

Market in United Kingdom for Douglas Fir

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clears are purchased and if put on the market, should gradually develop a sale.

It is quite certain that if the use of Douglas fir in Great Britain should suddenly increase rapidly, Canada would only share to a limited extent in the growth of trade. The present organization of the trade is such that out of eleven agents or brokers, who handle over 98 per cent. of the Douglas fir imported into Great Britain and to the continent, eight represent American shippers and two of the others do a small liner business.

Canadian timber shipped to the British market by American shippers loses its identity and loses the natural preference that would be given in that market to Canadian timber where prices and quality are equal. Further, when Canadian mills submit their quotations to American shippers on inquiries from the United Kingdom, they can on the average only expect to secure the business, when they quote several cents a thousand or even more below the American mills. Whereas, if they quoted through Canadian firms, who have established reputations as reliable shippers, they would doubtless get the business, if they quoted the same price, or even a little higher than the Americans.

A situation now exists, which is to the advantage of the Canadians. Canadian timber is believed to be closer grained than American and more valuable. Sentiment furnishes a further very evident preference for Canadian goods. But lumber even though loaded in Canada, if shipped by a firm in Washington, Oregon or San Francisco comes into the market known only by the name or brand of the shipper and is not known as Canadian lumber.

There are several reasons why a strong shipping company should be formed in British Columbia to handle the exporting of Douglas fir and other woods.

1. Reputable firms or agents or brokers long established in the trade in Great Britain, possessing valuable connections throughout the timber industry both in the United Kingdom and on the continent could be secured as representatives for such a shipping organization. All inquiries of importance would then go direct to a centre in Canada from which they would be distributed to all mills in a position to export.

2. If an export trade of any volume is to be established from any district, there must be continuity of shipments, and there must be at least one organization in that district competent to handle any kind of an inquiry, otherwise the trade will drift to the district in which those organizations exist. A shipping company would receive all inquiries and make sure that quotations were received, and distribute large or unusual orders amongst the manufacturers so as to produce the best results. The whole productive capacity of the industry could be brought to bear on the market in the most effective manner.

3. The British buyer wishes to buy on a contract including an arbitration clause as he does in the United States. The shipping company could buy from the mills on the inspection certificate and sell to the United Kingdom on the usual form of British contract.

4. The best asset a shipper or timber-producing district can have in this market is a good reputation. A shipping company, who looks carefully after the filling of specifications and the condition of shipments, branding all timber

shipped under its contract, could build up a more valuable reputation for the lumber-producing territory of Western Canada than would be developed by any number of mills working separately or through American shippers. The establishing of a good reputation for shipment to the United Kingdom market is the surest way to increase prices and meet competitors successfully.

5. As soon as freight rates become normal again the British market will take a larger proportion of lower grades of Douglas fir than hitherto. The American lumber shippers doing a large volume of business, both visit the market frequently and have the best-informed timber agents and brokers in the country working in their interests. They will under such circumstances be in the market first, and the Canadian manufacturers, if acting individually and without a direct connection with the British market can only follow the Americans.

The importations for five years are given below for the chief classes of construction timber:

| | 1910 Loads | 1911 Loads | 1912 Loads | 1913 Loads | 1914 Loads |
|---|---------------|---------------|---------------|---------------|---------------|
| Hewn fir, pine, spruce.. | 544,059 | 506,617 | 578,356 | 528,958 | 364,030 |
| Sawn or split, planed or dressed fir | 5,839,269 | 5,382,643 | 5,574,832 | 6,451,023 | 4,725,407 |
| Total..... | 6,383,328 | 5,889,260 | 6,153,188 | 6,979,981 | 5,089,437 |

SUN LIFE ASSURANCE NEW PRESIDENT.

As has been expected for some time in assurance and financial circles generally, at the meeting of the Board of Directors of the Sun Life Assurance Company of Canada on October 15th last, Mr. T. B. Macaulay, upon motion of the Vice-President, Mr. S. H. Ewing, was unanimously elected President of the Company, succeeding his father, the late Mr. Robertson Macaulay. Since 1891 Mr. T. B. Macaulay has been Secretary of the Company, and since 1908 has held the combined offices of Managing Director and Secretary. In accepting the Presidency, President Macaulay retains the Managing-Directorship but relinquishes the title of Secretary.

Mr. Frederick G. Cope, who since 1908 has ably occupied the position of Assistant Secretary and Superintendent of Agencies, becomes Secretary and will now find opportunity to devote himself exclusively to the larger administrative affairs of the Company.

Touching reference was made at the meeting to the death of the late President, Mr. Robertson Macaulay, and the following resolution was passed:

"The Board records the death of Robertson Macaulay, the late honoured and beloved President of the Company, with a sense that every one connected with the Company has lost a friend, and that Canada has lost a great citizen. For over forty-one years Mr. Macaulay was the Executive head of the Company, presiding over its destinies with ever increasing success, and proving himself a chief whom all delighted to honour and serve under. His energy and ability, still more his determined rectitude and his absolute and self-forgetting faithfulness to what he regarded as a sacred trust, have been the foundation stones on which the Company and its vast operations have rested. His character has permeated the entire structure and in very truth the Sun Life Assurance Company of Canada is his monument. We mourn his loss, but are grateful that he who fostered the institution in its infancy was spared to see its present magnitude and prosperity."

The appointment of Mr. T. B. Macaulay as President of the Company will not result in any alteration in policy for, as is well known in financial quarters, his father's increasing age and failing health have of late thrown the responsibility of management of the Company's world-wide interests more and more upon the shoulders of his son.