

TRUTH NUMBER 18

Day has dawned! Everything is booming.
The day has been set for a new age

THE way of the world is to throw up its greasy nightcap for the fellow who wins, but never to help him win---to down him if possible---rather like the genii in the Arabian tale, the world will make a slave of you unless you make the world your slave. But mark! when the world makes you its slave it destroys you: when you make it your slave, you make your fortune! Now make the world your slave by making it produce oil, California oil, for you. Isn't this the wisest plan ever suggested.

We call your attention to a fact of signal importance to yourself.

There are two positions in life for you.

You must follow your own dictation and be independent, or you must follow the path laid before you by some member of the old school and follow the old rut, and mayhap still drive a delivery wagon.

Knowing as we do, that you are to be independent is our reason for addressing you. Listen and we will tell you how to gain that independence.

First, make your money work for you.

Second, save from the money that you earn from the money that works for you, and make that work too.

Third, save from the savings from the money that you earn from the money that works for you and make that work for you and make that work also.

Everyone knows that very little can be done from the interest that one receives from the savings banks. Therefore a better means of investment. Something that is safe yet earning large dividends.

And it is of this that we are about to talk.

Surely you wouldn't care for a better investment than California Oil.

Investors in the east derive the paltry sum of three and one-half cents on their hard-earned dollar for its use for one year, while the stockholders in the same bank paying 3-2 per cent to the depositors receive no less than 140 per cent on their dollar invested in the stock of the bank, during the same year. These figures are taken from the actual report of the directors of one of the wealthiest banks in New York city, and any one who wishes to know the truth of it can easily enough determine it on the commercial sheets when the dividends are declared. And the dividends so declared are largely derived from money invested in California; more often than not in the oil industry of the so-called "Golden State." Being interested almost solely in oil, from which vast fortunes are realized yearly, we would like to make a statement of the reasons why we believe that oil affords today greater chances for legitimate returns on investments than any other industry.

In the first place, oil is the great fuel of the Pacific coast. Two and one-half barrels of oil are the equal of one ton of coal in thermal units. In other words, the same amount of heat can be obtained from 2 1-2 barrels of oil as can be obtained from one ton of coal. But the difference is very great. Coal, producing the same amount of heat per ton as 2 1-2 barrels of oil, costs anywhere from \$6 to \$8 per ton wholesale. Two and one-half barrels of oil, figured at the market delivery price of \$1 per barrel, costs \$2.50—a saving of from \$3.50 to \$5.50 on every ton of coal displaced by oil. Under the circumstances it would be impossible that any other fuel could be obtained which would displace oil, and, such being the case, we have a guaranteed consumption from every

railroad on the coast as long as the oil fields hold out. From government reports we may not expect exhaustion until some future generation. Here is the firmest kind of foundation upon which an industry could be laid; an absolutely assured consumption.

The wheels of industry must turn, and at the lowest possible cost, with the cheapest utilization of labor. This point, economy in the utilization of labor, leads us to the next consideration, namely: money saved commercial companies in wages, which would be necessary with the use of any other fuel.

Experiments have demonstrated the fact that it costs four times as much to load a car with coal as it does to fill a tank car with oil. Probably 75 tons would be a very high average car load of coal; fifty tons would be nearer the general average. It requires two tons of coal to do the same work as one ton of oil. At this rate it has been figured out that it would take six car loads of coal to do the work of one car load of oil! So much for space.

The advantages of the uses of oil have been so greatly appreciated that within the last few years, in Los Angeles county alone, over 5,000 factories have adopted it. As coal consumers they could not possibly have existed.

In Northern California the use of oil is becoming more and more general. Flats, apartment houses, homes, business blocks, hotels, factories, mills and power houses use oil for fuel. Its cleanliness its economy in the matter of space, its actual dollar-saving capacity, combine to make it the ideal fuel of fuels.

A general demand is being felt in all of the fields for enough oil to supply the foreign as well as the home markets. Russia is a large consumer of oils. Japan is reported to be about to remove the duty imposed over a year ago on our oil and that means to revive a very fair-sized foreign market. In China, our oil, in a refined state, is very largely used, indeed. An official of the Otandard Sil Company recently informed the writer that the high grade light oils of Sumatra were cutting into our Mongolian trade very considerably on account of their market for it; but the American oil consumed by China is an enormous quantity.

Our own provinces consume a great deal of the product, and with oiling stations for the navy, we may expect an unprecedented activity among producers to supply our distant oiling stations, as they can barely keep up with the demand now.

For four thousand miles and more up and down the Pacific Coast line California oil is transported and burned. From Nome to Valparaiso and from as far east as the Rockies, west to ultimate Siberia, perennially clad in snow and ice, as well as from the southern runs of the Southern Pacific and Santa Fe Railroad Companies to the palmy isles of the Orient, more California oil is carried for consumption. To be financially interested in the oil business is to have an added prestige given you by business men the world over, and is just cause for pride in one's common sense.

In the matter of intelligence used by those interested in the oil business, it was recently said by a writer in the Petroleum World (London) that the greatest aggregation of brains ever got together was behind the oil industry. The constructive genius of the officials of the great Standard Oil Company was held up and lauded, and the business methods of a great British enterprise suffered severely by comparison.

The richness of the industry in California is rarely appreciated by the outsider who carelessly reads an article like the present one. There are several reasons for this, among them being the magnitude of the industry, the millions upon millions of dollars invested and the general inability to grasp what has not been seen with the eyes. He has not viewed the oil fields; he has not seen the remarkable forests of derricks at steady old Kern River, nor driven down the country road in "Wonderful Coalinga;" knows little or nothing of marvelous Midway, with its gushers, and has probably evinced little interest in the other fields of the state, although people are so clamorous for news of the oil world today that the most phenomenal boom in oil in the history of California is in progress now.

A sight of the million dollar refineries, of the miles and miles of pipe lines which discharge oil drawn from the fields at tidewater, and a knowledge of the engineering feats performed for this transportation; a few views of great storage tanks and pumps would probably revise a few notions of the uninformed on the oil situation in California.

It is most probable, however, that a glance at the dividend sheets which appear with solar regularity every month, showing that nearly a million dollars is paid out, while some companies do not make public their dividends to swell the amount, would doubtless quicken the appreciation of the uninterested man and

would tend to show him what the oil business of California means to those financially interested.

It means, if interested, in a good company whose stock is handled by reliable financial agents, a steady income; oftentimes a thousand per cent on the original investment. This amount of money has been realized by no small number of men in this state, and outside of this state, men interested in California's oil fields have done as well. The trouble is, generally, that it is almost too good to be believed, and skeptical persons lose the chance of a lifetime merely because they will not take the trouble to investigate. "Merely another California tale," is the way they put it. And they are right—it IS another California tale, with millions of dollars to prove its truth.

In closing we wish to say that we believe the time will come very soon when oil shares will be at a premium and that the boom now started will sweep the whole country. While not in the predicting business, it is easy enough for us to speak what is an undoubted fact.

The California National Crude Oil Company owns several thousand acres of oil lands in the wonderful Coalinga District, which they will develop and are selling stock at 50 cents per share to carry on the developing work.

This company is organized on a sound basis with 80 per cent of the stock in the treasury. You have seen the stock advance from 40 cents to 50 cents, why wait until it advances again, buy this stock now and save money. Don't wait until tomorrow. DO IT NOW. You can easily see the reason why you should invest in an oil company. Now the question arises: Which Company? Well, the company that should interest you is the California National Crude Oil Company.

California National Crude Oil Co.

Subscription Blank

I. W. Hellman Bldg., Los Angeles, Cal.

Gentlemen: Enclosed find _____ Dollars

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California National Crude Oil Company

I. W. Hellman Building, Los Angeles, California