The Royal Securities Corporation, Limited

Has issued in the City of Montreal, in the Province of Quebec, an advertisement, stating that it is prepared to receive subscriptions for $5,000,000, 7 per cent. cumulative preference shares of CANADA CEMENT COMPANY, LIMITED, at the price of $93 for each share with a bonus of ordinary shares equal in par value to 25 per cent. of the par value of the preference shares allotted, such bonus stock to be delivered on payment of subscription in full. Firm subscriptions have been received for $3,200,000 par value of these preference shares. The advertisement gives the following information as to the CANADA CEMENT COMPANY, LIMITED.

CANADA CEMENT COMPANY, Limited

(Incorporated in 1909 by letters patent under the Companies Act of Canada.)

Head Office: MONTREAL, CANADA.

CAPITAL STOCK:

Authorized.		To be Issued.
$11,000,000	7 per cent. cumulative preference shares	$10,500,000
$19,000,000	ordinary shares (divided into shares of $100 each)	$13,500,000
$30,000,000		$24,000,000

BONDS:

$ 8,000,000......6 per cent. first mortgage, 20-year gold bonds.......... $ 5,000,000

The cumulative preference shares will carry fixed cumulative preferential dividends payable out of the profits of the company available for dividends at the rate of 7 per cent. per annum on the capital for the time being paid up thereon respectively and will rank as regards dividends and return of capital in priority to all ordinary shares in the capital stock of the company, but shall confer any further right to participate in profits or assets. Dividends on these cumulative preference shares will commence to accrue from January 1, 1910. Dividends will be payable quarterly.

Applications will be made for the listing of these securities on the stock exchanges of London, England; Montreal and Toronto.

BANKERS: BANK OF MONTREAL, MONTREAL.

The following persons have agreed to become Directors of the Company:

SIR SANFORD FLEMING, K.C.M.G., Ottawa, Director of the International Portland Cement Company, Limited; Canadian Pacific Railway Company.
J. M. KILBOURNE, President of Lakefield Portland Cement Company, Limited; Owen Sound Portland Cement Company, Limited.
J. R. BOOTH, Ottawa, director of Grand Trunk Pacific Railway.
GEORGE E. DRUMMOND, Montreal, Director of Molsons Bank; Canada Iron Corporation, Limited.
J. S. IRVIN, Ottawa, Managing Director the International Portland Cement Company, Limited.
HONORABLE W. C. EDWARDS, Ottawa, Senator, Director of Canadian Bank of Commerce; Director of Toronto General Trusts Corporation.
W. D. MATTHEWS, Toronto, Vice-President the Dominion Bank; Director of Canadian Pacific Railway.
R. W. KELLY, New York, President of the Vulcan Portland Cement Company, Limited.
HONORABLE ROBERT MACKAY, Montreal, Senator, Director of Canadian Pacific Railway; Director of Bank of Montreal.
W. R. WARREN, New York, Director of the Vulcan Portland Cement Company, Limited; Shawinigan Water & Power Company, Limited.
W. H. E. BRABENDER, Calgary, Vice-President of Alberta Portland Cement Company, Limited.
E. M. YOUNG, Allentown, Pa., Vice-President of the Lehigh Portland Cement Company.
HONORABLE GEORGE A. COX, Toronto, Senator, Director Grand Trunk Pacific Railway Company; Canadian Bank of Commerce.
W. M. AITKEN, Montreal, Director Montreal Trust Company.
CHARLES H. CAHAN, Montreal, President Western Canada Power Company, Limited.

The Canada Cement Company, Limited, is a new company which has been incorporated for the purpose of taking over the undertakings, properties and businesses of the following companies now doing business in Canada as manufacturers of Portland cement and like products, viz.:

THE LAKEFIELD PORTLAND CEMENT COMPANY, Montreal, Quebec.
THE LAKEFIELD PORTLAND CEMENT COMPANY, Lakefield, Ontario.
THE OWEN SOUND PORTLAND CEMENT COMPANY, Limited, Shallow Lake, Ont.
THE ALBERTA PORTLAND CEMENT COMPANY, Limited, Calgary, Alberta.
THE BELLEVILLE PORTLAND CEMENT COMPANY, Limited, Belleville, Ont.
THE INTERNATIONAL PORTLAND CEMENT COMPANY, Limited, Hull, Quebec.
THE VULCAN PORTLAND CEMENT COMPANY, Limited, Montreal, Quebec.
THE LEHIGH PORTLAND CEMENT COMPANY, Limited, Belleville, Ontario.
THE CANADIAN PORTLAND CEMENT COMPANY, Limited, Marlbank, Ontario.
THE CANADIAN PORTLAND CEMENT COMPANY, Limited, Port Colborne, Ontario.

The Canada Cement Company, Limited, by means of contracts already made proposes to acquire control of a majority of the shares of the capital stock of the following companies:

The Western Canada Cement and Coal Company, Limited, Exshaw, Alberta, and the Eastern Canada Portland Cement Company, Limited, Quebec.

The plants, which will be owned or controlled by the new company, are believed to be among the best constructed and most efficiently equipped on this continent; and, under a competent central management not only will a uniform standard of unity be secured in the combined product, but an equable standard of prices may be maintained throughout the whole country. These plants will have a total capacity in excess of 4,500,000 barrels of Portland cement per annum.

ESTIMATED EARNINGS.

The following may be regarded as a conservative estimate of the earnings of the company:

NET EARNINGS.

The estimated annual net earnings of the company, based on the quantities of cement being sold, during the present year, by the companies comprised in the merger, and on the costs of manufacture under existing conditions, amount to $1,900,000

FIXED CHARGES.

Interest on $5,000,000 of first mortgage bonds at 6 per cent. per annum	$300,000	
Sinking fund payment on bonds, 2 per cent per annum	100,000	
Preferential dividend of 7 per cent per annum on $10,500,000 preference shares	735,000	
		$1,135,000
Leaving available for dividends on ordinary shares of the company		$ 765,000

THE CANADIAN MARKET FOR PORTLAND CEMENT.

The demand for Portland Cement in Canada has increased remarkably during the last five years.

In 1904 the total consumption of Portland Cement in the Dominion was 1,694,988 barrels, of which 784,630 barrels were imported. In 1908 the consumption, notwithstanding the general industrial depression, was 3,134,338 barrels, and no less than 3,495,961 barrels were manufactured in Canada. Eastern trade conditions indicate that the consumption during 1909 will largely exceed that of 1908.

The increase is not abnormal nor due to merely local causes. In the year 1888, it is estimated that less than 200,000 barrels of cement were manufactured on the North American Continent, and the enormous growth of the business is shown by the fact that in 1908 approximately 55,000,000 barrels were there produced. The manufacture of Portland Cement commenced in Canada in 1888, but until 1904 the importations into Canada of the foreign product exceeded the Canadian production.

The report of John McLeish, B. A., chief of the division of mineral reserves and statistics of the department of mines, Canada, on the production of cement in Canada during the calendar year 1908, furnishes the following comparative statement:

Calendar Year.	Canadian Manufactured Barrels	Consumed Barrels	Foreign Imported into Canada Barrels	Total Consumed in Can. Barrels
1904	908,990	910,358	784,630	1,694,988
1905	1,541,568	1,346,548	917,558	2,264,106
1906	2,152,562	2,119,764	666,931	2,785,695
1907	2,491,513	2,436,093	672,630	3,108,723
1908	3,495,961	2,665,289	469,049	3,134,338

Great as has been the development of the Portland Cement industry in Canada since 1904, it is only reasonable to assume that this growth will be largely exceeded in the immediate future, and for many years to come. The enormous public works in progress and in contemplation, including railways, canals, bridges, harbor improvement, piers, wharves, docks, piles, pavements, building foundations and buildings, etc., will all require proportionately large quantities of the manufactured products of the new company. The hydro-electric developments throughout the country will increase the demand, while the rapid substitution of reinforced concrete for other materials in the building trades, will render necessary an increased production on the part of the new company.

OBJECTS OF THE MERGER.

According to the returns made to the Dominion Government by the cement manufacturers the average price at their works obtained by them in 1908 was $1.39 per barrel. This was the lowest price ever reported by the Canadian mills. In 1906 the average price was from $1.65 to $1.70, and in 1907, about $1.60. At the beginning of the present year it was realized by a number of the manufacturers that even without any increase in prices the business could be rendered much more profitable by a merger of several of the large competing companies on a conservative basis. The Canada Cement Company, Limited, is the outcome. The new company will own or control cement producing plants at the central points of distribution from the St. Lawrence River west to the Rocky Mountains, and by securing more efficient organization which will be able to regulate the distribution of the manufactured product from these central points to the centres of consumption, large economies in the present cost of freight, which represents a large percentage of the ultimate cost to the consumer, will undoubtedly be effected. The establishment of one executive office in the City of Montreal, and the elimination of competitive salesmen, middlemen and brokers is also expected to effect a considerable saving in the costs of the sales department under the new management.

Forms of application can be obtained at any office of the Royal Trust Company or of the Royal Securities Corporation, Limited.

The Royal Securities Corporation, Limited, Montreal.

SPREAD OF PELLAGRA

New and Mysterious Disease Is Becoming a Public Nuisance.

Washington, Sept. 16. — Expressing a confirmed belief that "pellagra" is likely to become in this country a public problem of greater proportions than can at the present time be realized, C.H.Lavinder, past assistant surgeon, public health and marine physician, has just reported the results of his investigations of the prevalence of that disease in the Illinois State Hospital for the Insane. There are in the neighborhood of forty or fifty well-defined cases of pellagra in the institution, according to Dr. Lavinder.

He was unable to assign any local cause for the extent of the disease.

STRANGE FATALITY AT THE OTTAWA FAIR

Crowd Rushes to Aid Aviator and Is Shocked by Electric Wires.

[Special to The Advertiser.]

Ottawa, Ont., Sept. 16. — A peculiar airship accident occurred at the Ottawa exhibition this morning. Aviator Nassr attempted a flight with a dirigible. The propeller caught an electric light wire, and checked the ascent. The crowd, seeing the trouble, rushed to catch the falling dirigible. The propeller had stripped the insulation off the electric wire, and as fast as people touched the metal framework of the balloon they formed a circuit with the earth and were knocked down. Twenty people were thus rendered helpless in less than a minute. Four of these were so badly shocked that they had to be removed to the hospital.

Edward Kaitting, of Belleville, who was shocked, died while on the way to the hospital.

LEFT OYSTER SUPPERS FOR THE INCURABLES

Odd Clause in the Will of the Late Henry Pellatt.

Toronto, Sept. 16. — The will of the late Henry Pellatt, father of Sir Henry M. Pellatt, was filed for probate today. He left an estate of $250,999, the bulk of the property being divided between six children, and $500 left to the Home for Incurables, to provide ten oyster suppers.

FIGHT DECLARED OFF.

New York, Sept. 16.—The Ketchell-Langford match has been declared off owing to interference by the authorities.