

Read This Ad Again!

We Want the People of Portland to Fully Understand Its Complete Meaning—Brush All Other Business Aside Until You Have Digested This, and Understand the Opportunity It Affords for You, More Than Us, to Make Enough Money to Put Yourself on "Easy Street" the Rest of Your Life.

We Have More Than One Property Included in This Enterprise. We Own One Claim Adjoining the Butte Boys, One in the Wonderful Record-Breaking Camp of Hunt, South of Goldfield, and Two Near Silver Peak and the Great Silver Peak Mine.

IT IS A VERITABLE CYCLONE AMONG THE GOLDFIELD GOLD STOCKS
IT IS A HURRICANE BROKE LOOSE IN THE RICHEST MINE ON EARTH

GOLDFIELD GOLD SHARES 3 CENTS EACH

A New Lease on the World-Famed Florence Gold Mine Closed Yesterday, and Its Promotion Stock Will Be Sold to the Public

An Absolutely New Deal in Establishing a Gold Mine Enterprise—Sale Will Close Next Saturday, May 9, at Noon

Here is an absolutely new deal in gold mine promotion. It has been said, and honestly believed, for several months, that no new lease could be had on the Florence mine of Goldfield, Nevada. It has been contended that a mine so unspcakably rich as is the Florence could not longer lease its ground. There are probably 25 leases on that property now, and each a monumentally rich producer. The Little Florence lease expired last Sunday at midnight and could not be renewed. It had been mining a million dollars a month. The Rogers Syndicate lease expires July 11 at midnight, and already a renewal has been refused. This mine has been producing more gold than any mine before it on the face of the earth ever has produced. Within the last month it sacked 105 100-pound sacks of ore that netted the leasers \$1,000 to the sack—\$105,000—and the gold was taken out in eight hours. It has been running in \$50,000-to-the-ton ore, and some actually milled \$100,000 to the ton—carloads of it. The Florence Annex lease has been paying nearly 5,000 per cent on all moneys invested in its shares. The Daisy Florence lease is enriching everybody that is connected with it. The Pollard-Florence lease is pouring gold into the coffers of its people. The Aurelia-Florence lease is one of Goldfield's great properties. The Emma Fraction Florence lease is a big producer. The Goldfield Chedd Florence lease is up to its chin in gold. The Portland-Florence lease, owned by a Portland company, is just breaking into that immense body of ore that has made the Little Florence the wonder of the globe, and will most likely pay its Portland stockholders monster profits in the coming months.

OUR NEW LEASE IS SMACK IN THE CENTER OF THIS NEST.

It is crowded in between the Little Florence on the south, Pollard-Florence and Aurelia Florence on the east, Florence Annex on the west, Chedd lease and Portland Florence on the north, all adjoining our property. It is as squarely in the center of this world-amazing group of the richest gold mines that ever was opened by the hand of man, as the sun at noonday in the month of June is squarely in the center of the skies above. To the north there is gold, to the south there is gold, to the east there is gold, and to the west there is gold—touching on all sides—and you cannot find a man in this town, who ever has been in Goldfield, who will not tell you that he would wager his precious life against a small sum of the shining mineral, that there are millions in gold beneath the surface of that ground.

WE WIRED \$1,000 TO GOLDFIELD YESTERDAY TO BIND THE BARGAIN FOR THIS LEASE, AND MUST HAVE \$4,000 MORE THERE ON MAY 10.

There are four men in Portland who offer to take this stock at 3 cents per share. We can have their money in 10 minutes. We would rather not accept it. We would rather sell to the general public at the same price. It has been widely advertised that stock companies have been in the habit of selling their promotion stock to their friends at a low price, and their treasury shares to the public at large advances. We freely confess that the charge has been too often based on facts. This time we will let the public in on the promotion stock. The property has been capitalized at \$1,000,000, divided into 1,000,000 shares of non-assessable stock, 500,000 of which shall be treasury and 500,000 promotion stock. To pay expenses of incorporation, rent and advertising tolls, and to enable us to wire \$4,000 to the owners of the parent Florence before the close of the banks on Saturday, May 9, we will sell 150,000 shares of this promotion stock at 3 cents per share. Our contract calls for the money on Saturday, May 9, the 10th being Sunday, and it will be there on time, no matter what number of shares we may sell by this public method. A business man stands ready to take every

share we have left on hand, but, with all due regard to the gentleman, we believe we shall not have one for him to buy.

FOR ONCE, AT LEAST, WE WANT THE PUBLIC TO HAVE AN OPPORTUNITY TO GET IN ON THE GROUND FLOOR.

It never has been done in Oregon, and, we think, once we have broken the ice, the method will prevail forever. As stated, our promotion stock will go at 3 cents per share, until 150,000 shares have been sold, and will then be taken from the market and the treasury stock will be held at 10 cents per share, until results justify another rise. This ought to be within 60 or 90 days. There is little guess about this. We know almost to a dot what we have and how deep we must go to get it. Ask any of our local Goldfielders about that. They know that we will cut the ledge at 250 feet. That fact is already established. It is a foregone conclusion, and by that time we will be able to hoist the ore to the surface and pay dividends as large as any property in that great camp.

HOW DID WE SECURE THIS LEASE?

We have not a thing to secrete from the public. In Goldfield we have desk room with Harry C. Davis, agent for Tom Lockhart, principal owner of the Florence. We became warm, personal friends, and, though often friendship and business do not mix, they did this time. Mr. Davis is a most estimable, kindhearted gentleman, and rarely is there one more companionable than he. Our associations ripened into more than ordinary friendship, and through them, though it had been decided never to lease another inch of Florence territory, Mr. Davis stretched a good many points and consented to let us have a dip into that mine's hidden treasury. "If you have a lease at all you want a good one," was his final conclusion, "and you shall have that spot there," as he pointed to the VERY CREAM of all the Florence 65 acres, because it has leaning against it every one of the giants of the tract. It was a matter of friendship from first to last—from beginning to end—and we now have an ambition to show the people of this coast there is more to life than mere mercenary motives—than pure selfishness—so we invite the co-operation of all those who really need the fruits of the gold mine, and desire to get out of the rut of every-day plodding to make both ends meet.

ON SATURDAY NOON OF NEXT WEEK THE DOOR WILL CLOSE ON THIS OPPORTUNITY, AND NEVER WILL SWING ON ITS HINGES AGAIN.

We know there is not much time to investigate or give this matter thought, but we cannot help that. We had this one chance to get this lease, and were glad to get it on the terms we have. There is now more than \$15,000,000 in sight in the Florence mine above the 400-foot level, and our lease is hedged in on every side by just such ore as is a part of this.

OUR HEADQUARTERS.

This bargain has come upon us in such a rush, its conclusion being by telegraph, that we have not had time to "fix up," or do much else. Therefore we are quartered with the Butte Boys Company, 517 Lumber Exchange building, Second and Stark. Interested ones may there see all telegraphic correspondence in connection with the deal, and be convinced that everything has been done open and above board, and nothing concealed from any one.

These 3-Cent Shares Must Be Paid for Spot Cash--All Shares Are of the Par Value of \$1 and Absolutely Non-Assessable

Write, Phone or Wire Orders, Cash on Delivery, at Once to

THE FLORENCE CENTRAL MINING CO.

517 Lumber Exchange Building, Portland, Ore.

Incorporated

Phone Main 5514

Office Will Be Open Sundays and Until 8 P. M. Evenings

SANTA CRUZ IN HOLIDAY ATTIRE

Sailors Having a Good Time Preparatory to Leaving for San Francisco.

(United Press Leased Wire.) Santa Cruz, Cal., May 4.—Santa Cruz, proud in her holiday dress of gay colors and bubbling over with genuine patriotism, was astir bright and early this morning to participate in the many fleet festivities that will make today and tonight a round of applause. Beginning with a barbecue to about 200 officers at Big Trees and ending tonight with two big balls, with other minor events sandwiched in during the day, the celebration promises to be an affair that will live long in the memory of every resident of this small, but beautiful city. And then besides, Santa Cruz is going to have the honor of seeing the entire Atlantic fleet anchored off this city. The second squadron, now lying off Monterey, will join the first squadron at Santa Cruz at 6:30 this afternoon and the torpedo boats from the south will arrive here some time this afternoon. Hence everybody here, including the hundreds of visitors that are coming in on every train, is looking forward to a grand illumination tonight. While the officers of the first squadron were delirious this forenoon enjoying a fast old-time California barbecue given to them and invited guests, school children boarded the ships, looking about to their hearts' content and had the time of their lives. At General Thomas' invitation they escorted

ed from deck to deck, examined the big guns, screeched with delight and asked more questions than the ordinary man could answer in a month. Some of them no one could answer, not even Admiral Evans himself. After the small tots had been taken ashore their places on the ships were taken by the Grand Army veterans and members of the Ladies' Improvement society, who showed the big boats with flowers. During the day athletic events will attract crowds to the Casino, where all kinds of sports will be indulged in. The ball to be held in honor of the junior officers at the casino tonight will be given under the auspices of the Native Daughters. A similar affair will be given to the enlisted men at the armory by the Fourth division of the National Guard.

HARRIMAN'S MEN AT PELICAN BAY

(Special Dispatch to The Journal.) Klamath Falls, Or., May 4.—Work has already commenced on the improvements at Pelican bay, owned by E. H. Harriman, on upper Klamath lake. A pumping plant has been installed and hot and cold water will be available in every cottage. A cold storage plant will also be erected. J. R. Holabird, brother of Colonel Holabird, in charge of the improvements, Colonel Holabird, who is now in Mexico, is expected to arrive here the latter part of May to take personal charge of the resort.

Change Aids Pendleton Shippers.

(Special Dispatch to The Journal.) Pendleton, Or., May 4.—Local shippers are elated over the change in the operation of freight trains between Walla Walla and this place over the O. R. & N. Freightier will hereafter be headquarters for the train and engine crews, which will lay over here at night. Trains depart for Walla Walla in the morning and returning arrive here at 8 o'clock.

BODY OF WEALTHY MAN IN RESERVOIR

Believed to Have Been Held for Ransom and Then Murdered.

(United Press Leased Wire.) New York, May 4.—The discovery today in the reservoir in Central Park of the body of John Pelter Heins, a wealthy man who had been strangely missing for six months, revealed a tragedy of deep mystery. There are evidences that Heins had been held captive for ransom by a desperate gang of men and when their demands upon his wife for the payment of a large sum of money were not met he was murdered and his body cast into the reservoir. Heins, who was worth \$100,000, disappeared last October. Three weeks later his wife received a demand for \$1,000 for the ransom of her husband, the alternative being his death. She ignored the demand. Today, his body was found. Teachers for Echo Schools. (Special Dispatch to The Journal.) Echo, Or., May 2.—L. W. Keeler, who has been principal of the Echo public schools for two years, has been re-elected. Miss Mamie Rippey has been elected for the primary department and Miss Vera Alexander of Milton will teach the fifth and sixth grades. Two teachers are yet to be appointed.

SHORT STORIES FROM THE NATIONAL CAPITAL

By James S. Evans. Frank O. Lowden, representative from the Ogles district, in Illinois, is becoming much interested in agriculture. On Wednesday he introduced a bill calling for \$100,000 that one of his measures might be scientifically pursued. The son-in-law of the late George M. Pullman has one of the best equipped farms in the west. He lives on it, too, having recently moved from Chicago to Oregon. It is one of his delights there to entertain his friends from the city. At the dining table he calls attention to the tomatoes, the lettuce, the beef, the lamb, mutton, chicken, turkey or whatever dish there may be served—all raised by him on his farm. John J. Mitchell, the Chicago banker, and former Comptroller of the Currency William R. Ridgely were his guests a few weeks ago. After the soup was served there was fish. "This is fine," observed Mr. Mitchell, asking for a second helping. "What brand is it?" Mr. Lowden didn't know. He asked the butler. The answer was that it was sole. "Sure enough it is," said Mr. Lowden. "I had forgotten that it was the season for sole. And I dare say you caught them right out of my little lake this afternoon, didn't you, butler?" And what was a poor butler to do? was Lincoln, more warlike than was Napoleon. The White House grounds were staged for the occasion of the daughter's coming. The fountains were extravagant, the flowers exuberantly exotic, the lawns so shaved as to show best the powers of administrative assimilation. Inside the mansion the lights shone upon the paintings and pictures with magnificent grandeur. They were arranged, too, to fall pleasantly upon the radiant face of him who can skin a cat before breakfast and fry a perch before bedtime without saying a single word naughtier than "dabbling it." Mrs. Daughter had dressed superbly for the occasion. It was to be the festive period of her existence. Right smartly did she marshal her cheeks; redly she dipped her fingers into the pastpot and then rubbed them on her lips. Ribbons streamed about her neck, while her new set of teeth gleamed as white marble. The suspicious moment arrived. There she was in line; there he was with outstretched hand, beaming face, eyes that danced about as if they belonged to a vaudeville stage. The woman had framed up a pretty little speech of three sentences. But when she reached out her unglorified digits she forgot all that she had memorized. She was overcome in the paroxysm of her delight, language about tailed her. "Oh, Teddy, Teddy, dear, dear!" she said, and then burst out crying. Save the Discount. Send check or pay at office on or before the 10th to save the discount on May bills for the Automatic Telephone. HOME TELEPHONE CO., Corner of Park and Burnside sts.

PRESIDENT READY FOR OYSTER BAY

Will Keep Hands Off Campaign and Not Interfere With Candidates.

(United Press Leased Wire.) Washington, May 4.—Hands off; no interference with the campaign; no speeches to whooping political delegations; no trips into the provinces to help the Republican candidate. This, in brief, is the attitude the president will maintain during the campaign, according to the emphatic assertion of his right hand man, Secretary Loeb, and if he proves a true prophet, the coming summer at Oyster Bay will be just about as dull as it was four years ago, when the president was running. Those who wish to see the president must write or telephone to Secretary Loeb or Assistant Secretary Latta asking for an appointment. If they fail to do so and journey to Oyster Bay without an invitation to call, they will have spent their railroad fare and time for nothing. The members of his cabinet, Senator Lodge and a few others would be pleased by the secret service detectives if they put in an appearance at midnight. But even these favored few would not go to Oyster Bay without first sending word of their intention. Secretaries Taft, Root, Cortelyou and Garfield, Attorney-General Bonaparte and Postmaster-General Meyer are pretty certain to pay the president two or three visits apiece during the three

The antiseptic qualities of Mexican Mustang Liniment

insure its being the best for use in all cases of Burns, Scalds, Cuts and all Open Sores. It expels all dangerous and foreign matter before beginning to heal the wound. Inflammation is kept down and the injured parts rendered painless. It soothes and relieves promptly and positively. Insist on getting what you ask for—substitutes disappoint. For sale by all Druggists, 25c., 50c. and \$1. per bottle. months he will be at his home, and Secretary Taft, granted he is nominated at Chicago, may be a more frequent visitor if the business of the campaign will allow him to make the trips. Bids for Hauling. The Journal will receive bids for a year or six months' contract for hauling and delivery of all mail, express and packages between The Journal office and cars, depots and postoffice, afternoons and Sunday morning. Particulars about wagons, deliveries and time consumed can be had by calling on the circulation manager, The Journal office, Fifth and Yamhill streets. Metzger file glasses for \$1.00.