

**THE FIRST CAR OF RED BAR COAL
EVER SHIPPED TO SHELBY BY THE
PRODUCERS IS NOW ENROUTE TO
NAT BOWMAN COAL CO'S YARD
WHO IS THE EXCLUSIVE DEALER FOR
THIS PRODUCT IN SHELBY**



**USE OF DISTINCTIVE MARKING ON
COAL SEEN FOR FIRST TIME IN
SHELBY.**

HELP MERCHANDISING

By HERBERT W. WARDEN, Jr.

Vice-President, Blackwood Coal & Coke Co., Philadelphia, Pa.

Dealers and the public alike for years have looked at piles of coal. All were black, all looked more or less alike, except for their various sizes. The coal producers have long realized the desirability of marking coal, so that a high quality could be trade-marked as in other products. All manner of experiments were tried, but the problem was a "hard nut to crack."

During the past few years partial success was achieved by a few producers who colored, sprinkled or stamped their coal. But apparently it remained for the Blackwood Coal & Coke Company to really invent and perfect a process that would be practical, and give a really distinguishable and positive mark.

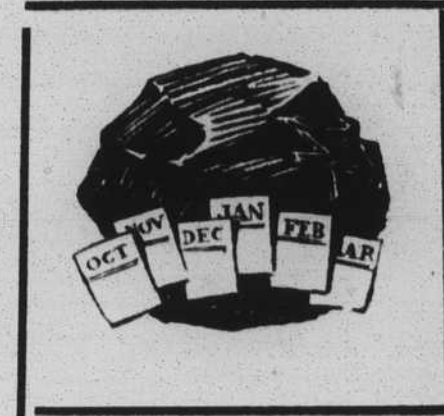
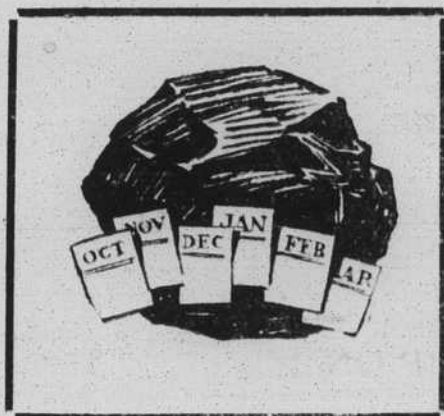
After a considerable period of experimenting, employing the services of the country's best engineers, The Blackwood Coal and Coke Company developed their

patented marking machines which use their special paint. The result is a diagonal bright red bar is painted on the lumps of their coal which is appropriately called Red Bar Coal.

Long noted for the high quality coal from their Calvin, Pardee and Red Bird mines, the Blackwood Coal & Coke Company is rapidly putting out their coal as Red Bar Coal with its distinctive markings.

The buyers of coal have a positive protection, knowing that with the Red Bar trade-mark they are getting high quality and economical coal.

The dealers have a definite article of value to sell—coal is no longer just coal. They know that when the company puts its mark on its product in this way, it must keep up the high quality.



**WATCH FOR A SERIES OF RED BAR
QUALITY COAL ADS, HANDLED BY
BOWMAN COAL Co. SHELBY, N. C.**



**BLACKWOOD COAL & COKE CO M P A N Y
SPARTANBURG, S. C.**

THIS COAL IS MARKED BY A RED BAR FOR YOUR PROTECTION.
RED BAR for FURNACE — RED BAR for GRATE — RED BAR for STOVE.

RED BAR COAL