

Alberta Offers the Real Solution to the Fuel Problem

Over \$70,000,000 Spent Last Year for Foreign Coal. Canada with One-Sixth of the World's Supply of Coal, Neglects Her Own Resources and Buys in a Foreign Market. Use Canadian Money to Buy Canadian Coal. Assure Next Winter's Comfort by Filling Your Coal Bin Now.

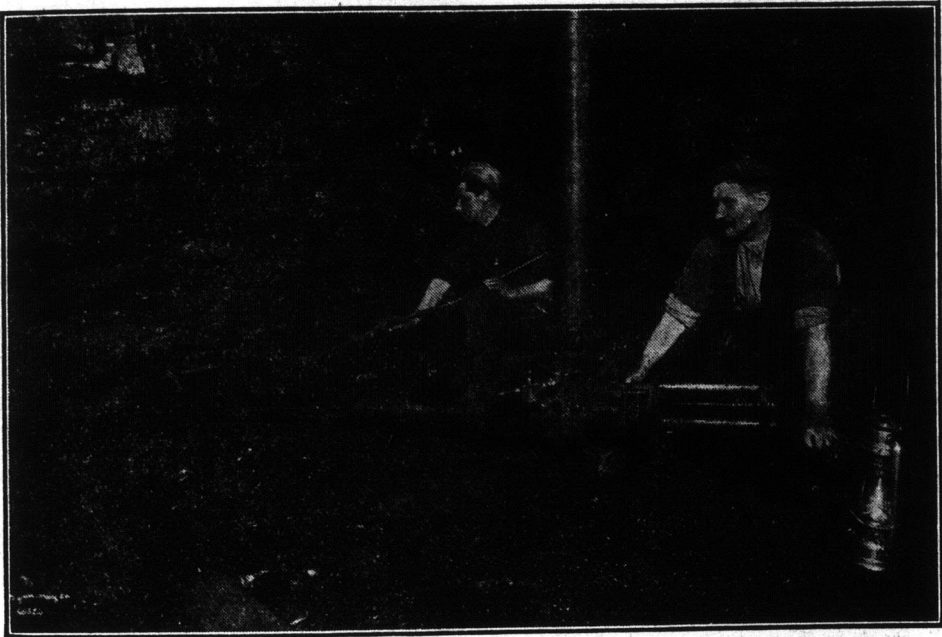
HOW many Canadians really understand what a serious matter the fuel question is? How many are there who know that the Canadian people sent \$70,000,000 to the United States last year for coal, \$20,000,000 of which went for shipments through Port Arthur, Fort William, and the western provinces? And yet we talk of greater production, and continue to talk, and while we talk we are busy paying good Canadian money to our American cousins for coal, while we have in Canada one-sixth of all the known coal deposits in the world awaiting development. Under existing conditions we are in the unenviable position of having to depend upon another country for our fuel supply—a very serious situation for a land with such an extreme climate as Canada has.

We only need to read what the United States legislators have been saying of late to fully realize the real state of affairs. Our good friends to the

by residents in territory which could have been supplied just as well and with just as good coal by the Alberta coal mines.

In a recent statement to the press, John T. Sterling, chief inspector of mines for the province of Alberta, stated that a considerable reduction took place in the amount of Alberta coal sold outside of that province during 1919, as compared with the previous year. The actual figures are as follows:—

	1918	1919
Sold in Alberta ..	3,440,154	2,991,110
Sold in British Columbia	101,189	95,461
Sold in Saskatchewan	1,372,439	1,115,329
Sold in Manitoba ..	511,168	314,290
Sold in Ontario ..	629	308
Sold in U.S.	133,276	121,212
Total sold	5,558,855	4,637,710
Total produced ...	6,148,620	5,022,412



Up-to-date methods are used throughout the established mines of Alberta. The above photograph shows miners under-cutting in a deep seam mine preparatory to the use of explosives.

south depend upon Canada to a great extent for their supply of pulp and paper. The Canadian mills have been unable to cope with the demand, with the result that there has been a paper shortage in the U.S.A. United States legislators have discussed the matter at Washington, and some of them have been quite frank in their statements. If Canada cannot supply the United States with the paper her citizens require, why then the United States will have to consider stopping United States coal from being exported to Canada. This serves to drive home, especially to the people of Western Canada, the urgent necessity of developing and using our own coal resources. With her present unlimited coal deposits Canada should not look to another country for fuel.

Development in Alberta

Eighty-six per cent of the coal resources of Canada are located in Alberta. These coal deposits compare favorably with those of other countries in respect of quality and accessibility. During 1901 the coal production in the whole of the north-west territories was 346,649 tons, while in Alberta alone over 6,000,000 tons were produced in 1918, and over 5,000,000 tons in 1919. The Alberta mines now in actual operation have a capacity of over 9,000,000 tons per annum—4,000,000 tons more than is at present being produced, and yet 2,500,000 tons of coal was purchased from the United States during 1919

This reduction is not confined to Alberta coal, for we find that taking Canada as a whole production is decreasing instead of increasing. The tonnage produced during the past three years in the different provinces was as follows:

	1917	1918	1919
Nova Scotia	6,345,000	5,838,520	5,702,316
New Brunswick	189,668	268,205	177,976
Saskatchewan	360,623	347,622	381,967
Alberta ..	4,873,637	6,070,600	5,022,412
British Columbia	2,660,834	2,878,102	2,429,211
Yukon	5,204	2,900	1,100
Total	14,435,026	15,405,958	13,714,982

Where Does Our Coal Come From?

In 1919 the Canadian people imported over 21,000,000 tons of coal from the United States, being approximately 61 per cent of all the coal used in Canada. In 1916 only 55 per cent of our coal supply was secured from the United States. These figures are significant. They show plainly that we are depending more and more on our American friends for our coal supply. Is this the way that you, Mr. Canadian Citizen, like to do business? Do you as a business man think it wise to buy from the fellow next door, just because you are not sufficiently interested in your own resources to encourage the development of your own property?

Alberta, with 86 per cent of the total coal supply of Canada, operates its mines for about four, five or six months in the year because the people are not buying Alberta coal. You will say there must be a reason for this lack of interest; it is admitted there are a number of reasons, and the outstanding reason is that the average man is not acquainted with the facts. We have coal right in our country; it is good and it is accessible to the miner. All that is needed is to get the people thinking and then to get them to follow up their thinking by actions—for actions speak louder than words, particularly when the question involved is "production."

Why Not Buy Alberta Coal?

It is so easy to find fault nowadays. Everybody does it, for we are all in a more or less critical mood. A prominent man recently stated "Anthracite coal is a luxury, if we were unable to get it we could do without it." With \$70,000,000 of good Canadian money going abroad in one year, and with Canadian mines idle for six months in the year as a result of these foreign purchases, anthracite is certainly a luxury, and an expensive one at that.

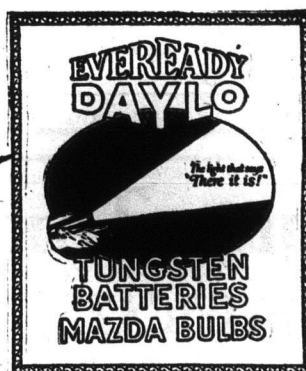
What are the usual objections made against Alberta coal? There are those who maintain that Alberta coal will not keep a building warm in winter. But what of the people of Edmonton—they keep warm with Alberta coal, and it gets

quite cold in Edmonton during the winter. What of the people of Winnipeg—they kept warm with Alberta coal during the winter of 1918-19 when Western Canada experienced a mild fuel famine. Our "doubting Thomases" declare that Alberta coal is dirty, and other objections of a comparatively insignificant nature are brought forward from time to time. The real trouble seems to be that the equipment in use in many of our buildings was designed for anthracite coal, and consequently is not particularly adaptable to the use of Alberta bituminous coal. And, furthermore, there is a lack of knowledge relating to the handling of such coal. It is not a question of the quality of the coal, it is rather a question of appliances and proper methods of usage.

There is one objection which cannot be lightly cast aside, namely, that upon a heating value basis, the cost of Alberta coal does not offer any particular inducement to the man who looks at everything from a dollars and cents point of view to substitute Alberta coal for United States coal. The remedy rests with the Canadian people—they have the solution in their own hands.

How Can We Get Cheaper Coal?

A coal mine operator is guided by the same broad business principles which govern the activities of any other class of producer. It would be foolish for



This is the sign that identifies dealers showing the Eveready Daylo '10,000 Contest' Picture. Look for this sign on dealers' windows

Three Thousand Dollars For Somebody. YOU?

THREE thousand dollars in cash for one person; a thousand dollars for another; five hundred for each of three other people and ninety-nine other cash prizes from two hundred to ten dollars. **Ten thousand dollars in all! How much for YOU?**

This latest Eveready Daylo Contest will break all contest records. Anyone may enter—it costs nothing; there is no obligation of any kind. Men, women, boys and girls all have equal chances for any of the 104 cash prizes.

On June 1st, Daylo dealers throughout the United States and Canada will display the new Daylo Contest Picture in their windows. Go to the store of a Daylo dealer and study the picture. Secure a contest blank, which the dealer will give you, and write on it what you think the letter says. Use 12 words or less. For the best answer that conforms to the contest rules, the winner will receive \$3,000.00 in cash.

Get an early look at the picture. Submit as many answers as you wish. Contest blanks are free at all Daylo dealers. All answers must be mailed before midnight, August 1st, 1920.

A-3114

10,000 In Cash Prizes

1 First Prize.....	\$3,000.00
1 Second Prize.....	1,000.00
3 Prizes.....	\$500.00 each
4 Prizes.....	\$250.00 each
5 Prizes.....	\$200.00 each
10 Prizes.....	\$100.00 each
10 Prizes.....	\$50.00 each
20 Prizes.....	\$25.00 each
50 Prizes.....	\$10.00 each
104 Prizes	Total \$10,000.00

Answers will be judged by the editors of "LIFE" and contestants must abide by their judgment.

If two or more contestants submit the identical answer selected by the judges for any prize, the full amount of the prize will be paid to each.

Contest begins June 1, 1920, and ends Midnight, August 1, 1920. Postmarks on letters will determine if letter was mailed before close of contest.

Answers must contain not more than 12 words. Hyphenated words count as one word.

Complete Contest Rules are printed on Contest Blank. Ask Daylo dealers for them.

