

F. H. LANTZ, President.

H. A. STEWART,
Vice-Pres. and Gen. Mgr.

A. E. SALSURY,
Director and Sec. Treas.

This company was organized to sell the product of the Nicola Valley Coal & Coke Company in Vancouver.

The agency for the Nicola Valley Coal & Coke Company is a valuable franchise because Nicola Valley coal is good coal.

The Nicola Valley Coal & Coke Company were fully alive to the importance of securing live men—responsible agents to handle their coal in this city. They hedged their contract about with business-like precautions.

For instance the Valley Coal Company had to bind itself to handle only a certain quality of coal—the very best—it had to guarantee sufficient capital to handle a large volume of trade, to give prompt delivery of orders, to give satisfaction to the public, for the Nicola Valley Coal & Coke Company realize the importance to *their* coal trade of having a first-class representation for it in this city.

Because they insisted upon that *sort of representation* they have appointed *the Valley Coal Company* the sole selling agents in Vancouver.

We can now deliver coal in Vancouver as fast as the orders come in. Our telephone number is six-four-one, 641—easy to remember, is it not?

Nicola Valley Coal is the *cleanest, best burning coal that has ever been put on this market.*

Nicola Valley coal comes out of seams so *thick* that nothing but *coal* is *mined*.

In the Nicola Valley mines *only pure coal* is mined—the coal does not need to be sorted—there is *no rock* to be picked out because there is no rock in the *coal seams*.

Then the coal itself is pure, clear-burning fuel, *high in carbon* and *low in ash*. It makes a hotter fire than any coal you have been used to burning because it is so high in carbon.

Nicola Valley coal *costs no more* than the ordinary coal. Why not have the best when it costs no more?