

# ***A Forest Service That Booms Business***

## ***How British Columbia's Organization Seeks New Markets as Shortest Road to Successful Conservation***

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When we started the Forest Service in British Columbia many good people, and especially lumbermen and business men connected with the industry, shook their heads very doubtfully. "The logging and sawmill industries of the Province are business propositions," they said, "commercial propositions, which can only be carried on by business men in a practical business way." That was five years ago, and since then we have carried on some forestry in British Columbia, and I think people generally have a better notion of what forestry. I'll tell you some of the forms forestry has taken here.

Take selling lumber; that is forestry. Go through these enormous timberlands of ours and size up the situation. What do you find? You find this: four-fifths of the annual growth, four-fifths of the annual forest income, that Nature asks us every year to turn into dollars, is wasted. We don't use it; we take our mere 30 million dollars from the woods and leave the other four-fifths of one's lumbering prosperity behind. Why? Just because the markets for British Columbia lumber are insufficient. What is the remedy? Obviously, bigger markets and more of them. Get these markets and this appalling waste of raw material will be stopped. Market extension means true forest conservation; and that is one reason why increasing the markets for British Columbia lumber is true forestry and why the forest service carries on its market work, co-operating with our lumbermen in every way it can. You are familiar enough with the

methods we employ. They are the usual publicity methods, advertisements in papers and periodicals, exhibits, and all that sort of thing. But the essential part of the work is the punch it possesses, and the punch is delivered by active, persistent, skilful, personal work by the man on the job.

### *Substitutes and Advertising.*

You must know it is not merely a question of finding new markets for British Columbia lumber to be sold in; it is a question of protecting the markets we already have. Where would the province be if any serious proportion of its existing lumber business were wiped out? It could not happen, you will say; people have got to buy lumber; it is a staple article like wheat. Well, they have been carrying on a searching investigation into the lumber trade of the United States, and this is what they have found as a result—just one-fifth of the entire lumber market that existed eight years ago has been wiped out. Wiped out by substitutes; steel, concrete, bricks, patent roofing, asphalt paving; wiped out in some cases because the substitute was the better article, but in far too many cases simply because the makers of substitutes used modern selling methods and the lumbering industry did not. There is no better selling method than giving good service to the consumer; helping him to use your material and to get the best value out of it. That is the method we have adopted in this business forestry, or forestry business, of ours. Many a sale of British Col-