

Better Than a Gold Mine

A Second Kimberley

An Income for Life

The Mesa Grande Tourmaline and Gem Company is incorporated with a capital stock of one million dollars. The stock is fully paid and non-assessable. Every stockholder is on an equal basis and every stockholder draws the same dividends. There is no preferred stock and no bonded indebtedness, and no one receives any "deadhead" stock. The only way anyone can get any of this stock is by buying it, and paying \$100.00 per share. This is the ground-floor offer, and the stock will soon sell much higher. There are only ten thousand shares in all, and only a few hundred shares to be sold at this price. The shares are selling every day and they will soon be gone.

The stock is registered by the Mercantile Loan and Trust Company of Los Angeles, and every stockholder is protected against an overissue. The company has a very small capitalization. In the hands of "frenzied financiers" it might have been capitalized

for ten or twenty millions. This company was not formed to sell stock, but to mine and market gems—the richest and most profitable mining in the world today. A few thousand dollars are needed to pay off the mortgage, establish our own lapidaries and increase the production. That's why you can buy stock. Our necessity is your opportunity. Grasp it quick.

You have an opportunity now to become identified with a big gem mine that promises to rival the famous Kimberley mines of South Africa. It is better than a gold mine, and it means an income for life.

These mines are located in California—San Diego County—and by getting in now at the inception you will help to build up another mammoth California industry. Every California gem that is worn is a beautiful and permanent advertisement for the glorious State of California. Fill in a coupon and send it to us today. Call and see us if you can—do it now.

Free Trip to California

Free trip to California for your eastern friends. If you have a friend living in the east—man or woman—we will furnish them a free trip to California with all expenses paid. First-class railroad fare. Pullman accommodations, dining car meals, board bill in Los Angeles at the Angelus or Van Nuys for one week; one week at Hotel del Coronado, San Diego, and a personally conducted trip to the Gem Mines of San Diego county. Their money will be counterfeited from the time they get on the train until they reach home. We pay all expenses; all we ask in return is that they do a little work for us: only a few days' time required. This offer is made for the purpose of advertising California and the Gem Mines of San Diego county. Only one person in each locality can get this trip free. If you have someone in mind, send us their name and address and full particulars will be mailed, or we will be pleased to have you call and talk it over. Anyone can have a trip from Los Angeles to the mines at our expense by doing a little work for us. You help us and we will help you. Call or write at once; don't procrastinate.

SOUTHWESTERN SECURITIES COMPANY, 501 to 505 Herman W. Hellman Bldg., Los Angeles, California. Please furnish me fullest possible information about Tourmaline; also complete details concerning an investment in the stock of the Mesa Grande Tourmaline and Gem company. NAME STREET AND NUMBER CITY AND STATE Cut out this coupon and mail to us today. H-9-24

SOUTHWESTERN SECURITIES COMPANY, 501 to 505 Herman W. Hellman Bldg., Los Angeles, California. Please outline a plan whereby I can invest \$..... monthly in the Mesa Grande Tourmaline and Gem company. NAME STREET AND NUMBER CITY AND STATE Cut out this coupon and mail to us today. H-9-24

Vast Fortunes in Gem Mining

In an article in a recent issue of BOOKLOVERS' MAGAZINE, entitled "The Invasion of the Gold Ships," Mr. Harold Bolce describes a mysterious fleet of steel dredges which have quietly been plowing wide channels through fertile valleys in quest of the yellow metal. No wonder that the operators are diffident about publishing the incredible data of their earnings. Although the profits from the work above mentioned are enormous, the opportunities are not nearly so large nor sure as in gem mining in San Diego county, which is now attracting such widespread attention.

The famous diamond mines in South Africa produced no stir until English capital and enterprise became interested in the section. Just think of the fortunes which have been made from these mines. What are now the Premier Diamond mines were purchased from a Boer farmer named Prinsloo in 1902 for £55 (\$275). Today these mines are realizing \$500,000 a month. The New York Sun of January 28, 1905, says:

\$500.00 invested in the Premier Diamond Mine Co., in 1902, would now, 3 years later, be worth \$48,000.00.

San Diego Tourmalines have, since their discovery a few years ago, been recognized as the finest specimens of this gem stone that the world has seen—second only to the diamond in point of brilliancy, and carrying a high commercial value, it being reputed that one company mined more than two millions of dollars worth of these gems in the past three years.

Mr. Cassius O. McCarroll, perhaps the best gem expert in California, is field manager for the Mesa Grande Tourmaline and Gem Company, which owns upwards of three-fourths of the known tourmaline fields of San Diego county; and it is not beyond reason to state that this company's output may amount to many millions within the years to come, the by-products alone being sufficient to pay all operating expenses.



C. O. McCarroll Field Manager of the Mesa Grande Tourmaline and Gem Company.

The Mesa Grande Tourmaline and Gem Company

is a mining proposition in a way, but it is not to be compared with the ordinary gold, copper, silver, lead or other mining propositions. This is not prospective. You may or may not know what a scarce and valuable gem the Tourmaline is. Prince Henry of Prussia thought enough of it to pay, quite recently, \$30,000 for one specimen.

This property, in which we give you an opportunity to become part owner, is a producing property and one that should pay large and everlasting profits to its shareholders. Furthermore, it will pay them quickly, and should be on a splendid dividend-paying basis within twelve months from this date. These dividends should increase rapidly year by year, and the value of one share of this stock in five years from now will be so large that we believe that it will startle you.

In this proposition there is no expensive machinery to buy, no mills to erect and only a few men are to be employed. This is, perhaps, the easiest and most economical mining to be done in the state. We have thought enough of this proposition to invest our own money in it, and have invested in it every dollar that we could possibly spare. Our president, our secretary and our treasurer are personally interested in the company and will naturally do everything in their power to put the company on a dividend-paying basis in just a few months as possible. There is only a limited amount of stock to be sold at any price, and we must urge you to act quickly if you want to secure your part.

Please bear in mind that in this instance you are not asked to invest in a prospect or something that has to be proven. We are proud to offer you the chance to buy this stock, believing that it will be the best investment you ever made.

As you are doubtless aware, Cecil Rhodes, the South African Croesus, made his millions out of a gem mine, diamonds, and as you may know, he was instrumental in gradually raising the price of these gems from around about \$20 per carat to about \$150 per carat. This was done by judicious advertising and by increasing in every possible way the demand for this gem. What Cecil Rhodes

did with his South African mine we hope to do with our San Diego properties. Study this page carefully; read every word of it. It may mean the turning point in your life. This advertisement will positively not appear again.

Free Trip to California See particulars at top of this ad. Read it carefully.

From Los Angeles Herald of August 27, 1905.

BEGIN DIGGING FOR RARE GEMS

MILLION DOLLAR COMPANY IS FORMED

Mines in San Diego County

Mesa Grande Tourmaline and Gem Company Developing Richest Lands in World—Local Capital Interested

With a financial backing in excess of \$1,000,000 the Mesa Grande Tourmaline and Gem company, a corporation whose management is in the hands of prominent Los Angeles business men, has begun the active development of the 604 acres of rich tourmaline land in San Diego county, until recently owned by C. O. McCarroll.

That negotiations have been quietly going on for the development of the property in a large way has been known in mining circles for several weeks, but it is only recently that the details and names of the men who are at the head of the enterprise leaked out.

The directorate includes Frank A. Seabert, president; Horace Wilson, vice president; C. O. McCarroll, superintendent; H. E. Folkenson, secretary, and Frank R. Liddell, treasurer. The fiscal agent of the corporation is the Southwestern Securities company. The property probably comprises the largest and richest known area of tourmaline-bearing strata in the world. It adjoins the holdings of the Himala and the San Diego Tourmaline companies, the aggregate of which is 120 acres.

\$100 May Make You Rich

You can't figure the profits. You can buy one share of stock for \$100 cash or \$10 on installments. Par value \$100 full paid and forever non-assessable. If you can't pay cash you can pay \$25 down and \$10 per month for eight months. Let your savings work for you and help build up an honest industry. Buy as many shares as you can possibly afford, but anyway get one share and get it now. Tomorrow may be too late. We want every client of this office and every one of our friends to have at least one share of this stock and there are only a few hundred shares to be sold. Fill in the coupon. Do it now! EVERY SHARE OF STOCK IN THE MESA GRANDE TOURMALINE AND GEM COMPANY WILL DRAW AS LARGE DIVIDENDS AS ANY OTHER SHARE. NO FAVORITISM—NO PREFERRED STOCKHOLDERS.

This Is the Property

The Mesa Grande Tourmaline and Gem company's property consists of 604 acres of land at Mesa Grande, San Diego county, Cal., about fifty miles distant from the city of San Diego.

Upon this property is located the largest and most valuable deposits of Tourmaline so far discovered in the world. The property is in such good condition as regards handling that in comparison to any business proposition we can offer you better terms and conditions than are usually given.

We predict that the Mesa Grande Tourmaline and Gem company will in a few years be the greatest independent enterprise in the entire west—where big things are the rule and not the exception.

Save as Much as You Can

You cannot accumulate a great amount of property by your individual work, as at best you can work but ten or twelve hours a day, while money works continually.

Saving is but a matter of habit, which, like every other habit, becomes easier the more it is practiced. So begin now by investing \$5 or \$10 or \$20 a month with the Southwestern Securities company, where it will be absolutely safe and will pay you a handsome profit.

Laying the foundations for a great future—by making fortunes for its stockholders—there is little doubt that the present allotment of stock in the Mesa Grande Tourmaline and Gem company will soon be oversubscribed.

One Thousand Dollars

If you have \$1000 in idle money here is an opportunity for you to place it where it will return manifold. This is a safe investment in a proven property and one that will prove tremendously profitable. Don't fail to take advantage of it. If you haven't all the cash today call or write us and we will arrange terms to suit you. Get all of this stock you can. It will be the best investment you ever made. It will double and treble in value before you know it.

Mesa Grande Tourmaline and Gem Company

Incorporated under the laws of Arizona for \$1,000,000, has begun operations on its 604 acres of tourmaline land at Mesa Grande, San Diego county, Cal. This property adjoins the mines of the San Diego Tourmaline company, consisting of forty acres, upon which more than 1500 feet of tunneling has been done; and the famous Tannenbaum claims of eighty acres, which are reputed to have produced upward of \$2,000,000 worth of gems in the past three years.

Seven Tourmaline ledges have already been discovered on the property of the Mesa Grande Tourmaline and Gem company, and every indication points to the production of stones of rare value and in almost limitless quantities. Aside from selling stock, the Mesa Grande Tourmaline and Gem company expects to establish lapidaries in Los Angeles for the purpose of cutting and disposing of its products.

To Lawyers, Doctors and Ministers

We want as many professional men as possible—everywhere—to become interested in this proposition. The purchase of one share of stock puts you on a profit-sharing basis. The nature of your business is such that it does not offer opportunities for using your own capital to the best advantage; you must look to other sources for investment. A few hundred dollars put into the Mesa Grande Tourmaline and Gem company NOW may enable you to retire from active practice in a few years, with an income sufficient to meet every requirement. At least let us furnish you further information—you owe it to your family, and yourself, to make a most rigid investigation of this proposition. DO IT NOW! DELAY MAY MEAN DISAPPOINTMENT!

Dividends

From all indications we estimate that the Mesa Grande Tourmaline and Gem company will be on a handsome dividend-paying basis in a very few months. It may be six months or even a year or longer; we can't tell yet; we won't make wild promises nor rash guesses. We are reasonably certain that it will be only a short time until our shareholders are assured large and permanent dividends. We will do everything in our power to hurry them; but we can't guarantee anything but a "square deal," and a square deal to all. You couldn't ask more. No intelligent person wants more. This stock is meritorious; so meritorious that it doesn't need any guarantee. It is strong and safe enough to stand on its own bottom. We believe in it; investigate and you will believe. We have invested our own money in this company. We have advised our relatives and our friends to do so. They are buying this stock. We have the recommendation and backing of every person who has visited our property. It speaks for itself. It is sure, and the possibilities are immense. You can't figure the profits; they are simply astounding. There is no limit to the possibilities. A HUNDRED DOLLARS MAY MAKE YOU A FORTUNE. We may uncover a million dollars' worth of gems the first six months; we honestly believe we will make fortunes for our stockholders. Will you be one of them? Will your progeny thank you for your foresight? Then send in your coupon now—today.

From the Los Angeles Examiner of August 27, 1905.

REGULAR SHIPMENTS OF TOURMALINES COMING

H. E. Folkenson and Robert A. Read, Returning from San Diego, Are Enthusiastic Over Gem Mine Near That Town

H. E. Folkenson, secretary of the Southwestern Securities company, and Robert A. Read of the Read Advertising Agency have just returned from the property of the Mesa Grande Tourmaline and Gem company at Mesa Grande, San Diego county. This mine, which is located about fifty-four miles from San Diego, is perhaps the largest gem mine in this part of the country.

Mr. Folkenson brought back with him several splendid gems, which are now being cut, and regular shipments will be made hereafter to the Los Angeles office. Both Mr. Read and Mr. Folkenson are enthusiastic over this property and prophesy great things for it.

The Exquisite Beauty of Tourmalines

In no other phase of Nature's work do we find her marvelous processes crowned with a more beautiful creation than the Tourmaline; the crystalline form that vies with the floral world in the wonderful procession of its colors and tints. Glowing with the warmth and light of the sun, more durable than the granite foundations of the earth. In its variety of colors the Tourmaline combines the fiery red of the ruby, the magnificent green of the emerald, the golden yellow of the topaz, the deep blue of the sapphire and the rich violet of the amethyst.

Tiffany & Co., the New York jewelers, are placing these stones on the market with great success. Prince Henry of Prussia recently paid \$30,000 for a single Tourmaline, while ordinary specimens readily bring from \$12 to \$50 a carat. In offering the stock of the Mesa Grande Tourmaline and Gem company for sale we do so feeling fully satisfied that every dollar put into the proposition will come back to investors with several more dollars, just how many no man can tell.

To Wage Earners

Maybe you're only making \$3.00 or \$4.00 a day. How much of this amount can you save? Suppose you put away a few dollars each week in some savings bank at 3 or 4 per cent interest. How long would it take you to lay up a competency for yourself and family—against the time when your years for earning money are past?

By investing \$10.00 or \$20.00 a month in a proposition such as the Mesa Grande Tourmaline and Gem company, you are discounting the future by laying a foundation for a life income. Clip a coupon and mail it to us today.

Leaves Tomorrow

Frank A. Seabert, president of the Mesa Grande Tourmaline and Gem company, leaves tomorrow for another trip to the property and is endeavoring to arrange his affairs so he can spend a large portion of his time there.

An Income for Life

A modest investment in the stock of the Mesa Grande Tourmaline and Gem company at its present price—now, before this ground-floor offer is recalled—may mean an income for life. But there is no time to lose.

Notice to Jewelers

We want to interest every jeweler in the United States in this proposition; want them to become part owners in the Mesa Grande Tourmaline and Gem company—by purchasing at least one share of stock—so that we may establish permanent sources for the outlet of our gems.

Here Is Your Opportunity

The Southwestern Securities company offers you an opportunity to become interested in a practical monopoly of gem mining, which, as everyone knows, is the best paying of all mining. The huge fortunes that have been made by gem mining lead the fortunes of the world. The mining kings Cecil Rhodes, Robert Beit and others made their fortunes by gem mining, and their mines today are as big producers, in fact bigger, than when started.



Sorting the stones in a Mesa Grande Tourmaline Mine

Many Local Investors Are Purchasing Stock

Every day there are people coming into the office who invest in one or more shares of stock. Many of the business men are buying it at the present price because they know it's bound to advance. Safe to say that no other investment proposition presented in the past five years has attracted so many conservative people as has the stock of the Mesa Grande Tourmaline and Gem company. Now is the time to get in—before the price advances.

Home People Are Backing This Proposition

Citizens of San Diego county—those who are on the ground and in position to know the possibilities—are putting their money into Tourmaline stock. Safe to say that it has more backers at home than any similar enterprise in the United States. We have yet to hear of a single knocker against this proposition; and that is saying a good deal, for there are generally some soreheads that knock every legitimate enterprise.

Clip a Coupon

There are four coupons on this page. One of those coupons is for you. Pick it out. Cut it out. Fill it out and mail it to us today; or better still bring it in to our office yourself. It may mean the turning point in your life. It may provide an income for life. It may help you save for a rainy day. It may provide an education or a home for your child. Wealth isn't seeking you. You must seek wealth. These coupons point the way. Use them. Don't put it off. Do it today. Thousands of people will read this page. Many of them will use the coupons. This stock will sell rapidly. You may lose this opportunity as you have lost others in the past. Make something of your life and yourself. Be independent; make your family independent. Let your savings help build up this great California industry. Let your old age and your children and grandchildren share in the wealth of gems to be dug from Mother Earth. They are there for you. Nature has done her part. Will you do yours? Then fill out a coupon and get it to us as soon as you can.

There is absolutely no way of figuring the possibilities for profit this proposition affords. We feel certain that the earnings will be enormous—at any rate, they are sure. The capitalization of the company is small—One Million Dollars; and the output of the mines is practically unlimited. Your opportunity is now—today—this very minute. Only a limited block of stock is to be sold, in view of which fact we would impress upon our patrons the importance of prompt action—believing this to be an unparalleled opportunity for the profitable investment of capital, in large or small amounts.

Your opportunity is now; delay will surely mean disappointment. Address all communications and make all remittances payable to

Southwestern Securities Co.

Entrance 503 Herman W. Hellman Bldg., Los Angeles, Cal.

Offices in San Francisco, Portland, Oregon, and Salt Lake City, Utah

SOUTHWESTERN SECURITIES COMPANY, 501 to 505 Herman W. Hellman Bldg., Los Angeles, California. I hereby subscribe for one share of stock in the Mesa Grande Tourmaline and Gem company, for which I enclose \$25, balance to be paid in eight monthly installments of \$10 each. NAME STREET AND NUMBER CITY AND STATE H-9-24

SOUTHWESTERN SECURITIES COMPANY, 501 to 505 Herman W. Hellman Bldg., Los Angeles, California. Enclosed please find \$..... for which please send me by registered mail..... shares of stock in the Mesa Grande Tourmaline and Gem company, at \$100 a share. NAME STREET AND NUMBER CITY AND STATE H-9-24