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CALGARY OIL FLOTATIONS

It might have been expected that the men who have so successfully advertised many features of Western Canada would be quite capable of bringing to the attention of the public the mineral possibilities of the Calgary district.

For some reason they have not said very much about the coal resources of Alberta. These they are leaving for the attention of careful experienced operators. Coal mining is considered a very prosaic occupation.

But development of oil fields is a very different business. At least it is being conducted very differently. Possibly one of the chief reasons is that there are known to be very large deposits of coal and no one knows whether there are any large deposits of oil or not.

The lack of knowledge concerning the possibilities of the oil field is being capitalized by companies without number. They are ready to offer you for the small sum of fifty cents one share in a company capitalized at \$1,000,000 in 1,000,000 shares of \$1 each. Concerning the amount of oil on the properties the companies know nothing. Neither does the public. That apparently is the reason that the price has been fixed at fifty cents. For that small sum you may have one share in a million in a property of doubtful value.

The price having been fixed and a few acres of land somewhere in the vicinity of another company's property having been purchased or leased, the advertising begins. This is where the Westerner shines. Hasn't he sold real estate to hundreds of people who didn't want it? Why shouldn't he be able to sell shares in a company owning several acres located only a few miles away from an oil well of uncertain value? The very uncertainty is the salesman's most valuable asset. Knowing next to nothing about oil wells or the geology of oil fields the salesman is forced to draw largely on his imagination. And if one feature stands out more vividly than any other it is the Western salesman's imagination concerning future possibilities.

All the methods used in advertising real estate are being used in advertising the so-called oil lands. Many newspapers are used to advantage by the companies. Offices are scattered across the country to rake in the subscriptions. Photographs of derricks, bottles of oil and photographs of the Dingman well are considered the proper fittings for an office window. A few telegrams and newspaper clippings are used to advantage. They may be pasted on the window. The telegrams should tell of supposedly important strikes on neighboring properties. The clippings should be from local newspapers if any can be prevailed on to accept the copy.

That many people will buy stock in Calgary oil companies is a foregone conclusion. The seductive adver-