

A Runaway Oil Well

In Kern County and other sections of California great lakes of crude oil lay some 3,000 feet below the surface.

The United States Government Geological Survey estimates that they contain billions of barrels of oil.

When a company drills into these vast underground caverns and sands the accumulated gases rush up (unless properly controlled) with a roar, carrying oil, sand, tools, derrick and all skyward, frequently causing great loss of property and sometimes lives as well.

The destruction a runaway well can accomplish is appalling, and it is to the credit of the boss drillers that the awful stored up energy in the bowels of the earth does not more often cause serious disaster.

The California oil fields, in the volume of this precious liquid, are compared with Pennsylvania, where for about forty years great fortunes have been made—as Niagara Falls is compared to a tiny rivulet tumbling over a rock—or a thimble to a barrel.

Oil Dividends

Producing oil companies' stock listed on California exchanges to March 31, 1910, paid \$29,242,803.66 in dividends, and during March, \$730,911.26. These companies are capitalized at \$99,595,000.00, with \$78,184,548.00 issued, or actually paying now 1 per cent per month on issued stock or 12 per cent net to stockholders per year. The total shares sold on Los Angeles Stock Exchange for March was 2,553,923, valued at \$1,708,112.35. That oil is a stable business and a sure income producer is demonstrated by the above figures beyond a doubt. The Imperial Oil Company, in Kern River field, has paid \$2,000,000.00, or \$20.00 per share. Can you do better? The control of the Union, the largest oil company in California, sold ten years ago for a trifling sum in comparison to its present value. In March it paid its 164th dividend of 50 cents per share, or \$124,813.00, or total dividends to date of \$6,368,355.15, and its assets are conservatively estimated in excess of \$100,000,000.00. Is oil a safe business in California?

Some Oil Facts Worth Knowing

Wherever the hum of machinery is heard, wherever the factory or furnace puts forth its product, there oil is indispensable. Truly, oil lubricates the wheels of commerce and is a universal necessity. A ton of oil will pull a train 80 per cent farther than a ton of coal, at about half the cost. The railroads of California are estimated to have saved \$40,000,000 by burning oil instead of coal during the past 5 years. Twenty-three hundred locomotives require 18,000,000 barrels of fuel oil every 12 months.

Three thousand vessels plying from California ports use oil as fuel, consuming 7,000,000 barrels annually. Oil is used in numberless irrigating plants. It furnishes the heat for brick kilns, the power in electric light plants and manufacturing without number. It is used in the power houses of street railways, the great machine works and the iron foundries of our Western states.

Japan is negotiating for a contract to run several years with California producers for fuel oil for its navy and for refined products for several purposes. It is estimated that the specifications from Japan call for the shipment of 10,000,000 barrels of fuel oil a year. The British admiralty, after a secretly conducted but none the less exhaustive series of trials and tests with smaller craft, extending over many years, has decided to adopt oil fuel as a substitute for coal in the British navy.

Oil for the United States navy has been a favorite topic for the last ten years. To a limited extent, oil was adopted, chiefly for coast defenders and minor craft, the use to be extended later. With the completion of the Panama Canal, vessels will pass far more frequently from the Atlantic to the Pacific and the need of being able to use either fuel will become more manifest. Now, the six largest battleships in commission and under construction in the American Navy are equipped for the use either of oil or coal, while the fourteen largest destroyers use oil exclusively.

FROM AUTOMOBILES TO OIL

David D. Buick, the Founder of the Great Automobile Industry that Makes the Car of that Name, is Duplicating His Manufacturing Success in the Oil Fields of California

THE BUICK OIL COMPANY IS A MONEY MAKING MACHINE FOR ITS STOCKHOLDERS

STANDARD OIL COMPANY Takes Entire Product at 15 to 20 Cents Per Barrel Over Ruling Price Because of High Quality of Product

Quarterly Dividends Begin December 15th. Extra Dividends Will Be Paid. Big Success Breaks All Records for Speed

Stock Values Jumping Skyward—Quick Buyers Can Profit—Stock Should Be Worth \$5 to \$10 or More Per Share Within One Year—No Debts—Big Cash Surplus—Extra Dividends—Company Owns and Controls 640 Acres of the Best Oil Lands in the State of California

Progress in the fields of Science, Commerce and Finance is not achieved by Mummies, but by real live men whose red blood flows fresh and clear through their veins and arteries and stimulates the brain until it is fired with a sane optimism that makes all things appear possible.

The workers, the men who do things—the men who carry messages to the Garcias of the world—are those who discount obstacles, aim at success, close their ears to the croakers and, with a firm faith in their own powers, win real victories, of benefit to themselves and to all humanity.

This is the day when the man of moderate means has his investment opportunities as well as he of "Great Riches." What makes for the increased safety and profit of one is equally effective for the other.

When Mr. David D. Buick was working as a mechanic at \$3.00 a day—not so many years ago—he saw his chance in the manufacture of an automobile that would be the best for the price that could be turned out.

Already vast sums had been lost in various attempts to make and market cars, and had Mr. Buick been a pessimist he would probably have yet been a \$3.00 per day mechanic. He made good so big that the General Motors Co. finally bought him out and today the factory that makes the Buick automobile is the "third largest factory of any kind in the world."

In the automobile business a wide-awake man can acquire much valuable information about other industries and see wherein greater profits can be made at the other fellow's game.

Automobiles eat up oil both in the form of gasoline and lubricating—the more autos the more oil that is used. Mr. Buick made a study of oil and when he sold to the General Motors Co. he went to California and acquired large holdings of some of the best property in the proven oil fields.

Today THE BUICK OIL COMPANY IS A FACTOR IN THE OIL INDUSTRY OF CALIFORNIA AND RAPIDLY BECOMING A GREATER ONE.

This company is now financially independent. It has a large cash surplus in its treasury, that is rapidly growing. It has an income of about \$600,000 a year from its first well, with another expected to become a producer each day and which should double this great revenue. Many other wells will follow.

It has no debts. Its surplus, rapidly growing, was on September 12th nearly \$100,000.

All who are stockholders of record by November 15th will receive the first quarterly dividend payable December 15th. Extra dividends will be paid as the profits are increased.

Months ago this company invited the public to buy its shares, and many there were who cheerfully responded. Others said NO with a capital N. Those who bought when asked find that today their investments have doubled, trebled and quadrupled in worth and the swelling values have but just begun.

Those who wouldn't buy this stock, because it represented an oil company, are not of the class of men who get there. They will always remain at the bench.

The success of the Buick Oil Company is a demonstrated FACT that can't be denied. A success that scores of investors, oil experts, sightseers and newspaper men have witnessed with wide open eyes. A success which has every necessary element to justify the prediction that it will rapidly grow into one of the biggest and most profitable enterprises of the kind in California, and that means the world, because the California oil fields appear to be richer and possessed of greater vitality than those of any other part of the globe.

To properly appreciate the possibilities of the Buick Oil Company with its large control of exceptionally well located property, the following extracts from The Evening Standard of London, England, issue of May 2nd, 1911, gives some interesting facts based upon U. S. Government Geological reports, and the reports of Dr. Ralph Arnold, formerly of the United States Geological Survey:

"The oil business in California is the greatest single industry and undoubtedly the most profitable in the state. Marvellous though the growth of the oil industry is, generally, in California, its development has, in one decade, surprised even the most optimistic of its pioneers. In this short space of time the value created by it is estimated at \$400,000,000, and it has paid some \$50,000,000 in direct oil dividends—when it comes to a consideration of dividends the oil business has really no competitors. And even now the oil industry is in process of evolution; men are learning to bore cheaper and to bore deeper; methods of transportation are improving, and consumers of oil becoming more adept in its use. But the most astonishing feature of all has been the growth of the demand for crude oil."

"The total production of oil in California has increased with startling rapidity in recent years, rising steadily from about 9,000,000 barrels in 1901 to above 77,000,000 in 1910."

"Notwithstanding the ever-increasing demand, this phenomenal development could scarcely have been possible but for the elaborate and systematic studies of the oilfields that have been made, especially by the United States Geological Survey. One of the great attractions offered by these oilfields is the fact that the geological conditions are so well established that capital need never be risked in lands of doubtful value. Moreover, titles in California are generally freehold ones based on a government patent, and the government demands no royalty."

How You Can Make Money in Buick Oil Stock

The more money you make through my office the more business I will do. My business is to sell profit-making securities. I must make money for others to remain successful. I will gladly place your funds in any security you wish, but I know Buick Oil Stock is worth your consideration; and the cheaper you buy this stock the more you should make in dividends and the more you should make from the increase in its worth.

Subject to prior sale I offer a limited number of Buick Oil Shares at \$1.00 each; the price will be advanced in a few days, or weeks at the most.

I believe Buick Oil Stock will be worth between \$5 and \$10 per share within one year from this date. I am holding a large block for my personal account with this anticipation. The value of your estate I am confident will be greatly enhanced if you buy at once, all of this stock you can afford at \$1 per share.

For the Benefit of Those Who Cannot Pay All Cash, Shares May Be Purchased for a Short Time on the 4-Payment Plan

DON'T WAIT A DAY. Address all communications to

B. F. MOFFATT,

316-318 McCormick Bldg., CHICAGO, ILL.

TWOMBLY & WELLS

1530-1536 City National Bank Building, Omaha, Nebraska.

Most striking proof of the value of the geological knowledge of the fields is to be found in the returns giving the results of the wells bored. Whereas in 1904 the percentage of failures was 34.4, in 1905 it was only 3.2, and in 1908 3.7, and this although in 1908 there were 617 wells bored, as against 428 in 1904. It is still more remarkable that of the 5,411 wells bored from 1888-1908 only 18.1 per cent were failures.

"The test of a field's richness or poverty is, however, its average production per well. The figures of 1907 give a daily average per well of 42.56 barrels for California, as compared with 1.98 barrels for the Gulf fields, 8.31 for Colorado-Wyoming, and 5.29 for Illinois. In California the trend of production per well has been consistently upward."

"To enable the huge production of oil in California to be distributed, there has been constructed a vast system of pipelines, uncontrolled by any organization, thus ensuring reasonable rates and certain possibility of transport. To give some idea of the capacity of the pipelines seaward, we may state that nearly 21,000,000 barrels of crude oil and 1,327,000 barrels of refined oil were piped in 1909 for shipment."

"In California today the real power of the independent producer has been proved conclusively. There he has arisen and overcome all attempts to control the oil business. The enormous production of fuel oil in California has practically placed it beyond the possibility of control by any individual interest, and the development has gone too far for this position to be changed."

"The oil industry is a basic industry, not only giving employment to thousands, but other industries grow more vast may be built upon it. Thanks to the possession of the oil and the cheapest fuel in the world, California may expect to play a large part in the industrial world triumph of the United States. This industrial development would demand more oil than is now produced, and therefore it is all-important to increase the production steadily. With California oil consumed at the rate of 65,000,000 barrels a year, it does not look sensible to talk about overproduction; rather it is necessary to study to produce more, so as not to hamper the industrial and general development."

"The use of California oil is universal on all railroads in California, and extends into Arizona, New Mexico, Nevada, Oregon and Washington. The Great Northern, Northern Pacific and Canadian Pacific Railways have recently commenced its use, and it is probable that are long all railroads on the Pacific Coast from Mexico to Alaska will follow. Coastwise steamers burn it, as do vessels plying to the Hawaiian Islands, and Trans-Pacific steamers will doubtless also soon use this fuel. To prevent possibilities must be added those opening by the completion of the Panama Canal."

"A ton of oil will pull a train 80 per cent further than a ton of coal at about half the cost. The railroads of California are estimated to have saved \$40,000,000 by burning oil instead of coal during the past five years. Twenty-three hundred locomotives in use on the Pacific Coast require 18,000,000 barrels of fuel every 12 months. Three thousand vessels, plying from California ports, use oil as fuel, consuming 7,000,000 barrels annually. Oil is also used for other purposes too numerous to mention; in short, it is the steady but terrific propeller of commerce and all its adjuncts in California and on the Pacific Coast. Indications seem to point to an almost insuperable demand, and the oil industry is to be measured by the demand for oil, which can only really commence developing when there is certainty of supply. In the surplus stock of oil above ground in the strength and not the weakness of the oil industry. Oil is a substantial stock in trade that the world wants and must have. A large permanent stock of oil above ground means insurance against possible standstill if oil is adopted; it is the essential element which has as yet been lacking. In this respect the California producers hold the world's situation in their hands; they can bring on or retard the development of the use of oil."

CUT OUT AND MAIL THIS COUPON TODAY

SUBSCRIPTION TO STOCK

B. F. MOFFATT,
318 McCormick Building, Chicago,
I hereby make application for _____ shares
of stock in the Buick Oil Co. at \$1.00 per share of a par
value of \$1.00 each. Enclosed find \$_____ to pay for same.

Name

Address

Town

State