

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

"YOU HAVE NOT OVERSTATED IT AT ALL!"

Mr. I. N. Maxwell, Former District Attorney of Idaho County, Idaho, Has Been Over Every Foot of the Florence Placer Ground and Is Enthusiastic in Its Praise

Mr. I. N. Maxwell, now a resident of Salem, called at this office Monday, and in conversation with the management among other things said: "I have been over every foot of your Florence Placer ground, and having read your prospectus can earnestly say that you have not overstated or over estimated anything. It is as good as and better than you have represented. I was district attorney of Idaho county and helped get a bill through Congress annexing the Panhandle of Idaho to the State of Washington, but President Cleveland vetoed it. I have traveled all over the Florence district, and it is true that more than \$100,000,000 in placer gold has been taken out of those Florence gulches. We all have known for years—have known ever since we knew the district—that these bottom lands are full of gold, and it is not of the fine variety, either. You will find it coarse and easily saved, and your ground is the richest in the country. It is IMMENSELY RICH. I do not believe there is richer placer deposits anywhere. "I knew William Crandall well. He was not a man calculated to promote a mine or anything else of that character. He knew absolutely nothing about such things, or these mines would have been worked years ago. "As I have said, there is ABSOLUTELY NO QUESTION as to the richness of those meadows. There never has been more than ONE question about mining this property, and that was the one of a dump. But your gravel elevators solve that problem, so that every obstacle is, therefore, removed. Why, there are millions of dollars in that ground! I KNOW IT!"

HE SHOWED HIS FAITH BY HIS WORKS.

To demonstrate his faith in the Florence Placers, Mr. Maxwell has invested in its stock and is now one of its party. He will doubtless watch our progress with great interest, as he is so familiar with the territory in which we operate. And we shall be just as glad as Mr. Maxwell when the day is at hand that we shall be mailing dividend checks to our friends who have helped us make the Florence Placers the paying properties they are sure to be—THAT THEY CANNOT HELP BEING.

MR. MAXWELL'S STATEMENT THAT "THERE ARE MILLIONS IN THAT GROUND," IS FULLY CARRIED OUT BY THE TESTS MADE BY OUR OWN ENGINEER.

Taking five grab samples, for example, he had an average of \$4.25 to the yard, and our smallest capacity for mining will be 1,000 yards per day. If we were to mine 1,000 yards of gravel each day for 312 days of each year, our total production would amount to \$1,331,250 per year, whereas to pay yearly dividends of 200 per cent on the \$50,000 that will be invested in Florence Placers shares would entail an expense of only \$138,000. But if our gravel should average only 50 cents per yard, and we mined 1,000 yards each of the 312 working days of the year, we would produce \$156,000, or enough to pay 200 per cent to our stockholders and have \$18,000 left over for contingencies. It will thus be seen that we have made most conservative estimates of the profits to accrue to those who are partners in this enterprise. And if it shall require as Mr. Perks estimates it will, 25 years to mine out this ground, and the yards average only 50 cents each, we shall wash out of the Florence gravel the enormous sum of \$3,825,000—close to \$4,000,000—for distribution among our people—money taken from the earth that not only does not impoverish any one, but enriches the owners of the mine, which is the stockholders, and through them the public generally. As we have heretofore stated,

MINING IS THE ONLY BUSINESS KNOWN IN WHICH A PERSON MAY HONESTLY ACCUMULATE A MILLION DOLLARS.

In this pursuit a man may grow rich as a dozen Croesuses and in no wise transgress the laws of honesty, or violate the Golden Rule. The janitor hired to care for two floors of one of the big office buildings in Portland tells us that he is paid only \$65 per month. That is a salary of \$780 per year. One thousand five hundred shares of Florence Placer stock would earn as much for him as he is paid for his labor, and he could employ his time in some other way, or enjoy an everlasting rest—if he felt that way.

At \$3 per day, a man would work 10 years for \$9,360. From this subtract \$5 per week for room and board for 520 weeks, a total of \$2,600, and \$2 per week for clothing, laundry, medicine, amusements, etc., and he has left, for that 10 years' work the small sum of \$5,730. Two hundred and fifty dollars invested in Florence Placer stock, paying 200 per cent per annum, would pay back to the investor in 10 years FIVE THOUSAND DOLLARS, and he need never spend a minute with it. It would cost nothing to get it, nothing to maintain it, nothing to feed it, nothing to clothe it, nothing to doctor it, and no effort to possess it save indorsing his check and walking to the bank. It would not even entail the labor of keeping books.

SENATOR JONATHAN BOURNE JR., WAS BROKE ABOUT A DOZEN YEARS AGO, AND IS TODAY WORTH MORE THAN A MILLION DOLLARS.

He made every dollar of his money in legitimate mining. A friend, during the time of his hardships, had great sympathy for Mr. Bourne, which was disclosed in the following colloquy between them: "Mr. Bourne, your life has been a great trial for you, but never an opportunity to manifest it in any substantial manner, but now I am going to make a proposition to you. I know your reverses of fortune of late. It is common knowledge among your friends. Now, I have a position to offer you, and you may have it just as long as you wish to stay with it. "How much?" the present United States Senator inquired. "I will stretch it for you, Mr. Bourne. It is a \$200 per month place, but if you want it I will pay you \$250 per month—just because I like you." "I certainly appreciate your friendship," replied the hard-up unfortunate, "but what would \$250 per month amount to a man who owes \$75,000? How could I repay these many kindnesses of friends who have trusted me? I really thank you, but \$250 per month would be of no good to me."

THEN MR. BOURNE TURNED HIS ATTENTION TO MINING.

Hon. Van Delahant, once mayor of Portland, well known to all old-time Portlanders, and to many of us today, may be credited with much of Mr. Bourne's success. It was through a "hunch" given him by Mr. Delahant that Mr. Bourne secured the Mountain Lion gold mine, and today \$1,000,000 would not duplicate Mr. Bourne's earthly possessions, and he is getting richer all the time. That \$75,000 was paid off a long time ago, and half dozen such debts would not worry him at this time. But Mr. Bourne would have had to wait 12 or 13 years to have earned \$1,000,000 at \$250 per month. This is one of the many successes in mining that might truthfully be chronicled almost anywhere in almost any mining region at almost any time.

THE AVERAGE EMPLOYEE GETS \$10.00 PER WEEK.

The average wage-earner in manufacturing establishments of the United States receive \$10.00 per week, according to a government census bureau report just issued. The average man receives \$11.16, the average woman \$6.17, and the average child under 16 years, \$3.46. Diamond cutters earn the highest wages, \$21.68, and the lowest is paid to men engaged in the manufacture of turpentine and rosin, \$5.23. The lowest average for children is paid in pickle, preserve and sauce factories, where \$1.84 is the minimum wage.

THERE IS QUICK MONEY IN GOOD MINING STOCK.

A person investing only \$25 in these shares would, at 200 per cent interest, have an income of \$50 per year, or more than \$4 per month. \$50 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 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 workmen 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 or earth. THERE IS NOT THE SLIGHTEST DOUBT OF THIS.

\$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 200 per cent 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 25 years' 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. At 200 per cent per annum the return would be \$1,000 \$500 out at 4 per cent per annum would return \$20 per year. At 200 per cent per annum 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.

200 PER CENT PER ANNUM IS FIFTY TIMES MORE THAN BANKS PAY 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 the partners in the business without being paid at all.

PERSONNEL OF THE FLORENCE PLACERS COMPANY

Hon. John B. Cleland, the company's president, is one of the Judges of the State Circuit Court, a position he has held and the duties of which he has discharged with great distinction since 1898. Before coming to Portland from Iowa, this gentleman had been over eight years on the bench, and likely would have still been serving in this capacity had he not resigned to

OFFICERS
John B. Cleland, President
(Judge Circuit Court)
Geo. L. Peaslee, Vice-President
(Peaslee Bros. Company)
Richard C. Hart, Sec. Treas.
(Superintendent U. S. Light-House Service)

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

Collier Tomorrow Night.
The favorite American comedian, William Collier, and his excellent support company, will present the delightful farce comedy success, "Caught in the Rain," at the Hellig theatre, Fourteenth

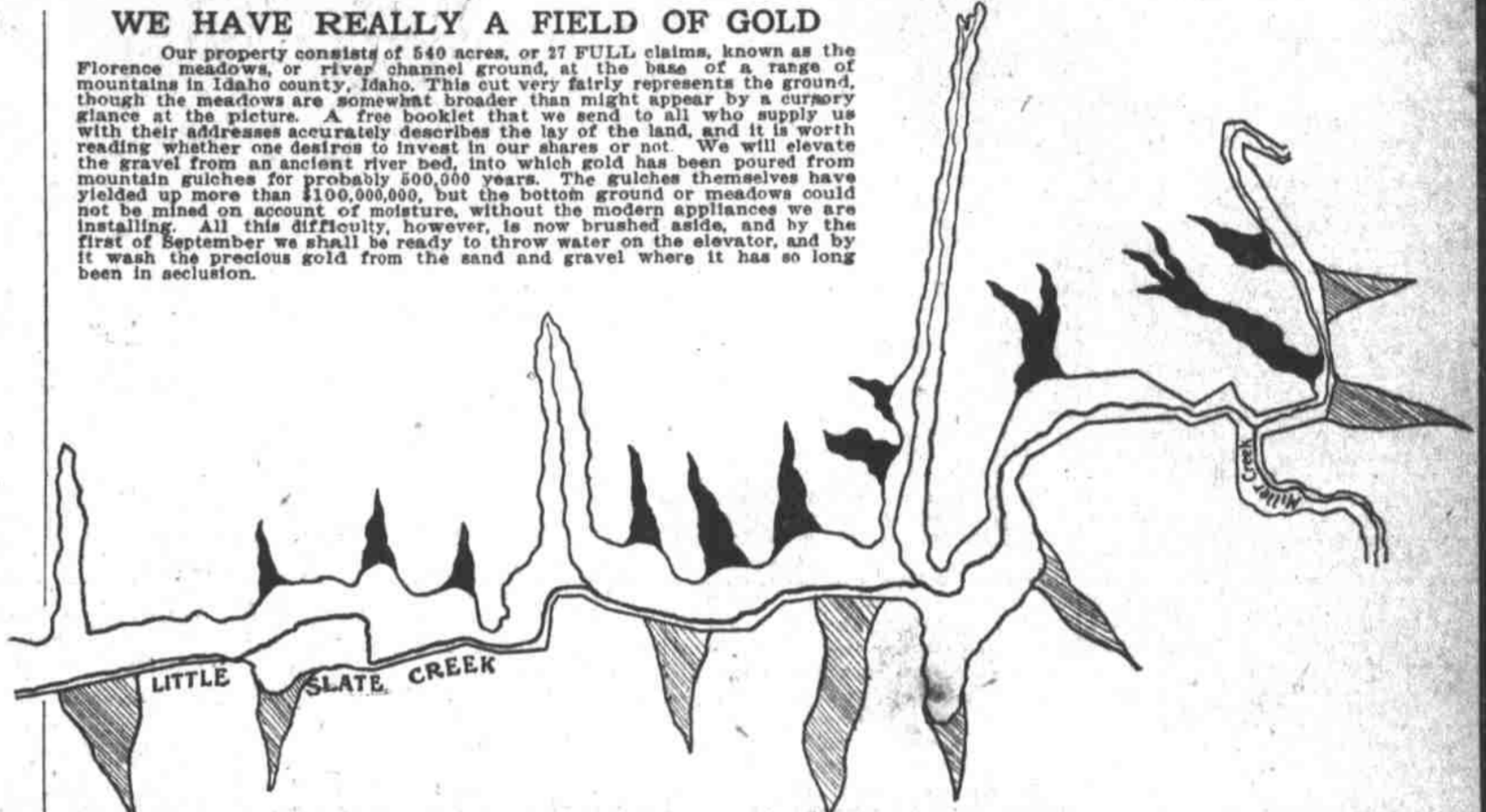
and Washington streets, tomorrow, Friday and Saturday nights. A special price matinee will be given Saturday afternoon. Seats are now selling at the theatre for the engagement.

"A Gentleman Convict" at the Lyric.
The Blumhall-Atwood stock company is this week offering at the Lyric one of the most attractive bills of the present season in Charles Vernon Finlay's great new comedy drama, "A Gentleman Convict." It affords every one of the favorite principals a fine opportunity.

At the Marquam.
All who have witnessed the Pantages attractions at the Marquam this week are unanimous in their praise of the

WE HAVE REALLY A FIELD OF GOLD

Our property consists of 540 acres, or 27 FULL claims, known as the Florence meadows, or river channel ground, at the base of a range of mountains in Idaho county, Idaho. This cut very fairly represents the ground, though the meadows are somewhat broader than might appear by a cursory glance at the picture. A free booklet that we send to all who supply us with their addresses accurately describes the lay of the land, and it is worth reading whether one desires to invest in our shares or not. We will elevate the gravel from an ancient river bed, into which gold has been poured from mountain gulches for probably 500,000 years. The gulches themselves have yielded up more than \$100,000,000, but the bottom ground or meadows could not be mined on account of moisture, without the modern appliances we are installing. All this difficulty, however, is now brushed aside, and by the first of September we shall be ready to throw water on the elevator, and by it wash the precious gold from the sand and gravel where it has so long been in seclusion.



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 meadows 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, flintstones 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 the 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. Subsequently 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 water. 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.

take up his abode in this city. It is not likely that there is a business or professional man in this city, residing in Portland for any considerable time, that is not acquainted with Judge Cleland and will not vouch for his high standing as a judicial officer and exemplary citizen. He is not a man of great wealth, but as much of his means as he could spare he has cheerfully invested in this gold mining enterprise, and which he will personally see is conducted on the very highest plane of fairness and honesty.

Mr. George L. Peaslee, the vice-president, is the senior member of the firm of Peaslee Bros. Company, owners of a large job printing establishment. Mr. Peaslee has resided in Portland more than a quarter of a century, and is well known to the business community as a man of strictest integrity and business acumen.

Richard C. Hart, secretary-treasurer, is superintendent of the United States Lighthouse service, and a gentleman of large acquaintance and universally loved for his urbanity and kindly manners and disposition. He is popular with all who have the pleasure of his acquaintance, and these hundreds will unequivocally testify that he is the last man in the country who would lend his name or influence or unite his efforts with any matter or enterprise not of the highest type and unblemished purposes.

Director W. A. Cleland is a brother to the judge, an attorney of high standing, and universally esteemed, both within and without the profession. Director W. W. Peaslee is brother to Vice-President Peaslee, and is likewise of the firm of Peaslee Bros. Company. Like his brother, Mr. Peaslee is a man well known in business and fraternal circles, and a general favorite in his broad circle of acquaintances.

Director J. F. Boone is well known among those engaged in river navigation. He also is an old-timer in Portland, and the man does not live who can point to a bluish on his reputation.

Director Harry Perks, the company's engineer, is noted for his conservatism. Large operators engaged in mining know that his reports are always of the most modest type, and no man ever yet acquired a mining property on his recommendation and did not find it all he had recommended it to be. He simply WILL NOT exaggerate the value of mines; hence, the most important companies engaged in this business engage his services to inspect and report on proposed purchases. Now, however, he has abandoned all other work than that in which he is now engaged, and this company will have his entire time spent at the mines and in reporting on properties owned by mining companies. For a time, Mr. Perks had charge of the Lucky Boy mine, a Southern Oregon property that has produced vast sums of gold. It was while inspecting a large holding in Idaho that Mr. Perks came in contact with persons who mentioned to him the existence of the Florence Placer Mines, and which caused him to take the first steps for the acquisition of this wonderful bed of treasure. He has operated from Portland the last seven years, and in that time has surrounded himself with a most desirable circle of friends, who have the utmost confidence in him and his skill and ability as a mining engineer.

In fine, the officials and directors of the Florence Placer Mining Company comprise a class of men whom to know is to trust implicitly, and all who shall become their partners in this mining enterprise will find that they "tote fair" with every human being with whom they have business relations.

THE FLORENCE PLACER STOCK IS A POSITIVELY SAFE INVESTMENT AND WILL BE A TREMENDOUSLY PROFITABLE ONE

The honor of each official and director is pledged to this, and that pledge with this class of men is good. The people of Portland know them. Many of them are known throughout the state, and persons at all familiar with gold mining, quartz or their value, are likewise aware of the fact that the characters of those at the head of such enterprises amount to more than half their value.

PRICE OF SHARES AND TERMS OF PAYMENT

100 shares, \$ 25 cash, per month. 600 shares, \$150; \$37.50 cash, \$18.75 per month.
200 shares, 50 cash, per month. 700 shares, 175; 43.75 cash, 21.875 per month.
300 shares, 75; \$18.75 cash, \$ 9.375 per month. 800 shares, 200; 50.00 cash, 25.00 per month.
400 shares, 100; 25.00 cash, 12.50 per month. 900 shares, 225; 56.25 cash, 28.125 per month.
500 shares, 125; 31.25 cash, 15.625 per month. 1000 shares, 250; 62.50 cash, 31.25 per month.

FIVE PER CENT DISCOUNT FOR CASH ON ALL SALES OF 300 SHARES OR OVER

AFTER JULY 15 THE TERMS WILL BE 25 PER CENT DOWN AND 25 PER CENT PER MONTH, AND AFTER AUGUST 15 SPOT CASH

THE FLORENCE PLACER MINING CO.

220 Commercial Club Building, Fifth and Oak Streets, Portland, Oregon. Phone Main 985

AT THE THEATRES

Plays Mantell Will Present.
The advance seat sale will open next Friday for Robert Mantell at the box office of the Hellig theatre, Fourteenth and Washington streets. Mr. Mantell will present "King Lear" next Monday and Friday nights, "Macbeth" on Tuesday night and Saturday afternoon, "The Merchant of Venice" and Wednesday afternoon, "Hamlet" Wednesday night,

"Othello" Thursday night, "King Richard III" on Saturday night.

"The Rejuvenation of Aunt Mary."
The advance seat sale will open next Friday at 10 a. m. at the box office of the Hellig theatre, Fourteenth and Washington streets, for the charming actress and her company who will present the merry comedy, "The Rejuvenation of Aunt Mary," at the above theatre next Sunday night, June 28.

Collier Tomorrow Night.
The favorite American comedian, William Collier, and his excellent support company, will present the delightful farce comedy success, "Caught in the Rain," at the Hellig theatre, Fourteenth

and Washington streets, tomorrow, Friday and Saturday nights. A special price matinee will be given Saturday afternoon. Seats are now selling at the theatre for the engagement.

"A Gentleman Convict" at the Lyric.
The Blumhall-Atwood stock company is this week offering at the Lyric one of the most attractive bills of the present season in Charles Vernon Finlay's great new comedy drama, "A Gentleman Convict." It affords every one of the favorite principals a fine opportunity.

high-class bill of attractions. "Ye Colonial Septette" is the feature attraction, while Marie Boland and Captain McLagan have an entertaining and mystifying specialty.

"The Henrietta" Rest of Week.
The Baker stock company will present Bronson Howard's famous play "The Henrietta" tonight and all the rest of this week. This is the play the company produced Sunday and which has caused more enthusiastic comment from theatregoers than any other production of the season almost.

Every Entertainment at Oaks.
Portland people are finding no trouble

in being entertained at the Oaks. Besides the various concessions, all interesting, is the daily afternoon concert at 3:30 by the band of White and Gold. In the evening the Allen Curtis company is presenting this week the very entertaining musical comedy, "Whitney Girls." It is worth your time.

Musical Comedy.
Musical comedy is having its fling at the Star theatre this week. The present attraction, "Charley's Uncle," will be the last of the Armstrong company's offerings. It's a farce with musical specialties and vaudeville interruptions. The Great Lawrence, the bugler and

character change artist, presents his famous specialty.

Orpheum Vaudeville.
Orpheum vaudeville will have to hurry to beat the bill which is at the Grand this week. Every act on the list is big and there are no dead ones. The Orlite family of Chinese magicians have a magnificent act of the kind. Leaven, Cross and their associates have an act which will delight those appreciating physical culture.

\$1.95 for your pick of women's \$3.00 to \$3.50 oxfords, shoes and garden ties in black, tan and patents. All sizes and newest styles. Sample Shoe store 51 First and Madison or 108 Morrison.

Hot weather refreshment in government inspected meals.

Popular Music at Hall.
While we are getting our new store in shape for the grand opening, which will be announced in a few days, we will continue during the week to sell all the latest popular hits at 10 cents a copy, or two for 25 cents, and have you have all the music—you get what you want and ask for.

To close out about 2,000 copies of music from old stock we make 100 copies 1 cent. Just think of it! For \$1 you can get 100 copies, and some of it is new today. In our store, 100 copies of the Grove Music Company, moved to 117 Fourth street, just north of Washington.

Hot weather refreshment in government inspected meals.

Hot weather refreshment in government inspected meals.