

On the return trip, a stop was made at Santa Rosa, where the local Chamber of Commerce treated the delegates to an automobile trip through the vineyards and orchards of that beautiful region and to the home of the famous horticulturist, Luther Burbank, who welcomed the lumbermen.

Those who attended from Canada were:

Mr. James White, Assistant to Chairman, Commission of Conservation, Ottawa.

Mr. Clyde Leavitt, Forester, Commission of Conservation, Ottawa.

Dr. H. N. Whitford, Commission of Conservation, Victoria.

Mr. R. D. Craig, Commission of Conservation, Vancouver.

Mr. R. E. Benedict, B. C. Forest Branch, Victoria.

Mr. H. R. Christie, B. C. Forest Branch, Victoria.

Mr. Chas. O. Marston, B. C. Forest Branch, Victoria.

Mr. Jas. Evans, B. C. Forest Branch, Victoria.

Mr. Geo. D. Mackay, B. C. Forest Branch, Victoria.

Mr. R. C. St. Clair, C. P. R. Forest Branch, Calgary.

Mr. M. O'Brien, Brooks, Scanlon, O'Brien Logging Co., Vancouver.

Mr. E. J. Palmer, Chemainus Lumber Co., Chemainus, B. C.

Mr. J. M. Dempsey, President of Loggers' Association, Vancouver.

Mr. F. C. Elford, Shownigan Lumber Co., Victoria, B.C.

Mr. C. Buckner, Westholm Lumber Co., Victoria, B.C.

Mr. J. P. McGoldrick, Adams River Lumber Co.

Dr. Davenport, Vancouver.

Mr. Judson F. Clark, Clark & Lyford, Ltd., Vancouver.

Space does not permit of the discussion of the thirty or more excellent papers which were delivered at these meetings, but the keynote which was prevalent throughout the entire conference was the necessity for closer co-operation among the lumber interests of the continent. It was readily admitted that the lumber industry was in a serious condition due in a very large measure to the competition of substitute materials promoted by modern and effective merchandising methods, while the lumbermen sat still and waited for the business to come. Another reason for the loss of business in the lumber industry is the lack of co-operation among the operators, which has developed into a struggle for the survival of the fittest, which means the closing down of hundreds of healthy and otherwise prosperous plants.

The plea was made for closer co-operation between governments, timber owners, loggers, manufacturers and selling agencies, and the inauguration of a campaign of education which will enlighten consumers, architects, engineers and others on whom the building industry depends as to the qualities of the various kinds of woods and the uses for which they are adapted.

The National Lumber Manufacturers' Association have undertaken this work and have raised a fund which will provide \$50,000 a year, for five years, to carry on this campaign; and it is of vital interest to British Columbia that

this work be encouraged, either by co-operating with the National Lumber Manufacturers or by conducting a campaign along similar lines on this side of the Line.

The efforts of the B. C. Government towards the extension of foreign trade have been greatly appreciated as a step in the right direction, but it should not be left to the Government to do all the work of marketing the cut.

The function of the Government should be to secure favorable trade relation and point out market possibilities; but this should be followed by an energetic selling campaign conducted by the lumbermen, and this can only be accomplished by co-operation among the various interests of the industry. It was pointed out at these meetings that success of the most conspicuous large industries, such as the steel, oil and packing industries, has been due to organization and efficient merchandising. The anti-combine movement has about spent itself in the United States, and the public is beginning to realise that it is better served by strong organizations than by excessively competitive, small and inadequately financed individuals.

The question confronting the lumber industry at present is whether the component parts will organize in such a way as to secure a living for all, or whether the struggle will continue until the weaker firms are eliminated and the whole business is in the hands of a few men.

SUN LIFE OFFICIAL VISITS BRITISH COLUMBIA.

Mr. James A. Tory, general manager of The Sun Life Assurance Company of Canada, made a visit to British Columbia last week, which was quite an event in local Sun Life circles. After making an investigation of affairs in Vancouver, he went to Victoria, and then on to the Exhibition at San Francisco. This visit here concluded his inspection trip throughout the Dominion, having stopped on his trip West at all the important centres and observing conditions.

In conversation with the editor of the British Columbia Financial Times, he stated that he found conditions remarkably sound in view of the drastic retrenchment which had set in prior to the outbreak of war and in view of the readjustment to war conditions. The economic storm had broken and spent itself, and Canada is today stronger and economically sounder than ever in its history.

The splendid harvests throughout Western Canada have enabled farmers and business men to pay their debts, leaving them free for the future and for business expansion whenever business conditions demanded; and from what could be seen on the Prairies, business expansion was already beginning to make its appearance. Mr. Tory could see no signs which would prevent this expansion from being experienced throughout the Dominion, nor could he see any dangers from its being unsound or ill-advised.

Industrially, Canada is working as never before. Goods which were bought abroad, or in the States, are now being manufactured as never before; and this development, in his opinion, was but the beginning of a large industrial development. In this connection, the need of greater production was emphasized by Mr. Tory as the solution of our

BRITISH COLUMBIA ELECTRIC RAILWAY COMPANY, LIMITED.

Financial Statement of the B. C. Electric Railway and Allied Companies for October, 1915.

Approximate Income and Expenditure—			
	1915.	1914.	Decrease.
Gross Earnings.....	\$ 538,826	\$ 661,000	\$122,174
Operating Expenses, Maintenance, etc.....	480,051	511,877	31,826
Net Earnings.....	\$58,775	\$149,123	\$90,348
For the four months of the fiscal year, July 1 to October 31—			
Gross Earnings.....	\$2,073,697	\$2,676,351	\$602,654
Operating Expenses, Maintenance, etc.....	1,928,529	2,060,681	131,152
Net Earnings.....	\$145,168	\$615,670	\$471,502