

CHAPTER VII.

Future Possibilities.

The present condition, of no Australian trade for Canada, is largely the result of lack of co-operation and foresight on the part of Canadian lumber manufacturers. The present condition, unsatisfactory as it may be, will continue unless constructive action supersedes lethargy towards the export market.

The steps it is necessary to take are few:—

1. Canadian mills must be equipped and maintained to give a despatch equal quoting on inquiries of all classes. Such a group should contain at least three strong mills and preferably as many more as can be secured.

2. A group of co-operating Canadian mills must be formed to act quickly in quoting on enquiries of all classes. Such a group should contain at least three strong mills and preferably as many more as can be secured.

3. A Canadian exporting company should be built up. Canadian manufacturers will be at a disadvantage so long as they quote in the Australian market through United States exporters. Canadian lumber manufacturers should therefore give their best quotations to the first Canadian exporting firm that shows a capacity to do the business.

4. Having proceeded this far, Canadian manufacturers should co-operate with United States manufacturers to control the export market with the object of maintaining a profitable price level, adjusting the grades so that the consumer will get what he can use, and yet will take more of the log, and exploiting the market for Douglas fir and other North Pacific woods.