

RELATION OF BUSINESS JOURNALS TO BUSINESS INTERESTS.

At the Lockwood Press dinner, Charles K. Hammitt responding to the toast, "Trade Journals—Their relation to the Mercantile and Manufacturing interests," said:

Trade journals, more or less, intimately concern all present, and doubtless, all that I can say in this connection has already been fully thought over by you. Their existence is in response to the demands of trade, and should they cease to exist, they would leave a void which nothing yet developed could fill.

The duty of trade journals is to point out defects in systems of trade, and advocate policies of improvement; to ferret out and expose what are commonly known as the tricks of trade, and by earnest and constant denunciation to encourage a sentiment of fair dealing; to study carefully the requirements of trade and present plans for its promotion; to collect news of every description from all quarters, select such portions as concern the trade represented, and to present it in a full yet condensed and readable form; to seek channels of trade hitherto unexplored, and point out the advantages of and ways to develop them; to draw together members of trade, and secure co-operation where individual effort would not be sufficiently potent; to suggest methods for a more speedy or more economical method of accomplishing given results; to learn of and give prominent notice to improvements in systems or implements calculated to benefit trade as perfected by specialists; to report the conditions of markets, and record fluctuating prices; to crowd out antiquated wares, and bring forward new and improved styles. This and much other kindred work enters into the duty of the highest type of trade journalism.

Work of this character, vigorously prosecuted, naturally makes the influence of the trade paper very great. Its columns are read closely by those whose interests are of such magnitude as to keep them from searching for themselves through every source of information, to learn what has transpired or is likely to transpire to affect them. The full and condensed form of the information in the trade journal is fully appreciated by them, and the paper becomes to them what the chart is to the mariner—a guide in navigating the sea of commerce.

It is sought after, also, and read closely by the wiser members of trade in all classes, whether manufacturer, distributor or he who sells to the consumer—in fact by the larger and wiser consumers.

In measuring the influence of the trade journal it will be well to consider the character of the men to whom I refer. Numerically, men of this class, in any single trade, represent only a small portion of any one community, but they are scattered throughout the land, and in their respective communities their opinion has great weight for shaping the opinion of their neighbors, not alone on matters of trade and commerce, but on whatever relates to the general good.

Of necessity trade journals meet with people connected with the trades which they represent, who antagonize them and try to belittle their influence as every progressive work strikes the personal interest of individuals and awakens opposition, but these men are careful to learn the contents of trade paper, and are unconsciously influenced thereby, and in common with those who declare their appreciation, seek desired information in its columns. Although, perhaps, it has not been realized; the trade journals of the country have exerted an influence, during the past few years, which has counteracted in advance much of the evils which might have resulted from the recent financial panic in Wall street. The faithful record of the condition and prospects of trade, coupled with the cautions against overtrading and the advice to shorten credits and to avoid excessive indebtedness, acted upon by their readers, has placed the country in such a position that, heavy as this shock was, the mercantile interests have weathered the storm without any important disaster.

A duty of the trade journal not yet referred to, and yet one of its most important duties, is to bring the buyer and seller together. The buyer in reading his paper seeks not only pre-

vailing prices, conditions and prospects of trade, but expects and requires reasonable assistance in directing him to the best sources through which to supply his wants. For this assistance he consults the advertising columns, and this at a time when he is peculiarly alive to his business interests. At such times houses which have shown sufficient forethought and enterprise to secure representation in the advertising columns of their trade paper derive benefit of immeasurable value, even though business do not immediately result, as in the buyer's mind they and their business have become associated with the idea of supplying his present or future wants.

For the convenience of buyers, leading producers and manufacturers congregate in one location, frequently having their places of business adjoining each other so that buyers may complete their purchases without needless delay in going from one to the other; and so for the convenience of buyers, leading producers and manufacturers should constantly keep their card setting forth their business and location prominent in accepted trade journals so that buyers may, without loss of time, find the address and name of any firm wanted. This card should be supplemented by seasonable announcements, attractively displayed, setting forth fully the wares manufactured and ability to meet trade requirements.

The trade journal affords an opportunity for this use not presented by any other medium of any character, because all of its readers are interested parties and possible customers, and few but those interested in a given trade would find its trade journal of interest to them, while in the general press it is only the occasional reader who is interested in trade matters.

The value of reaching the readers of the trade journal as compared with that of other mediums is further increased by the fact that the former buy for hundreds or thousands and the latter buy only for themselves.

Some patrons of trade papers have the idea that money spent in advertising in them is so much of a contribution toward their support, and while they realize the necessity of their existence, they do not recognize their value as mediums of advertising.

The disposition to extend support to trade journals because of their usefulness is commendable on their part, but it is liable to lead to error in that the inferior journal may present the same claim as the superior. Careful preparation of advertising matter accompanied by ordinary watchfulness and proper analysis of results will convince philanthropic supporters of trade papers that those journals which really merit their support bring evidence of their value as advertising mediums fully commensurate with their charges, and they would promote trade interests as well as their own, and secure a higher standard of merit in these journals by patronizing them upon the ground of merit as well as usefulness. Where cheapness in price as compared with others is the reason urged why support should be given, it is safe to assume that support is costly at any price.

Prominent houses sometimes boast that they have always been successful, and that, too, without advertising in trade papers; and while this may be true, it does not follow that they would not have been more successful had they so advertised. Somehow, this boast always reminds me of the aged Christian who, in remarking upon how free Christianity was, boasted that it had cost him throughout his life only 25 cents, and to him his minister, in righteous indignation exclaimed: "The Lord have mercy on your poor stingy soul!"

Evidently the Christian had never learned of the beneficial influence upon his own character of giving as God had prospered him, nor the richness of experience of those who recognize that they have entered into His plan, and are fulfilling the part allotted to them in His work. Nor have the houses referred to learned of the broadening and ennobling influence upon the character of their individual members by realizing their intimate relations to the fabric of trade and the consciousness that they are fulfilling their part in its development.—*American Stationer.*

Subscribe for the CANADA LUMBERMAN.

AUSTRALIA.

Messrs. Lord & Hughes', timber brokers, monthly circular, dated Melbourne, May 5th, 1884, is as follows:—

Since our circular of the 9th ultimo, we have to report but a moderate demand and few sales; these showing an inactive market and general disinclination to purchase, except at a decline in price that importers would not submit to. Baltic flooring and lumber are weaker, while Baltic deals hardly maintain last month's quotations. All other descriptions of lumber remain at about last month's prices.

Trade sales from yards hardly maintain the activity of the last six months, and show a considerable falling off.

The arrivals have been—Atlantic, from Drammen, with flooring and deals; Corsica, from Puget Sound; Osecola, from Tacoma; Sultelma, from Hastings, with Oregon timber, laths and pickets; Eilian Donan, from Port Clyde, with spruce deals and laths; Leading Wind, from Boston, Star of Scotia, from New York, with clear pine, white pine shelving, T. and G. ceiling, spruce deals, laths, slates, plaster and cement; Berengaria, Mairi Bhan, Essex, Royal George, Amalfi, Aberdeen, Yeoman, Normanton, from United Kingdom; Caledonian, from Marseilles, with red deals, flooring, slates, lead, galvanised iron, cement, laths and plaster; Devonport, from Kaipara, Albert the Good, from Wanganui, Rio, from Manukau, Vivid, from Mercury Bay, with Kauri; Nemesis, Laura, You Yangs, and Wendouree, from Sydney, with cedar; Victorian, from Adelaide, with galvanised iron.

RED DEALS.—Imports: 1,440 pieces from the Baltic, 4,276 pieces from the United Kingdom. The arrivals have been Atlantic, from Drammen, and Mairi Bhan, from London. On the 29th ult. the cargo ex Andrea Wilhelmina, was sold by auction, and also on the same day a portion of shipment ex Leviathan. Other sales by auction have been, portion of cargo ex Java, and small lines ex Kamfjord, Gurlu, and Hans Gude, 11x4, MB brand, realizing 5 1/2d.; 9x4, MA, 4 9-16d. to 4 1/2d.; 11x3, TWF, 4 1-16d., FWT, 5d.; 9x3, MARMA, 6 1/2d. to 6d., MB, 5 1/2d. to 5 1/4d., FWT, 4 1/2d.; 7x3, DB, & Co., 5 1/2d., A+M, 5d.; 9x2, AM & S and A+M, 5 1-16d. to 5d., all at per foot of 9x3.

SPRUCE DEALS.—Imports: 6,344 pieces. The arrivals have been—Eilian Donan, from Port Clyde, and Leading Wind, from Boston, and neither of these shipments have yet been sold at auction. Sales have been made of Baltic white deals and scantling, ex Hans Gude and Andrea Wilhelmina.

OREGON TIMBER.—Imports: 2,304,428 feet super. The arrivals have been—Corsica, Osecola, and Sultelma. The only offering at auction has been ex Corsica, on 22nd ult., when about half the cargo was sold at £6 7s. 6d. to £6 2s. 6d. per 1,000 feet super. The balance of this cargo is advertised for sale on the 6th instant.

LUMBER.—Imports: Clear pine, 203,149 feet super; white pine shelving, 531,425 feet super; T. and G. ceiling, 33,648 feet super. The arrivals have been—Leading Wind, from Boston, and Star of Scotia, from New York. The

shipment ex Leading Wind, was offered at auction, when the whole of the clear pine and T. and G. ceiling was sold, and nearly half of the shelving at prices as reported below. The consignment ex Star of Scotia, has not yet been offered at auction.

PITCH PINE.—Imports: Nil. Auction sales. Nil.

REDWOOD.—Imports: Nil. Auction sales. Nil.

FLOORING AND WEATHERBOARDS.—Imports: 1,092,960 feet lineal. The arrivals have been Atlantic from Drammen, Mairi Bhan and Amalfi from London. Since our last report sales by auction have been made ex Hans Gude, Kamfjord, and Leviathan. The cargo ex Gustave Adolph was advertised for sale on 20th inst., but withdrawn for higher rates than was obtainable on that day. Prices realised during the past four weeks have been as follows: Red, 6x1 1/2, 10s. 9d. to 10s. 3d.; 6x3, 8s. 6d. to 8s.; 6x3, 5s.; 6x3, 4s. 10d. to 4s. 8d.; 4-out weatherboards, 6s. 3d.; white, 6x1 1/2, 8s. 6d.; 6x3, 7s. 6d. to 7s. 3d.; 6x3, 5s. 6d.; 6x3, 4s. 9d. to 4s. 3d.; 4-out weatherboards, 6s. 3d. to 6s.

KAURI PINE.—Imports: 830,742 feet super. The arrivals have been Devonport from Kaipara, Vivid from Mercury Bay, Albert the Good, from Wanganui, and Rio, from Manukau. Sales by auction have been ex Robbin Hood, and Devonport. Hewn logs realising 11s. 3d. to 10s. 9d.; sawnitches, 13s. 3d. per 100 feet super.

RED AND WHITE PINE (COLONIAL).—Imports: Nil. Auction sales. Nil.

DOORS.—Imports: Nil. Auction sales. Nil.

LATHS AND PICKETS.—Imports: Laths, 11,752 bundles; pickets, 3,281 bundles. Since our last report sales by auction have been of Oregon laths, 4 1/2 feet, at 38s. to 37s. 6d.; Oregon pickets, at £8 12s. 6d. to £8 10s.; spruce laths, 4 1/2 feet, at 36s. to 35s. 6d.; pine laths, 4 feet, at 32s. 3d.

SLATES.—Imports: 345,822 pieces. The arrivals have been Leading Wind, from Boston; Star of Scotia, from New York; Royal George from Liverpool; Victorian, from Adelaide. The only sale by auction has been of parcel ex Helanalea, from Liverpool, of best blue bangor penrhyn slates, Countess size, at £12 10s.; Duchess size, £17 2s. 6d. per 1,000 pieces.

PLASTER.—Imports: 120 barrels. No sales by auction during the month. Market remains same as last month, at 1 s. Auction sales. Nil.

CEMENT.—Imports: 6,300 barrels. Demand still continues good, and prices remain about the same as last month, namely, 15s. to 16s. for best brands. Auction sales: Nil.

GALVANISED IRON.—Imports: 968 tons. There have been no sales by auction during the month. Best brand are firm at £20 to £21; inferior, at £18 10s. to £19 10s. Auction sales: Nil.

EXPLANATION.—Red deals and spruce deals are sold at per foot of 9x3; T. and G. flooring at per 100 feet running; Oregon timber, redwood, clear pine, shelving, ceiling, per 1,000 feet super; Kauri pine and cedar logs at per 100 feet super; laths, pickets, and slates at per 1,000 pieces.

LIVERPOOL STOCKS.

We take from the *Timber Trade Journal* the following Comparative Table showing Stock of Timber and Deals in Liverpool on June 1st, 1883 and 1884, and also the Consumption for the month of May 1883 and 1884:—

	Stock, June 1st, 1883.	Stock, June 1st, 1884.	Consumption for the month of May, 1883.	Consumption for the month of May, 1884.
Quebec Square Pine.....	112,000 ft.	274,000 ft.	27,000 ft.	73,000 ft.
" Wancy Board.....	108,000 "	211,000 "		
St. John Pine.....	8,000 "	41,000 "	00,000 "	14,000 "
Other Ports Pine.....	38,000 "	64,000 "	2,000 "	1,000 "
Red Pine.....	12,000 "	48,000 "	8,000 "	2,000 "
Pitch Pine, hewn.....	484,000 "	434,000 "	182,000 "	270,000 "
" Sawn.....	648,000 "	704,000 "	226,000 "	337,000 "
Planks.....	60,000 "	88,000 "	11,000 "	30,000 "
Dantzic, &c., Fir.....	78,000 "	78,000 "	5,000 "	24,000 "
Sweden and Norway Fir.....	6,000 "	77,000 "	6,000 "	3,000 "
Oak, Canadian and American.....	148,000 "	211,000 "	23,000 "	28,000 "
" Planks.....	190,000 "	201,000 "	32,000 "	52,000 "
" Baltic.....	30,000 "	12,000 "	0,000 "	0,000 "
Elm.....	27,000 "	7,000 "	0,000 "	0,000 "
Ash.....	0,000 "	16,000 "	0,000 "	3,000 "
Birch.....	40,000 "	58,000 "	59,000 "	35,000 "
East India Teak.....	33,000 "	45,000 "	34,000 "	3,000 "
Greenheart.....	130,000 "	63,000 "	8,000 "	4,000 "
N. B. & N. S. Spruce Deals.....	9,079 stds.	19,830 stds.	3,821 stds.	4,043 stds.
" Pine.....	780 "	1,386 "		
Quebec Pine & Spruce Deals.....	4,308 "	5,003 "	1,450 "	1,712 "
Baltic Red Deals, &c.....	3,254 "	3,361 "	406 "	375 "
Baltic Boards.....	221 "	60 "	81 "	— "
" prepared Flooring.....	5,824 "	2,977 "	2,372 "	962 "