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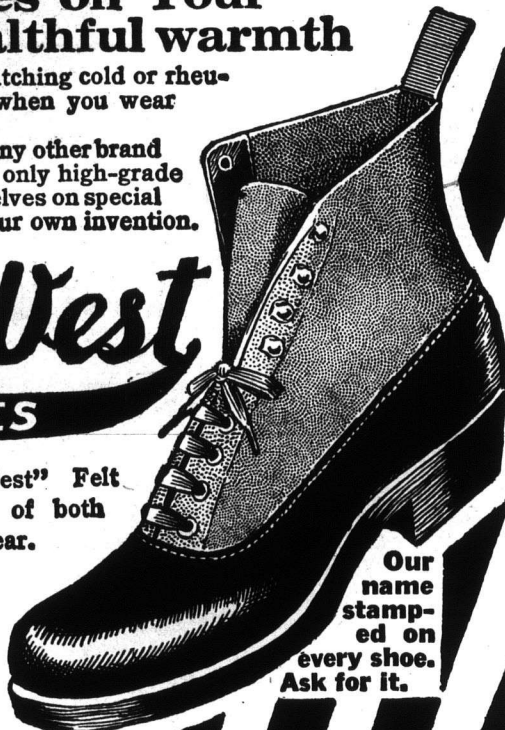
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GRAND TRUNK PACIFIC

Continuing on the subject of national economy, let us consider what it means to us as a nation to use inflammable roofing. Insurance statistics prove that a large percentage of fires originate on the roof. Now, fire means waste and waste means loss. It matters not if the building is insured, the loss is just as great, the only difference being that it is borne by a company instead of an individual, and the company, of course, collects it from the public in the form of "insurance rates." The "rate" of insurance is determined by the amount of our fire losses—the more fires we have, the higher the "rate." Fire insurance, in fact, may be described as a gigantic system whereby the losses of individuals are divided among multitudes.

Manufacturers and retailers have to pay insurance. They must add this to the price of their goods. The consumer pays it. The higher the insurance rates, the more you pay for your boots, your clothes, your food. If, therefore, our national fire loss could be reduced, every individual would directly benefit by reason of a reduction in "the cost of living." The universal use of fire-proof roofing would aid enormously in bringing about this result.

The National Fire Protection Association is authority for the statement that "every day, in the United States and Canada, someone's home is destroyed or the roof burned off it by the ignition of its wood shingles by sparks from its own chimney." Wood shingles not only ignite easily, but their flying burning brands are a menace to every surrounding building and its inhabitants. The recent fire in Salem, Mass., for instance, with its appalling loss of life and property, might easily have been averted if some few houses had been roofed with metal shingles instead of wood shingles. It is a comparatively well known fact that our per capita fire loss is enormously greater than that of any other civilized portion of the globe.

Are we as a nation going to allow this stigma to continue to rest upon us? Are we going to continue literally burning up our money while we fill columns in our newspapers howling about our "high cost of living?" We think not. There will come a day of awakening, a day when fireproof roofing will be universal. The wood shingle firebrand will be banished forever, by legislation, if by no other means, although it will cry shame upon our intelligence if we have to be forced by legislation into an action which the dictates of common sense should lead us to take.

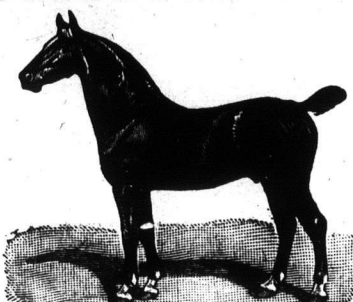
Let it be said, in conclusion, that the statements in this article are not mere "claims," mere "sales talk." They are actual facts, borne out and proven by logic, experience and evidence. Granted this, it must be acknowledged that sheet metal roofing possesses every requisite which an exacting buyer could demand.

Sulphur and the Soil

In the North of France the residue from gas-works is extensively used as a fertilizer. Analyses of several samples of the material show that it contains about 40 per cent of sulphur and from one to three per cent of nitrogen, in the form of ammonia or its salts. Experiments in garden soil prove that the value of this unusual fertilizing agent is due in part to the large amount of sulphur in it. Flour of sulphur is said to promote the growth of both roots and leaves, and to give the plants a deeper green color than they would have without it. Probably it helps to form chlorophyll. Moreover, some of the sulphur is oxidized, and becomes sulphate in the soil.

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