

## CORRESPONDENCE

Letters are invited from our readers on matters of practical and timely interest to the lumber trades. To secure insertion all communications must be accompanied with name and address of writer, not necessarily for publication. The publisher will not hold himself responsible for opinions of correspondents.

## IGNORANCE OR WASTE.

To the Editor of the CANADA LUMBERMAN:

Sir,—A certain mill-owner, well known to the writer, in reproving one of his employes, was met with the rejoinder beginning with, "I thought," but got no further, as he was promptly interrupted with, "You thought? Who told you to think? You have spoiled every piece in that pile. I want you to know that I am doing the thinking for this business, and if you do not do as I tell you, you will pay the cost of your thinking."

Without expressing an opinion upon the wisdom or disposition of the mill man, as shown above, I have often thought of the force of the sentiments expressed, when my business brings me into our country saw mills cutting hard woods. It is probably a safe assertion that ninety per cent. of the slabs other than pine go to the wood pile without so much as a "thought" being expended upon them, but I came across an instance of thinking and doing, backed up with experience and figures, which may be of benefit to many a mill, if the facts are understood.

In one of the mills of Macpherson & Schell, of Alexandria, is a saw-table of special construction upon which is worked up the slabs and edgings into marketable shape.

The basswood slabs are cut into cigar box stock 3/16 in. thick and of suitable widths and lengths, usually four feet long, and some into piling boards for rolling mills, trunk slats and other uses. Ash slabs and edgings were cut into wainscot lumber 3/4 in. thick, three and four in. wide and three and four feet long, and an examination of the finished stock showed a grain and surface not possible to equal from lumber from the body of the log. Birch and hard maple were cut into furniture stock, and soft maple into wainscot, making a fine white finish.

For working up small second growth basswood into box boards, drawer stock and other furniture uses, the same firm have a miniature sawmill, of their own special make, self-contained, easily removable if needed. We were informed that over two-thirds of the expense of operating the mill was cleared from the slab-sawing venture of the firm. Surely the above "experience" should cause many mill men to indulge in some thinking of a profitable nature, and if some of the "lumber merchants" would take up the matter with manufacturers, a more profitable trade awaits them than often is the case with larger operations.

We would say to the mill men, look up a market, stop the waste, and "pick up the money under your feet."

WHITE BASSWOOD.

## POINTERS ON TRADE JOURNALS.

IT is a prominent and indisputable fact that those periodicals known as trade journals are great factors in individual success at the present day. This is owing to their educational character and to the care and judgment exercised in their preparation. And while the field of trade journalism may be in many instances overcrowded, still there are few papers of this class which do not possess a peculiar merit that entitles them to consideration.

In the distribution of advertising patronage the importance of trade journals as mediums is too frequently overlooked, or else a proper value is not placed upon the quality of the publicity which they can give their patrons. Few general advertisers give thoughtful consideration to the claims which such papers present, and consequently fail to do justice to their worth; but indefatigable efforts on the part of the journals themselves must ere long bring to them the recognition they deserve. When an advertiser prepares to dispute his patronage there are three facts in connection with the different advertising mediums which he takes into account—quantity of circulation, quality of circulation and space rates. These, then, are the facts to be considered in regard to the value of trade journals to advertisers.

First, as regards quantity of circulation. It cannot be

expected that a class public will enjoy the same field favorable to the acquisition of enormous circulation figures that is accorded to newspapers. Being published for a class, it is of necessity confined to that class in securing readers, and its circulation is therefore limited to the magnitude of its class. But, notwithstanding this fact, a study of the American Newspaper Directory will reveal a number of trade journals that possess a clientele surprisingly large, and there can be no doubt that the leading exponents of each line of business go to a very large percentage of the members of its own trade brotherhood.

But the shrewd advertiser well knows that the true merit of a medium does not lie in the size of its edition only. He looks deeper than this before investing in its pages, and it is here that the trade journal will bear the closest investigation and comparison. In the quality of its circulation, it possesses an unquestioned superiority over any other sort of publication. It fills a place that no newspaper or magazine can occupy, because it is of individual interest, while the latter is of general interest. It talks only about subjects that concern its class of readers, teaching them new business methods and the most profitable manner of applying these methods, so that it becomes a veritable schoolmaster in its own particular field. Thus by its educational facilities it contributes to the final success of many a young struggling business man, helping him over the rough places and guiding him to safer paths. It therefore follows that each issue of such a journal is regarded by its readers as a thing of value and carefully studied as a source of profit to themselves. It is preserved for future reference, and the advertisement it contains bring forth fruit long after those that have appeared in a newspaper are forgotten. I think it will be admitted that these valuable characteristics entitled the trade journal to a high position among advertising media.

Now, a word about rates. It is true that class publications, as a rule, ask more for their space than newspapers, but take into consideration the quality of this space and then tell me if they do not deserve all they ask. Of course excellent judgment must be used in selecting the class of journals in which to advertise a certain kind of goods, but after this has been happily done compare the results with newspaper results in proportion to circulation. All articles can not be profitably advertised in class journals, but many can be, and to advertise the latter I would rather pay five cents per line per thousand of circulation of trade papers than one half-cent to newspapers. Results will justify this assertion.—Printers' Ink.

## THE GROWING OF THE FOREST.

NOW, when the superabundant vegetation of summer no longer cumbereth the ground, is the time to walk along the edge of a woodland and learn how forests grow, rising through the grass, sometimes only a few inches, sometimes only a foot or more, one now sees the younglings of the forest, seedlings from nuts and every form of forest fruit sown last autumn, or perhaps the year before. Nature in her reckless profusion sows her forest seeds right and left, at the root of the parent tree and by the aid of the wind out beyond the edge of the woodland. Millions rot upon the surface of the ground or are eaten by birds, beasts or insects. Comparatively few are covered with earth and germinate. Many of these few perish by a thousand accidents when they first peep above ground. Some fractional percentage of the whole number of seeds sown alive to the end of their first year, and it is these that now greet the eye upon the woodland's edge, pretty mimics of their giant parents.

One gets a notion of the forest tree's tenacity of life when one attempts to uproot the baby tree. A yearling hickory is found with deep struck tap root thicker than the stem above ground and often longer. Only a strong arm can uproot the infant from the spot where he has set a firm foot in his native soil, as if he knew his destined towering height and six feet of girth. So the oak; his infant tap root exceeds in length its height above ground, and he braces himself with lateral rootlets, as if he felt the tempest in his locks a century hence.

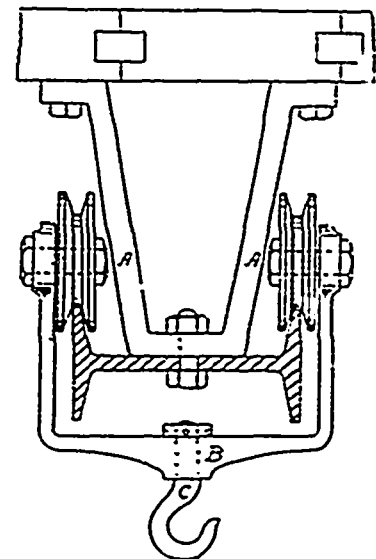
The nobler forest trees, too, in their youth have to make provision for the needs of age, to dive down into

the bowels of the earth and draw thence the stuff from which giants are molded, the water that shall serve for life and growth when droughts destroy the puny annuals towering in their mushroom growth of a season above the tiny oak, with its heritage of centuries. The birches are less firmly rooted. They content themselves with a modest depth and a wide lateral spread of branching roots. The beech spreads wide and sinks deep in preparation of the time when the secret alchemy of its cells shall transmute the food drawn from earth and air into the marvel of its giant limbs.

There is a peculiar charm in the infancy of these future giants. The tiny young oaks of the larger varieties sometimes exceed their parents in the size and richness of their leaves, and for some years the growing oak has a peculiar autumn splendor that comes late and lingers long. The leaves of the young pin oak are more delicate than those of the parent. They take on early the tints that glorify this variety of oak. The almost pentagonal leaves of the seedling tulip tree also are tiny, with a transparency unknown to the broad, rich greenery of the well-grown tree. The foot-high elm wears his dark-green flannel leaves far into the autumn and seems to escape the beetle. The baby birch when uprooted has a pretty secret to reveal of the way her kind grows in sisterhoods of three, four, five or more. All about the base of the baby trunks, just beneath the surface of the ground, are little buds that will in time develop into independent trunks, at least such seems their promise. The elms propagate abundantly. So do the maples, growing in single tall, straight wands. The tulip tree is also the parent of a great brood, and the young wild cherries spring abundantly. The oaks seem less prolific, probably because the acorn is an excellent food for a great number of creatures. So, too, the chestnut, whose seed escapes the worm only to fall into the clutches of the schoolboy. The birches spring up in all directions, but the beech is less commonly found in its infancy. The sassafras surrounds itself with a whole colony of young shoots from its far spreading roots. Hence the charm of the natural plantations of the sassafras. The beauty of its family groups should be a perpetual reminder to human families that few of us in the mass are so well worth the photographer's art as the spontaneous vegetable products of nature.

## A HOME-MADE TRAVELLING CRANE.

THE travelling crane shown herewith is quite easily constructed and is of great utility. The frame AA is simply to hold the I beam which forms the track in place, and one is supplied at as frequent intervals as



A HOME-MADE TRAVELLING CRANE.

strength demands. The upper edges of the I beam form the track, and the rollers are cast iron, governed as shown, and are held in the yoke B by the studs shown. These are fastened solidly in the yoke and form the shaft or axle for the rollers. A swivel crane hook C completes the equipment and makes a very handy addition to almost any shop, mill or plant. The cost is very little and should not deter anyone from making it who has use for one.—Machinery.