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ADVERTISING RATES FURNISHED ON APPLICATION

THE CANADA LUMBERMAN is published in the interests of the lumber trade and of allied industries throughout the Dominion, being the only representative in Canada of this foremost branch of the commerce of this country. It aims at giving full and timely information on all subjects touching these interests, discussing these topics editorially and inviting free discussion by others.

Special pains are taken to secure the latest and most trustworthy market quotations from various points throughout the world, so as to afford to the trader in Canada information on which it can rely in its operations.

Special correspondents in localities of importance present an accurate report not only of prices and the condition of the market, but also of other matters specially interesting to our readers. But correspondence is not only welcome, but is invited from all who have any information to communicate or subjects to discuss relating to the trade or in any way affecting it. Even when we may not be able to agree with the writers we will give them a fair opportunity for free discussion as the best means of eliciting the truth. Any items of interest are particularly requested, for even if not of great importance individually they contribute to a fund of information from which general results are obtained.

Advertisers will receive careful attention and liberal treatment. We need not point out that for many the CANADA LUMBERMAN, with its special class of readers, is not only an exceptionally good medium for securing publicity, but is indispensable for those who would bring themselves before the notice of that class. Special attention is directed to "WANTED" and "FOR SALE" advertisements, which will be inserted in a conspicuous position at the uniform price of 15 cents per line for each insertion. Announcements of this character will be subject to a discount of 25 per cent. if ordered for four successive issues or longer.

Subscribers will find the small amount they pay for the CANADA LUMBERMAN quite insignificant as compared with its value to them. There is not an individual in the trade, or specially interested in it, who should not be on our list, thus obtaining the present benefit and aiding and encouraging us to render it even more complete.

## TO VISITING LUMBERMEN.

Lumbermen visiting Toronto are invited to use the office of the CANADA LUMBERMAN as their own. We shall take pleasure in supplying them with every convenience for receiving and answering their correspondence, and hold ourselves at their service in any other way they may desire.

## "MADE IN CANADA."

GERMANY of late has taken the front rank as a manufacturing nation. By means of her great industrial schools she has produced a type of educated artisan who, in addition to the highest manual skill, possesses a knowledge of scientific principles which enables him to choose the best means to a desired end. Great Britain is feeling severely the competition of Germany both in her home and foreign markets. It is not on this feature of German industrial development, however, that we desire to dwell, but on the German practice of labelling every package and shipment of goods with the words, "Made in Germany." The Toronto Globe recently made the wise suggestion that Canadian manufacturers in all lines should follow the German example by stamping "Made in Canada" upon their goods. Our contemporary truthfully says that no more effective or less expensive method of advertising Canada could be adopted. The foreigner who sees in his own market the highest grades of wheat, lumber, apples, cheese, butter, canned goods, etc., labelled "Made in Canada," or "Grown in Canada," will naturally conclude

that Canada is a country of rich and diversified resources, desirable as a place of residence and as a source from which to purchase natural and manufactured products.

We learn from correspondence with British consular agents in South America, the West Indies, and other foreign countries, that large quantities of Canadian lumber and other manufactured products are imported into these countries via New York, and classed as United States imports. Thus the name of Canada is kept in the background, and our producers fail to get proper credit for the excellence of their goods. If the German system were adopted, this credit would come to us, and would be a most important factor in the promotion of our foreign trade. Let Canadian lumber manufacturers, to whom a foreign market is so important, be the first to adopt the nation and trade developing device, "Made in Canada."

## FREIGHT RATES AND DISTRIBUTING POINTS.

EVERYONE closely in touch with lumber matters in Ontario must have observed that, in disposing of our product in the United States market, conditions of late have not been altogether favorable to the Canadian dealer. In the city of Toronto a few years ago were to be found a number of wholesale dealers, but to-day those conducting a purely wholesale business are very limited in number. Instead of the Canadian trade being distributed from a Canadian port, much of it has been diverted to Buffalo and Tonawanda and other American points, and as a natural result the middleman has discovered that his business can be conducted much more expeditiously from some location across the border. An instance of this was recently shown in the removal from Toronto of one of the oldest-established firms.

Having facilities for shipping by both rail and water, Toronto should be equally as important a shipping point as either Tonawanda, Buffalo, or Oswego, and, placed upon the same footing, we believe would attain to some proper position in this respect. In prospecting for the causes of this diversion of trade, we are led to believe that the Canadian dealer has been handicapped to some extent by discrimination in freight rates in favor of the dealer located on the American border.

To illustrate, the through freight rate from the Georgian Bay district, say Waubaushene or vicinity, to New York, is 19½ cents on either pine or hardwoods. The rate to Toronto on hardwoods is 7½ cents, and from Toronto to New York 16 cents, making a total of 23½ cents, or an advance over the through rate of 4 cents per 100 lbs. This amount the dealer who desires to ship to Toronto, and from thence to New York, is obliged to pay. In the case of United States points, take Tonawanda for example, the published rate from Waubaushene to that point is 8¾ cents, and from Tonawanda to New York about 13 cents, or a total of 21¾ cents, which is 1¾ cents less than the Toronto dealer is obliged to pay for reaching the same point in practically the same manner. This difference of 1¾ cents means a total on a car of 30,000 lbs. of \$5.25, which reduces the profits on a carload of lumber just so much. But it is said to be possible to obtain a special rate from Tonawanda to New York as low as 10 cents, which would make a difference of 4¾

cents per 100 lbs. Particularly in the case of hardwoods is this injustice felt, in view of the wide distribution of that class of timber and the difficulty often experienced in securing a carload of the stock desired at one point. The only recourse for the Canadian dealer, in order to save this amount and successfully compete with the American dealer, is to ship direct from the mill on the through rate, which, as past experience has taught, is not always practicable.

Some of the effects of this discrimination on the Canadian trade may be enumerated. A dealer gets an order from New York for a carload of a certain class of lumber, and after looking around locates what he considers the necessary stock, but when he comes to load the car discovers that there is only about half the quantity of the grade required. He is then obliged to inform his customer to that effect, and ask for instructions regarding the stock for the balance of the car. He is advised that the class enumerated in the first order was all that was really required, but is reluctantly instructed, in view of the circumstances, to fill out the car with something else. In all probability when the next order is to be given the Canadian dealer will not be considered in the matter, but the trade will be diverted to some dealer on the other side who, by means of a supply yard and more equitable freight rates, will be enabled to fill the contract in accordance with the specifications. The Canadian mill man will be almost certain to lose the trade and the railway company the freight. Again, a customer orders a carload of lumber and gives instructions to ship by a car of a certain line. The railway authorities are advised to that effect, and the wholesale dealer sends his shipper to the point of shipment, but the latter is sometimes obliged to wait several days before the car arrives, thus considerably reducing the profits on the carload of lumber.

To overcome these difficulties it is necessary that Toronto should be made a central distributing point and placed on an equal footing with American ports with respect to freight rates. The establishment of lumber supply yards in Toronto would, we believe, mean more to the trade than appears on the surface. American buyers would make personal visits to inspect stocks, and as a result their relations with the Canadian dealer would be closer. Their opinion of the Canadian trade would be heightened, and, feeling satisfied that their orders would be promptly filled, more business would be likely to accrue. The present tendency of American buyers to deal direct with manufacturers would be removed, as the judiciousness of purchasing at a point where a selection of stocks and prompt shipment could be made would be self-evident. It would further assist in solving the vexed question of inspection. All lumber would be unloaded at Toronto and graded, thereby maintaining a uniform grade, while the inspection would be controlled in this market also. Another advantage which might also result to the manufacturer would be in the direction of realizing a greater sum for his lumber. We believe that much money is lost by mill men through improper grading. Upon being sorted at the supply yard, every grade and size of lumber would be disposed of in the market which would bring the highest returns, and much refuse which is now wasted would be profitably utilized.

Going back to the question of freight rates,