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than five per cent. of the cultivable land in Manitoba, Saskatchewan and Alberta was occupied, no other country in the world has the available extent or offers the opportunities of Western Canada, to make these known in a reliable manner will be the chief object of the "Home-seekers" issue of Westward Ho!

The Question of Coal. The next number of Westward Ho! will contain an exhaustive article on the subject of coal.

Every known source of supply in Western Canada will be canvassed and our readers will be placed in possession of the fullest information with respect to one of the most important subjects which could engage their attention. Meanwhile it is interesting to note that coal mining as an investment is receiving more attention, and the repeated attempts of Westward Ho! to direct attention to this are beginning to bear fruit. New mines are being opened up continually—Vancouver Island has contributed three such enterprises within a year. On the mainland East Kootenay will have at least three new shippers this year, and just East of the Rockies in Alberta quite a number of valuable properties are being exploited. The latest information is that Mr. Jas. McEvoy, the able and popular chief engineer of the Crow's Nest Pass Coal Co. for the last seven years, has resigned his position in order to undertake the management of a large German Company which will develop coal mining near Calgary. Men of Mr. McEvoy's character do not surrender lucrative positions in pursuit of a mere "will o' the wisp," and as no man is better acquainted with the Geology of the District, it may be taken for granted that the new enterprise is a solid one. With all these developments coal should be cheaper, at any rate at the Coast. Seven dollars fifty a ton is a ridiculous price say for Vancouverites to pay for coal mined within sixty miles, and transported by water for fifty cents a ton. Bituminous coal in Montreal, carried by rail a thousand miles, only costs the same price. The City Council of Vancouver has just received tenders for a supply

of Australian coal at \$5.50 per ton delivered. It is only fair to point out that this is unscreened coal, or at any rate that it will be practically of that grade by the time it reaches Vancouver, but even so the possibility of mining coal at a distance of 14,000 miles, transporting it to British Columbia and selling it at \$5.50 conclusively shows that \$7.50 is not a reasonable price for the local product. Westward Ho! does not hesitate to say that coal should be sold at the Coast delivered to the consumer at a maximum of \$5 per ton, and if a trade combine is responsible for the present high figure, it is the duty of the Government to investigate the matter.

Publicity. The Pacific Coast Advertising Mens' Association will hold its annual meeting in Portland, Ore., June first, and the occasion is one to which attention may well be directed. Only those who are conversant with the inner working of publicity advertising know just how effective and how valuable it is. All good advertising is the result of careful study combined with ingenuity and experience. The members of the Pacific Coast Association are all expert in their line, and have made good in one direction or another. The West needs advertising, because it needs population, and the task before this Association is so to advertise the attractions and the resources of the territory in which it operates as to attract population. It all depends on the way it is done; there are hundreds of newspapers, journals and magazines turning out page after page of well written illustrated articles on the beauties of the West, but unless this mass of information is utilized by a specialist in such a manner as to fasten the attention and startle the reader into a recognition of the fact that here is something for him, it simply passes through his mind like the average column of reading matter, without leaving any impression. Adaptation is the art of advertising, the bringing of the seeker and his quest together, and this work has been successfully accomplished by the men who will gather in Portland early next month.