

TRADUCCION AL INGLES.

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COMPANIA INDUSTRIAL Y EXPLOTADORA DE MADERAS, S. A.,
Guaymas, Sonora, Mexico.

The Compañia Industrial y Explotadora de Maderas, S.A. of Guaymas, Sonora, Mexico, is a manufacturing business incorporated under the laws of Mexico in the year 1903.

The capital of the Company is \$500,000.00 and the number of shares is 5,000, with a value of \$100.00 each.

The lines of business established by the Company are the following, all in the same premises and under one management:-

Electric Light Plant,
Ice Plant,
Carpenter Shop, -(Furniture Factory etc.)
Iron and Brass Foundry,
Machine Shop and Blacksmith Shop,
Nail Factory,
Match Factory,
Selling of Supplies (electrical etc.)
General Lumber Business.

Since its establishment, until the year 1912 (inclusive) the Company has yielded something more than twenty per cent annually in profits, the volume of its sales having been one million pesos approximately per year.

The Company has done business almost locally, as its radius of action, seldom and on a very small scale, extended outside of the State of Sonora.

The Country having entered into an era of peace, the

shareholders, wishing to contribute to the progress of the State of Sonora, having confidence in the present Government, presided by General Obregon, and taking into account the magnificent location of the Concern: upon the rail road Sud Pacifico de Mexico and on a magnificent port which has a great future as is explained further on; have decided that it is the proper time to reorganize this Company and put it under conditions to yield profits one^{or} more.

It is to be observed that only with the construction of the pipe line to bring oil to Salina Cruz and the discovery of oil in the West Coast, the future and growth of the Port of Guaymas is assured. To this has to be added that Guaymas has to be the port of exit, not only for the great quantities of "garbanzo", rice etc. produced in the southern part of the state and north of Sinaloa, but also for the mineral products of the mines of Sonora, amongst which are mines as important as those of Cananea, Nacozarit etc. It has also to be added that besides the splendid location of Guaymas, on a magnificent bay, the Government has decided to carry out some important works in the port so as to give all kinds of facilities to shipping.

Taking all this into account, and what is exposed in the following pages, the Company believe that it is of the

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greatest importance and convenience to make use of the opportunity to enlarge its business and make it a manufacturing concern of first class, putting it under conditions to grow and extend itself in an unlimited way, and under conditions also to yield enormous profits, all to the benefit of the country and the shareholders.

The plan is to augment the capital of the Company to one million five hundred thousand Mexican pesos, augmenting the number of shares. With the additional capital of one million pesos and the ground, buildings and installations owned at the present time by the Company, the following can be done:-

modify the Motive Power and Electrical Plants so as to immediately derive profits even with the local business alone,
manufacture ice at a low cost,
manufacture furniture of all kinds and grades and articles or material for building etc.,
manufacture phonographs,
manufacture matches,
manufacture nails,
equip the Foundry, Blacksmith, Forge and Machine Shops so that besides being able to do all kinds of custom work, repairs to ships etc, etc., to be under conditions to manufacture steam boilers; steam engines; gas producers and gas engines; Diesel oil engines; air compressors; water pumps, centrifugal and displacement types; equipment for oil fields, as tools, pumps, drills etc.; tools and agricultural machinery, etc. etc.
reorganize the general lumber and building material business, dealing on a large scale in foreign and domestic lumbers, including precious woods which exist in abundance in Mexico.

Later on, electrical machinery, such as dynamos, motors,

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etc. could be manufactured, as well as electrical supplies and many other articles which is hard to enumerate and that practice would indicate.

In the following pages will be found a prospect or exposition made by Engineer R. R. Schweitzer, containing some descriptions and photographs of the different departments and installations owned at present by the Company and of some of the products manufactured; explaining also and demonstrating the possibilities of quickly and easily forming a great manufacturing business that may continue growing and prospering.

It is not useless to mention here that in ^{the} State exist coal deposits (undeveloped) and iron ore is to be found in abundance. There are indications of oil deposits, but none have been localized yet.

As the Concern would be transformed into a manufacturing business of articles for export and be in conditions to compete with any factory in the world of the same nature, it can easily be understood that it can grow and prosper without limitations and that it can yield enormous profits, according to its administration and management.

But even with the present installations of the Company, with designs, drawings and patents and with the additional capital necessary, the investment in the buying of stock could not be recommended conscientiously if we could not count with

the technical personnel necessary to build up and develop the business under the lines indicated, in a short time and in accordance with the latest scientific methods.

The writer has had experience in the keeping of accounts, management of offices and mining and manufacturing concerns and he has been able to ascertain the truthfulness of what many others have observed:- that all or nearly all undertakings become a failure on account of not having an adequate and competent management. The most frequent examples are mining concerns. The reason is that this kind of enterprises are of the most complicated and consequently need men of superior ability. When there is the good fortune of acquiring a competent administration, the mining enterprise will not be a failure, because mining (we do not refer to the search for oil) is subject to scientific rules and estimates and observations that can be grasped and mastered by a good manager.

Knowing therefore the great importance of counting with men of recognized capability for the reorganization, administration and development of the said Concern in the sense of manufacturing and putting the products in the world's market; the writer, commissioned by the shareholders to try to reorga-

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nize and enlarge their business, has been fortunate in obtaining (under certain conditions) the help and cooperation of Engineer R. R. Schweitzer, who not only has had more than twenty years of successful experience in manufacturing, but has besides the cooperation of some of the best engineers in the world in their respective lines.

Mr Schweitzer was manager of the Western Machinery Company of Los Angeles, California. When he took the management, this Company sold machinery to the amount of one hundred and fifty thousand dollars per year. After three years, the same Company sold machinery to the amount of three million dollars, having introduced its manufactures even into China, Hawaii and Egypt.

Once this Company has been reorganized and put in operation, it should continue to grow and prosper, depending this only in that the Shareholders exert themselves and take the care to place in their Board of Directors and Management, capable men.

This Business planned as it has been explained, can surely be recommended honestly, consciously and with enthusiasm to any person of enterprise, and the investment of money in the buying of stock decidedly advised, with the certainty that it will be an investment of first class that will be perfectly guaranteed.

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In the following pages will be found, the report, exposition and opinions of Engineer Schweitzer in regard to this Manufacturing Business and the possibilities that it offers to quickly and easily form a concern of great proportions, with the certainty that it will yield great rewards to those who grasping this exceptional opportunity, become shareholders.

It remains to be said that both Mr. Schweitzer and I can give satisfactory references.

The address of the former is:- American Bank Building, Los Angeles, California.

The address of the writer is :- Apartado 50, Hermosillo, Sonora, Mexico.

for the Compañia Industrial y Explotadora de Maderas, S.A.

Jorge Le Brun.

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MANUFACTURING IN MEXICO.

The matter of manufacturing certain commodities in Mexico, and particularly on the West Coast, has had my attention for a number of years, but due to the Mexican political situation, it has been almost useless for me to gather the results of my experience and endeavor to use them in Mexico.

But as near as I can judge, it seems that the time is now propitious for laying the foundations of an enormous business on the West Coast.

LOCATION OF COMPANIA INDUSTRIAL Y EXPLOTADORA DE MADERAS OF GUAYMAS.

The Compañia Industrial y Explotadora de Maderas of Guaymas, has been established in Guaymas, Sonora, Mexico, for a number of years. From plans and blue prints submitted, they have 30,725.64 square meters of land well situated, with good railway facilities.

ELECTRIC PLANT.

The Company has for many year supplied the City and Port of Guaymas with the electrical energy used. This portion of the business occupies a building 40 feet X 128 feet made of brick, besides the boiler room which is apart from the dynamos and engines.

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Being established as the lighting company of the city is a great advantage at this time, as no doubt the City will grow and this will prove to be a profitable department of the business for the next twenty years. City franchises or concessions will soon be as valuable in Mexico as they were in the United States forty years ago.

The time is ripe for the same money-making opportunities now in Mexico, and this particular opportunity is excellent.

The plant will need considerable rebuilding and 60 cycle machines of more economical characteristics than the present, and the motive power changed completely.

The ultimate equipment will be able to operate at about one fifth the cost of the present equipment and will be standard in every way, and arranged so that any additional equipment of any type may be added at any time without disturbing any units already installed.

ICE PLANT.

The ice-making equipment proper, now occupies a space 94 feet X 128 feet in a very well constructed brick building, and has a capacity of twenty five tons in twenty four hours.

The Company operates the only ice plant in the City. The ice plant has some very good ice-making machinery and equipment and with some small additions will be able to supply,

Not only the ice for the city consumption, but for the vast amount of cold storage and refrigeration work that will be required on railroads and ships.

Sonora and Sinaloa will, in the future, supply vast quantities of fresh fruits and vegetables when these same fruits and vegetables are out of season in the United States. The ice business will then assume vast proportions and if the proper foundations are laid now, this business can be controlled by the Compania Industrial y Explotadora de Maderas of Guaymas.

Ice making, under the proper arrangements and conditions, is one of the most profitable business there is, especially when taken in conjunction with power plant and other manufacturing, as it requires approximately the same overhead and attention. Aside from the very small distribution expense, no additional overhead need be incurred.

The climatic conditions of this section of the country also help to encourage the use of ice, not only during the very warm season that is usual in most cities, but the great length of this season demands ice in large quantities for a longer period of time.

At the writing of this, the Sud Pacifico de Mexico is anxious to make a very attractive contract with any one for icing facilities.

FOUNDRY.

The Company has a fairly well equipped custom foundry

located in a very suitable foundry building 64 feet X 64 feet. The foundry should be rearranged and considerable new equipment added and an addition with heavier crane facilities installed, so as to make manufacturing as efficient as possible.

The foundry should be operated, both as a custom and a manufacturing foundry. There certainly is now considerable custom foundry work and this will increase enormously in the next few years as all mines and their kindred industries open up to their normal capacities, and then the usual growth of the country should also be taken into consideration.

The castings made for the Company's own articles of manufacture, can be made in Guaymas for much less than they can be made for in the United States.

This, on account of the fact that pig iron and coke can be had at the same or lower prices than they can be obtained for in the United States on account of no, or low duties, and these two articles can be brought in from Scotland, India, China, England or from the East Coast of Mexico.

Labor is much cheaper than it is in the United States and living costs for the laborer are also much less. Foundry labor is very easily trained and only a very few

men need to be extra skilled, specially where molding machines are used as would be the case in lines of our own manufacture.

MACHINE SHOP.

The Company's machine shop takes up a space 100 feet X 80 feet and such equipment as it now contains is very good and entirely usable in custom work. In fact, none of the equipment is out of date for a great deal of manufacturing and every piece can be put into efficient and constant service.

However, in the lines which we will manufacture, a number of automatic machines of the latest type will be installed, according to the very latest and most approved manufacturing ideas and based on many years of experience. In many instances, special tools are contemplated which will make manufacturing very cheap indeed.

The design of all goods to be manufactured will be made with the idea of using all such special tools.

Custom machine work around Guaymas is a very considerable item and should be very ^{much} greater as the port develops.

NAIL MACHINES.

The nail machines are in fair condition and by

bringing these up to date, a very considerable industry can be built up. The nail machines will be rearranged and some new equipment will be added. This is one more department which it will undoubtedly be best to operate as a subsidiary company some time in the future.

FURNITURE AND WOOD WORKING FACTORY.

MANUFACTURE OF FURNITURE.

The Compañia Industrial y Explotadora de Maderas of Guaymas has the foundation for a very splendid furniture business and also for the manufacture of phonographs. The buildings are very well arranged for the manufacture of many commodities of which there is almost an unlimited demand on the West Coast of Mexico, and also an intense demand for export to many foreign countries. Particularly is this true in the line of furniture and machinery of all kinds.

The wood working and furniture shop furnish one of the best branches conceivable. Furniture is one thing that will not be over supplied on the West Coast for many years, and as the country becomes more and more prosperous, more furniture will be used, as the first desire that comes to any one, after becoming more prosperous, is

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confort in both the office and the home.

The Company has at the present time a considerable quantity of very suitable equipment for the manufacturing of furniture, in a building, including a stock room, 190 feet X 128 feet.

By adding some special automatic machinery, this department could be brought up to the highest possible efficiency and would be as well equipped as any of the most modern factories in the United States.

All types of furniture would not be made at first, but that class would be made which seemed to furnish the best possible market, and the volume in this class increased, so that the greatest possible profits would accrue to the Company.

The West Coast of Mexico at the present time is importing many thousands of dollars worth of furniture which pays a duty and transportation and other charges amounting to usually more than one half of the original cost. This item in itself, not considering the great saving which can also be made in the cost of manufacture, would certainly give a handsome profit.

Woods for the manufacture of most grades of furniture are far more easily available, and by cheap water

freight to Guaymas, than they are to the great furniture manufacturing centers in Michigan, United States of America, and there is every reason why Guaymas should be able to sell the vast quantities of furniture to foreign countries that are now being sold out of Detroit, Michigan, and at much better profits and lower prices.

This export phase of the furniture business should be considered very seriously, as coast-wise vessels will always be calling at the Port of Guaymas, and the entire West Coast of South America and Central America will furnish, for many years to come, one of the very best markets for goods of this kind.

Los Angeles, California, as well as San Francisco, California, are now supplying many thousands of dollars worth of both cheap and high grade furniture to the countries bordering on the Pacific. Why not Guaymas?

With an up-to-date well equipped furniture factory at Guaymas, where the ^{labor} ~~market~~ is much cheaper than it is in California, and where water freight on such grades of lumber are lower than they are to Los Angeles, fine profits could certainly be made in this line.

MANUFACTURE OF PHONOGRAPHS.

An item that fabulous profits can be made on, and that ^{can} be made to good advantage in the furniture factory, is phonographs, and under certain concessions from the Government, this should make one of the most attractive propositions imaginable. Think of the possibilities of a Mexican built phonograph made under ideal manufacturing conditions. The original patents are all obsolete. Some of the more modern ones can be used in Mexico on account of the patent laws.

There is no people in the world who are better customers of the phonograph than the Mexican people. Their love for music and their natural tendencies for things of this kind, incline them to such an extent, that they will go without what other nationalities consider the necessities of life, to have these particular enjoyments.

As I said above, the patents are in such condition that it would be possible to make all of the more recent models of phonographs without any infringements of any consequence.

About all that would have to be made in the factory at Guaymas, would be the cases, as the diaphragms, needles and spring motors, can be purchased in large quantities and

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installed in the wooden cases which constitute the greatest portion of the machine. Nearly all of the independent phonograph manufacturers buy their diaphragms and spring meters from other manufacturers.

I have available good men in this line, together with all drawings, specifications and every thing necessary to commence manufacture at a very early date. This line is one of the best, and most successful, being made in the United States.

This line also stands out as prominently as it is possible as an export proposition. The same characteristics that apply to the Mexican people, apply to all the so called Latin Americans.

This line just requires the proper pushing and advertising to put it over big and the profits in a few years are sure to be fabulous.

MATCH FACTORY.

The Company has a match factory established and as this industry occupies, besides its store rooms, a building 48 feet X 60 feet, this means that they are in a very good position to take care of the wants in this particular necessity, and with some added equipment they will be in a position to compete with any one in this particular industry, as labor is very cheap and the ~~raw~~ ^{raw} material is a small part of the cost.

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LUMBER BUSINESS.

As any community grows, and as any portion of the community grows, (particularly is this true of a port city where the imports of a vast amount of back country come through one port,) there is never any better business than that of building material and lumber,

The Company has been established for a number of years in this business, and can reorganize it to be one of the best in Mexico.

Arrangements can be made with lumber concerns for such lumber as needs to be imported, and with other timber concerns in portions of Mexico, for furnishing the various types of lumber used for building as well as manufacturing ~~manufacturing~~ propositions.

The Company is also splendidly equipped in the way of manufacturing all types and kinds of building supplies such as window sash, doors and other joining and fitting supplies of all kinds.

One of the best business built up in Los Angeles, California, has been the "ready-cut" house business. The Company does not need to go to any other expense than they have at ^{the} present time, with the exception of drawings, materials, etc. specifications of which, the writer is ready to furnish, under our working arrangements, for putting out these ready-cut houses wherein the purchaser

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will buy the complete house with full directions for putting it together. As I stated above, it is one of the best business that has been developed in a good many years in the United States.

In this same line, the writer is also able to obtain certain rights of manufacture for making wall board and other cheaper building material.

While it is true that up to the present time, Mexico has been given over very largely to the native building material "adobe," the time certainly will arrive, the same as it has in Southern California and Arizona, where modern buildings will not be built of this material.

Fifty years ago, it would of course, be thought impracticable to use anything except the old Spanish method of building in Southern California, yet today no one, not even the descendants of these same Spanish dons, would think of building an adobe house, as it has been proven that in all humid climates such as the climate of Los Angeles and Guaymas, there are far superior building materials than adobe.

No one industry on the West Coast of the Americas has proven any more profitable for the past two decades

then has the general lumber and building material business. Guaymas and the entire ^vWest Coast of Mexico, on account of their condition at the present time, will require enormous quantities of these things to build up their institutions, and the mining, agricultural, industrial, mercantile or any other industry that can be thought of will need building materials, not only for use in their industries, but for housing purposes.

STORAGE BUILDINGS.

The Company has adequate store rooms and storage buildings for housing all of the various stocks which it might manufacture for some time to come, and with the addition of some more equipment such as cranes etc., for handling, this item is very well taken care of at the present time.

MANUFACTURE OF MACHINERY.

As to new lines of manufacture at Guaymas and in the plant of the Company, there are a number of articles which can be manufactured under conditions which will

absolutely guarantee enormous profits to the factory.

Machinery is one of the crying needs of Mexico. It is an absolute necessity. It will be possible for the mexican people, if they so desire, to get along with home made furniture, stoves, benches, or anything of that kind; to take a harmonica for the music which they need and do away with the phonographs or more expensive things, but when it comes to the actual necessity, they do need and must have machinery in order to progress.

This machinery constitutes all classes and kinds of machinery and particularly does it mean the labor-saving machinery of the heavy class.

Mexico has certain potential resources which can not be developed until machinery is installed for its development. While it has a great deal of silver and a great deal of copper and its agricultural lands are very extensive, and its oil fields the greatest in the world, heavy machinery is required before any of these can be brought into production in such a manner as to compete in the markets of the world. However, as soon as this machinery is put in and installed correctly, it can more than compete with the markets of the world because of the enormous supplies and the climatic conditions which obtain in the country.

Motive power for instance is one of the primal things needed in Mexico. Certain localities have enormous quantities of wood which can be burned in its raw state under steam boilers or can be reduced to charcoal and used through gas producers in internal combustion engines, whichever way seemed to work out the best from an engineering plan; consequently, the manufacture of steam engines and steam boilers of certain classes, should be one of the best lines of manufacture in heavy machinery which could possibly be imagined.

When I say "of a certain class" I do not think it advisable for the Company to enter into the manufacture of very large units in the steam industry or the highest class of steam engines, because that would take such a large investment and the market is very limited and there are other means of motive power which at the present time hold much better engineering possibilities; but for the small agricultural and small municipal trade, in parts of the country where fuel, such as coal and wood, are extremely cheap, nothing is as simple to operate and there is no better market anywhere in the world for steam engines of a type to fit these conditions. Also in the oil field trade, and it is already granted by the best geologists, that there is every possibility

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of larger oil fields being discovered on the West Coast of Mexico and South America,) this type of engine is well suited to that class of business.

In countries where the fuel is just moderately priced, but is natural, - that is, coal or wood, - gas producers producing gas from charcoal or from coal, the gas being used in internal combustion engines, in this method only approximately one third of the fuel is required to produce the same amount of power as in burning the raw material under steam boilers.

The initial cost and investment of installing an equipment of this kind however, is greater, but gas producers in Mexico, always have been very salable in times of Mexican prosperity, and they always will be where there are certain isolated districts. These will be isolated for many years to come, where individual power plants are essential.

Oil field pumping engines are used by the thousands, not only in Mexico, but all over the world. Oil field drilling rigs and tools are in enormous demand today in Mexico, and heavy duties are being charged for the importation of this type of machine. Also oil pipe line pumping machines of various types and kinds and if the pipe line is laid across the Mexican Continent, which seems to be an assured fact, this would be a splendid

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opportunity to supply millions of dollars worth of equipment.

Take a step further, B- Diesel engines, or internal combustion engines, burning the raw oil as it comes ~~from~~^{any} from the ground, without refining, is one of the most modern means of motive power, and is destined to become one of the greatest business in the world.

Guaymas is located on the seaboard and is destined to become one of the great ports of Mexico from the indication that the Government has already taken action to repair the port.

In the Diesel lines of engines, thousand upon thousands of these engines are being required every year in the marine trade, in the tractor trade, in power plant work and all other kindred lines all over the world.

Controlling as I do, one of the best patents ever issued in the world along these lines, this would be a splendid line of manufacture, and as I stated above, the very certain probability of oil being found in large quantities all along the West Coast of Mexico and South America (which has already been proven in California) this would make a very desirable line in every way.

Another line which comes hand in hand with the above

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mentioned articles is air compressors and water pumps, with the possible addition a little later on of electrical equipment, such as dynamos and motors.

On all of the above matters:-Steam Engines, Boilers, Diesel Engines, Gas Engines, Gas Producers, Air Compressors, Water Pumps, both centrifugal and displacement types, and even Electrical Equipment of all kinds, I can furnish drawings on very short notice and they can be put into manufacture as soon as the factory is equipped for handling same, which can be done within a few weeks.

I am supplying some photographs herewith of machines which represent very closely that which I would ^{furnish} ~~manufacture~~ and some of these have been invented, designed and manufactured under either my personal supervision or the supervision of some of my associates in my present work.

Now, all of these things can be manufactured in the plant at ^{Guaymas} ~~Guaymas~~, at far less money than they can be manufactured in Los Angeles, California, or nearly any of the American cities, for fundamental reasons.

Raw materials can be laid down as cheap or cheaper than they can be in the United States because of heavy duties on importing goods into the United States. The English boats coming to the West Coast of America and Mexico, need to carry some heavy ^{material} ~~material~~ for ballast,

consequently, they can bring in some pig iron from Scotland and very frequently do so, as has been proven by the Balfour Guthrie Company. On this, heavy duties must be paid, so as to protect the American industries. For certain of these commodities, the duty into Mexico is not nearly as high, and even though it is, Mexico produces at the present time, more than enough of their own pig iron, or can produce more than enough, to supply any manufacturing requirements.

Guaymas being on the coast and a port, would attract better labor conditions and would have better facilities than would the interior towns, as is proven by conditions at the present time. Mexico can, and does, supply some of the best skilled labor in the world, and they are very successful to train along intense lines, and would be perfectly capable of handling, after a very short time of training, any of the special tools which would be used in the manufacture of these heavy machines.

The lines of heavy machinery which I have outlined, all use approximately the same equipment in both foundry and machine shop.

I do not think for one moment that the Company should look for their total market within the confines of the Mexican territory, and they are in a fine position

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to meet the markets of the world, because of certain conditions.

The other countries have no restrictions yet as against Mexican manufacturing and perhaps will not, even though this Company became a prospering company, for a number of years to come, because one company, even if it were very large, would have very little effect on the markets of the world, and Mexico will not be recognized as a manufacturing country and will not be discriminated against by the South American countries and even the Trans-Pacific countries for a good many years.

Mexico is inherently just as good a manufacturing country as Japan. The labor is much cheaper at the present time, and perhaps will be for a number of years, and yet Japan at the present time dominates, to a large extent, some of the trades of the world, and it is the company and the people who have the foresight to realize this and start now to establish a trade in the markets of the world, that will make enormous fortunes within the next ten years.

An added one half million dollars to the present equipment of the Company, would put them in a position to proceed with the manufacture of these lines, as outlined above, to a very efficient standpoint, at least for the

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time being.

The first year after this money was available would perhaps not return over 10 o/o or 15 o/o on account of the necessity of getting started and marketing the goods, etc., but after the second year, there should be a profit of no less than 50 to 100 o/o in manufacturing these lines of goods.

I base these opinions, not on guess work, but on absolute experience in the manufacturing and business lines, for I have had many years of very successful experience and endeavor in these commodities, and the stockholder would certainly be in a position to reap a rich reward from such an investment, and the securities would certainly be adequate to protect him in nearly any event.

The following two photographs show a product of the foundry in the way of ornamental street lighting and park lighting lamp posts. Even the most critical judge, will admit that these are as good and the work as perfect as can be obtained in any country, and with the various municipalities springing up on the West Coast of Mexico and on the West Coast of South America, where there will be a demand for these articles, for a number of years to come, this will prove a very profitable branch of the business.

The following photographx shows two styles of ornate pillars which are in considerable demand for various purposes: b- grave markers, fence corner posts and various other things which appeal to the Latin-American mind.

The following photograph shows some of the large forge work done in the forge shop. You can judge very accurately the size of this forging by comparison with the man and the oil box, which is a Standard Oil Company ten gallon case of oil.

This type of forgings are produced regularly, and as is known in the United States, this class of work, is one of the most profitable and satisfactory for oil field and other work of this nature.

The following two photographs give a fair sample of the ornamental forge work and iron work as produced in the blacksmithshop and forge shop. These are actual samples of work produced and put into practice.

Also the wood work and cabinet work in the bank picture has been completed in the furniture factory.

The following photograph gives a fair idea of the various samples of cast grill work made in the foundry. These are used for various ornamental purposes, fencing and enclosures for cemeteries, individual lots and various other purposes for which there is a great demand.

The following four photographs give some idea of our office furniture. On the first photograph you will notice an elegant roll top desk that should be satisfactory to anyone. It is properly made, properly designed and as good as any desk that can be bought in any country, and that in Mexico can be manufactured under ideal conditions, as there is an abundance of hard wood and raw material. Labor is cheap and very efficient.

The second photograph shows the office chair to go with this, all of which was made in the factory.

The third photograph shows the typewriter desk which is of standard design, while the fourth photograph shows filing cabinets of a type which is more or less obsolete in the United States. However, there is no reason why this can not be brought up to standard and be made into a modern filing cabinet, and this would make complete office furniture, and it would be recognized that if such furniture can be made, that a complete line, such as tables, standard solid office chairs of various qualities and grades can be manufactured as well

The following photograph gives an idea of some of the home furniture in the shape of a refrigerator which certainly would be very much in demand after artificial ice has been introduced thoroughly into the country and people are educated in its use, the same as they have been in the United States.

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Mexico is continuing to enter into an era of education and many schools have to be equipped. The following photograph will bring great possibilities to anyone's mind, as school furniture has been a very profitable manufacturing proposition in the United States, and as the factory is at present adequately equipped to make as good school furniture as is evidenced by the next photograph, both from a foundry stand point of casting the ends, machining up the parts in the machine shop and making the top, back and seat section in sectionalized form the same as it is in all of the United States furniture.

Of course this would be very easily made in various lengths, such as single desks, double desks and long recitation seats.

Anyone that cannot see the great future in school furniture building on the West Coast of Mexico, is certainly blind to one of the greatest opportunities.

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The following photograph shows the various types of theater and collapsible chairs. While the market for these may not be as great as that for school furniture, it would work very well in with the same line and the possibilities are certainly good.

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The next two photographs give some samples of the
outdoor or park furniture for which there will be consider-
able demand in the future and as it does not interfere
in any way with the efficient manufacture, this would
be a valuable part of the business.

The following three photographs represent products of the factory's standard sash and door department and are merely photographs of such standard product.

With the building trades in Mexico on the verge of a great boom, enormous fortunes in this one line of manufacture can certainly be made.

As we have gone over this resume very fully with you and shown you the actual conditions of the factory at the present time, we do not believe there can be much doubt in the reader's mind that we are offering here the greatest possibilities of investment that can be possibly made.

Under the proper direction and aggressive management, with moderate finances, this can be made into one of the nation's greatest industries.

The first two photographs in the book show you the ideal location and the beautiful harbor front and additional ground is immediately available at an extremely reasonable price, if it would be desired to do so, so that the Company never needs to be crowded for room.

However, there is enough land on the tract itself, so that a great volume of business can be transacted without acquiring any more property, but as we have all ~~xxxx~~ had experience in the value of ^{or} harbor property, especially as good a harbor as Guaymas, it certainly would be advisable to get such additional ground as is available at the present ridiculously low prices.

R. E. Schweitzer.

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