

HEALTH AND EFFICIENCY

Conducted by
Lora C. Little

By Dr. J. H. Kellogg.
AN is naturally an outdoor dweller. Civilization has put him in air-tight houses and is killing him off a year in the United States alone with consumption, a lung disease.

Public hygiene has controlled acute diseases and increased the average longevity; but at the same time the neglect of home and individual hygiene has doubled the mortality from chronic diseases, and will ultimately lessen the average length of life.

There is evidence that race degeneracy is advancing rapidly in the older civilizations and communities.

Old age is going out of fashion. Hundreds with a population of 1,000,000, had 5,000 centenarians. The United States, with a population 60 times as great, has only 8000.

The birth rate is lowering in England. It has fallen one third in 42 years. This means a shortage in the national baby crop of 100,000 babies annually.

Death of Infants. Mothers are becoming incompetent. They cannot nurse their infants. The maternal fount is drying up. One fifth of all the babies born die before the end of their first year.

The average constitution is deteriorating; resistance to disease is growing less and each year, according to President Rittchenhouse, we lose 275,000 citizens who would remain alive if our racial stamina was equal to what it was 50 years ago.

What Is Needed. We need a national department of health to show us how to stop this enormous loss, this reckless squandering of the most important of the national resources.

Health and Long Life

THE world today is enamored of success, and it is a healthy sign. "By their fruits ye shall know them," indicates that results are demanded by the highest authority. And if thus demanded, they must be attainable. Nevertheless, fear of failure, or the conviction that one has failed, is the heaviest blow to life and health of man or woman.

They prime difficulty is that success is commonly understood as a cut and dried affair, a particular achievement or kind of achievement that another has made, and that is now to be made—

Logical Eugenics

THERE is one sure way, and only one, by which our insane asylums and homes for defectives can be emptied—or, rather, their population reduced to the minimum.

Physical Regeneration.

"Every birth is a physical regeneration," says Dr. Felix Oswald, and this tells of nature's way. There is no question that there is in operation, beyond man's control, a constant effort at race renewal.

Time Works Reform.

What a long, slow way, thinks our slacker reformer. Why become of the children of parents whose skulls are too thick or whose lives are too busy to learn? Pause a moment, kind sir, or madam, and answer me this: Did you ever know deep-seated disease to be cured in a minute?

Where Is the End?

Dr. Alexis Carrel at the Rockefeller Institute has also reported miracles of surgery. He has excised the kidneys of cats, and with such success that it has been predicted that similar feats would yet be performed for human beings.

Surgical Evolution

FOR several years past marvelous accounts have appeared in the press of the grafting of organs and members in and upon animals, including man. Kidneys have been transplanted, ears, fingers and other members have been grafted, with never a failure recorded.

Where Is the End?

Abundant sleep, and plenty of interesting exercise, also, are important. Breathing exercises for the well-grown child or adult, and outdoor life for both, are of first importance.

Physical Regeneration.

From Weakness to Strength.

On such a plan as I have sketched in outline, the weaklings who survive childhood—and more will survive than on any other plan—will as men and women become an element of strength and not of weakness to society and the race.

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Indian Lands on Bargain Counter

Half Million Acres in Utah and Montana That Homesteaders Pass By.

Washington, Oct. 8.—The government today was forced to start bargain sales to dispose of 500,000 acres of land in Utah and Montana.

Heavy Fine for Bootlegging.

Eugene, Or., Oct. 8.—Ed Seward, of Springfield, was given the maximum sentence by Judge Bryson, of the local justice court, yesterday afternoon for violating the local option law.

O. A. C. REGISTRATION SHOWS BIG INCREASE

(Special Dispatch to The Journal.) Oregon Agricultural College, Corvallis, Oct. 8.—One thousand and eleven students have matriculated at the Oregon Agricultural College and others are entering daily.

CURES RHEUMATISM

Holden's Rheumatic Cure. \$1.00 per bottle. AN INTERNAL REMEDY FOR RHEUMATISM IN ITS MANY FORMS.

Underwriters' Announcement of The CALIFORNIA CONSOLIDATED OIL COMPANY

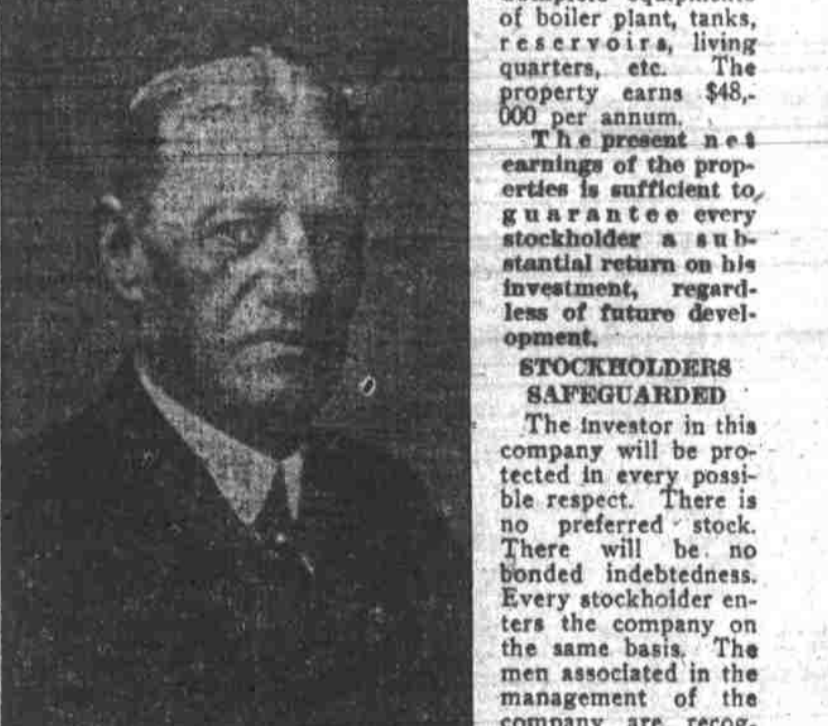
INCORPORATED FOR \$10,000,000
September, 1910, under the Laws of the State of California
10,000,000 SHARES, PAR VALUE \$1.00

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The YELLOWSTONE property. Holdings in the Kern River, Sunset and McKittrick fields. This property consists of two hundred and twenty-five acres, with five wells.



Rear Admiral Robley D. Evans, U. S. N., Retired, President of the California Consolidated Oil Company

THE UNDERWRITERS' SYNDICATE
A syndicate of Underwriters, composed of bankers and reputable business men, has been organized for the purpose of providing funds with which to meet the payments on these properties. Instead of following the usual practice of allotting this stock to only half a dozen wealthy men, it has been decided to allow our clients an opportunity to join this Syndicate and secure an interest in this corporation at the very first price. Our clients will be given every benefit and advantage of this Underwriters' Syndicate.

The stock of the California Consolidated Oil Co. will be offered for sale in the leading financial centers of the world just as quickly as this Underwriters' Syndicate is closed. The price at which the stock will be offered at that time will be greatly in excess of the present price for which the Underwriters' Syndicate members can get their stock.

Each member of the Syndicate is allowed to purchase anywhere from one hundred (100) to twenty thousand (20,000) shares at this price, which has been placed at 60 cents per share, par value \$1.00.

The stock is being rapidly absorbed. Telegraph your reservation at our expense and send remittance by mail, using the attached order blank.

CALIFORNIA CONSOLIDATED OIL CO., STOCK ORDER
Lincoln Mortgage & Loan Co., 537 Henry Bldg., Seattle, Wash.
Enclosed find remittance for \$..... for the purchase of shares of stock in the California Consolidated Oil Co. at the Underwriters' Syndicate price of 60 cents, par value \$1.00. I telegraphed my reservation

Name.....
Address.....
City..... (P. J.)

STATEMENT BY THE PRESIDENT, REAR ADMIRAL ROBLEY D. EVANS, U. S. N., RETIRED

"I have long regarded the oil industry as one of the most important and promising of the newer lines of trade. Without intending to enter the business of producing or selling oil, I have been carefully investigating, for several years, every available source of information on the subject first, because of my interest in the use of oil as a fuel for naval vessels, and later because of my conviction that the future of the commodity would make it one of the most important subjects in the trade of the world."

"Many interesting business opportunities have come to me since my retirement from active service in the navy, two years ago. Fifty years of service in a calling which is more than ordinarily exacting, renders any man of active temperament unfitted to idleness. It has been my intention, when the right opportunity occurred, to connect myself with some enterprise of sufficient size, and offering sufficient promise for the future to appeal to my best energies. That opportunity is present in the organization of the California Consolidated Oil Company."

"After personally visiting and carefully investigating the proposed properties of the company, their books, contracts and options, I have accepted the presidency of the company and have invested my own money in its shares. I will personally direct its affairs. This is the only oil company with which I am connected."

THE OIL BOOK
We publish the "Weekly Oil Book" which goes out every Monday morning. The "Oil Book" constantly presents money-making opportunities to its readers. For the last two years the "Oil Book" has been pointing them out, and for two years its readers have been making money by taking advantage of them. With special writers, photographers, experts, etc., we get all the news from all the oil fields.

The California oil industry develops very rapidly—very twenty-four hours brings forth something new—a new pipe line started; another dividend payer, a big contract for oil signed; another gusher, etc. It costs nothing to keep in touch with this activity and with the money-making opportunities. Fill in and mail the coupon and we will send you the "Weekly Oil Book" for six months without charge or obligation.

We advise the purchase of California Consolidated Oil Co. stock now at 60c. Do not fail, should you not order now, to send in the coupon for the "Oil Book" which will be sent you for six months without charge, and which will keep you in touch with California Consolidated Oil Co. and the California oil industry.

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OIL NOW CALIFORNIA'S BIGGEST INDUSTRY
Millions Paid in Monthly Dividends.

Oil is now California's biggest industry, employing thousands of men and involving millions of dollars. The California oil fields are undoubtedly the richest in the world. Owing to their geographical position which permits easy marketing, the value of their output will increase as the consumption of oil for domestic, manufacturing and shipping purposes advances. With the approach of its adoption by the great naval powers as the best fuel, California will have the world for its constant market. Already the industry has been transferred from the plane of speculation into that of a solid and permanent addition to the world's list of dignified and enduring business enterprises. This change has been achieved through the steadily increasing yield of the oil fields of the world and the entrance into the industry of men whose business reputation is a guaranty of the gigantic new work.

Many have made independent fortunes in successful California oil companies. These investors were either on the ground



Admiral Evans and party on the Yellowstone property in the Kern River field. Reading from left to right: (1) E. F. Boyer, vice president of the Lincoln Mortgage and Loan Co.; (2) Theodore F. Gilman, former controller of the state of New York; (3) H. P. Wilson, president of the Lincoln Mortgage and Loan Co.; (4) Meredith Snyder, president of the California Savings Bank of Los Angeles; (5) James Crucesek, of Los Angeles; (6) Robert Zee, President of the New York City; (7) Rear Admiral Robley D. Evans, U. S. N., retired; (8) John W. Mitchell, attorney for Lankershim estate, Los Angeles; (9) Dr. S. S. McKesha, of London; (10) Robert G. Morrow, attorney of Los Angeles; (11) Frank N. Frier, Cashier Metropolitan Trust & Savings Bank, San Francisco; (12) H. E. Guthrie, well known oil operator of Los Angeles, from whom the Guthrie-Gutcher takes its name

or were advised by responsible oil investment brokers. Their small investments have been returned to them in dividends many times over.

LINCOLN MORTGAGE AND LOAN CO.
Room 3, Lumbermen's Bldg., Portland, Or.
Without cost or obligation on my part send me the "Weekly Oil Book" for six months, also send me complete literature concerning the California Consolidated Oil Co.
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