

TRUTH NUMBER 25

Don't, at any rate, lie down and look at life as a steam roller, bound to crush you flat.

EVERYONE has some surplus cash at his command which would be invested if the right proposition were presented. The right proposition is California Oil. Never in the history of this country has anything proven so profitable. To every class of people the urge of this investment is equally compelling. To those of large means it will more safely conserve their funds, and insure their greater increase than any other investment. To the salaried man it is the goal which heretofore has retreated before him as he plodded on. To the wage-earner it is nothing but economic salvation.

It is doubtful if any age in history has ever presented the same remarkable chances for profitable investment which the present age affords. All American industries are growing so rapidly that waste is rampant, and yet, with all the waste which a prodigal generation allows, success is the keynote of the age. The dozens of "self-made" men, "kings of finance," "captains of industry," etc., millionaires all, whatever they are called, attest that fact.

The majority of these men were born under humble roofs. But they had the great power of "seeing big," looking for the big things, the investment that would treble itself, increase itself a thousand fold, with the result that today they are "on top."

These men were not 2 per cent men; they were not 4 per cent or 5 per cent men. They were 1000 per cent men, and they dared to use their own judgment. The late E. H. Harriman is reported to have said that he was not a 10 per cent man. He wanted a return on his investment of as high as 1000 per cent and no lower than 25 per cent at the least. Instances of the kind could probably be related by the score, the writer knowing of at least fifty men who have made fortunes by judiciously investing in something which would pay "big." The folly of placing hard earned money in a savings bank to draw from 2c to 3 1-2c per year on the dollar so placed, while the bank draws anywhere from 25c to \$5.00 or \$10 from the use of that same original depositor's dollar, seems to me absolutely unmitigated. While it is true that there is an advantage to be gained from having your money where it can easily be drawn, if need, the writer cannot see why the investor who makes three per cent on his dollar would not be just as greatly benefitted by having a good stock investment, managed for him by a reliable financial agent, which could be disposed of in a moment's time by the agent, and which would bring him today, in California, monthly returns in the shape of dividends of anywhere from 1 per cent per month, or 12 per cent yearly, to 10 per cent per month, or 120 per cent yearly, with an increasing monthly value.

California oil is the thing of the day and of the morrow. You read of it daily. Everyone is watching it closely and it would not be out of place to say that the importance, magnitude and interest now evidenced throughout the United States, in California Crude Oil warrants at least a reference as to "whence it came." The origin of California Crude Oil has been the subject of fierce controversy between theorists for a long time, the two contending factions claiming, one an organic origin, explaining that the substance is generated by the action of unfiltered surface water charged with carbonic acid gas upon the supposedly heated metallic contents of the earth's interior; the other side claiming that it is a

simple decomposed product of the Organic Remains of the former seas and gulfs, i. e. of marine animal and vegetable life.

The difficulty of deciding between these views is increased by the fact that either is possible, in fact one can manufacture California Crude Oil in the laboratory by either of those methods. The argument of the most weight to the lay mind against the organic theory is the undoubted enormous quantities of organic matter necessary to give rise to the amount of California Crude Oil that has been produced, not to mention the vast stores that yet remain untouched. In reality this argument has no weight whatever as the amount of organic debris is in almost all shales and other sedimentary strata is simply uncalculable, and although forming a small percentage of the whole deposit it is much more than sufficient to give rise to all the Crude Oil that probably exists.

As a matter of fact the defendants of the organic theory only claim that a very small proportion of the organic matter actually present in the rocks has been converted into Crude Oil; and in general the facts are being brought to light bear strongly in favor of the organic theory. A notable feature of California's Crude Oil deposits is that they occur in regions where the geology is more easily studied than in most parts of the world. In many countries the geology of the districts supposed to contain Crude Oil can only be determined by the drill which is very severe upon the prospector, who must to a large extent go it blindly. In California, on the contrary, the careful student of formations can get much help from visible evidences of structure in the rock formations and the capable reports and prognostications by the able and scholarly geologists employed by the larger companies and notably those of the U. S. Geological Survey are probably destined to cure much of the contempt entertained by the self-styled practical men for the opinion of the geologists; for the opinion of said geologists given in connection with the immense storage of California Crude Oil which they estimate by billions, not millions, is now an accepted fact, for California has produced the millions, and is now attempting to make a showing at the billions. In this connection, one of the most noticeable matters in the evolution of the methods pursued for the production of Crude Oil is in the evolution of drilling methods and drilling machinery. The difference between drilling methods ten years ago and now might be compared to the difference between the pick and the shovel and the steam shovel.

The main shaft of the drilling rig was, in the old days, about three inches in diameter. At present it is six inches, being four times

as heavy and many times as strong, and the difference in weight, strength and efficiency of the machinery and tools throughout is in proportion. The weight of one large drilling bit, such as is now used, is about as great as the entire 40-foot string of tools was a few years ago and as a consequence it can conservatively be said that it is just as easy to drill a 4,000 foot hole now, as it was to drill a 1,500 foot hole a few years ago.

The skill of the miner of Crude Oil has kept pace with that of the machinery, and the California driller today is the "finest" at the temper-screw that exists in any field in the world. The great variation in the character of the formations drilled and obstacles to be overcome, have given the practical operator an education not to be had elsewhere.

The character of the pipe now used is also a fair index of the change in the use of material. Ten years ago 5 5-8 inch casing weighing about 10 pounds per foot, was considered O. K.; today the same sized pipe weighs about double. The large sized pipe, say 10 and 12-inch, weighs about 40 pounds per foot, and an English company used an 18-inch special which cost \$7.50 per foot and weighed 100 pounds per foot.

The facts are noteworthy in showing the revolution in methods employed in securing Crude Oil from the earth. A few years ago, the mention of any such size or weight of material such as is now used in California would have been considered ridiculous.

The inevitable expansion of the Crude Oil industry in California is just starting in, and reports to the contrary, notwithstanding, it can safely be said, that there never was enough produced in the state to warrant and fear of over-production. It is true that an inland district without sufficient capital to lay a pipe line to the seaboard, can sell its oil on a limited market. But now the scene is changing. For with the grid-ironing of the state by pipe-lines, all producing districts of any importance

have been put practically on tidewater, and upon this and the other shores of the Pacific ocean are many people as anxious to buy Crude Oil and its products as California producers are to sell it.

California Crude Oil is the thing of the day. Never before has the investor had the same opportunity of receiving large returns for the money invested as is offered you by the California Crude Oil Company. You will have to admit that you can make money by properly investing in oil companies. Now what you wish to know is, "Is the California National Crude Oil Company the right Company?" It is beyond a reasonable doubt. The company owns its own land and is managed by conservative business men. When you consider the thousands of acres this company owns you cannot help but be convinced of the worthiness of your attention and investment.

Supposing we only bored one well to the acre, and that well produced only fifty barrels per day, which you will have to admit is a very low average all around, just supposing this the case, can you not foresee the enormous income that will be derived from the investment?

One acre would net the Company twenty dollars per day, "allowing five dollars for running expenses." Five thousand wells would net \$100,000 per day, \$3,000,000 per month, or \$36,500,000 per year. Can't you see the possibilities? It is so phenomenal that it hardly seems possible.

Records will show that within the last three months one well in California has produced over one million dollars in oil. Just think of it, one well in less than three months has produced over one million dollars in oil. Not 5,000 wells, but one well. Can't you afford to invest in a proposition like this? The stock of this company is selling at 50 cents per share. There is no time like the present. Buy now, and take all that you can afford.

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