

### THREE YEARS OF BIG SIDES

Writer Calls Attention to Remarkable Development on East Side of River.

#### BUILDING ACTIVITY GREATEST ON RECORD

New Homes Prominent Feature on East Side—Car Companies and Railroad Corporations Add to Energy Evincing.

To the Editor of The Journal—Have you ever taken a trip over to the east side and have any of the reporters of your esteemed and valuable paper wandered from their "own fiefdoms," and got across the creek where development is spelled with capital letters and gold leafed so that it stands embossed on every hand and in every section of the entire district till the very air seems freighted with the symbol of progress and prosperity? If you say "no" to this inquiry and evince a desire to make a trip to the Chicago part of Portland, you need but say only the word and I will endeavor to give you safe conduct through this part of Portland where the last sound you hear at night before closing your weary eyes is the sound of the saw and the first sound you hear in the early dawn of morn when your west side merchant is dead to all the world, is the sound of the hammer; for east side people are hustlers and work all the time and live only in the arms of Morpheus as a necessity to win from the rodman of strength renewed vigor for the work of tomorrow.

**Sweep of Progressiveness.**  
Go, take yourselves away, if you will, to the far northern boundary of the city; stop; survey the country with your eyes; take a good look around you; size up the situation; but remember your surroundings in every detail; write the impression on your memory with an indelible pencil; then come again a week later and notice the development. It will startle you. Here where one short week ago there may have been 100 houses, today you will see 125. From there you travel over the various additions of the east side. Any place you go development is still the watchword of the hour.

Then, after leaving what was a few years ago the suburbs, you take a short walk of say five minutes and you will find yourself in the business section where you find everything for sale from a cambric needle to a ship's anchor. Good stores? Well, I should say not. No metropolitan city of the great west can boast of any better. Here is a real city within itself; here where the laboring man can and does supply all his wants from the butcher, the baker, the grocer. Here, too, the gallant swain goes forth with bride in hand, and furnishes his future home from cellar to garret. Here the merchant, the doctor, the lawyer or the capitalist goes forth at close of day to the club, but not to your west side club, but to the east side club, where all the appointments are such as to appeal to the taste of the most fastidious.

**Hotels a Feature.**  
Here, too, on the east side are located some of Portland's most prominent hotels where visiting strangers, relatives or friends may find something more than a shelter; where they can have a home and live in style in any one of the half dozen first class east side hotels. This is the case in the wheel of progress. This is another finger pointing to the development seen on the east side. If you would see development in its real sense, go anywhere you will on the east side and you can see it with your own eyes. But take, for instance, the peninsula, where you can see the building of the Hill "out" across the peninsula, the two bridges crossing the Willamette and Columbia built at an outlay in money of \$3,000,000. Then take a look at the tunnels, under this same peninsula with a network of tracks calling for an additional investment of \$2,000,000. From the east emerge from the tunnel you view the site of the Swift packing plant, containing nearly 2,000,000 bushels in addition to what already has been spiced \$3,000,000 more of Uncle Sam's precious money is to be spent.

Closer in we find the school board about to spend \$250,000 for a high school to supply the wants of the ever-increasing attendance of school children in the northeast part of the city. Further south and nearer the center we find the Christian school, a new building, a college that will occupy an entire block and where 1,000 students will be housed out to more than 300 students. As you pursue your way southward you will find near the Waverly tract the Redeptionist college building, another large and imposing college building, so that the "young idea may be taught to shoot."

**Extending Rail Lines.**  
Then there is the Portland Railway, Light & Power company asking for miles of extension of its electrically graded system of street railways on the east side, which too, in its gentle way, is trying to attract the attention of the west side people to the development now going on on the east side. And lest you forget, just keep in mind that the east side is the development work with four bridges and three ferries to supply the demand for transit across the river; yet from the north comes the cry for a high bridge in addition to the one bridge and two ferries that now in a measure supply the traffic. And the central east side duns your hearing with their unceasing howl for a subway that the west side might not become congested upon the already overcrowded bridges. Further south the clamor of the city growing louder and stronger till one cannot think. Comes a clamor from the southeast section of the city for a new and larger bridge at Madison street.

Yet this is only a part of the development of the last three years. The lowlands of the central east side were accessible only through the medium of the street bridges, which have since been replaced with three steel structures that are not only things of beauty, but a joy forever to say nothing of the miles of substantial streets made by permanent fills and the work going on night and day in order that they may keep abreast of the development. One contracting firm with more than \$2,000,000 of this class of work on hand shows something of the development that is going on on the east side.

**All in Three Years.**  
When you remember that scarce three years ago there was not one block of hard-surfaced paved streets on the east side, and that today the east side has almost as many miles of hard-surfaced street pavement as the west side, and before three years the east side will have fully five times as many miles of hard-surfaced street pavement as the west side, this shows more development.

And finally, the building permits for the past five months, as for the past five years, showed such an increased ratio over that of the west side that it makes comparisons odious. Since the first of the year the building permits issued in the east side have been 10% times greater than the building permits issued for the west side. How long will it be before the east side is as large as Chicago?  
JOHN F. SHARKEY.

**First Essential.**  
From the Washington Star.  
"Does that promote? Know anything about the mining business?"  
"It starts in as if he were an experienced hand. I never saw prettier stationery."

### There Is Not a Business Investment in Oregon to Equal This

And it is offered to the people with clean hands and lofty purposes. Those who buy this stock at the prices of today will find they have placed their money in something that will return tremendous profits, and that in all our advertising there will not be found a syllable of false encouragement. We need the amount of money that will be realized from the sale of these shares to pay our miners and install a cyanide plant, and as early as 30 days from now these shares will have advanced at least one half.



P. L. AUSTIN, President and Treasurer

### There Is Not a Salaried Officer in the Company

No man ever has drawn a penny from the treasury, and every share of stock sold will be for the purpose of continuing development, and for that purpose only.

### Fully Equipped and Owe Nothing

The Poticie Mining Company's operations have always been conducted on a spot cash basis, for we do not accept credit from anyone. We have our property completely equipped with everything necessary to continue our work with great vigor. Our mines have not been idle but 16 days in nearly two years of operation. These mines are being operated by men of well-known reputation.

# We Want You to Join Us in What Is Bound to Be a Big Gold Mine

In the very near future, and to thoroughly investigate for yourself what it is that makes us think so. Write to the postmaster or the mayor of Murray, Idaho, or ask such reliable people as Messrs. Woodard, Clarke & Co. of Portland, about the president of the company, his reliability and reputation.

#### WE HAVE ONLY 80,000 SHARES TO SELL AT 10c EACH.

And so certain are the miners that work for us of the value of the mine and the final outcome, that they are taking for their services \$2 per day each in cash and \$2.50 in stock that being the scale of wages in that district. If we had not the proper thing, these men would not work on these terms, as there is plenty for them to do in other places. They are men who understand their business, and

#### POSITIVELY KNOW THAT WE HAVE OPENED THE DOOR TO MANY FORTUNES.

When there is uncertainty in all other branches of business—when fear of failure is in the heart of the tradesman and the arteries of commerce are quivering—the miner of gold is unperturbed and tranquil as the sleeping babe.

#### THE POTICIE MINING COMPANY.

Owner of 11 full gold quartz claims, adjacent to Murray, in the celebrated Coeur d'Alene, Idaho, mining district, requiring a few more thousand dollars to carry the development of its mine to the producing point, has decided to sell in Portland 80,000 shares of its treasury stock to consummate that purpose. The exact location of this property is three miles west of Murray, in a region any Idaho miner will inform the inquirer is fabulously rich in not only gold, but silver and lead as well.

#### OUR MINE IS IMMENSELY RICH IN BOTH GOLD AND GALENA.

Its worth is established beyond all question. This has been demonstrated over and over, in the nine tunnels we have driven, some of them 300 to 400 feet in length. In these we have cut many rich veins of ore, and now we are to begin cross-cutting on these veins, and as sure as the sun shines from the sky above before many months our 220 acres of ground will be turning out gold at a rate that will pay tremendous dividends to every stockholder. This is the history of the district. It is enormously rich in the precious metals, and none ever had better prospects than this very property. We have one dike that is 60 feet in width, and this crosses one vein great enough to pay immense dividends if we never should find another in the entire tract. But we have other well-defined veins—in fact and in truth,

#### AN ESTABLISHED GOLD MINE IN AN ESTABLISHED DISTRICT.

And as an evidence of our confidence in what we have got, if any stockholder should at any time become skeptical and desire to see for himself precisely what we have, if he will pay a personal visit to our property, inspect it for himself, and find that we have in even the smallest detail misrepresented it, we will cheerfully refund him all moneys paid for shares and pay his expenses of the trip as well. The Coeur d'Alene mining district is one of the richest in the world. It is not much heard of of late in Portland, simply because all its mines, with the exception of our own and two or three others, are already heavy producers, and the moment any mine arrives at that stage its management becomes silent, for the reason that the majority of its stockholders desire that the amount of their incomes be not made public. But in Idaho there is a law that compels mine managers to report, under oath, to the county assessor each year the exact production of their properties, and that report, made in April, 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 \$2,264,213. 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 \$14,622,213, 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 a healthy increase over last year.

The Bunker Hill and Sullivan mine at Wardner is paying \$180,000 PER MONTH IN DIVIDENDS, OR \$2,160,000 PER ANNUM. The Last Chance mine, near by, is doing almost as well. All around the Coeur d'Alenes are mountains filled with minerals, and we want a few Oregonians to get in with us and OWN SHARES IN A GOLD MINE THAT WILL PAY 500 TIMES GREATER PROFITS THAN ANY MERCANTILE BUSINESS ON THE PACIFIC COAST.

The United States government reports show that the mines of the United States in one year produced \$1,092,224,380, which sum exceeds the total combined value of the wheat and cotton produced.

The mineral resources of the United States show a greater ratio of increase than any other industry.

The profits of the mines exceed the profits of all the banks of the country.

The annual dividends of the mines are greater than those of all the railroads of the country.

The United States census report for 1900 shows, for every man engaged, mining pays seven times as much as farming, five times as much as lumbering and three times as much as manufacturing.

The possibilities for enormous profits upon small investment in mining is unequalled by any other industry.

Mining stocks pay larger dividends than any other line of securities. Mercantile records show that the risk involved in legitimate mining operations is less than one-tenth as great as the risk involved in ordinary business pursuits. Last year there was lost in banking \$35,000,000, or more than has been lost in mining in 25 years.

#### OUR PROPERTY WILL JOIN THIS PROCESSION

The very moment we have arrived at the gold-producing point, and that will not be many months hence. As evidence of our faith in the mines, we have actually already invested \$50,000 in the claims and their development, and had we the requisite amount of money to carry the work along not a share would be placed upon the market. We do not guess, but ABSOLUTELY KNOW, that this is to be the equal of any of the nest of wonderfully rich gold, silver and lead-producing mines of that section.

#### NOW WE ARE NOT GOING TO PUFF, BLOW OR FOAM OVER THIS PROPOSITION.

We can point any sincere inquirer to any number of reliable business men, bankers and citizens to whom they may refer as to our reliability, honesty, responsibility and standing in the community where we are best known, and also as to the value of our property. We are not in the market to delude anybody or sell them something not ABSOLUTELY RELIABLE and of the highest merit, and this we desire to impress upon the public mind at the very beginning. He who would assault our standing or purposes would speedily have to substantiate his charge or take the legal consequences, because we come to this people with a property that is clean, worthy of every confidence and of known value.

#### IT IS THE "GOLD MINE HABIT."

No other business has a record at all its equal. John Lockhart, owner of the celebrated Florence ground in Goldfield, Nevada, was a poor prospector nine years ago. He is rated at \$9,000,000 to \$10,000,000 now. What other calling would have treated him so kindly?

#### A THOUGHTLESS PROPOSITION.

Some one has said that "if gold stocks are so valuable, the wonder is that the banks do not buy them, or that they do not all go into the hands of the capitalists," as if there could be no good thing left in the world for those of moderate means—aye, even for the very poor. As if the banks must gobble up everything there is big profit in, and the poor man remain in his poverty, and the rich man grow richer still. Certain banks are prohibited by law from investing in securities not immediately available as an instantaneous collateral for loans, and, of course, before the mine is developed to the producing point its shares are not. But today banks own large amounts of mining shares, bought when the mine has reached its profitable period, and no one knows anything about it. Banks do not advertise this fact any more than they do the notes, mortgages and bonds their vaults conceal, but the wise man who finds a mine is not looking for the rich man to "skin" him out of his possession. He prefers as his partner, one hundred, two hundred, three hundred or a thousand partners like himself, not rich, and who, like himself, will be satisfied with an honest distribution of the net proceeds of the property.

#### REAL GOLD MINES ARE CERTAINLY PROFITABLE ENOUGH TO SATISFY ANY REASONABLE PERSON.

When faithfully and honestly worked and as faithful and honest distribution of the results is made, among the great masses, there is boundless satisfaction with the profits, hence it is that these enterprises, their shares broadly scattered throughout the country and owned by all classes, are contentedly prosperous and free from internal dissensions. But let the "capitalist" step in, and if his profits be 100 per cent he wants 200, and if 200 he clamors for 300; strife is engendered, lawsuits are instituted, and in the end, the original finder or owner of the mine is landed high and dry—and the "rich" man gets it all. None of that experience for us. We have a great mining property up there at Murray. We have spent \$50,000 in its development. Just a few more thousand and

#### THE MINE WILL TURN THE TABLES AND PAY US BACK.

It will pay back thousands of times and over and over to each stockholder every dollar invested in it. Those who own any considerable block of shares may feel confident that they will have an income sufficient to maintain them in independence for a lifetime, and the larger and smaller owners will fare as well in proportion. Up at Murray it is a common expression that

#### "THE POTICIE WILL BE A WHALE!"

Meaning that this mine will develop into a rich producer, and around the mine, where the miners take more than half their pay in stock, it is freely predicted that "The Bunker Hill and Sullivan will not long soar very much above us up here at Murray. We'll be just as big a mine as that one ever dared to be."

P. L. AUSTIN,  
President and Treasurer.

# The Poticie Mining Company

LOUIS MEYER,  
Vice-Pres. and Secretary.

Room 3, Raleigh Building, Sixth and Washington

Incorporated Under the Laws of Washington for \$1,500,000, \$900,000 in the Treasury. All Shares at Par Value of \$1 Each, Fully Paid and Non-Assessable