

**This Evening****This Evening**

# SOUTHERN PACIFIC SPECIAL EXCURSION

**TO THE**

# CITY OF TAFT

**The "City of Taft" Special Train**

Will leave San Francisco at 8:20 o'clock tonight, Saturday, May 7th, and will arrive at the City of Taft at 10:30 Sunday morning. The "Special" will not leave the City of Taft until 6:30 p. m. and will arrive in San Francisco Monday morning at 9 o'clock, May 9th.

This Schedule Allows Eight Hours at Taft and Vicinity

## The Newest Oil Town Half Fare Round Trip \$10.80

Boat Leaves San Francisco at 8:20 This Evening  
for the City of Taft

On and after Monday, May 8th, 1910, passengers will be able to go to the City of Taft from San Francisco in their Pullman sleepers and day coaches direct without change, arriving at the City of Taft at 10:30 a. m. and leaving that terminal at 5:30 p. m.

This excursion, however, precedes the inauguration of that new time table.

THE CITY OF TAFT IS NOW BEING OPENED UP. THE SALE OF BUSINESS LOTS IN THIS CITY OF OPPORTUNITY HAS JUST BEGUN. THE CHOICEST LOTS BOUGHT NOW AT THE LOW OPENING PRICES WILL SOON COMMAND FABULOUS FIGURES AND MAKE THEIR OWNERS RICH.

## Business Lots Now on Sale A Deposit Will Hold Your Lot—Buy Now

THOSE WHO WISH TO OBTAIN A GOOD LOT IN THE CITY OF TAFT MUST TAKE IMMEDIATE ACTION. TAKE ADVANTAGE OF THE SPECIAL HALF FARE RATE TO THE CITY OF TAFT TONIGHT. NEXT WEEK MAY BE TOO LATE.

### Taft Today Is Coalinga of Yesterday

Business lots in Coalinga now sell at from \$6,000 to \$10,000 each. Only a short time ago they cost no more than business lots in the City of Taft.

Lots in Moron adjacent to Taft have increased in value 1,000 per cent in the last six months. Less than a year ago Moron was a tract of barren land. The City of Taft has the same advantages and far superior future opportunities than Moron.

The City of Taft has a far greater future than Coalinga, Maricopa, McKittrick or any of the other Oil Towns in the entire Oil Fields.

The City of Taft has an unlimited commercial and business future because it is the acknowledged center of the Oil Fields of Kern County, California.

The greatest demand in the whole Oil Field for food supplies, groceries, clothing, derrick lumber, casing, pipe and all kinds of hardware and machinery centers in the City of Taft.

A few months ago Taft was a barren waste, today it is a lively, bustling, growing place—in a few months it will be a large city.

The City of Taft is the natural center for both the present and the future territory surrounding it, amounting to over 40 square miles.

### 1500 Derricks Pour Their Weath Into Taft

The City of Taft is in the center of 1,500 Oil Wells. It is THESE OIL WELLS that have created the high values of property in Coalinga, Moron, etc.

### Possibilities Unlimited

An unlimited number of wells could be started in this territory, as only a fraction of the proven land about Taft has been drilled. When more of this land has been drilled Taft business lots will command fabulous prices.

Think what the City of Taft will be in one year from now—two years—three—five!

### An Absolutely Safe Investment That Will Yield a Princely Income

The City of Taft now offers an unusual opportunity for investors in real estate to **GROW RICH THROUGH THE ACTIVITY OF OTHER INVESTORS IN OIL.** There is no risk. Just buy a number of Taft lots and wait while the values steadily rise.

Taking advantage of the Southern Pacific excursion entails no obligation whatever to buy a lot.

The excursion is personally conducted, and goes directly to Taft.

### Direct Railroad Connections

The City of Taft has direct railroad connections with Bakersfield. A new station is now being built adjacent.

### Private Ownership

The City of Taft is the only city in the district extending from McKittrick to Maricopa in which it is possible to secure an **unlimited deed** without any drilling regulations.

### More Facts About the City of Taft

The Associated Oil Company has a loading station **just below Taft.** The City of Taft is the center of supply extending beyond Maricopa on the south and McKittrick at the northern extremity of the oil fields.

The City of Taft has a much larger prospective area of oil land than Coalinga.

The City of Taft is a shipping point of material to Buena Vista Hills, the new gusher territory. A good road direct to Buena Vista Hills starts from Taft.

The City of Taft will be the railroad shipping point and center of supplies for the newly opened Elk Ridge, which shows promise of being one of the largest in the state.

The City of Taft is adjacent to the Sunset Western Railroad, operated by the Southern Pacific.

The City of Taft is surrounded on all sides by good oil lands—and in the center of the proven, producing country—and therefore in the center of the greatest oil activity.

The City of Taft is situated on gently sloping soil, affording the most sanitary conditions.

For every well drilled about 100 tons of material has been handled, besides provisions, clothing, etc. Every new well dug means from 6 to 12 men in labor on the well, besides various supplementary activities started up. Because of Taft's location it will control a large portion of the oil fields' entire trade.

A modern hotel and a substantial banking institution are contemplated at once.

Those who will read this advertisement can not help but see that the City of Taft has the greatest future of any oil town in the state. Business lots will soon be two or three times their present value and should increase to \$2,000 and \$5,000 each as in other oil towns not half so favorably situated as the City of Taft.

Buy now or it will soon be too late unless you care to pay a fabulous price for Taft's business lots, for the whole world is crowding into this little area of oil land of which Taft is the center.

**Schedule "City of Taft" Special Train**

Lv. San Francisco	8:20 P. M.	May 7th
Ar. Tracy	10:30 P. M.	
Ar. Fresno	3:30 A. M.	May 8th
Lv. Fresno	3:45 A. M.	
Ar. Bakersfield	7:30 A. M.	
Lv. Bakersfield	7:45 A. M.	
Ar. City of Taft	10:30 A. M.	
Lv. City of Taft	6:30 P. M.	May 8th
Ar. San Francisco	9:00 A. M.	May 9th

Fares: Rail \$10.80 (round trip)  
Pullman Berth \$ 2.50

Trains will stop at 16th St. Station, Oakland

Tickets Now on Sale and Reservations for Berths at the

## SOUTHERN PACIFIC OFFICE

Flood Building, Powell and Market

Up to 5:30. Thereafter at Ferry Ticket Office, Or

## PHILIPPINE OIL AND GAS COMPANY

OWNERS, CROCKER BUILDING

GEO. W. AUSTIN, Agent, 404-405 Balboa Bldg., San Francisco, and 1018 Broadway, Oakland