## 

THE ALLIANCE HERALD, TUESDAY, JULY 26th, 1921


Want to Feel Just Right?


## McKEE

Lenses
fulfill the law
without reducing your headlight! You don't have to dim your headlights to make them
lawful. That's dangerous. © You need only fit them
 riving-light at the same time. They're legally ap roved. They direct the light right down on the road SPECIAL NOTE, MeKen

Stop in at the McKee dealers for a set of lawful lense
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## If the Consuming Public Only Knew

## The Painful Facts

## About the Coal Business

They would fill up their bins within forty-eight hours and protect themselves against shortage that is inevitable. Within less ninety ( 90 ) days, they will see high grade coal selling at a "big premium

## The Explanation is Very Simple

In previous years industries in our large industrial centers have consumed in the form of "slack" from forty to fifty percent of all the coal mined for domestic nurposes and have paid good prices for it. Today-most of these industries are idle. They are not in the market for "slack" and the slack removed from the perfectly prepared coal now being offered to the public at reasonable prices is having to stand on track at the mines for days and sometimes even weeks because there is no demand for it.
Furthermore, when this slack is finally sold the returns are ridiculously small inParioubly below cost. This is a truthful statement of the situation today and every logi-
cal consumer knows it is bound to get worse as the season advances and the demand for

## The Whole Situation is Plain as Day

and our advice to all consumers and dealers is to buy right now while they can get what they want at reasonable prices.
We are not responsible for the future but stand ready to serve you Now with nicely
prepared coal from six (6) of the most reliable and best equipped mines in the State of prepared
Illinois.

We carry a complete line of coal, for every purpose. Let us fill your bins today-NOW!
Forest Lumber Co.
Wm. BeVington, Local Manager.

