

# Cecil Rhodes of London and Africa

**T**HE maker of an empire. The great Englishman who made South Africa famous. \* One of the World's famous and greatest Philanthropists, leaving a large part of his great fortune for the education of youths from various countries. \* He was recognized as the world's most successful miner. \* \* \* \* \*

## BUYING STOCK IN A MINING PROPOSAL.

### IF SO, YOU WANT TO ASCERTAIN:—

1. If the parties really own it, or have a "bond" only or agreement to buy it.
2. Whether there are any debts, mortgages, bonds, preferred stock or other obligations against it.
3. Whether it has a producing record and what sort of a record.
4. The size of the property as to capitalization, price of stock, etc., real cash cost of property and stock in treasury, name of transfer agent and location of home office.
5. Whether you are buying treasury stock where the money goes into the development of the mine, or promoter's stock where the money goes into the seller's pocket, and what per cent. the "fiscal agent" gets in the first case.
6. What cash moneys the management have put in.

By having an official reply by an Executive Officer of the Company you can hold them responsible (if they have any responsibility,) for any misstatements in accepting your money when subscribing.



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AN EXTRACT FROM MR. RHODES' SPEECH BEFORE A GATHERING  
OF REPRESENTATIVE MEN AND WOMEN IN LONDON  
A FEW DAYS BEFORE HE SAILED THE LAST TIME  
FOR AFRICA.

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"You have asked me, ladies and gentlemen, what I think of the safety of mining investments, or the investment in mining stocks; second, what countries I consider the richest mining countries in the world; and third, if I would recommend men and women of small means to go into mining business or buy mining stocks. I shall try to answer your three questions at the same time.

"Mining has been the foundation of the world's wealth from the beginning of time. The governments rich in mineral have always been the richest and strongest governments on the earth. The mineral sections of any country have always ruled that country. Remember that the man who produces gold, silver and copper is creating the raw material of money; every strike of his pick, every echo from his drill, adds to the wealth of every man's business in the world. The miner of gold and silver is not a business pirate, and the only business man who is not. He never cuts prices, never creates strikes, or tramples on the rights or privileges of a competitor. Mining is the only business on this earth that increases the wealth of the world without robbing or infringing on the rights of others. The miner is a man who finds wealth; he creates wealth, if you please, without juggling it out of someone else's pockets into his own. Mining has always been the quick road to fortune, and of late it has become the sure and certain road to great wealth, influence and power, and what you can say for Nations you can say for men.

"I HAVE MADE A GREAT STUDY OF THIS QUESTION AND HAVE HAD STATISTICS, NOT ONLY OF GREAT BRITAIN AND AFRICA, BUT OF THE WORLD, CAREFULLY COMPILED RELATIVE TO THIS PROPOSITION, SO THAT I MIGHT NOT BE IN ERROR. THIS INVESTIGATION SHOWS THAT MINING HAS ALWAYS OFFERED GREATER INDUCEMENTS THAN ANY BUSINESS IN THE WORLD TO MAKE QUICK AND GREAT WEALTH, AND THAT EVERY PRIVATE FAKIR AND ADVENTURER HAS SOUGHT THAT FIELD, LIKE THE COUNTERFEITER SEEKS TO IMITATE THE BEST COIN.

"In the business of the world mining is the best of all coin, and mining, as conducted to-day, readily eliminates the fakir or adventurer, and is as safe a business as the old-time real estate business in a country neighborhood.

"This investigation further shows that farming is more risky than mining; that 32 per cent. more people lose money and fail in farming than do in mining; that 29 per cent. more people lose money and fail in the mercantile business than in mining; that 41 per cent. more people lose money and fail in the manufacturing business than in mining; that 17 per cent. more people lose money and fail in banking than in mining, and that more men lose money and fail proportionately in any of the professions than in mining.

"Mining is the backbone of all wealth and the spinal column of all certainty. I can see a score and a half of men and women in this hall to-night who a few years ago invested in a mining company at my suggestion, and some of them only invested a few pounds, because they only had a few pounds to invest. These persons have cleared anywhere from 5,000 to 110,000 pounds sterling (\$25,000 to \$500,000).

"Of course you can lose your money in mining if you put your money in a mine that is worthless, that has no mineral in it, and in the same way you can lose it if you invest in a store which contains no merchandise, or in a bank which contains no money. Investigate your mining company as you would any other business. This is easily done, and then you will make no mistake. Good business men who would not buy a store without invoicing the goods at least twice will buy a mining stock without even knowing the country the mine is in, nor what kind of a mine it is, and then wonder that they lose money. It is not uncommon for a good mine to pay the holders of the stock pounds for every shilling that they invest (i. e., \$25 to \$100 for \$1). Often £100 (\$500) invested in a good mining stock will pay the fortunate holder more than £20,000 (\$100,000), much more than could possibly pay him if invested in municipal bonds, railroad bonds or railroad stocks. You all know men and women who have suddenly sprung into riches, and it is safe to say that 90 per cent. of these people become suddenly rich because they invested their little or part of what they had in a good mining company.

**"So in answer to your question, I would say: That I believe investing money in a good mining stock is the best and most profitable of investments and very, very much the safest.** And why safest? Because your security is the ore itself—actual money. Think of it! I offered in London a few years ago stock in a mining company at £1 (or \$5) per share. The mine which this company owned was 1,000 ft. on the vein (less than one-fifth of a mile). The shaft near the centre of this mine had been sunk 500 ft. and levels had been run 50 ft. one way and 225 ft. the other way. The ore averaged about £5 (or \$25) per ton, the average width of the vein being about 7 ft. The capital of this company was £1,000,000 (\$5,000,000). Many of you bought this stock. You made hundreds of per cent. It is now selling at £16 (\$80) per share. Yet you paid but £1 (\$5) per share. The richness of this ore continued during the entire 1,000 ft. of the vein, and it also increased, as I told you it would, as depth was attained, and it has already paid nearly £8,000,000 (\$40,000,000), and is good for £20,000,000 more (\$100,000,000). To get such stock is like finding money, and Africa offers many other opportunities fully as good and better.

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"I see a few white heads before me who went to California, in the United States of America, in 1849. They were known as 'forty-niners.' I know people who put their all in these California companies, and who made more than \$1,000 for every dollar they invested. I know an old mother from Warwick who invested her all in California in 1850, which was about £190 (\$950). In three years it paid her £122,000 (or \$610,000). Just think of it.

"In answer to your last question, as to what I think of men and women of small means investing in mining stocks or in mines, my answer is that these are the very people who should invest in good mining stocks above all others. They have too little money for 3, 4, 5, or 6 per cent. to do them much good; while, on the other hand, 12, 20, 30, 40, 50 and 60 per cent. on their small investments would bring the comforts of plenty to their scant and meagre boards. There are plenty of good mining companies which pay from 12 to 50 per cent. on the early investments in the stock, and pay these large profits steadily, and often there are exceptional opportunities in the growth of many of these companies, where thousands of per cent. is made on the investment almost immediately. For a man or woman who has only £100 (\$500), 3 to 6 per cent. is not much, being only from £3 to £6 (\$15 to \$30) in interest per year, while 40 per cent. on £100 (\$500) would be an income that would be really substantial for anyone on such an investment. A man with £1,000 (or \$5,000), if he gets 4 per cent., received £40 (or \$200) per year, which is not much on \$5,000; but this same £1,000 invested wisely in a good mining company is practically certain to pay the investor from 5 to 15 per cent. every three months, which would be from £40 (\$200) to £120 (or \$600) every three months, or £480 (\$2,400) per year income; but people who need most of all to invest their money in a good mining stock are those who can only invest from £5 to £20 (\$25 to \$100), the very small investor; because, if well invested, these stocks, besides paying a good interest while they are held, can soon be resold for hundreds of per cent. profit, and in this way often the poorest man or woman can quickly climb the ladder of wealth."

