

NATION FACES CRITICAL COAL SHORTAGE

SAYS THE U. S. GOVERNMENT

Buy your coal **NOW**

Coal production has fallen off to an alarming extent. This is due to a combination of causes. No increase in output is possible without quick action by coal consumers.

Coal cannot be produced and held in huge quantities awaiting the convenience of buyers. It must be moved from the mines as fast as produced and kept moving until it finally reaches the consumer.

During the past two years we have been confronted with a coal shortage.

In 1917 it embarrassed our conduct of the war, shut down factories, left cities in darkness, shortened the working hours of public utilities and caused great suffering in many homes.

In 1918 in response to government appeal, consumers bought their coal during the summer months, and as a result of their action and the patriotic superhuman effort on the part of operators and miners, the greatest production in the history of the country was achieved---namely 585,000,000 tons. Thus a shortage was averted.

In 1919--the present year--we face this situation:

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| Requirements for the year (Govt. estimate) | 530,000,000 tons |
| (55 million less than 1918) | |
| Stock on hand January 1 | 30,000,000 tons |
| Coal production required for 1919 | 500,000,000 tons |
| Coal produced Jan. 1 to June 14 1919 | 195,000,000 |
| Quantity to be produced during remaining 28 weeks | 305,000,000 |
| Average weekly production first 24 weeks | 8,125,000 |
| Average tonnage which must be produced weekly during coming 28 weeks | 10,900,000 |

To meet the requirements of the country, production of the mines must be increased 2,775,000 tons each week!

How can this be done?

Buy your coal NOW. This is the only way to increase production.

If production is not stimulated NOW, somebody will have no coal this winter.

Will it be you?

Do not think we are alarmists, that the figures quoted above are inaccurate. They are the OFFICIAL figures of the Geological Survey of the United States Government.

Your Government Warns You

Dr. H. A. Garfield, United States Fuel Administrator has issued a statement to the public as follows:

"BUY NOW---in August or the Autumn will be too late. A big coal shortage is coming. Thousands of miners are going back to Europe. Coal production has fallen off considerably and a shortage of many million tons look probable. My advice to customers is to buy now while they can get a selection and delivery. I feel bound to say that, as I see the situation, we are likely to experience a coal famine in the fall.

These Are All Facts. Consider Them

Quick action being so apparent, we cannot urge too strongly that you buy your coal NOW so as to be sure of having it next winter.

Belding Coal & Ice Co. Gleaners Clearing House Ass'n Wilson & Co.