

## True Economy-



## MEN'S SUITS

-with TWO Pairs of Pants
\$35
\$30
\$40

They're excellent values-and you know
what "value" means in my store. All wool, finished and unfinished worsteds of splendic design and tailoring. Th
workmanship in these garments is a surance of long service and an extra pants

BEN SELLING MORRISON ATFOURTH


in los angeles, calif.


 compared with other makes under every
exioting local condition. Many of thes
care are heavily loaded as a usual thing. Savage Cords on one-ton Ford trucke
loadedd dally to soon and 4500 pounds are giv-
ing far greater service than any other tire ing fir greater service than any other tire
equipment used in a similar, manner by a
local feed and fuel company,
A iobber sending salesmen into an out-
Iying territory, where roads are particularly
rocky, clasims Savage Cors
 Tire men and motorists familiar with tire
conotruction have found in the Savage Cord
ceverteen uste senenteen ousstanding consiructional fea.
rures that make it the wonderful tire it is.

SAN DIEGO, CALIFDRNIA.
OUR BEST ASSET IS THE SATISFIED CUSTDMER

## Howell-Swift Tire Co.

[^0]state
$\qquad$


Dr. J. D. Duback
171 BROADWAY

## Cement Industry Fourth Largest Consumer of Coal

Last year 7,400,000 tons of coal, $2,340,000$ barrels of fuel oil, and 3,000,000,000 cubic feet of natural gas were burned in the manufacture of cement in the United States.
Each 376-pound barrel of cement represents an average fuel consumption of 200 pounds of coal, or its equivalent.

Fuel is one of the large necessary cost elements entering into the manufac ture of cement.

About $33 \frac{1}{3}$ per cent of the cost of manufacturing cement goes for fuel.

Every one knows that coal costs a great deal more than before the war

In 1921 the coal bill of the cement industry totaled approximately $\$ 40,000,000$

Heat required in cement making is about 3000 de grees Fahrenheit. This is a higher temperature than required in steel making gold smelting or almos any other industrial proc ess involving heat.

This intense heat is neces sary to fuse the limestone and other materials into what is known as clinker.
Grinding mills pulverize the coal into a fine powder before it is blown into the kiln to be used as fuel.
This grinding costs about \$1- per ton.

This Is the Age of Cement
PORTLAND CEMBNT ASSOCIATION



[^0]:    
    

