

BUY YOUR WINTER'S COAL NOW—BE SAFE

Daly's Dependable Service



Jack the Frost King will have no place in your home if you fortify against his attacks with

DALY'S Dependable COAL

For two score years we have been building our business on a foundation of
QUANTITY, QUALITY AND SERVICE.

May we be of service to you?

Daly Coal Company Limited
19 YORK STREET. TELEPHONE 348.
Delivery to All Parts of the City.

Take a Storage Tip From Nature

Centuries ago Nature stored heat-making qualities in the coal seams of America for the use of the American public today. She did not wait until this heat was needed; she stored it up against the hour of that need. Wise householders follow her example and store their winter's coal early. Transportation from the mine to the bin functions better today than it can when cold weather comes.

Take a storage tip from Nature—phone us today.

LEHIGH ANTHRACITE, YOUGHIOGHENY GAS AND STEAM COAL.

WHOLESALE AND RETAIL.

Wm. Woollatt & Sons, Ltd.
479 GREY STREET. PHONE 4783.

The Coal That Makes Warm Friends

BUY IT NOW!

Finney & Shannon

599 ADELAIDE STREET. PHONE 5241.



HUNT BROS.

276 WATERLOO STREET

THE OLD RELIABLE FIRM

WE

deliver clean, well screened coal now, or take care of your requirements throughout the winter.

YOU Phone 412

and let us show you what real coal service means.



COAL

We have the Best

Lehigh Valley Coal

Lehigh Coal & Navigation Co.,
Reading Anthracite,

All Sizes.

Prompt Delivery.

Jas. E. McGuffin

625 WILLIAM STREET.
Phone 1591.



Our COAL Makes Others Happy

WHY NOT U?
Satisfaction Guaranteed.

A. J. McINNIS
Office: 274 Maitland Street.
Phones 3029J and 3029W.

Scranton COAL

ALL SIZES.

Prompt Delivery to Any Part of the City.

QUALITY AND SERVICE GUARANTEED.

GILLIES COAL AND WOOD

Cor. Adelaide and Bathurst Sts.—Phone 1312.



D. L. & W. SCRANTON COAL

EXCLUSIVELY ALL SIZES.

Cube Cannel for Open Grates.

Prompt Delivery to Any Part of City.

W. H. Winnett
232 WILLIAM STREET.
Phone 481.

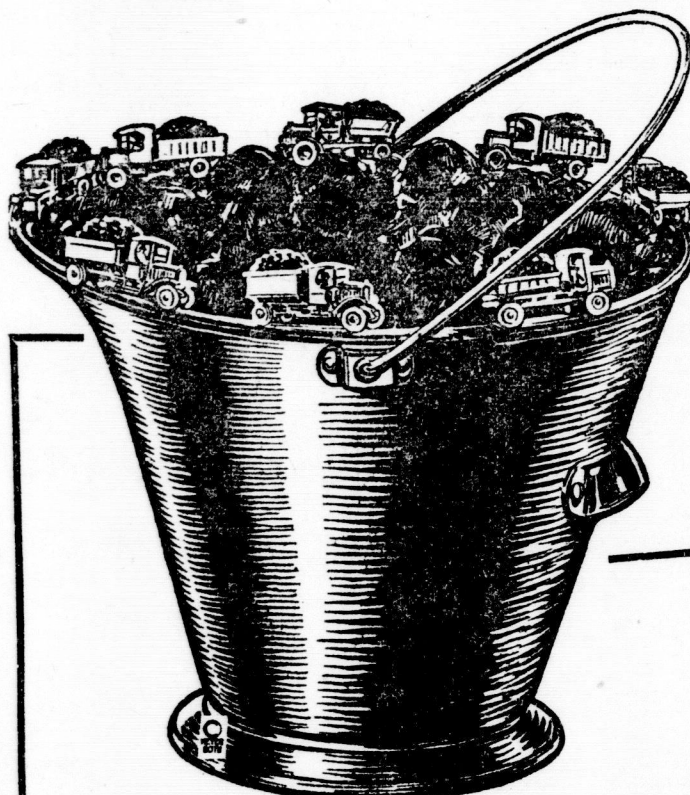
FIVE weeks from today you have to go downstairs in the morning to fix the furnace fire. Five weeks is thirty-five days. You may have to have a fire two weeks from today. Ontario weather is a most uncertain quantity, as every person who lives here must know. Pioneers and the farmers and "those who always know," say that we are going to have a cold winter, and when they say cold they emphasize that, basing their deductions on the fact that we have had an intensely hot summer, and that last winter was unusually mild. All of which means that it is time to buy coal. Coal dealers state most emphatically that only 25 per cent of the coal orders that are usually placed by this time have put in an appearance.

The mines have no facilities for storing coal. Coal is produced only as there is demand for it, just as a motor car factory produces automobiles only when people buy them. Hundreds of thousands of freight cars that usually carry coal are engaged in moving the huge crops from the West, and will continue on until after the first of December.

If one will stop to consider these factors it is easy to understand that the coal requirements of all the people cannot be supplied in the space of the next three or four months. Cold weather always reduces sharply the operating efficiency of a locomotive. Trains cannot be made to move on schedule time during the winter months, and unless the coal transportation is well covered during the summer months the whole situation resolves itself into a mad scramble to keep warm.

The average coal buyer is expecting prices to come down. He has seen a gradual recession in the prices of his clothing, his food and his luxuries. It is impossible for him to understand why coal prices don't come down the ladder. All of which sounds perfectly logical. But here are the facts. Labor at the mines receives the same high rate of pay granted them just before the close of the war, and this cannot be changed until the present contract expires with the mine owners next spring—too late to have any effect upon this winter's coal prices. There is very little likelihood of the Interstate Commerce Commission reducing the freight rate for carrying coal in the meantime, and even though there should happen to be a small reduction the effect on the prices to the consumer would be negligible. If the coal buying is put off until colder weather starts in, coal prices may mount swiftly—the old law of supply and demand will start operation, just as it did with the price of lemons a few weeks ago, during the extremely hot weather when everyone wanted lemons and the market short, the per dozen rate advanced very sharply in a few days. That is just what may happen to coal prices when everyone starts demanding immediate delivery with the change to lower temperature, but the tragedy of the whole thing will lie in the inability of the people to do without coal. People quit buying lemons, but they must have coal at any price.

Maybe some day we all will learn a lesson from the squirrel—no matter what happens he lays in his winter supply of food when the supply is on hand, and when it is possible for him to get it. If he acted like the average consumer of coal acts he would starve to death before Thanksgiving Day. Put this down in your notebook right now, and act on it very, very soon. Tell the Coal Dealer to put in several tons of coal this week."



COAL AND WOOD

D. L. & W. and Scranton Coal
WELL SCREENED

WOOD, 12 and 16 inch Lengths

CHANTLER BROS.
263 Bathurst Street Phone 347



We Handle Famous Reading Anthracite Exclusively

HARD AND SOFT WOOD IN ALL LENGTHS.
PROMPT DELIVERY.

P. E. Carmichael
657 RICHMOND STREET. PHONE 4730.

Lehigh
...and...
Scranton COAL



Anderson Coal Co.

Phone 1391

BEST SCRANTON COAL

ALL SIZES.

Prompt Delivery to Any Part of City.

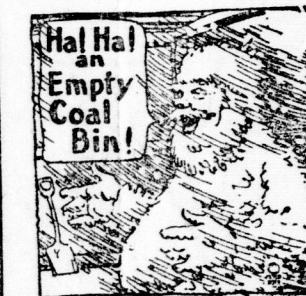
McCLURG'S COAL YARD
1462 DUNDAS STREET.
Phone 2034.
Earl McClurg, Manager.



Haskett & Darnard Best Quality Hard COAL

WELL SCREENED.
493 SIMCOE STREET.
Phone 1418.

Robert T. Haskett & Gilbert Darnard



PITTSTON COAL

ALL SIZES.

Service and Value for Your Cash.

Southcott Coal Co.
276 CLARENCE STREET.
Phone 1033.

Keep the House Warm and Comfortable This Winter



Buy First Quality COAL and WOOD NOW!

Prompt Delivery. Satisfaction Guaranteed.

Essery & Blackwell

(Formerly Bristol Essery)
630 MAITLAND STREET. PHONE 1089.

COAL DEADLOCK! Buyer vs. Dealer

Situation is Serious

Coal dealers do not own, nor can they afford to own, enough motor trucks or horse-drawn vehicles to be able to deliver a sufficient amount of coal to keep everyone warm during the coming winter, if the delivery of coal is deferred until cold weather sets in.

It is very improbable that we will have another mild winter.

ORDER YOUR COAL NOW!
MARTIN-LYONS FUEL COMPANY
711 YORK STREET. PHONE 1315.



We Can Supply Your Winter's Coal

SCRANTON, LEHIGH VALLEY AND D., L. & W. COAL.

ALL SIZES.

Prompt delivery to all parts of city, also five miles out of city limits.

Peter & Son

601 ADELAIDE STREET. PHONE 5419.



No Let-Up In Quality

The one factor which is guarded carefully and never allowed to vary is the high quality of the ANTHRACITE sold by the WILLIAM A. MARTIN COAL COMPANY.

The supply may vary according to mining and transportation conditions, but the quality, determined with scientific exactness, is always high.

Only an organization composed of experienced, capable men and women, who are carrying out with enthusiasm the plans and policies of the owner, and buying direct from the producers (nothing from brokers or commission men) could maintain a uniform high standard of quality, a constant supply for its customers, and a price never above \$17.50 during the shortage last year. This is our record.

William A. Martin Coal Co.

PHONE ONE-ONE-ONE. 717 RICHMOND STREET.
(No Other Phone Number—No Other Office.)