

# The dread of the future in the still watches of the night gnaws at the heart of every man

## The Coming Famine

**B**y the wanton waste of our hardwood supply, the country has won the wind, and is about to reap the whirlwind.

**Listen:**  
President Roosevelt: "We have in this country already crossed the verge of a timber famine."  
Gifford Pinchot: "We have apparently about 15 years' supply of hardwood timber now ready to cut. That the shortage will strike at the very foundation of some of the country's most important industries is unquestionable. This much is true beyond doubt, that we are dangerously near a hardwood famine and have made no provision against it."

Guy S. Mitchell, U. S. Geological Survey: "At the present rate of timber consumption the price of every class of lumber ten years hence will be about double the present figure."  
A tract of land in West Virginia, covered with hemlock and spruce, purchased five years ago for \$12,000, recently sold for \$500,000. Those who bought timber land a few years ago are now reaping a harvest of gold.

**When Our Supply is Gone--?**  
It takes 50 years to grow an ordinary telegraph pole. To attain a foot in diameter wal-

**S**ICKNESS, unemployment, financial losses, accident, lurk beyond the horizon to levy their toll on human happiness. The human struggle is chiefly an effort to win security against the future. To get this security the rich put millions into the purchase of annuities, while those less fortunate are left to face life's uncertainties as best they may. Humanity is on tiptoe for the opportunity that will bring the assurance of safety from the hell-hounds of adversity and poverty. What, then, makes a great opportunity—this goal of the heart's desire?

The majority of men who are poor today have worked harder for what little they have than did Carnegie or Weyerhaeuser, the timber king. The reason is simple; those who have amassed wealth have seen the shadows of coming events, and have placed themselves in the pathway of great moving forces, which operated irresistibly to create high values. Then all nature works for men, pouring her treasures in their laps, and bountifully rewards. To sail in the wrong direction means rocks and shallows. To rise with the tide leads on to fortune.

Carnegie saw the great industrial movement which pointed inevitably to a development of the steel industry, and placed himself in the channel of this movement. We know the result. Scores of the companions of his youth who might have acted on the same indications are still eking out their lives as humbly as they began. Rockefeller merely foresaw the possibilities of controlling one fea-

ture of the oil industry—transportation, and out of that concept grew Standard Oil. The timber barons a few years ago foresaw the startling rise that was inevitable in the value of timber, reached out to the utmost extent of their resources, and today the commercial value of their holdings is staggering to contemplate. Weyerhaeuser is today richer than Rockefeller.

At any period certain forces are operating inexorably to create rising values in well-defined directions. Those who perceive the movement and courageously act are carried to affluence. Others live to relate their lost opportunities, and to deplore the fact that they had less perception than their now financially independent neighbors.

*There is no exception to this rule.*  
Such an opportunity exists today in California, one equal to any that has brought financial independence to hundreds in the past.

That opportunity is disclosed to you on this page. Behind it is an array of authority such as has never before substantiated a commercial project in this country. The truth of its claims rests upon the authority of the United States Government. Its import to you cannot be exaggerated. If you do nothing else today, read every word upon this page. Nowhere in the country will words be heard or read today that can so profitably be your Sunday sermon.

## Like a Government Bond

**I**n short, one risk, and one only, attends the ownership of growing eucalyptus timber—that the sun shall cease to shine, that the laws of nature shall cease to operate, that soil and water shall cease to nourish. In other words, it has the impregnable safety and stability of a government bond.

No industrial enterprise has so stable a foundation as growing timber. The nation's financial integrity rests upon its land; and of all land values, growing timber is today the safest, the most lucrative.

In short, eucalyptus timber is the only investment open to the man of ordinary means today which compares in safety with the government bond, and offers at the same time the alluring rewards promised by hazardous speculation.

The demand for growing trees is widening daily. The owner of such timber land, if he wishes to sell at any time, can realize a lucrative profit on his investment. The difficulty, however, is not to find willing purchasers, but to find owners who are willing to relinquish their holdings.

There is no compulsory wait for profits. An owner may either await the maturity of his product, or sell his appreciating values at any period.



**GLENARDEN**  
Where beauty and fertility conspire.

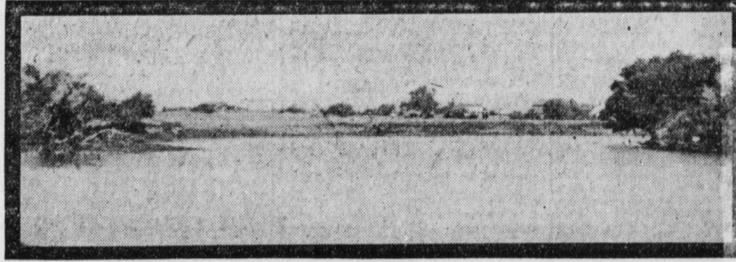
Never before have such an abundant water supply and soil of such alluvial richness been devoted to eucalyptus.

Never before has any eucalyptus company offered such protection to the investor, or merged itself so completely with his interests.

Never before have all the necessary factors for commercial success been so combined to insure the maximum profits.

Never before has any company attempted to offer such values at so low a price.

Glenarden, by its possession of every natural and commercial advantage, marks a new era in the eucalyptus industry.



**GLENARDEN**  
Water, in inexhaustible abundance, creates the wizardry of California soil.

nut requires 55 years, ash 72 years, hickory 90 and white oak 110. No human ingenuity, no public clamor, no Congressional appropriations can hurry the process a jot. No foreign country can come to the rescue, as each needs more than it has, and many are now suffering acutely from a shortage. Yet the insatiable demand for these hardwoods increases yearly at a terrific pace, and the supply decreases equally as fast.

### One Conclusion Is Inevitable

Whoever has hardwood timber to sell will reap a rich reward. If any tree could be found which springs quickly into maturity, to replenish the ranks of our fallen forests, that tree would be the open sesame to wealth.

One such tree exists. Standing apart, as though in alienated loneliness on account of its almost supernatural capacity for growth, is the

### Eucalyptus,

the fastest growing hardwood in the world. In rapidity of growth, which differentiates it so strikingly from all the tribe of hardwoods, it is the amazing miracle of trees. Although possessing the finest grain and fibers that season almost as hard as iron, this tree, under ideal conditions, grows as large in eight years as the white pine in fifty, as the white oak in a century.

It is to this tree that the country must look for partial alleviation in the approaching days of hardwood famine, declares the Government.

This tree is confined below the frost line, and requires for its best development a rich soil, freedom from extremes of temperature, and a plentiful water supply, especially at first, and then within permanent reach of its long roots. Less than one-twentieth of the state furnishes the conditions necessary for its maximum growth. These ideal conditions are found in carefully selected spots in the great San Joaquin Valley.

### Its Commercial Uses

The need for growing eucalyptus has passed. It is no longer necessary to demonstrate that eucalyptus can be used for all the purposes for which other hardwoods are employed. It is so used everywhere. The extent of this use is limited only by the present limit of the supply. If a supply could be drawn upon sufficient to meet all possible requirements, not a foot of eastern hardwood would be shipped to the Pacific Coast today for manufacturing purposes. Moreover, when such supply becomes available, eastern manufacturers assert that they must establish themselves on this Coast, as the eastern source of supply will soon have ceased.

## Millions Have Been Made Deforesting America Millions Will Be Made Reforesting America

They are now laying their plans for this contingency. They have nowhere else to go.

### The Profits

To the uninformed the commercial value of these trees is startling, almost incredible, so little has the indifferent public grasped the significance of our rapidly dwindling timber supply. But the facts are unassailable. One would hesitate to use the figures, so extraordinary do they appear, were it not that the Government stands behind them.

The government's ultra-conservative estimate of the present value of a 10-year-old tree on the stump is \$5. With 600 trees to the acre, the net profit from the first cutting will be as follows:

From 1 Acre - - \$ 3,000  
From 5 Acres - - 15,000  
From 10 Acres - 30,000

After the first cutting these profits repeat themselves every seven years indefinitely; for the tree springs anew from the stump and grows much faster than before. From five acres a revenue equal to \$1500 a year at the first cutting, and thereafter over \$2000 a year.

This is an increase in value of 150 per cent a year on the original investment!

Five acres of growing eucalyptus bought now, without appreciable hardship, will insure an income of \$1500 a year—even into the third and fourth generation.

By the possession of a few acres of this timber now, all fear of the future may be stricken from any man's life. What is the measure of the value of this boon?

Growing eucalyptus timber places the annuities of the rich within the reach of the man or woman of small means.

Remember that the above is an ultra-conservative estimate, that all forces are making irresistibly for higher values, and that it is the United States Government that vouches for its truth.

### An Incontrovertible Proof

of the commercial value of eucalyptus is seen in the project conceived by Gifford Pinchot, head of the national forestry service, and now under way, to plant 25,000,000 of these trees along the course of the great aqueduct between Los Angeles and the Owens River. Within



A great eucalyptus now growing on GLEN-ARDEN reserve.

References  
As to our strength and ability to successfully complete our contracts in every particular, we respectfully refer to any mercantile or financial institution in any large city in the United States. Your own banker may be able immediately to satisfy you of our perfect responsibility; if not, he will ascertain our standing through channels perhaps more available to himself than to you. The extensiveness of our operations will make it possible to learn accurately of our responsibility in any town or village which has a banking institution.

eight or ten years, these trees can be marketed for timber at a profit of \$100,000,000, which will not only wipe out the entire expense of the aqueduct construction, amounting to \$25,000,000, but will put \$75,000,000 in the city treasury besides.

This surplus would relieve both the city and county of Los Angeles from all needs of taxation for ten years. Before that time another cutting of these trees would yield another \$100,000,000, and so on, which means that eucalyptus would lift the burden of taxation from both city and county indefinitely.

This is an event in the history of California more momentous than the discovery of gold. No such situation ever existed before in any country, and would not be possible with any other tree than the eucalyptus. It opens possibilities for city and county development, for the execution of vast public enterprises, that startle the imagination, and will permit the transformation of Los Angeles into the wonder city of the world.

What eucalyptus will do for Los Angeles it will do for you.

Experts declare that the time is rapidly approaching when the value of the eucalyptus industry will leap far ahead of citrus fruit, oil and gold in California, as no conceivable event can stop the continuous rise in the price of hardwood timber at the rate at which the supply is being exhausted. The smallest county in California planted to eucalyptus would produce more wealth annually at present prices than is produced by all the gold mines or all the oil wells of the state, at their maximum production!

### Risks?

The eucalyptus has not a single known disease. Its peculiar sap repels all pests, no blights afflict it. Droughts do it no harm, for its roots drink up its copious sustenance from the sub-irrigated soil, making all seasons alike.

Careful culture, during its first few years, with abundant irrigation while its roots are becoming established, supplies the aid needed to its growth. So hardy is this tree, that there is no known instance of its dying a natural death.

Panics, strikes, political changes, bursted "booms"—none of the vicissitudes that snatch the profits from years of toil, can stay for an instant the steady growth of trees into timber, while the universal demand grows more and more acute.

## What We Do

The American Forestration Company has studied every need peculiar to the eucalyptus industry, as a commercial enterprise; and its operating methods more completely meet these needs than any system hitherto devised. It has embodied in its operating methods *new features which distinguish it from any operating company.*

The planting and culture of the tree the first two years is but one part of the eucalyptus industry as a commercial enterprise. After that comes the protection to the growing tree, the payment of taxes and expenses incidental to the upkeep, and providing both the best market for the product and the necessary facilities for marketing the growing timber holdings of any owner who may wish to sell before maturity.

## Of Supreme Importance

are the character and location of the land designed for eucalyptus growing.

The presence of ideal conditions may easily mean a difference of a million dollars in timber value at one cutting in a forest the size of Glenarden.

## Glenarden Reserve

now being offered, lies in the rich alluvial district of the famous county of Fresno, which produces more wealth from its soil than any county in the world. This county, webbed with irrigating canals, lies midway in the San Joaquin Valley, being the very heart of the fruit belt. Upon this soil are found the most prolific orchards and vineyards in California. In the rich lowlands of this county are immense fruit ranches of pure alluvial deposit. Glenarden lies in the choicest portion of this area.

Without qualification, without exception, the soil of Glenarden is not surpassed by any spot in California.

## Water

plays even a more vital part in the growth of the eucalyptus than soil—the two being the twin requisites to perfect results. The early life of the tree is particularly influenced by the factor of water supply. The phenomenal growth of the tree is due very largely to its great capacity of consuming water.

## Consider This

Glenarden tract possesses a water frontage of more than five miles on a deep watercourse, 200 feet wide and 20 feet deep, inexhaustible the year 'round.

# American Forestration Company

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414 Security Building, Los Angeles  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Gentle, on-Please send me your beautifully illustrated book, "THE MIRACLE TREE"

No economic barrier, no frenzied financing can come between the owner of eucalyptus and his profits. Every foot of eucalyptus timber will have an equal price in the commerce of the world. Who will get it—like other men or you?  
Call at our Los Angeles office or write for "The Miracle Tree." Do it at once.