

WHAT UNIVERSITY FRESHMEN READ

At the University this year, in order to find what was being done by the freshmen students in reading, outside of school work, the English department issued questions to the 142 students in the literary courses and received the following results, which have just been tabulated:

Of 142 freshmen 111 read the Daily Oregonian more or less regularly.

Of the weeklies, the following are read by the numbers indicated: Saturday Evening Post, 58; Outlook, 32; Collier's, 24; Harper's Weekly, 17; Scientific American, 15; Literary Digest, 16; Youth's Companion, 9; Independent, 4; Life, 2; Christian Herald, 2; Nation, 1; Science, 1.

The monthly magazines received the following vote as the most read: Ladies' Home Journal, 59; McClure's Magazine, 79; Harper's Monthly, 35; Everybody's, 34; Pacific Monthly, 26; Woman's Home Companion, 21; Review of Reviews, 18; American Magazine, 17; Scribner's, 16; Cosmopolitan, 13; Century, 11; World's Work, 11; Hampton's, 7; Success, 9; Outlook, 7; Munsey's, 7; Atlantic, 4; World Today, 4; Country Life in America, 4.

The following is the number of books read by individual students in one year. The average number read is 7.7. One read 45, 1 read 30, 1 read 29, 2 read 25, 1 read 23, 3 read 22, 8 read 1, 8 read none.

Under poetry the following authors are most popular: Tennyson, 13; Shakespeare, 12; Omar, 5; Longfellow, 5; M. Arnold, 4; Field, 4; Burns, 4; Browning, 4.

As writers of "prose fiction" the following were most popular according to vote: Wells, 26; Beach, 23; Fox, 18; London, 13; Van Dyke, 11; Dickens, 11; Myrtle Reed, 11; F. H. Smith, 10; Kipling, 9; Mark Twain, 8; McCutcheon, 8; Churchill, 8; Ward, 7.

When asked what autobiographies had been read the lives of the following were mentioned: Benjamin Franklin, William Morris, Geo. Williams, Jim Jeffries (Sunday Oregonian), Queens of England, Napoleon, Mark Twain, Schurz, Lincoln, Longfellow, Rossetti, The Raphaellites, Holmes, Hawthorne, Ris, B.T. Washington, Henry VIII, Hamilton.

FIRST CAR ARRIVES FOR SALEM ROAD

The first car to travel over the new Welch road in this city was unloaded yesterday from a flat car, having been brought from Eugene, says the Salem Statesman.

It will be in operation by the end of the week, according to a statement made yesterday by Monroe Uterback, superintendent of the construction work in this city.

The car is modern in every way and will seat 40 persons. Others will follow, and the city service will be established shortly. Mr. Uterback, who had charge of the construction work on the city system when it was owned by the Welch interests and later the work on the Oregon Electric railway, will leave Sunday for Eugene in order to return with his family by July 4.

Pleasant Hill News

Special Correspondence.
Pleasant Hill, June 29.—The cool, cloudy weather we are having is not ideal weather for haying, consequently work progresses slowly.

The High school board has purchased three acres of land from Dr. Pestal for a building site and grounds, and plans for a building will be chosen in a few days.

Mr. and Mrs. John Griseley and two children, who have been visiting relatives and friends here for a couple of weeks, returned Monday to their home in Ashland.

M. E. Furrow has sold thirty acres of land off the north side of his farm to a Mr. Burer, of Eugene, who will build there in the near future.

J. T. Callison, who has been very sick, is somewhat improved at present writing.

Mrs. J. J. Handsaker and children, of Portland, are visiting relatives here for a few days.

Miss Ruby Baughman has been re-elected to the position of teacher in district No. 1 for the ensuing year.

The Clum Bros. have bought 98 acres of the well-known Linton farm and will build and move there this fall.

It is reported that only two republicans met for the scheduled precinct assembly but that they did their duty bravely and elected themselves and other as delegates to the county assembly.

County Surveyor Collier and viewers yesterday laid out a much-needed road in the Edenvale district connecting the Mathews road with the county road at the old Jasper ferry landing.

R. J. Hemphill has been suggested as a candidate for county commissioner at the coming election. Mr. Hemphill has resided here for 25 years and is well known as an honest, well informed and broad minded man who has made a success of his own business and would undoubtedly do the same with the people's business.
—Regular.

Junction City Wins Again
Junction City, Or., June 28.—Junction City defeated the fast Halsey team here Sunday, 8 to 3. Junction has now won seven out of eight games. Albany was defeated, 6 to 5, in a 12-inning game, and also the Coburg Giants, 4 to 3, in 14 innings.

ALCOHOL—OPIMUM—TOBACCO
Habitual Positively Cured. Only authorized dealer in Eugene, Oregon. Write for illustrated circular. Keeley Institute, 24 E. 12th St., Portland, Oregon.

TRUTH NUMBER 53

Make Your Money Work For You

A WORLD MOVEMENT. The recognition of California Oil has started a movement that is world-wide. It means that California Crude Oil is going to outstrip in value every other industry on the Pacific Coast. From the farthest States in the Union, and from abroad, money is flowing in an ever-increasing stream to this investment--the one investment where over-production is practically unknown

Those who are not residents of California and who are unfamiliar with this state as an oil producer, will certainly sit up and take notice when they learn that English capital, the most conservative capital in the world, has dozens of representatives here and the investments they make startle the public. We will attempt to give you herewith a few news items, showing what is being done.

Remember this, what is good for foreign capital is good for us.
From the Los Angeles Examiner:

Evidence is increasing that the oil fields of California, which are now the most productive of any in the world, are attracting the attention of not only Eastern but foreign capital as well, London and Paris in particular.

While the California Oilfields Company, with a capital of \$1,000,000, and with the greatest oil camp in the world, was the pioneer British concern to seek investment in the California fields, the transaction a fortnight ago by which the Rothschilds invested \$2,500,000 in oil lands in the San Joaquin valley, is regarded as a forerunner of similar investments by other British financiers.

Announcement is made that a leading oil land broker is now in New York, completing a deal amounting to approximately \$1,000,000, while an offer of \$4500 per acre for half a quarter section and which was the top-notch price for Midway land, was made during the past week by agents of a British syndicate. The offer, however, was refused.

T. A. O'Donnell, the well-known Los Angeles oil producer, stated yesterday that he knew positively of two orders coming from Paris and one from London for the purchase of proven or producing oil land, and that he had heard reports of several other orders.

One of the best known brokers of Los Angeles has received instructions by cable to secure more options, if possible, on a large amount of proven or producing land, with the assurance that practically unlimited capital will be forthcoming.

An English woman of wealth, who has been travelling through the United States, Consolidated at Coalinga bought 200 acres week and gave orders for a liberal investment in oil stocks.

From the California Oil Digest:

Three members of a powerful British syndicate with \$10,000,000 to invest in the oil fields of the San Joaquin valley, are

said to be traveling incognito and to have arrived at Bakersfield, and though they have not been "spotted" nor as yet named, there seems to be some truth in the report in connection with the sale of the holdings of the Imperial and Thirty-three Companies and that of J. M. Keith and J. J. Mack in the Kern river field, for which \$2,500,000 was paid, and subscriptions made in San Francisco to the stock of this syndicate on April 20, up to the hour of closing of the foreign exchanges, amounting to \$9,000,000, according to San Francisco dispatches, which is to be followed at once by the organization of the Kern River Oilfields, limited, a deal consummated by J. J. Mack when he went abroad recently to London, where he was approached and wired the offer of the London bankers.

Just note the enormous prices being paid for some lands in Coalinga:
From the Oil News:

British capital interested in the British Consolidated at Coalinga bought 200 acres belonging to the Gypsy Oil Company in 22 and 23, 32-33, Midway, which has four wells producing about 500 barrels a day, paying \$1500 an acre, or \$300,000, first payment having been made.

Even Great Britain expects to use oil as a fuel. As indicating the intention of Great Britain in respect to the use of fuel oil in her navy, the following is noted from the London Petroleum Review:

In the House of Commons last week, Mr. Hugh Law, M. P., asked the First Lord of the Admiralty whether it was the intention of the Admiralty to make a greater use in future of oil fuel; has a large quantity of such fuel been ordered; has storage accommodations been provided at the various depots, and has the Admiralty taken steps to secure an adequate supply of oil fuel in the future from independent sources?

Mr. McKenna, in a written answer, says: "The reply to the four questions asked is in the affirmative, but it is not in the public interest to furnish details of the arrangements made or contemplated."

The Coalinga Times tells about one man who made his fortune in Coalinga oil, as follows:

Zed Phillips, the king of Section Six, is arranging to dispose of his belongings in Coalinga and depart.

In a talk with a Times reporter this afternoon the genial gentleman stated that he is perfecting arrangements whereby he will, as soon as possible, dispose of his residence, furniture and other movable possessions and leave the country.

It was four years last September when Mr. Phelps alighted from the train in Coalinga. The gentleman was the possessor of twenty-three millions. The magic 23 did not disturb him. He was the proud owner of a million dollars' worth of grit

and nerve and energy, and with these as his capital stock, he entered the game.

In a short time he began to amount to something. He did things, and that was what the people liked. Soon they began to take notice, and then they sat up, and they have been sitting up ever since, for Zed Phillips has succeeded, and has succeeded beyond what he ever dreamed.

He told the Times that when he takes his departure from Coalinga soon after the first of 1910 enters upon the cycle of years, he will be the possessor of not less than a quarter of a million dollars. At present it is his intention to take a short vacation at San Francisco, and then go to Old Mexico, where he will try the game again."

The San Francisco Evening Post has this to say about Coalinga:

The dividend statement for March rests on the law of supply and demand. I believe the oil industry is still in its infancy, and that probably a new crop of millionaires will be made. The extent of the fields promises an increased production but the market demand is growing even faster than the production.

The building up of improved oil fields in this state has been accomplished after years of effort and the expenditure of vast sums.

I believe that Coalinga is probably the greatest of our oil fields, and ranks as perhaps the greatest in the world. At any rate, it is the greatest from the standpoint of firmly established.

It is stated by the United States Geological Survey that there are approximately three billion barrels of oil in the sands underlying the Coalinga fields. Since this statement was made considerable new territory has been proved. It is estimated that at the present rate of drilling it will take over 100 years to drill up the territory already proven.

At the present production of Coalinga of 1,000,000 barrels a month, it would take 300 years to use all the supply, estimating

that it could be all reached by the wells.

The above is only one of many of production, and the permanency of the views which could be presented at you. Coalinga today is the most wonderful oil field ever developed in this country. Many are the millionaires being made by this one field. Don't you wish to be one of them? Of course that is very nearly impossible, but you can make more money, when you consider the amount invested, than you ever made before or will have of making again. How? you ask.

Why, by investing your money in the California National Crude Oil Company, a company which owns thousands of acres of land in this wonderful Coalinga district. We believe this company will be one of the largest oil producers in the state within the next year. The dividends should be large. Of course, it is absolutely impossible to state the exact amount, but we know this: There are larger capitalized companies than this operating on considerably less ground, that are paying 2 per cent a month on par. Can you figure out what our possibilities are? They are bound to be enormous. The stock is now selling at 80 cents per share. There is no telling when the price will rise. It has advanced 100 per cent within two months.

Now, don't you think it a good investment? Of course you do. Fill out the attached subscription blank and mail today.

California National Crude Oil Co.	SUBSCRIPTION BLANK
I. W. HELLMAN BLDG, Los Angeles Calif.]	
Gentlemen: Enclosed find.....	Dollars
for which please issue me	Shares
of the Treasury Stock of the above Corporation.	
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FINANCIAL SCARE OVER, SAYS SCHIFF

Portland, June 28.—"The soup is never eaten as hot as it is cooked." Thus did Jacob Schiff, financial king of Wall street, head of the great banking firm of Kuhn, Loeb & Co.,

and down the tracks beside it. "The railroads have found it necessary to cut down expenses," said Mr. Schiff, "fearing adverse legislation and not knowing just what to expect. But I believe congress will let the railroads alone now. I believe there will be no more legislation for a few years to come, and we will ad-

just ourselves to present conditions. It will all come out right. The soup is never eaten as hot as it is cooked. Just remember—the soup is never eaten as hot as it is cooked."

Optimism His Keynote
As the financier repeated his metaphorical philosophy, which contains so much meaning and perhaps a subtle warning that may serve as a guide

for radical legislators, he smiled as if all the talk and acts of congress were merely passing events. His views were all optimistic.

"There is nothing to worry about," continued Mr. Schiff. "The scare will soon die out. The scare business was due to apprehension, shared in largely by the railroads, but it is all over now, and I look for settled conditions for many years to come. The financial outlook is very good. I believe the bond issue of \$25,000,000 of the Harriman system has been getting along nicely, although I have not heard. You see I left New York before the subscriptions started. I have been in Yellowstone Park, and have not received any mail."

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