

GOSSIP

THE CEMENT INDUSTRY

When the Cement Merger was formed on the 20th of August of last year the news was received by consumers and independent manufacturers alike with some misgivings. The consumer thought he foresaw the successful establishment of a great monopoly that would sooner or later raise the price of Portland cement (a commodity that is today regarded as the "staff of life" in constructional development) to an exorbitant degree, and thus seriously hamper the work of improvement and development, upon which our industrial success as a young nation depends so much. When confronted with the argument that the importation of foreign cement would solve the difficulty, should prices of Canadian-made cement soar too high, it was even whispered that the merger would be strong enough to railroad through Ottawa an increased import duty on the materials, and thus make impossible foreign competition.

Some of the cement manufacturers whose plants were not included in those that formed the merger, thought they saw in the hazy distance a "Standard Oil Octopus" in the cement industry in Canada, and that trust methods would be employed to whip them into submission or crush them out of existence one after the other, until every tentacle of the giant monster had drawn firmly into its grasp its quota of the spoils. The incorporators, on the other hand, declared emphatically that there was absolutely no ground for any such alarm, but that the merger had been formed only for the purpose of effecting economies in management, manufacture, sales and freights, together with the object of increasing the consumption of cement through a systematic educational campaign, as to where, how and when cement may be profitably used. In addition to this, the merger frankly declared, that it proposed to bring to an end the ruinous competition, that up to the time of its birth, was eating the very vitals out of the industry. The merger, in this manner, committed itself to a constructive policy and disclaimed any intention to adopt any method or undertake any procedure that would demoralize the market either from the standpoint of the consumer or the independent manufacturer.

One year has passed, and it is gratifying to note that the merger has made good its promises and kept faith with both consumer and independent manufacturer alike.

The consumer will get his cement for 1910 at an average price of \$1.25 per barrel at the mill, a price lower than has heretofore prevailed in Canada, with the exception of the short interval during 1909, when cement was being sold below actual cost of production—a condition that could not continue for any length of time.

The following average price per barrel, for cement during the past five years, according to the report issued by the Department of Mines, is interesting: 1904, \$1.41; 1905, \$1.42; 1906, \$1.49; 1907, \$1.55; 1908, \$1.39; 1909, \$1.32. Thus it may be seen that the present conditions under which cement is sold in Canada, have by no means abnormally raised prices. It is argued that cement is sold cheaper in the United States, and while this is true, to some extent, it must be remembered that the cost of manufacture is considerably less across the border. This is due to the fact that coal is such an important factor in the manufacture of cement and the United States mills are advantageously situated in close proximity to the great American coal fields, thus materially reducing the cost of one of the largest items of expense in the manufacture of cement.

The independent mills very wisely came to an understanding whereby they jointly appointed a sales agent, who has so thoroughly organized his sales and delivery systems that cement may be delivered to any point, from the closest mill, in accordance with the natural laws of commerce, thus eliminating unnecessary long hauls, and thereby bringing the cost of delivery to a minimum.

Practical Farm Books

In this space each issue for some time we shall review briefly and state the price of some of the latest recognized standard books treating of agriculture, live stock, farm mechanics, and a large variety of other subjects related to agriculture. There is a constantly increasing demand for farm books, and this work is undertaken to give readers a ready source of reference to the best books in every department of agriculture. Cut out and keep this and subsequent advertisements. You will find the information useful. These books are for sale through this office.

Profitable Stock Feeding

By H. R. Smith, Professor of Animal Husbandry in the University of Nebraska. Treats of the feeding of all classes of farm animals: horses, cattle, sheep, swine and poultry. The book was prepared especially to meet the requirements of farmers and stock feeders in the western United States. Their requirements and those of Western Canadian farmers being very similar, the work is equally informing for farmers of this country. It is a practical treatise on stock feeding, illustrated, cloth-bound and contains 400 pages. It is used as a text book in the leading Canadian and American Agricultural Colleges.

Price, post paid, **\$1.50**, or free for two new yearly subscribers for this paper, at \$1.50 each.

Farm Machinery and Farm Motors

A book prepared to furnish information on a subject little dealt with in farm books. J. B. Davidson, B.S., M.E., Iowa State College, and L. W. Chase, B.S., M.E., University of Nebraska, are the authors. Instruction is offered on the principles of construction, operation and care of all kinds of farm machinery—tillage, seeding, harvesting, haymaking, threshing and pumping machinery, manure spreaders, feed mills, wagons, buggies, sleds, animal motors, windmills, steam engines, gasoline, oil and alcohol engines, electrical machinery, etc. Particularly informing chapters are those on steam and gasoline tractors. Every farmer should have this book. Cloth bound, well illustrated, 500 pages.

Price, **\$2.50**, or free for three new subscribers for this paper, at \$1.50 each.

The Farmer's Veterinarian

A practical treatise on the diseases of farm stock, written by C. W. Burkett, editor of "American Agriculturist," aided by some of the leading veterinarians of the United States. It is written in everyday language and gives the causes, symptoms and treatment of diseases of domestic animals. The Farmer's Veterinarian is one of the most practical and informing veterinary books that has been published. Acquaintance with its contents and the book at hand for reference will save dollars every year on any farm in veterinary bills and animals saved through prompt treatment. The symptoms of all diseases are clearly given, the most approved treatment recommended and hints offered in administering the medicines, etc. A well arranged index makes reference convenient. The book contains 275 pages, is aptly illustrated and cloth bound.

Price, **\$1.50**, or free for two new yearly subscribers to this paper, at \$1.50 each.

Farmer's Cyclopedia of Agriculture

The matter in this book is compiled from the enormous and ever increasing mass of agricultural literature. Its editors, V. W. Wilcox, Ph.D., and C. B. Smith, M.S., of the United States Department of Agriculture, made a careful study of all the literature available on field, orchard and garden crops, dairy farming, poultry, livestock, etc., particularly consulting all the latest bulletins of the experiment stations, experimental farms and agricultural colleges of the United States and Canada. The cyclopedia is a digest of this material and the results of experiments are brought down into form that can be readily made use of by the average farmer. The work covers an enormous number and variety of subjects, all carefully indexed so that each and any particular one may be readily found. The lists of sources from which information on each subject is drawn make a convenient reference for readers who wish to pursue further the study of any particular subject. It is the most useful compendium of agricultural information yet issued in America. Bound in cloth, illustrated, 620 pages.

Price, **\$3.50**, or free for five new yearly subscribers for this paper, at \$1.50 each.

Farmer's Advocate, Ltd.

14-16 Princess Street, Winnipeg, Manitoba, Canada.

Both the merger and the independent companies (through their sales agent) have launched out into great educational campaigns with the purpose of increasing the consumption of cement by the farming community and the lay public, thus demonstrating that both branches of the industry are proceeding to increase their outputs rather than abnormally raise prices.

The conditions under which cement is sold in Canada to-day may be termed most favorable. Because of the stability of prices, the architect and engineer are safe in making their estimates, the contractor is safe in making his tender, the dealer is protected in his purchases and the consumer is given a standard product at a reasonable fair cost, plus a minimum freight rate, made possible through following the natural laws of commerce. The general public is being served through the undoubted future increase in the adoption of cement as a structural element in the place of inflammable and unstable materials, promoted through the systematic campaigns of instruction now being carried on by both sections of the industry.

As long as the cement interests continue to develop the industry along these lines, as long as their policy continues to be constructive they are deserving of the good will and support of the Canadian building public. But

should they ever become over-confident of their entrenchments and undertake a policy of coercion, they will have dropped the bone for the shadow.

Constructional development and improvement is and will continue to be in Canada for some years hence, one of the greatest factors in our growth. Cement has become as indispensable in structural work of every character and type as are the hands of the laborer who does the work, and an ambitious country will never tolerate a monopoly in a material so universally used in both public work and private enterprise.—Construction.

HEREFORDS BY AUCTION

The sale by auction on November 2nd, by Mossom-Boyd Company, of seventy head of registered Hereford cattle, is an event that should be taken note of by the Western farmer who thinks that it is time to quit growing grain alone and to go more into mixed farming. The sale will take place on the farm, which is twelve miles south of Prince Albert, and one and one-half miles from Clouston, the first station south of Prince Albert on the line between Prince Albert and Saskatoon. Conveyances will meet all trains at Clouston on day of sale. Lunch will be provided and sale will be under cover if weather is disagreeable.

The Mossom-Boyd Company's herd

of Herefords is one of great excellence and is the largest herd of registered cattle in Canada, numbering close on 400 head. The product of the herd has heretofore been almost altogether shipped to the United States, and this is the company's first attempt to make a sale on the farm. The company does not expect to get the value of the cattle on this occasion, but desires to initiate an annual affair, which will eventually be successful. There will doubtless be some good bargains in good cattle on November 2nd, and a great opportunity for some persons to enrich their herds and their pockets. The advertisement appeared in our issues of October 12 and 19.

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ENTRIES AT APPLE SHOW

A letter from Secretary L. G. Monroe, of the Canadian National Apple Show, dated October 14, says that there are eighteen entries in the carload class or five carloads more than has been exhibited at previous national or international apple shows or world's exhibition. Indications are that the entire exhibit in all sections will total 25 carloads of fruit or approximately 2,000,000 apples.

Maxwell Smith is manager of the show. The dates are October 31 to November 5. Special rates are available on all railways.