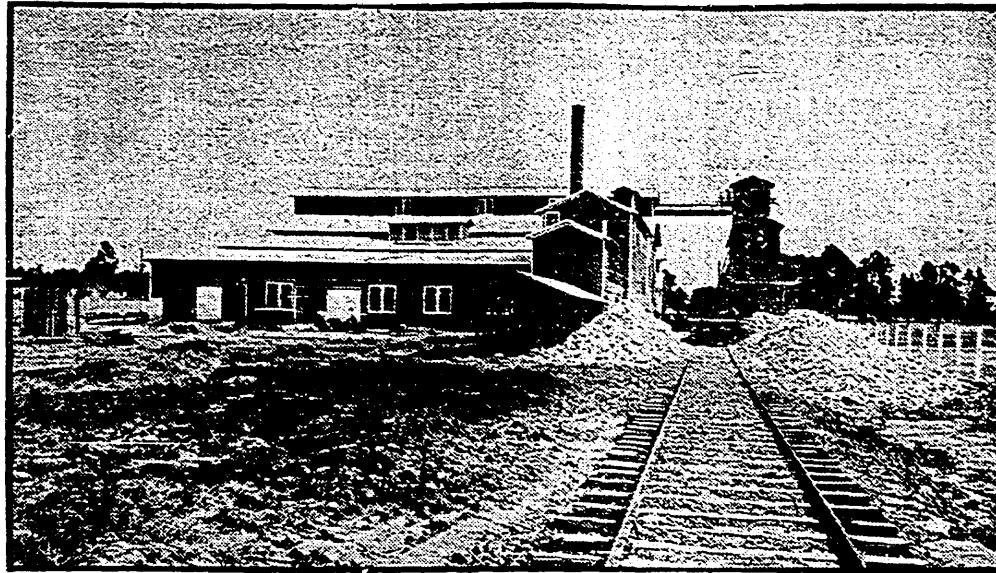


# Durostone Company of America

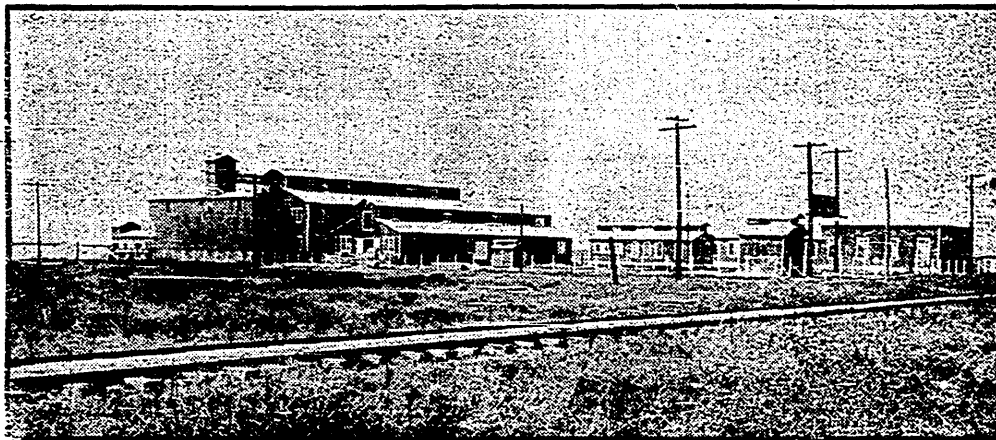
San Diego, California

**A**N important plant erected during the present year is that of the Durostone Company of America, a company which is developing the magnesite deposits on the Island of Santa Margarita, Magdalena Bay, Lower California, and is manufacturing from magnesite artificial marbles, fire-proof roofing and flooring, and decorative building materials for exterior and interior use in every color and design. This industry is virtually a new one to America, where magnesite is a rare mineral, but has been established for over forty years in Europe, there being not a city or town of any importance in Germany, Austria or Italy where magnesite is not being used extensively in connection with building operations. In the cafes which play so important a part in European social life the interior decorations are generally of richly colored magnesite marbles. No other flooring is now going into public buildings, such as town halls, churches, schools, hospitals and libraries, while for hotel lobbies, banking parlors, dancing halls, skating rinks and machinery rooms magnesite floors are being universally adopted, beauty of the colored designs, durability and perfect sanitation (there being no interstices as in the case of wood or tile floors) being the principal factors to commend them.

On the Island of Santa Margarita, the Company has control of probably the largest magnesite deposits in the world, and of a grade of purity superior to the magnesites of Austria, Hungary, Greece, and Madras, India, where the only mines of big commercial importance are being operated today. The plant of the Durostone Company is on a corresponding extensive scale, the first unit now completed, representing an expenditure of close on \$60,000. The plant is located at Marmorosa, on the harbor front close to Chula Vista, about seven miles from the City of San Diego. Here the company has acquired 56 acres of land, hav-



Two Views of the  
DUROSTONE COMPANY'S PLANT  
Now In Operation



General Offices At Plant

ing a valuable harbor frontage of over half a mile, and the first seven buildings erected occupy an area of about two and a half acres. In these buildings all the processes of handling magnesite from the crude to the manufactured state will be performed—calcining, pulverizing, mixing and moulding. All the varied machinery, including rock breakers, rolling mills, mixing machines, elevator belts, traveling cranes, etc., will be run by electric power, the San Diego Consolidated Gas & Electric Company having put in a special power line from San Diego to the plant. The Coronado Belt Line has run railroad switches on to the Company's land, and during the past few months a large stock of crude magnesite has been accumulated.

Simultaneously with the erection of the plant near San Diego, work has been carried out on the Island of Santa Margarita, where a pier extending 260 feet into a depth of 20 feet of water at low tide has been constructed, and quarrying operations on scientific principles have been started.

Associated with this important enterprise are Ralph Granger, President of the Merchant's Bank of San Diego, and other capitalists of high standing in Denver, New York and elsewhere; Manuel Riveroll, who originally held the magnesite concession from the Government of Mexico; T. H. Tracy, President of the Durostone Company; Edmund Mitchell, First Vice President; J. H. Downing, Second Vice President; and J. W. Lindsay, Secretary and Treasurer.

Magnesite products, it may be mentioned, are made by simple chemical hard-set, without firing, as in the case of terra-cotta, tiles, and ordinary bricks, and without cutting and hand-polishing, as in the case of marble slabs or scagliola work. They come forth from their moulds shaped and polished for immediate use. Hence the products form the highest grade of finishing and decorative building materials at a cost far below the cost of similar materials now in use.

# Durostone Company of America

## DENIES DANGER OF OVER PRODUCTION

Expert Declares California Will Always Find Ready Market for Fruits.

By CHARLES R. CHAMBERS.

I have been asked time and again, both in person and by correspondence, whether the growing of commercial varieties of peaches, apricots, nectarines, plums and plums will ever reach a stage whereby the growing of these fruits will be overdone in California.

In answer to these many inquiries I shall take up the matter separately, and give my views on the fruit industry in general as it is carried on in California, from a nurseryman's standpoint, and as far as possible, give a practical view of the subject. I contend that the growing of drying and canning peaches will never be overdone, and I give as my reason, the limited area in the United States which is suited for the growing of this fruit on a commercial scale and especially in the dried and canned state.

**Big Demand Upon California.**  
In the first place the peach will thrive and produce in any section of the United States, from Canada on the north to Mexico on the south, including these countries, and from Maine to California. The demand for dried and canned peaches from California is reaching greater proportions every year, and one would naturally want to know why California is looked to to supply the demand for these classes of commercial fruits. It is a very simple matter to explain. There is only one section of the United States where peaches can be grown in order to produce a commercial dried or canned fruit, and that section is in California, com-

mencing at, say, Red Bluff on the north and ending at San Diego on the south, except possibly a few favorable locations situated in Arizona and New Mexico, where there is very little rainfall during the summer season.

### Dry Climate Required

In order to produce the commercial dried peach it is necessary to grow the fruit in a dry climate, which allows it to sugar up. In California we only water the trees when water is needed, while other portions of the United States, where there is practically constant all-the-year-round rainfall, that it is liable to rain at almost any period of the year—the fruit in such localities becomes too watery, hence its inadaptability for drying and canning purposes.

What accounts for the mushy condition of eastern canned peaches and the drying away of the fruit when drying is attempted?  
About six years ago I made a trip to the peach-growing sections of the United States, especially in Mississippi, Alabama, Georgia and the middle states, for the purpose of getting data on the peach, in a commercial way. I found that it was next to impossible to produce a peach in those localities that would make a commercial canned or dried product. The eastern peaches when canned, although apparently firm when put up, in a few months the fruit falls down and simply thickens the syrup, and gives the contents of the can a mushy appearance. They make what are called "ripe peaches," so largely used by bakers for pie-making. Not so with our California peaches.

### California Fruit Remains Firm

The California fruit remains firm, even if kept in the cans for several years or more, and when opened it is as firm as when first put up. This condition is due to the fact that our dry climate produces a fruit that is firm and sugary, and all the surplus water in the fruit is practically eliminated before it is canned or dried. What is the result when eastern peaches are dried? They simply dry away and nothing remains, but the skin. If this was not the case, how is it that we are called upon to supply the commercially-dried peach, when the peach, as already stated, is grown so largely all over the United States? When the easterner cannot market his fruit in the green state, what is the result? Does he dry the same or can it? Why does he not do

it to prevent a green-fruit glut. He simply cannot make a commercial product, owing to the fact that eastern-grown fruit carries too much water and is not firm enough for the purposes already named.

### Good Prices Obtained

Take, for instance, the green fruit which is marketed. Is it not a fact, also, that our green fruits always command higher prices than the eastern fruit? Why? I shall tell you why in a few words: When our fruit reaches the eastern markets it is a well known fact that it keeps better owing to its firmness; is not subject to bruises, which is the case with fruits that carry a high percentage of water. When an eastern peach becomes bruised it rots rapidly, and the fruit stand man is working off the fruit as rapidly as possible.

California fruit is not only packed better, but it is firmer in every way, and, notwithstanding it travels a thousand miles further than most of the eastern product, it reaches the market firm, highly colored and in otherwise perfect condition, barring, of course, accident and unusual delays in transit.

The average life of a peach tree is twenty years, and it can be readily understood when you consider the limited area for growing commercial peaches that it is next to impossible with the constant demand and increased consumption to overdo this important industry.

### Same About Other Fruits

I might say the same thing about apricots, nectarines, plums, raisins, wine and table grapes. In the language of the street, California certainly has it on every other state as a producer of commercial fruits, and she has no equal in the production of peaches, apricots, apples, plums, citrus fruits, wine and table grapes.

There is nothing in the fruit line produced in other countries on a commercial scale that we cannot duplicate or excel, as far as quality is concerned.

The latest great achievement of our state is the growing and marketing of the commercial Smyrna fig, which practically completes the list and classes us as the greatest fruit section in the world.

### Bug Is Introduced

We took hold of this Smyrna fig and have brought it to such a state of perfection that there is nothing

in the fig line that can excel the California Smyrna fig.

When we got the trees established they told us we needed a bug, or fig wasp, to fertilize them. This was a new phase of the subject. Did we get the bug? Well, I should say we did, and we put it to work with every prospect that it will continue to work and make us wealthy.

If any of these foreigners thought we could not establish the insect they have since learned better. We do not have to harness them, either; they work in their adopted home, both double and single, and it doesn't take a very large collar to fit their necks, either.

San Diego county and city form a region rich in resources with superior attractions for the people who want the best. No section of the world can offer better inducements to the homeseeker, attractions to the tourist or ample return on investments to the capitalist.

"San Diego—The Home of the Olive"

Why buy foreign OLIVE OIL when the VERY BEST IN THE WORLD IS MADE RIGHT HERE IN SAN DIEGO?

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—has been standard for purity for TWENTY YEARS.

Home 2661. Sunset 702.

L. J. Cruise

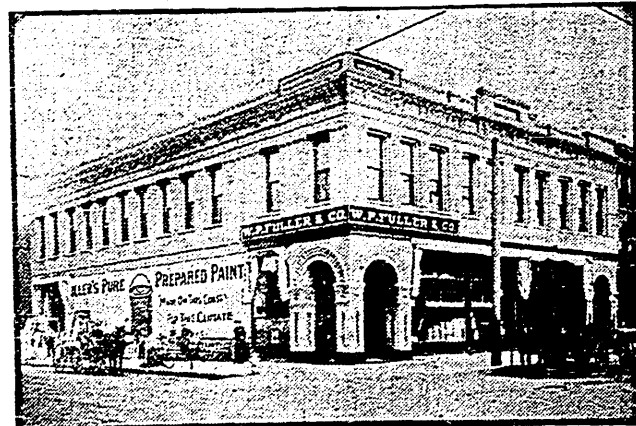
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