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| $\left.\begin{array}{c} \text { Cotton - Cottonseed Oll }=\text { Stocks - Grain } \\ \text { Telegraph } \\ \text { Address } \end{array}\right\} \begin{aligned} & \text { Western Union } \\ & \text { Postal } \end{aligned}$ <br> When you have orders tö place, open an account with us. |  |  |
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How
Cement
Industry Anticipaces Tour Needs
$\$ 40,000,000$ represents the value of the portland cement -finished and nearly fin-ished-which manufacat their mills on April 30, 1922, in anticipation of your summer needs. This figure is based on the average U.S. Geological Survey. Carrying such stocks in advance of actual demand means:
Heavy financing. As most cost items represent actual cash
outlay. outlay.
Taking chances on Ifuture de-
mand.
Large fixed investments in storage bins, anaounting sometimes
to more than halfa million dol. lars in even a medium-sized.
plant-for cement is a bulky plant - for cement is a bulky
material and has to be kept dry.
As things turned out, last year was a record one in the demand for cement. Government figures
show $116,563,000$ barrels were show 11, shipped, yet that was less than 80 shipped, yet that was less than 80 per cent of the industry's producing capacity. And nearly 70 per
cent or $80,000,000$ barrels of this total was called for by cement users in the six-month' period, May to October inclusive.
This shows the seasonal nature of demand for cement. Most people still believe that the "building season means sixor sevenmonths of the year instead of twelve. Last year more than $14,00,00$ barrels of cement were shipped during
August and less than $3,000,000$ August and less
barrels in January
Cement being a basic building material is a prime mover-in other words, the demand for cement immediately creates a demand for all other building materials. And this comes at a time when crop
and fuel movements are already overtaxing the railroads.
In anticipating future demand and in educational work to lengthen the so-called building season, cement manufacturers are always
trying to serve your best interests.

PORTLAND CEMENT ASSOCIATION


News of Markets-Cotton-Money-Grain-Stocks

J. B. McCABE $\&_{L}$ CO.

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standard oil of New Inark
stanamard of of ond
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