

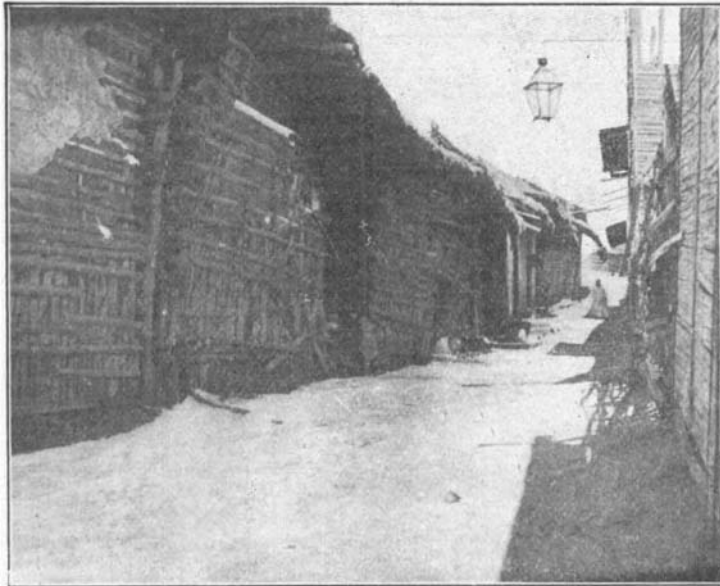
South America and Her Treasures

By JACK ST. ARMONT

SO MUCH interest has been generated of late by the little war cloud which has risen over Venezuela, that the appetite has been whetted for brain food upon the subject of that richest of all countries.

It must be remembered that the population of the country is only about 2,750,000, centered largely about the towns on the coast of the Caribbean Sea on the north borders of the Republic, while the vast interior and southern portion is occupied by a semi-civilized Indian-Portuguese engaged in the gathering of rubber and the Venezuelan cacao, from which comes a large part of our chocolate and of our cocoa, which is of a uniformly superior grade.

The valley of the upper Amazon and its confluents, the Rio Negro and Rio Casiquiare, produce the finest grade of rubber, called Para, on account of shipments being made through the Port of Para at the mouth of the Amazon, in Brazil, for the past sixty years. The forests in the lower Amazon have been so devastated during the past ten years through ruthless tapping and bleeding the trees of all its sap, that the rubber center of the world is now Manaus, on the Amazon, where the Rio Negro empties into it, and the largest standing body of rubber forest in the world is now located on the Rio Casiquiare, a river 175 miles in length, which connects the Rio Orinoco and the Rio Negro. The forests on this river contain millions of trees fifteen years old and over, and now is the beginning of their richest bearing. The phenomenal growth of the rubber trade



A STREET IN SAN CARLOS

hundreds of useful articles are made from the soft vulcanized product, while from the hard or vulcanite is made buttons, harness trimmings, ink wells, panels for doors, stationery, penholders and innumerable other uses. Elastic in millions of yards, hot-water bottles, steam and water hose are articles of daily and hourly use, while the insulation of electric wiring and appliances has made possible the common use of that great mysterious power, electricity.

Were the new Pacific Cable to be built this year it would take all the visible supply in the United States to-day for insulation. Chroniclers write of this as the electrical age, but historians will write of it as the "rubber age."

For nearly 1,000 miles up the Amazon and the Negro, the country lying tributary holds untold possibilities, which only await the advent of the trading post, conducted on a fairly honest basis, to develop its wonderful wealth. It is the purpose of the Para Rubber Plantation Company to trade with the natives far into the interior, and to that end will send its factors with great stores of merchandise into these regions, where they will be welcomed as benefactors. They will be in a position to barter for the products of the rubber forest and the treasure-trove of this vast storehouse of nature. Operating their own boats, the transportation problem is solved, and the profits possible in this business are limitless. The management of the Company's affairs in the interior is in the most competent hands. Their chief, Mr. Kenneth Rose, has been for years a resident of this country and is a thorough business man and trader. His headquarters are located at the main station of the Company at San Carlos, at the mouth of the Rio Casiquiare, where it joins the Rio Negro. Under Mr. Rose is a corps of efficient men, several of whom could fill his position should the necessity arise, so that by no known possibility could the business suffer through lack of men thoroughly trained for this peculiar work. Every detail has been so carefully worked out and so well systematized as to give ample assurance of absolutely trustworthy and efficient handling of affairs at that end of the line.

It is desired to call the attention of the thoughtful

reader of the SCIENTIFIC AMERICAN to the unprecedented opportunity offered to the person of small or large means, and in every walk of life, to so invest his earnings or surplus capital as to insure an income for years to come, and one which will steadily increase year by year, giving a competency for old age, better than life insurance or any other form of assets to be left to the loved ones, a security as stable as a Government bond. The Capital Stock of the Company is divided into 500,000 shares of Common Stock, having a par value of \$10 per share, at which price it is offered to the public and for a short time only. There is but one kind of stock; a fortune has already been expended in acquiring the property and establishing trading stations and transportation equipment, and the public is invited into an established business already earning large returns, their money to be used for further developments. It is figured that each tree will produce five pounds of rubber every season, which costs, packed for export, 35 cents per pound, and sells for 95 cents per pound in New York to-day. Two thousand laborers will earn a six per cent dividend upon

the entire capital stock, and when it is considered that it will require the 40,000 laborers available to gather the entire crop each season, the figures exceed comprehension. Besides the profit on the rubber one must figure at least 50 per cent net, made on the merchandise traded for the commodity, and the extraordinary profit realized from the trading posts up the river. With this great earning capacity, the selling price of the stock is bound to rapidly increase as soon as the entire project is in full



NATIVE TAPPING RUBBER TREE

has operated to create a popular interest in the Valley of the Amazon, and will lead to a rapid development of its wonderful resources.

There are few undertakings in which a man might engage with greater certainty of enormous and steady profits, than the gathering of rubber on a strictly certified basis. There was used in the United States alone, in 1902, 60,000,000 pounds of rubber, and shipped from the ports of Manaus and Para last year \$50,000,000 worth of the crude product—the fame of no other product has made such an impression on the world as Para Rubber. The character of this rubber stands pre-eminent, and it is questionable whether this pre-eminence can ever be wrested from her.

Some two hundred years ago scientific men of India, given to research and investigation, discovered a process for producing a commercial commodity from the cream rising to the top of milk from the rubber tree, and the name India Rubber still clings. Since the genius of Good-year found a thousand different uses for this rubber, its wonderful commercial value has steadily increased in the number of uses and values. Clothing, boots and shoes, belting, dams for dentists' use, and



A JUNGLE HOME



PADRE'S MISSION

working shape. If 2,000 laborers can earn a six per cent dividend, it takes but a moment's calculation to figure the earnings possible when 40,000 are employed.

This is a most profitable part of the Company's business as may be readily understood. The Hudson's Bay Company's stock is worth four thousand for one, the great Astor fortunes were founded in a trading business and one of the most profitable ventures ever

men went into was the West India Company which made all the principals millionaires. These companies all traded with the natives for the furs or native wild products of their respective regions. The Para Rubber Plantation Company has three distinct sources of revenue: First, the profit on the rubber gathered from its own trees; second, trading in merchandise from the United States for rubber gathered on which the profit will be no less than 50 per cent; third, buying rubber where it can be secured so as to allow a very large margin of profit.

Tapping the wild trees, under competent overseers, and cared for as this Company will care for them, perpetuates the industry for all time, and is the only way by which this most valuable commodity can be conserved.

A prospectus treating of this subject, and all desired information will be furnished on application to F. M. CRAWFORD, Secretary, Dept. R, 52 Broadway, New York City.