

Women of the Cabinet appeal to Women of the Country "Order Your Coal Now!"

The housekeeper who secures their fuel supply at the present time, are helping to win the war Mrs. G. W. Gregory

To buy our winter supply of coal must be done now. It is a patriotic duty to order coal now, and a real service to our country. Clean - Lawrence

Present conditions seem to justify and accentuate the arguments in favor of an early storing of one's winter fuel. Adele S. Burleson

It seems so obvious that it seems unnecessary to explain - I have ordered my year supply of coal. Helen Houston

It is not the individuals Nor the army as a whole, But the everlastin' team work Of every bloomin' soul. - Kipling.

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OUR FUEL PROBLEM.

The solution of the world's war problem must depend upon the solution of America's fuel problem. Fuel, the driving force of the war, must be available in quantities sufficient to insure victory. Without fuel the vast and intricate machinery of war industry must stop; railroad and steamship traffic will be clogged, and the steady progress of our armies will be halted. All of the great war machinery depends on fuel.

Now, in midsummer of the nation's second war year, it

is certain that the nation's enormous demands for fuel cannot be fully met. Although seven hundred thousand miners work to the limit, and the transportation agencies of the country strain every nerve to facilitate distribution, the war demand for fuel will inevitably outstrip the possible output.

Every time a fifteen thousand ton troop ship carries American soldiers to the fighting front in France it consumes about three thousand tons of coal or 12,000 barrels of fuel oil. More than four million tons of coal are consumed in a year in transporting the supplies which must go forth in a continuous stream to maintain a single army. Our present shipbuilding program will demand fourteen million tons of coal merely to manufacture and transport the steel to be used in ship construction; and, in building eight million tons of vessels we will use nearly five tons of coal for every ton of shipping that leaves the ways. Every three-inch shell fired from an American gun in the war against autocracy represents eighty pounds of coal used in its manufacture, and these shells are manufactured by the million.

With this enormous war demand added to the normal coal consumption of our railroads, industries and people, the United States is confronted with the necessity of supplying approximately 735,000,000 tons of coal during the coal year from April 1, 1918, to April 1, 1919. Of this amount about 100,000,000 net tons—a maximum year's production—come from the anthracite fields and will go largely to keep the people warm. The remaining 635,000,000 tons must come from the bituminous fields. The production of bituminous coal in 1917 was 554,000,000 tons—in 1916 it was a little more than 500,000,000. The gap between last year's production and this year's demands (at least 80,000,000 tons), must be bridged.

Two factors limit the production of bituminous coal. The first of these is transportation. Bituminous coal cannot be dug from the ground and stored at the mine. Every hour that a mine produces coal there must be available at the mouth of the mine railroad cars to carry the product away. If the cars are not there, production stops. The tremendous pressure on the railroads for the transportation of war supplies and the consequent congestion of all eastern carriers which characterized our first year's war activities operated to slow down the movement of coal cars and therefore to limit production.

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—Kipling.

Your Duty - and Coal

You owe it to your family to lay in next winter's supply of coal NOW, while there is no difficulty about getting it. You owe it to your country to help the railroads, by letting them haul your coal from the mines NOW, before all the cars and engines are needed to move the crops.

You owe it to yourself to buy the BEST Coal

Aberdeen
—or—
Black Hawk

Quality in Coal means economy in fuel bills.

Sawyer-Holmes
PHONE MAIN 17

Buy Your Fuel NOW!

Don't Buy a "MAY BE"

You expect cheap coal and plenty of it. The government is giving you cheap coal—cheap under the circumstances, as you will see if you compare present and pre-war prices of that commodity alongside present and pre-war prices of various other commodities; or the American price, with European prices. But high prices stimulate production, and in keeping the price comparatively low the Government forgoes that stimulation. High prices induce economy in consumption too. In keeping prices comparatively low the government must rely on voluntary economy. Are you volunteering? Have you really done anything about next winter's fuel supply except to badger the coal man and criticize the Fuel Administration? Have you overhauled your furnace? Have you got an ash sifter? Have you considered whether it is really a good plan to throw the dampers open until the house is stifling and then open the windows? The Fuel Administration has not been perfect. Have you? You are a fuel administration too. While preparing to advise the Fuel Administration at Washington do not forget that it can give you some good advice.—Saturday Evening Post.

Buy a "CERTAINTY"

SOONER OR LATER
KING COAL

CRYSTAL ICE

The J. D. Lynch Co.
Fuel Ice Feed Transfer Storage

Buy Your Fuel NOW!

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