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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 trade 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 25 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.

AN ENCOURAGING OUTLOOK.

THERE are many indications to be seen pointing to a more prosperous condition of affairs in Canada in the near future. The collapse of the South Africa boom, the unsatisfactory conditions prevailing in Australia, together with the unsettled state of affairs in the United States, as the result of which a large amount of British capital has recently been withdrawn from that country, and the possibility of the adoption of a silver coinage, which would lead to a still further withdrawal of British investments, all point to Canada as one of the most desirable fields for the investment of foreign capital in the future.

The recent gold mining developments in British Columbia are certain also to prove a most important factor in our future prosperity. We have the assurance of experts of the highest authority that the gold mines of British Columbia are the richest in the world. At the present time millions of foreign capital is being invested in these mines, and the prophecy is being made that a large influx of population will result within the next few years. Owing to the disappointing experience of British capitalists who invested largely in Grand Trunk securities, Canada has hitherto been shunned by the British

investor, and other fields which were less promising have benefitted at our expense. It now seems probable that our turn will come in the immediate future. We have one of the richest countries, in point of natural resources, upon the face of the globe. We have also a favorable climate and unrivalled transportation facilities. We only lack capital and population, and it seems probable that these necessities are now about to come to us. If so, we may expect to witness improvement in every line, in which event the lumber industry will be among those which will be most benefitted.

POLITICS AND BUSINESS.

It is subject for regret that a general election should take place in both the United States and Canada this year. There were indications at the commencement of the year of an improvement in business conditions, but these indications appear to have been dispelled, for the present at least, as the result of the elections which have just taken place in Canada and are now pending in the United States. These elections promise to cause a continuance of the business depression for some time to come.

The change of Government in Canada, and the probable change in the United States are further disturbing elements in the business situation. There is in the United States not only the probable change of Government to be considered, but the possibility, though no doubt a remote one, of the adoption of a silver coinage. In Canada there is the uncertainty consequent upon the belief that alterations of a more or less important character will be made in the existing tariff. We do not think that there is much cause for alarm on this score. There may be, and probably will be, some re-adjustment of the tariff, but we feel assured that Mr. Laurier and his colleagues have become fully aware that injury would be likely to result to the business interests of the country, and to themselves as a party from any radical changes. It must be borne in mind that a very large revenue is needed to meet the running expenses of Government, and unless some important savings can be effected, it will be impossible for the Government to revert to anything like a revenue tariff.

We trust, therefore, that the business community will not be deterred from pushing forward any enterprises which they may have already entered upon, or which they may have had in contemplation, from the fear that there will be any important disturbance of existing conditions. We have already experienced too long a period of business depression and inactivity, and it should now be the aim of everyone to assist in bringing about a more satisfactory condition of affairs at the earliest possible date.

With the incoming of a new Government it may not be out of place to point out that in the past the efforts of both political parties seem to have been too largely directed to securing or maintaining power, while the development of the country's resources has not received that measure of attention which its importance demands. The most important question which any Government can turn its attention to, is that of bringing into the country population of the proper class. The lack of population is at the foundation of many of our business difficulties. We have spent money liberally in the construction of

public works to facilitate the transportation of passengers and merchandise, and in this respect are well equipped and have ample facilities to meet the requirements of a population many times as great as that which we possess. The interest charges arising out of the expenditure for these public works rests heavily upon our present small population, but would be lightly borne if we were able to add a few millions to our population. There is also a great disadvantage in doing business in so large a country so sparsely populated. It becomes necessary to travel long distances between centres of population. Had we a population of say from fifteen to twenty millions, business possibilities would be vastly increased, while the expense of getting this increased business would be little more than at present. We are pleased to see the success which is attending the effort to establish a fast steamship service between Canada and Europe. It is now all but certain that such a service will be established in the near future. This service should prove a most important factor in adding to our population and in the development of our resources.

CANADIAN TRADE WITH GREAT BRITAIN.

THE many inquiries which we receive from time to time from dealers in Great Britain for the address of Canadian dealers in various kinds of lumber strongly emphasizes the necessity of steps being taken to introduce our lumber more thoroughly in the British market. It is pleasing to know that the agitation in this journal some months ago along this line has not been without result, several manufacturers having intimated their intention of investigating the prospects for a remunerative export trade.

It should not be that prospective customers are obliged to make unusual efforts to be placed in communication with those from whom they desire to purchase goods. On the contrary, such arrangements should be made, by the establishment of a Canadian lumber bureau or otherwise, as would enable the purchaser to obtain without delay the names of manufacturers in Canada who are in a position to supply the desired stock.

The question of sending a representative to Great Britain, in the interest of the hardwood manufacturers, has not as yet borne fruit. The view is held by some dealers that it would be some time before there would result sufficient trade to cover the expense of such a move, partly owing to the conservatism which characterizes business men in the old country. But this argument is weakened by the fact that they are constantly enquiring for Canadian goods, with the view of opening up trade. And if Canadians are slow to appreciate the fact, it is quite probable that others will pre-empt the field.

The healthy condition of the British market at the present time with respect to Canadian goods should encourage manufacturers to take immediate action, especially as it is now almost certain that present values will be maintained throughout the season. Notwithstanding that the lumber receipts from Canada have thus far this year been greatly in excess of the same period last year, the consumption has been correspondingly large, with the result that available stocks are very light. Another encouraging feature is to be found in the increase in shipments of thin lumber to the British market during the present