

# COAL WARNING!

## BUY YOUR STORAGE COAL NOW

**S**PECIALIZING and dealing extensively in the retail coal business, we consider ourselves in the light of a public servant, and as such believe it our duty in every way possible to serve the fuel needs of the people of this community in the most efficient manner. We feel it is our duty to acquaint our patrons of conditions prevailing in the coal traffic in order that they may secure sufficient coal to carry them thru the winter months at the lowest price obtainable.

Fortunately we have back of us the producer of the highest grade bituminous coal in the west from whom we secure the CELEBRATED "PEACOCK" COAL, the quality of which practically every discriminating buyer in Pendleton is thoroughly familiar.

During the past few months there has been a general disregard to the usual practice of storing coal for the ensuing winter. Some feel there is little advantage in storing coal. Others want to ascertain if there will be any reduction in price as a result of lowering of freight rates or cost of coal at the mines.

### WARNING!

Buy your winter's supply now! Coal is plentiful now—but will not be later on—coal cannot be cheaper with existing mining wages and freight rates. There is no prospect of a reduction of either. Coal cannot be stored at the mines nor can dealers store enough to protect this community. It is up to you to protect yourself. A small production in summer necessarily means increased cost and a shortage and higher prices late. This follows the economic law applying to labor, wheat, potatoes or coal. We can serve you quickly and efficiently now, but cannot be expected to do so later when weather conditions and abnormal demand handicap us.

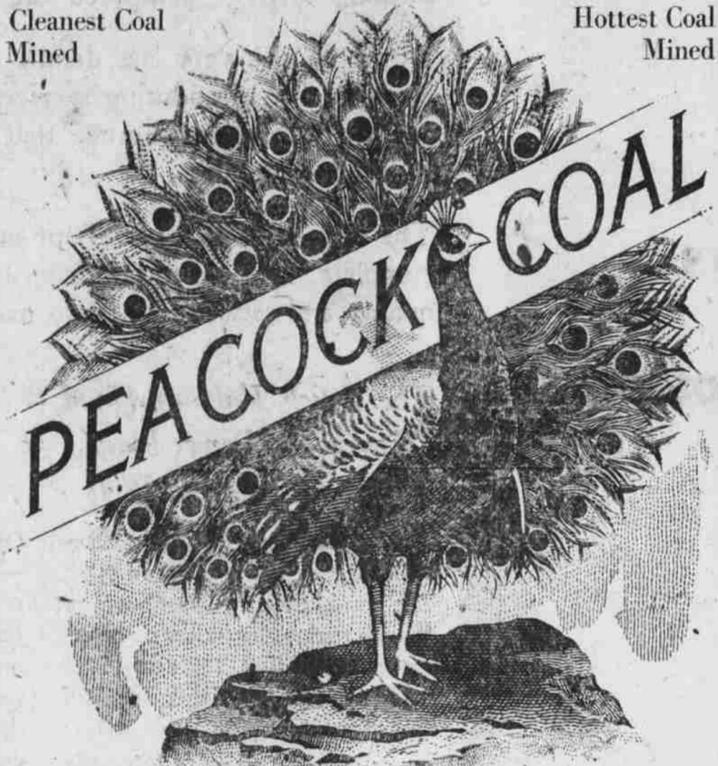
Coal sufficient to care for the entire country's needs throughout the Fall and Winter months cannot be mined or transported entirely during those Winter months, but must be equitably distributed over the twelve month period.

To insure the United States against a soft coal shortage, the average production of all mines should be 11,000,000 tons per week throughout the year. By reason of a mild winter over the entire country production began to drop off in November, 1920, until at the present time so much production has been lost on account of "no demand" that if this condition continues for another ninety days, not alone our Pendleton community but the entire country will face as grave a fuel shortage as has existed at any time previous.

## SMOKELESS SOOTLESS

Cleanest Coal  
Mined

Hottest Coal  
Mined



"At The Sign Of The Peacock"

Salt Lake City, Utah, July 15, 1921

### TO THE PEOPLE OF PENDLETON:

We take this method of advising the good people of Pendleton that we, as the exclusive miners and shippers of the original and genuine "Peacock" Coal, have given the exclusive agency for "Peacock" to the Smythe-Lonergan Company, which exclusive agency they have held for the past six years, and any other person or concern who attempts to sell the "Peacock" brand of coal in Pendleton is an imposter and deliberately misrepresents the facts to secure coal orders by fraud.

It is not hard to understand why unscrupulous persons in the coal game in the northwest should seek to market inferior brands of coal on the strength of the popularity enjoyed by "Peacock" but we do not intend to permit such practices. We have the trade name and trade mark of our product copyrighted and any person or concern other than the Smythe-Lonergan Company offering to sell "Peacock" Coal in Pendleton will be prosecuted to the full extent of the law.

The eminent superiority of "Peacock" over any other brand of coal sold on the western markets makes it imperative for us to protect our agents, the Smythe-Lonergan Company and the Pendleton Public against illegal substitution, and to help the Smythe-Lonergan Company sustain and perpetuate the prestige and reputation they have built up during the past several years for Service and Quality.

Yours very truly,

CENTRAL COAL & COKE COMPANY

Per T. E. Mulhall, Sales Manager.

**T**HERE are at present about 400,000 idle cars in the country of which some 200,000 are coal cars. These should be now engaged in transporting coal for winter use. This vast surplus of idle cars now is going to mean inadequate coal transportation to meet the emergency that is bound to occur when the normal Fall and Winter needs demand quick coal transportation later on.

All mines shipping into this territory inform us there is no possibility of a reduction in present mine prices, due to the peaking by idle time of already high mining costs. Neither is there any likelihood of any reduction in present coal freight rates, as evidenced by the following advice from Mr. H. E. Lounsbury, General Freight Agent of the O-W. R. & N. Company, dated Portland, Oregon, May 6th, 1921: "Some time ago I advised the coal dealers on our lines that so far as the traffic representatives of the Union Pacific System lines had any knowledge, there was no prospect of reduction rates on coal and it was our understanding that no other lines in the Northwestern territory were considering any readjustment of their rates on this commodity."

Therefore, coal storage early in the year is an economic duty of every householder and industry.

Assuming that by some possible chance there might be a brief period of depression in price this summer, despite our prediction to the contrary, any such lowering of coal prices must of necessity be very slight and not sufficient to justify your withholding taking your storage coal now and having that safe feeling of assurance that you are protected against any possibility of a coal famine. Order your coal today—do not wait—a serious shortage is bound to occur this fall and winter—be among those prepared—be safe, not sorry. Phone us today and give use your storage requirements of the celebrated "Peacock" Coal—our watchword is Service and Quality.

Phone 178

# Smythe-Lonergan Co.

QUALITY

QUANTITY

SERVICE