An Open Letter for "Game People Only"

Do you ever read **"OIL ADDS."**

Did you ever read an **"oil add"** which truthfully portrayed the **"risks"** as well as the **"possible profits."**

Well read our add. It is truthful as is also the circular we give out.

I was told by a prominent Kansas City man I could not sell oil stock without telling "lies;" that I could not incorporate companies without "watering" them 50 per cent and giving stock away for influence.

Well he was wrong. I've advertised truthfully and incorporated successfully several small companies.

Now—Did you ever stop to think that an oil company either succeeds "great" or "fails" miserably.

An over capitalized company can't pay out big because of its being **"waterlogged."**

Companies drilling in shallow fields soon run out of oil and—their production per well is so small that if oil ever drops back to 40 cents or 50 cents tney will go bankrupt.

Now a deep well costs more initial cost and pays "bigger" because of the larger production, which is secured, and should oil go down it will continue profitable to operate the property.

Did you ever stop to reason out a few oil principles? Why do not large companies buy leases in shallow territory? For the reason shallow leases are unstable and unprofitable except in times like these when oil is at a premium.

Why do large companies **not drill** wild cat wells off in new undeveloped territory? Because only one out every 300 wild cats come in producers.

Why do large companies pay such prices for acreage in proven and semiproven territory, because a lease at $1,000.00 per acre is cheap if production is secured and a lease fee is high if you drill a dry hole.

Did you ever wonder why big companies jump two or three miles from production sometimes and skip stuff closer in (like at Towanda.) Because their geologist has discovered or thought he had discovered a "break in the structure." They will take chances with a geologists' advise but they won't "bet" against him.

Now look at the Lexington oil corporations map. This lease was selected before part of the wells shown on the map were brought in.

This lease is on geological structure. We have a report from the man who ran the lines on all the Empire holdings at Towanda stating this lease was exceptionally desirable.

The titles on this lease are good and the royalty is only ⅛.

Now candidly in this district the wells are coming in 85 per cent producers and on that basis we have 8 out of 10 chances to win.

If we get a production of 200 barrels daily, one well would make our stock worth $5.00 per share. We have room for 24 wells.

Now we are truthful. We could loose. A dry hole would mean considerable loss. Two dry holes would mean more loss.

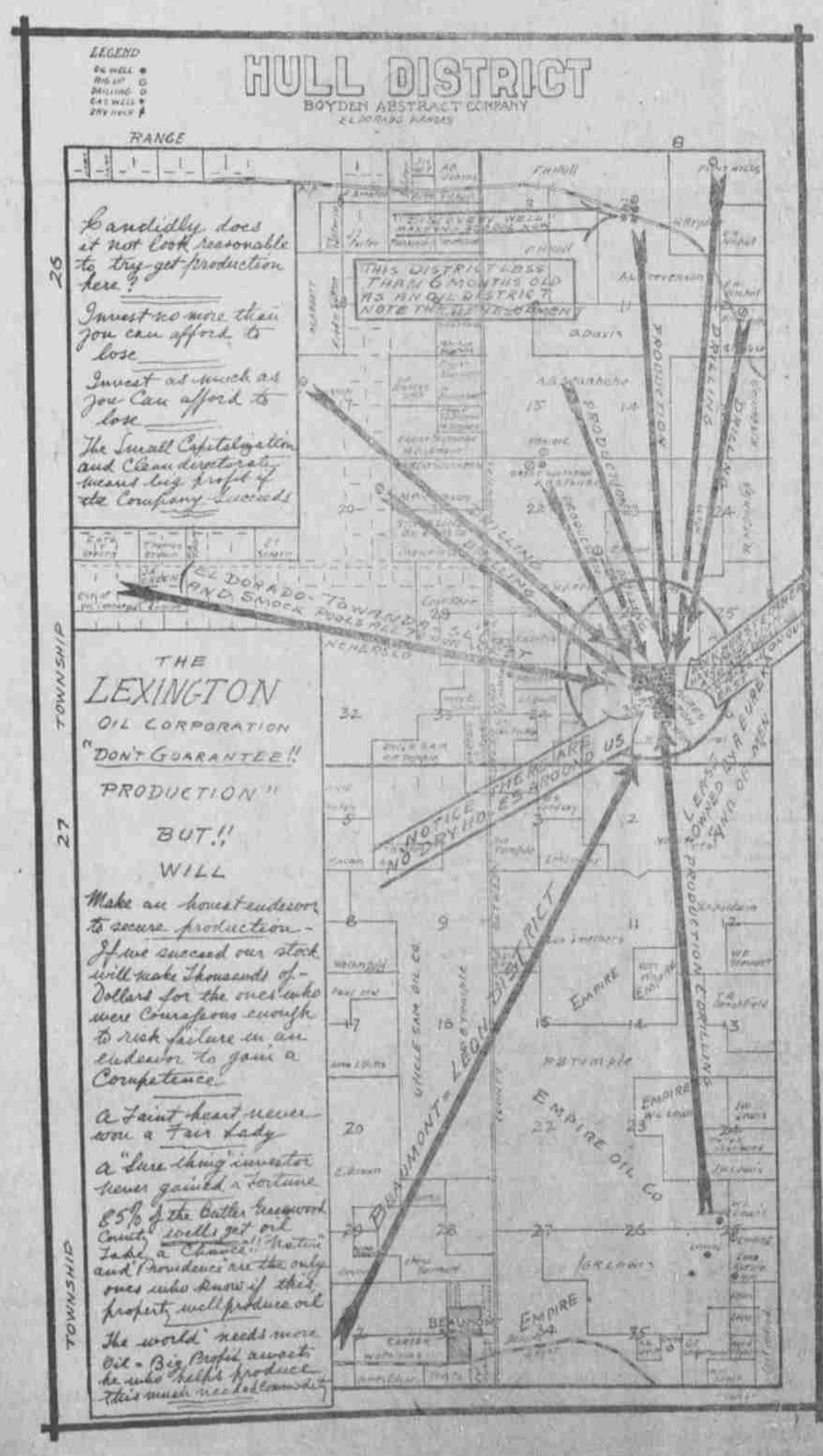
Therefore we ask you to think prudently and carefully. Your action could lose money—either way you go.

$100.00 in oil has made a profit of $80,000.00. It has also been lost lots of times.

Don't you think it's best to follow the lead of successful operators like the Prairie, Carter, Empire, Eureka and Standard who buy good leases adjacent to production at large prices, in preference to cheap leases in shallow fields or wild cat acreage.

We figure from our personal experience in the Oil Fields of Kansas and Oklahoma that the lease of the Lexington Oil Corporation has an even chance or better of getting production.

We know the officers and directors of the company have clean reputation and past good records, and we feel confident they will administer the affairs of the company properly.



You know oil is a speculation.

You know hundreds of oil corporations have made big profits, some have lost through failure to get oil, others through pernicious management.

You know the hazard of crooked officers has been eliminated in this company.

You should through **local pride** and belief in the **honor** and integrity of these men, look over the map.

I personally have real money in this proposition; I am an **oil broker or stock salesman** I sell only on **truthful representation** of my goods.

Your action will affect you alone and—win or lose, you could not be with a **cleaner** or more **square bunch.**

Save this advertisement for future reference. If this company makes good and you stayed out you will be sorry. If it wins and you come in you will be glad, and in either event don't blame us.

Had you been born and reared in the oil fields of Oklahoma or Kansas you could never have picked more desirable structure from a geological standpoint. nor have had a company placed before you with a cleaner direcorate and more equitably capitalized the value of acreage and proposed development **considered.**

Remember: You could lease, and the moon could be made of "GREEN CHEESE."

A POOR LOSER is always financially a **POOR LOSER.** Fate don't like **"pikers."**

A small investor looking for a **sure thing** is always a **small** investor because their **"AIN'T"** any sure things and **never** was.

Now our officers and directors are busy men and they will tell you no more than we have told you. They don't know any more; and are honorable men. If you wish you can ask them, but it takes your time and theirs.

So our best advice is your own judgment.

We all want money.

We all know life is a game of chance.

Crops fail, banks fail, churches fail, and people make mistakes. Don't worry and get wrinkles before your time.

Be **"brave,"** the **"Coward"** fancies perils that may not exist and dies a thousand **"deaths."**

A **"great man"** never reached his greatness without taking some chance.

We want only the **"game,"** a **"piker"** is **"bad luck."** All the same as a **"black cat."**

C. D. NEFF & COMPANY
Room 8, Traders Bank Building
Lexington, Mo.

For the

Lexington Oil Corporation

OFFICERS AND DIRECTORS

E. M. TAUBMAN, President — E. T. STIER, Vice-President
IKE H. NOYES, Secretary & Treasurer

C. L. WILSON, M. D. WILSON, H. T. PHILLIPS
ERNEST HOFFMAN

LOOK US OVER

The price on this stock goes to $2.50 per share when this first allotment is sold. It might take a month, it **may** be done sooner.

Mail Checks to the Company