THIS GOLD MINE IS AT FLORENCE, IDAHO, AND NOT IN NEVADA

GREAT PLACER GOLD DEPOSITS

Owned by Portland Professional and Business Men, Headed by Judge John B. Cleland

We are confident we shall pay 200 per cent per annum on all money invested in these shares—There is no other gold mining so safe as that of the placers, for the reason that placer ground may be sampled before it is bought

This was our mode of procedure. We employed Mr. H. B. Perks, an expert engineer of mining, and he ACTUALLY tested the Florence Placer Meadows, and ACTUALLY washed the gold from the sand and gravel, and CAREFULLY measured, by weight in grains and ounces, the amount of the precious metal we should secure from these 10 miles of channel ground. It was this report that caused us to advance the money necessary to procure the 27 claims, covering 540 acres, and to buy the tract.

We Present Some Figures in This Advertisement That Will Doubtless Attract General Attention and Their Share of Discussion, Because 200 Per Cent Per Annum Seems a Fabulous Interest to Promise, or Suggest, On Any Investment.

At first thought it would seem almost incredible—and IS incredible to the mind—else it would not be necessary to advertise these shares more than once in the public newspapers. But to those familiar with all the facts it is not so much as the least surprise that we URGE AND EMPHASIZE THE ALLURING SURMISE THAT WE SHALL PAY EVEN MORE THAN 200 PER CENT ON EVERY DOLLAR ACTUALLY PLACED IN THE SHARES OF THIS COMPANY! It is not a surprise because it has been demonstrated to be a mathematically pleasing prospect—we would have to be in the class of only the SMALLEST of Idaho's gold, silver or lead mines to accomplish this—whereas, we will rather soar up among the larger ones—among those of broad renown. Idaho law requires mine owners to report to the county assessor of the county in which the property is located, the net profits of their mines each year.

This Report Was Published in The Oregon Daily Journal of May 5

It shows that the mine profits of the Coeur d'Alenes for 1907 were $5,119,830. The Bunker Hill and Sullivan was the largest producer, clearing $2,264,218. The Federal Mining & Smelter company, operating the Last Chance mine at Wardner, the Morning mine at Mullan, the Tiger-Poorman at Burke and the Standard Mammoth at Mace, showed a gain of $1,596,707 in spite of the fact that the last three mines were closed the latter part of the year and the others ran with reduced forces. The only mine not a silver-lead producer, the Snowstorm, netted $454,288, and copper during the year was lower than usual. The Hercules mine at Burke cleared $765,160 and the Hecla mine $437,188. The total production of the mines was $14,622,313 and the total expenditures for labor, transportation, installation and maintenance of machinery was $9,502,484.

The figures are taken from those of the assessor of Shoshone county and show an increase over last year.

The Snowstorm increased $300,000 over 1906. The tonnage extracted during 1907 was 95,435 of a gross value of $1,396,257.82. The cost of extraction was $216,393.02; cost of transportation, $501,112.20; cost of reduction and sale, $68,572.03; value of improvements at mine, $155,892.40; total working expenses, $941,969.66. This gives a net profit for the year of $454,288.16.

In All This List Not One Produces, Net, So Little as $138,000

Yet, that is the gross amount of gold we shall have to mine that we may pay our stockholders 200 per cent per annum interest on the money they invest in our placer mining enterprise. It is inconceivable that we should mine so little. We really are confident that we will double that production, and that instead of paying 200 per cent per annum on this investment, the sum will be as much again

But Let Us Leave It at 200 Per Cent Per Annum and Diagnose the Result.

$250 invested in 1,000 Florence Placer shares at 25 cents the share, at 200 per cent per annum, which we believe we shall pay, would return to the investor $500 per year, or twice the amount invested in the stock. It would pay back $2,500 in five years, or enough to build a comfortable home; $5,000 in 10 years, $10,000 in 20 years, and $12,500 in the 25 years we expect it will require to work the Florence Placers out

$500 invested now, at 25c the share, at the same rate of interest, would reward the investor with an income of $1,000 per year for the next quarter of a century.

$750 invested now would mean an income of $1,500 per year during the life of this enterprise.

$1,000 invested while these shares are selling at present prices, should enrich the investor to the extent of $2,000 per annum; $20,000 in 10 years, $40,000 in 20 years, and the handsome fortune of $50,000 before the last of the Florence Placer ground has been washed out. $2,000 placed in these shares now, at the interest we feel positive we shall be able to pay, would profit the buyer $100,000 if he should elect to hold them the entire period it will require to mine out this ground.

Loaned to the Bank at 4 Per Cent.

Two hundred and fifty dollars would return $10 per year, and $250 in 25 years. This is $12,000 less than our stock, at 200 per cent per annum, would pay in 25 years on an investment of $250.

$500 out at 4 per cent per annum would return $20 per year. At 200 per cent per annum the return would be $1,000 per year—$980 more than the bank would pay. At 4 per cent the bank would pay $500 for the use of $500 for 25 years. At 200 per cent per annum the mine would pay, in 25 years, $25,000, or $24,500 more than would be received from the bank.

Larger sums would pay in proportion, and we merely make these comparisons that it may be known that the Florence Placers will reward their stockholders more richly than could be expected from the most prosperous business, aside from mining, in the whole range of human effort.

How Salaries Might Be Multiplied.

If an unskilled laborer, paid but $2 per day, were to invest 125 days' wage in the shares of the Florence Placer Mining company, and these shares pay a dividend equal to 200 per cent per annum, which we expect they will pay, that laborers' salary would be increased from $626 for 313 days' work, which constitute a year, to $1,626, or almost three times the amount of his former wage.

If the $3 per day man were to spend the proceeds of 83 1-3 days' work for 1,000 shares of Florence Placer stock, and receive from that investment an annual interest of 200 per cent, his salary of $939 for the 313 work days of the year would be augmented a full $1,000, and he would receive for the year NOT $939 only, but $1,939 for his 12 months' work. And if sick and unable to toil the next 12 months, he would receive $1,000 from his shares, or $61 more than his hire had amounted to the last year he was employed.

Paid $4 per day, a person would work 62½ days for 1,000 shares. The moment we turn the water on the mine this 1,000 shares will also go to work, and, without any effort on his part, would increase the $4-per-day man's income from $1,252 per annum to $1,750. But if this $4-per-day individual should invest 125 days' income in this stock, then while he would continue to labor for the paltry sum of $1,252 per annum, his 2,000 shares of Florence Placers stock would buckle in and increase his revenue to $2,252, or $2,000 more than he would be paid if he worked every day for a solid year. At the end of 25 years this stockholder would have received $25,000, every cent from the proceeds of 125 days' work at $4 per day. It would be tantamount to a wage of $200 per day for that 125 days. All this on the small investment of $500.

One thousand dollars invested would bring the owner an income of $2,000 per year, or $50,000 during the life of the mine, if its equipment is not added to and we consume 25 years in washing out the gravel and pay only 200 per cent per annum on the money actually invested in its shares. A $2,000 investment at this interest would, therefore, yield a harvest of $4,000 per year and $100,000 in 25 years—enough money to splendidly support any ordinarily frugal family so long as it would need sustenance on earth.

Wealth Comes Slow When Working for Wages

Subtracting 52 Sundays from the 365 days of the year, the laborer may toil 313 days each year. Let us see, then, what his pay would amount to if he worked every day but Sunday—never took a holiday—never sick—no vacations—at from $1 per day to $10 per day and from 1 to 10 years.

AT $1 PER DAY—1 year, $313; 2 years, $626; 3 years, $939; 4 years, $1,252; 5 years, $1,565; 6 years, $1,878; 7 years, $2,191; 8 years, $2,504; 9 years, $2,817; 10 years, $3,130.

AT $2 PER DAY—1 year, $626; 2 years, $1,252; 3 years, $1,878; 4 years, $2,504; 5 years, $3,130; 6 years, $3,756; 7 years, $4,382; 8 years, $5,008; 9 years, $5,634; 10 years, $6,260.

AT $3 PER DAY—1 year, $939; 2 years, $1,878; 3 years, $2,817; 4 years, $3,756; 5 years, $4,695; 6 years, $5,634; 7 years, $6,573; 8 years, $7,512; 9 years, $8,451; 10 years, $9,390

AT $4 PER DAY—1 year, $1,252; 2 years, $2,504; 3 years, $3,756; 4 years, $5,008; 5 years, $6,260; 6 years, $7,512; 7 years, $8,764; 8 years, $10,016; 9 years, $11,268; 10 years, $12,520.

AT $5 PER DAY—1 year, $1,565; 2 years, $3,130; 3 years, $4,695; 4 years, $6,260; 5 years, $7,825; 6 years, $9,390; 7 years, $10,955; 8 years, $12,520; 9 years, $14,085; 10 years, $15,650.

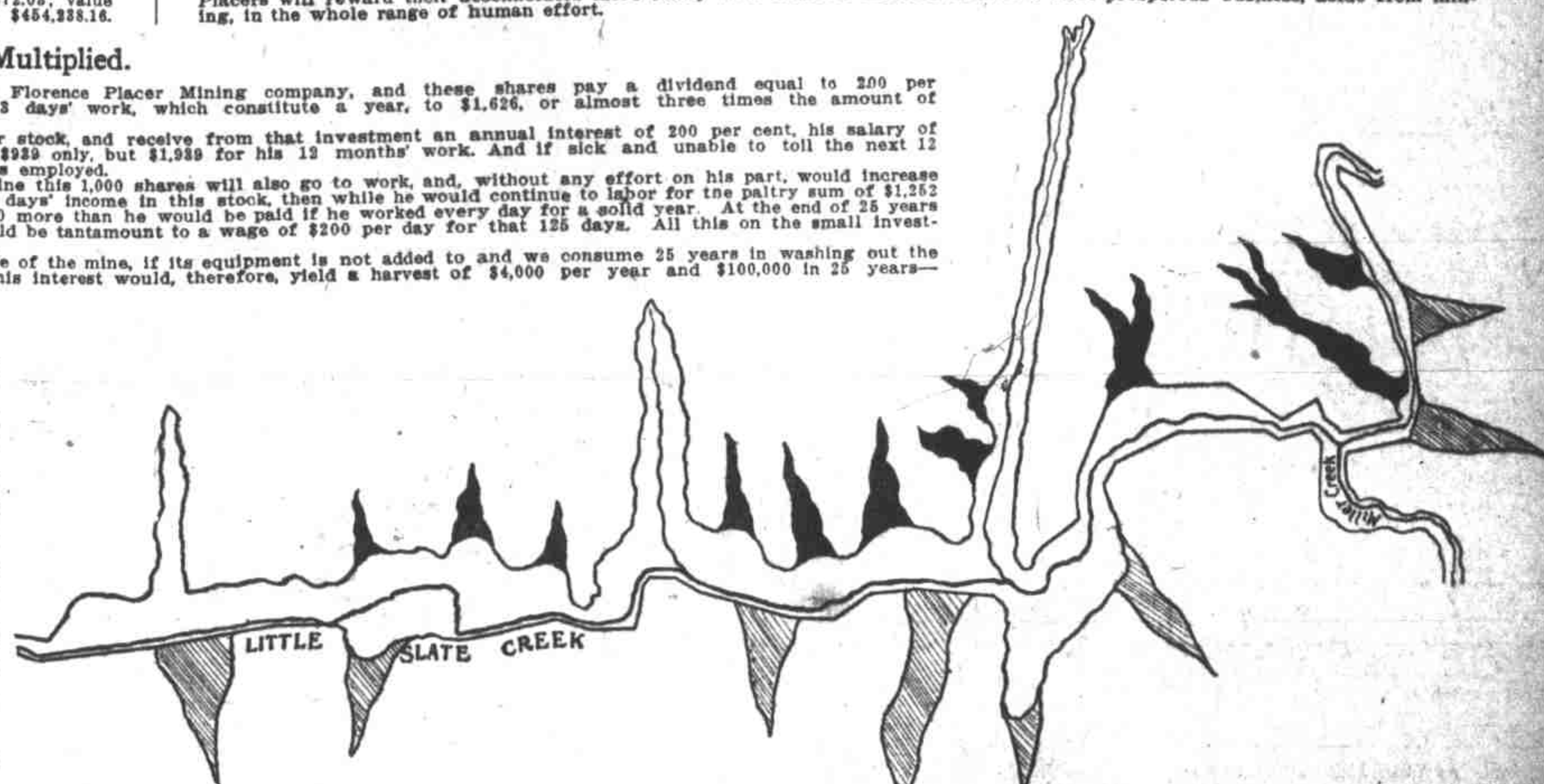
AT $6 PER DAY—1 year, $1,878; 2 years, $3,756; 3 years, $5,634; 4 years, $7,512; 5 years, $9,390; 6 years, $11,268; 7 years, $13,146; 8 years, $15,024; 9 years, $16,902; 10 years, $18,780.

AT $7 PER DAY—1 year, $2,191; 2 years, $4,382; 3 years, $6,573; 4 years, $8,764; 5 years, $10,955; 6 years, $13,146; 7 years, $15,337; 8 years, $17,528; 9 years, $19,719; 10 years, $21,900.

AT $8 PER DAY—1 year, $2,504; 2 years, $5,008; 3 years, $7,512; 4 years, $10,016; 5 years, $12,520; 6 years, $15,024; 7 years, $17,528; 8 years, $20,032; 9 years, $22,536; 10 years, $25,040.

AT $9 PER DAY—1 year, $2,817; 2 years, $5,634; 3 years, $8,451; 4 years, $11,268; 5 years, $14,085; 6 years, $16,902; 7 years $19,719; 8 years, $22,536; 9 years, $25,353; 10 years, $28,170.

AT $10 PER DAY—1 year, $3,130; 2 years, $6,260; 3 years, $9,390; 4 years, $12,520; 5 years, $15,650; 6 years, $18,780; 7 years, $21,910; 8 years, $25,040; 9 years, $27,170; 10 years, $31,300.



This Is a Map of the Celebrated Florence Placers, From Which District More Than $100,000,000 Has Been Taken.

The black lines indicate the gulches from which the gold was taken, the meadows are at their mouth, and the shaded gulches on the opposite side are believed to be fully as rich as those mined out, but these never have been worked, for lack of water. We shall have abundance of water to wash these, also, as well as the meadows we have so thoroughly tested and KNOW to be immensely rich in the world's greatest treasure

The Foregoing Statements Clearly Demonstrate the Possibility of Augmenting One's Income Absolutely Without a Shadow of Risk.

A person investing only $25 in these shares would, at this interest, have an income of $50 per year, or more than $4 per month. Fifty dollars invested would afford an income of $100 per year, or more than $8 per month, and $75 would bring in $150 per year, or as much money as the rent of a house that cost $1,500 to erect. One hundred dollars put in these shares at present prices would yield a harvest of $200 per year, on interest at 200 per cent, or an amount in excess of $16.50 per month—sufficient to pay the grocery bill for a family of two, if frugal, as most workingmen must be. In 25 years this $100 would add $5,000 to the family purse. If at the bank at 4 per cent, a full 25 years, the sum realized would be only $200. And these placer claims, sampled as we had them, are safe and sure as any bank on earth. THERE IS NOT THE SLIGHTEST DOUBT OF THIS.

Form of Placer Deposits

Placers are deposits of material which has been eroded from rock formations, and the heavier portions of which have become concentrated by the action of water in such a manner as to form deposits rich in gold. The placer deposits which are most accessible are those occurring in beds of modern or ancient rivers. These have been worked from the dawn of history, and the greater part of the gold that has been obtained in all ages has come from these modern placer deposits. The material of the deposit may consist of sand, gravel, loam or clay. Shallow deposits may occur in the beds of rivers at the base of mountains, or as bars along the banks or shores of rivers, or on the seashore where the waves have gradually concentrated the gold in the sea sand into a richer deposit than the average sand. Any of these deposits may become deep placers by being subsequently buried under lava or debris. These deposits contain metallic gold in fragments ranging from the finest dust to nuggets which weigh more than 100 pounds. The gold is also associated with more or less metallic platinum, and occasionally with metallic silver, lead and copper, and the heavier iron minerals, tinstone and precious stones. Placers may become deep by successive deposits of material, and finally the river which formed them may be diverted from its course, or entirely lost by changes in the elevation of the continent, or by lava flows in the upper portion of its course. Such deposits may subsequently be cut by modern rivers, and they will then form bench or hill placers or diggings. In some cases the deposit is from 400 to 500 feet in thickness, the upper portion of it being as a rule composed of lower grade material than that of the portion near bedrock. In other cases the old river bed has become filled with lava, which has covered the placer gravel to a greater or less depth. Subsequent erosion may form new channels which frequently cross or cut into the old deposits. The deep placers, whether covered with lava or not, frequently become cemented into a kind of conglomerate, either on account of the presence of oxide of iron silicious matter, or calcareous matter, which has been carried into the deposit by percolating waters. The deep or buried placers were first discovered at points where they were intersected by the courses of modern rivers, and were explored by drift tunnels along their courses.

The Florence Placers' Small Capitalization

It will be noticed that our capitalization is but a quarter of a million dollars, and our shares, all told, only twice that number. We shall not sell all these shares. We are offering now but 120,000, and these are sold at 25 cents each. Those taken by the company in exchange for the money advanced to place the enterprise on its feet, sample the ground, secure the 540 acres, etc., added to this present sale, will aggregate an expenditure of $60,000, and this is all upon which we shall have to pay dividends. Unsold shares will draw no money.

No Promotion Stock

There is no promotion stock in this corporation. All persons buying its shares must pay and pay alike. Persons at all acquainted with corporations will understand the tremendous importance of this.

No Salaried Officers

Not an officer of this company draws a cent of salary. It is good enough for them to understand the returns to come from the mine, and they are willing to serve their partners in the undertaking without any pay at all.

$100,000,000 Have Been Taken From the Gulches Leading to These Meadows or Water Channels From the West Side

This mining was done during war times. Then there were not known such appliances as hydraulic elevators, and when the miners reached the bottom ground they were forced to stop. Water barred their way, and all of the gold deposited at the base of these mountains remains there yet, and it is this, and NOT the gulches that have been worked out, that we will mine. That the meadows and channel beds at the foot of the mountains are rich in gold, we have ascertained to a certainty. There is not an atom of a question on that line, because our engineer, Mr. Perks, has sampled the ground—has removed a yard here and a yard there, covering a large area—has washed these yards and actually taken the gold from them. This was at the time he made the examination that impelled this company to buy the ground. In sampling the ground our Mr. Perks reported:

"We encountered bedrock in two feet and the value of the ground was $1.98 per yard. Following this up, we made a cut on bedrock 12 feet long about 1,200 feet above the mouth of Miller Creek. The ground here was two feet deep and showed a value of $6.40 per yard. We then crossed the creek and opened a face in an open cut 6 feet high in the breast. This was about 1,500 feet above the mouth of the creek. The overburden, which I will take as 4 feet 6 inches deep, showed a value of $1.90 per yard, and the 18 inches below that on bedrock showed a value of $10.62 per yard."

Added together, these samples, or tests, aggregate $20.90, but for convenience let us say $20. Therefore, the four tests average $5 per yard. With the equipment that we shall begin with we can easily handle 1,000 yards per day, which, at an average of $5 the yard, would mean a gold production of $5,000 per day. Working 365 days per year, as Idaho gold miners do, we would thus turn out the enormous sum of $1,825,000 per annum. When we begin washing gravel at the Florence placers we will have expended for machinery and equipment and the price of the 540 acres, figured down to almost a cent, $60,000. To pay 200 per cent on this investment would require an output of only $120,000 per year. Add to this not to exceed $1,500 per month for operating expenses, and we need to mine only $138,000 per year to pay 200 per cent per year on every share of stock that will be outstanding. Now, let us subtract $4.50 per yard, and say that our gravel returns only 50 cents per yard, and we handle 1,000 yards per day. This means $500 per day, $182,500 per year, or $44,500 more money than required to pay 200 per cent on our stock, and all this with never an increase in the volume of our production. The results aggregating $20.90, or more than $5 per yard, were actually attained from tests made for the guidance of the company before the 27 claims were acquired, and ARE POSITIVELY CORRECT.

With 1,000 to 1,200 miners' inches of water at our service, 1,000 yards per day at first can be doubled later on, therefore, our claims of profits on investments in the shares of the Florence Placer Mining company are not only NOT exaggerated, but CONSERVATIVELY safe upon which to plan.

Persons Having Money Not in Use or Out at Small Interest, Will Do Well to Give This Matter Careful Thought

And let us reiterate that the contents of these advertisements are positively true. They are not written to deceive or blind the people. They are solely and alone presentations to the people of facts concerning a placer mining enterprise that will pay so well as to warrant the most enthusiastic indorsement of EVERY individual knowing what we have.

Miners Certainly Get Rich Quick

The Portland Oregonian of this Wednesday morning, May 13, publishes the following special telegram from its correspondent at Grants Pass, Oregon:

Grants Pass, Or., May 12.—(Special.)—Three second-hand dealers of this city, who three months ago counted their assets in a few dollars, are now believed to be worth $100,000. These men are Robert and Benjamin Harrison, brothers, and C. C. Jones, who, in less than 90 days, have taken $30,000 in gold from a claim in the Williams Creek mining district, 20 miles south of here. It is reliably reported that these men have sufficient of the yellow metal in sight to raise their fortunes to a round $100,000.

Pan Out $7,000 Easter Sunday.

It seems almost incredible that only last Thursday these mining men brought to the surface 60¼ pounds of pure gold in one pan, but back of this comes their best day's yield which netted them on Easter Sunday in round numbers $7,000.

In an interview today, Robert Harrison, one of the owners of the mine, who came to town to transact business concerning the disposal of ore, verified the rumors that had leaked out.

Producing $200 to $500 a Day.

"Yes, it is true," said Harrison, "that we have a rich mine, and we have been taking out lots of gold every day since we have been out there in that district. For the last 30 days our mine has produced from $200 to $500 every day. We have just sunk a chute 100 feet and from all indications I think a conservative estimate will fix the amount of ore in sight at not less than $75,000. The opening shows up a 9-inch vein and is rich beyond our most sanguine expectations

"Will We Sell? No, Sir."

"Last Thursday our net proceeds for the day amounted to 13½ pounds of pure gold, so you can see why we wish to keep our mining business to ourselves. We have been operating in the Williams Creek mining district since about the first of March. Our richest strike was made on Easter Sunday, when the boys took out $7,000."

Every Reader of This Ád May Do Likewise

Perhaps not quite so much gold in so little a time, but he or she can place his or her money in these placer mining shares and draw down at least 200 per cent on the investment. This we most conscientiously believe. Everybody cannot go to the mountains and mine, but nearly anybody can own shares in somebody's mine, and reap the same harvest as that bestowed upon the actual laborer.

There Was Never a Dollar of Coined Money

That was not mined from the ground by some one. There was never a piece of gold or silver jewelry that some miner did not first dig the material from the earth. There was never a railroad builded or steamboat put upon the ocean that somebody did not mine the gold or silver that paid the bill for its construction. This is something to remember.

Price of Shares and Terms of Payment

100 shares,	$ 25		cash.			
200 shares,	50		cash.			
300 shares,	75;	$18.75	cash,	$ 9.37½	per	month.
400 shares,	100;	25.00	cash,	12.50	per	month.
500 shares,	125;	31.25	cash,	15.62½	per	month.
600 shares,	$150;	$37.50	cash,	$18.75	per	month.
700 shares,	175;	43.75	cash,	21.87½	per	month.
800 shares,	200;	50.00	cash,	25.00	per	month.
900 shares,	225;	53.12½	cash,	28.12½	per	month.
1000 shares,	250;	62.50	cash,	31.25	per	month.

Engineer H. B. Perks Departed From Portland on Friday, May 8, and

WORK ON THE FLORENCE PLACER MINES WILL BE PUSHED TO THE UTMOST FROM THIS TIME ON.

A Small Force of Men Has Been Employed All Winter Repairing the Ditches and Digging New Ones, and

Mr. Perks Has 81,000 Pounds of Machinery to Transport from Grangeville to the Mines.

And with all the energy of his active life will rush development of the property until it is placed among the great wealth producers of the Idaho mountain country. As we have heretofore stated,

Five Per Cent Discount for Cash on All Sales of 300 Shares or Over

Incorporated under the laws of Oregon. Capital stock, $250,000, divided into 500,000 shares, of the par value of 50 cents per share, fully paid and non-assessable. All shares 25 cents each.

Prospectus Giving Full Information Mailed on Request

OFFICERS

John B. Cleland ....President
(Judge Circuit Court)
George L. Peaslee ....Vice-President
(Peaslee Bros. Company)
Richard C. Hart ....Secretary-Treasurer
(Superintendent U. S. Light House Service)

DIRECTORS

J. B. Cleland, J. F. Boone, W. W. Peaslee, H. B. Perks, W. A. Cleland, R. C. Hart, G. L. Peaslee

The Florence Placer Mining Company

220 Commercial Club Building, Fifth and Oak Sts., Portland, Or. Phone Main 985