In other words, in fifty years the total amount received for refined oil exported has been greater than the value of the entire production of gold in the United States since Columbus discovered America. Since 1866, the year in which sixty small casks were sent to France as an experimental shipment, the amount exported has been greater in value than the production of gold in the entire world for the same period. Within the memory of living man the infant has grown to a giant industry that gives employment to 70,000 men in the fields and refineries, and whose annual payroll amounts to millions of dollars.

The spring pole rig used along Oil creek

has given place to modern machinery, operated by carefully trained men. The ox trains that hauled oil in barrels over roads unworthy of the name have been replaced by thousands of miles of steel pipe line, great trains of oil tanks and the modern oil carrying-ships, whose capacity in some cases is over 80,000 barrels.

Everything that coal has done for the east, crude oil is doing for California, and since its general use, less than ten years ago, ways and means have been devised to use crude oil in California, the same as coal is used in other parts of the United States, and the public at large have shown their appreciation of its value by the adoption of crude oil wherever fuel is needed. As a result of this a stream of gold is distributed in California to holders of California Oil Company stocks, which amounts to many millions of dollars per year.

W. W. Orchutt, one of the most prominent consulted engineers and geologists in this country, in a recent report on a California Oil Company, had the following to say about California oil lands:

"There is no place in the world where the oil measures are so amply and thoroughly saturated as in California. This makes California oil wells big producers and long-lived." He then goes on and cites incidents where even on large acreage, such as 120 acres, the production today has been as high as 90,000 barrels per acre, and the land still producing heavily.

The investor with sufficient judgment to see these great possibilities, and the optimism, which generates nerve to back this judgment, will be literally swept to fortune on this great flood of oil which flows through the proven fields of California. The optimism and courage of the pioneer oil men of California have made them millionaires. They learned the truth of that great saying: "One good investment is worth a lifetime of labor." What optimism

and oil have done for others they will do for you, for really only the surface of the possibilities of California oil have been scraped. There are today numerous new companies just starting to develop their land, in which stock can be bought at extremely low figures. Within two years we will undoubtedly find the stock of the great majority of these companies listed on the stock exchanges, and paying the same kind of generous dividends that so many of the other companies are now paying after perhaps only two years of operation.

All this is possibly interesting reading, and we trust that truths given here will sink deeply into the hearts of our readers, and that they will start on the comparatively easy road to making money by having the optimism and courage to make investment in some good California oil stock."

NOW

We have shown that you should be an optimist, at least as far as California oil is concerned. Now, you being an optimist, we will tell about one of the companies that will soon stand, if not at the head, at least very near the head of the California Oil Producing companies, and that is the California National Crude Oil Company. This Company has purchased thousands of acres of land in the Coal-linga Oil District, which is recognized as the largest producing oil district in California. It is selling stock for the development of the same. The par value of this stock is one dollar, and the present purchase price is 40 cents. It is only a question of a short time until the stock will be selling at par. We advise the early purchase at 40 cents. Remember this stock goes to 50 cents on the 28th of May and not a share can be bought for less after that date. Now, don't hesitate. Buy now, and do so quick.

California National Crude Oil Co.	Subscription Blank
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 _____	
Address _____	

California National Crude Oil Company

I. W. Hellman Building, Los Angeles, California