

COMMERCIAL FINANCE COMPANY

210-212-214 CLAUS SPRECKELS BUILDING
703 MARKET STREET, CORNER 3rd STREET

TELEPHONES: KEARNY 6010 AND 6011

WHOLESALE, JOBBERS and RETAIL

— ANTHRACITE — **COAL** — BITUMINOUS —

Daily Capacity = COAL 10,000 Tons = COKE 1,000 Tons

A "QUALITY" COAL FOR EVERY PURPOSE

FOREWORD

COAL —its quality—its fitness for given usages—its cost—has caused more worry, more useless experimentation for the home-owner, the apartment or hotel-owner, the large or small manufacturer and the farmer, than all other necessary commodities put together.

WHY? —in the first place the extraction and control of Heat Units is a highly technical subject, little known to the public in general—yea, even to the average retail coal dealer. The consumer orders "good" coal from his retailer, simply demanding "good" coal. The retailer may honestly deliver "good" coal, but fail to satisfy his customer, or luckily fill his requirements one time, but not another.

WHY? AGAIN —Nature has constructed many kinds of coal, and each has a fitness of purpose that will only give satisfaction when used intelligently. Therefore, asking for "good" coal from a reputable dealer is not a sure way of filling your needs, as "good" coal is too broad to be specific.

KINDS —for every usage there is a coal, but unless the consumer has the required technical knowledge and is then absolutely assured he can secure the same kind with each order (which is very doubtful), there is only one method for security, and that is to purchase our Commercial coal, graduated scientifically for best results for given usages and guaranteed to run the same, year in and year out.

COMMERCIAL LUMP—All large, clean lumps—hand-picked—absolutely free from slack and foreign matter—one of the best and cleanest fancy lump coals on the market.

COMMERCIAL GRATE—Ideal for general domestic purposes—uniform—free from slack and foreign matter—loaded carefully with loading boom.

COMMERCIAL STOVE—Hand-picked over slowly revolving picking conveyors—ideal for ranges, small heaters, etc.

COMMERCIAL NUT—Small nut size coal—preferred to coarser sizes owing to low price and good heat—will store as well as anthracite in open.