



# Blue Diamond Pressed Stone Co.



To enlarge its plant and facilities to handle its rapidly increasing business, offers its new issue of dividend paying

## GILT-EDGE STOCK AT PAR

### STORY OF THE SKYSCRAPER TOLD IN EVOLUTION OF CEMENT CONSTRUCTION

A short statement of the principal reasons for the enormous development of the American cement industry may be of interest. It is largely due to two causes. One is the increase in the amount of work in which cement has long been used, and in the great extension in the number of uses to which cement can be put; and the other is the development of labor-saving processes for manufacture which reduces the cost, so that cement can be used for many purposes from which it has been largely excluded on account of the relative cheapness of other materials.

Concrete building material, properly combined, is PERFECT IN APPEARANCE, WONDERFUL IN STRENGTH, MODERATE IN COST AND IMPERVIOUS TO WATER AND FROST.

#### OVER 4000 YEARS AGO

Concrete was known to the ancients as the most durable and easiest handled building material to be had. This is shown today in the wonderful specimens of architecture preserved from the ruins of ancient civilization, of which the best preserved are built of concrete.

Though its merits were so well recognized, it has only been a few years ago that the prices of cements were such as to admit of the general use of concrete in all forms of building construction, and now it is being used more and more extensively each year until, during 1904, over 25,000,000 barrels of domestic cement were used in the United States as against only 82,000 barrels in 1880 and 995,000 barrels in 1895.

At this time concrete is being used by all the large railroads, where safety, attractiveness and economy is desired. The most important of the larger works of the Federal Government are constructed of concrete.

Portland cement has made such vast strides in the past few years that it has been used in works of the greatest importance, so extensively, and with such satisfaction, that its many valuable qualities are now known to everybody.

The demands for concrete building materials are growing so rapidly that it is only a matter of time when nothing else will be thought of for first-class buildings, just as the only first-class pavement is now being made of concrete, PROPERLY HANDLED.

The foremost chemists have made thousands of tests with the most accurate instruments and, by comparing notes and verified results, have evolved certain well-known laws to guide us. This fact has been so thoroughly demonstrated by practical tests that municipal building codes in all the larger cities have accepted the cement building blocks as among the very best building material, whether used for foundation work or in the construction of residences, office buildings, clubhouses, factories, or any other building in which bricks or stone might otherwise be used.

Hollow block construction introduces a saving of material over brick and stone masonry. The cost of laying concrete blocks is less than for brick work.

Concrete blocks, being hollow, tend to prevent sudden changes of temperature within a house, being cool in summer and easily heated in winter.

Concrete blocks, being easily molded to any desired form, have proved to be far more economical building material than stone, which has to be dressed to shape.

Rats, mice and other vermin are absolutely shut out of concrete houses for all time.

**WE MANUFACTURE** All kinds, sizes, faces and colors of building blocks; all kinds of brick, both common and fancy faced, of all grades and for all purposes, and sell them at a price with which clay brick cannot compete; a full line of common and fancy posts, porch columns, friezes, and other ornamental works in all colors; and also make sills, lintels, water tables, door steps, balustrades, burial vaults, tubs, and, in fact, a full line of building, ornamental and other concrete products. The profits on all these goods are large, and the market is ready. It is really DEMANDING these goods, but it wants the highest quality obtainable, and that is what we propose to furnish.

Safe and sane investment to be given the public in blocks to suit purchaser

### SOMETHING OF A COMMERCIAL INSTITUTION DESTINED TO BECOME THE MOST GIGANTIC ON THE PACIFIC COAST

#### THE BLUE DIAMOND PRESSED STONE COMPANY

was organized the 26th day of December, 1907, for the purpose of erecting and operating the largest factory on the Pacific Coast, for the manufacture of concrete building materials, and today over

#### 83 PER CENT OF ITS STOCK HAS BEEN SUBSCRIBED FOR

because people have recognized in it the SAFEST AND BEST PAYING INVESTMENT EVER OFFERED TO THE PUBLIC.

The profits for this year will reach at least 15 per cent of the capital stock, and within a very short time the management is confident of being able to pay dividends larger than anything equally as safe.

This is not a speculation, but is positively a safe and sane investment, and means a fortune to all who can buy shares while they are to be had at par.

#### Our Present Factory Has a Capacity of 44,000 Brick Per Day

When you read this, remember that our profits are large, that is why we are in the business, and that the management of the company is in honest, capable hands, and that the success of the company as a dividend payer is assured by these facts.

The unsold stock will be quickly taken, and that makes it necessary for you, if you want to get a part of this good thing, to act quickly. You will be doing both yourself and those dependent on you an injustice if you will allow this opportunity to pass by without at least finding out more about it.

ONE DOLLAR INVESTED IN THE STOCK OF THE BLUE DIAMOND PRESSED STONE COMPANY WILL BRING YOU IN A LARGER ANNUAL INCOME THAN FIVE DOLLARS IN THE SAVINGS BANK, AND WILL BE EQUALLY AS SAFE.

#### REMEMBER ONLY 17 PER CENT OF OUR STOCK REMAINS UNSOLD

This limited amount can now be had at its par value, \$10.00 per share, by making immediate application at our office.



## Blue Diamond PRESSED Stone Co.

For further particulars apply at the  
office of the Company or to L. I. POTTER, fiscal agent  
215 Commercial Building

