

TRADE NEWSPAPERS.

There is now and then a person so stupid as to believe that advertisements in trade newspapers are not generally read, and that money expended in advertising this way is practically wasted. Then there is another class who, if a man, or poster is presented to them, will readily give their advertisement to help form a frame around the same. Also when the directory man comes around, they must have a card at the top of the page, or perhaps a full-page advertisement, and they are willing to pay a big price for this class of advertising. What good does it do him? None whatever, for it is not seen, and does not reach the class they desire.

Now a good trade journal, published directly in their interest, goes directly to the class of trade they wish to influence.

If a hundred men of polite address, of fluent speech and ready wit, were to call, weekly or monthly, each upon a hundred others and get the attention of each long enough to say John Smith has made a great improvement in such and such a machine, or that Jones, or Brown, at such a place, have a complete and full line of wood-working machinery, we will readily concede that the services of these one hundred men would be of great service to Smith and Jones, and great advantage to the party to whom the statement was made. The hundred men could not be employed to go from place to place—some small and distant places—and make this statement to five or ten thousand people at less than a cost of several thousand dollars each trip. All this is done by the trade newspaper at the cost of a few hundreds at the most, and the visits are made weekly or monthly as the case may be. The messenger who travels, addresses himself to the ear, and takes the party addressed when he may have his thoughts absorbed in business or other matters; but the trade newspaper reaches the party sought through the eye, when the reader has his thoughts solely fixed on the paper before him. But those who affect to believe that there is little use in advertising urge, as an objection, that advertisements are not read. They can easily be convinced of their error in this respect by making inquiry. Let them insert an advertisement offering to purchase some article that is tolerable plenty in the market, and they will be flooded with offers to sell before the ink of the advertisement is dry. An enterprising trade newspaper, with an extensive circulation, is in a position to do the advertiser great good. In its sphere, the trade newspaper is worth a dozen New York *Heralds* or *Tribunes*, with their circulation of hundreds of thousands, to an advertiser in whose interest the trade journal is published. A man's sign offers a mute invitation to those only who pass his place of business; his circulars can only reach those to whom particular attention is given; but his advertisement, in a trade newspaper, goes into the highways and byways, finding customers and compelling them to consider his argument.

Advertisers sometimes say, "Well, I cannot afford a large advertisement, and a small one won't do me any good." Now, our advice is: Don't be afraid to have a small advertisement by the side of a large competing one. The big one can't eat it up.—*Journal of Progress.*

A QUESTION OF FUTURE COMPETITION.

The owner of an immense quantity of standing pine in Michigan is naturally interested in the effect the opening of the Northern Pacific and Canadian Pacific roads will have on the value of white pine. He propounds the question in the following terms:

"It is yet to be seen and experienced what effect the completion of the Northern Pacific and Canadian Pacific railroads will eventually have as tending to lessen the value of Michigan Wisconsin and Minnesota pine lumber; as those roads may meet us on the western prairies, and largely furnish them the lumber they require, thereby mostly excluding our pine, thus largely curtailing the area for the sale and consumption of Michigan and Wisconsin lumber. For some time past this question has met me square in the face, as an element to be considered in my purchases and sales of pine lands. Perhaps you, with your eye over the whole

business horizon, can give me some light on this subject.

Without a doubt the lumber of western Washington Territory and Oregon, as well as that of the mountain regions of upper Idaho and Montana, will seek a market, to some extent this side of the mountains in Dakota, and possibly as far south as Nebraska. But this is to be said about the probability: It will be several years to come before the Northern Pacific road has a competitor in the lumber traffic from Puget Sound or the Pond d'Oreille sources of supply eastward. Until there are rival lines it need not be feared that the lumber trade of the northwest will be greatly broken into by western manufacturers. The one line cannot attend to the amount of traffic necessary to do that. Besides, if our querist will refer to back numbers of the *Lumberman*, even so recently as Nov. 10, he will see that there is an organization called the Montana Improvement Company, that has a close relation with the Northern Pacific road, and that this company will virtually control the lumber business along that line from the Dalles, in Oregon, to the eastern limit of Montana, and probably further eastward in Dakota. The traffic that this company is likely to put on the road will be all that the Northern Pacific management will want to handle, in the direction of lumber, for years to come. The Puget Sound branch of the Northern Pacific is not yet completed, and when it is the treeless grain region of Eastern Washington will need all the Puget Sound lumber that does not go by sea, for years to come. We must reflect that Washington and Oregon territories are empires within themselves, that their eastern portions are without forests, and present a vast area of good wheat and grazing land, that is bound to be settled. It will keep the eastern Washington and Oregon mills busy for years to supply this demand alone. Then there is middle and southern Idaho to be supplied from either the Pacific side, or the mountains in the northern part of the territory. It is not possible that the territory tributary to the Pacific coast supply will be so filled up with lumber within the next ten or fifteen years that manufacturers will seek a market east of the mountains.

As to the Canadian Pacific road, there is nothing to be feared from that quarter, because the Bow River region, under the Rocky Mountains, has to be reached before manufacture begins, and the prairies to the eastward, hundreds of miles in extent, must be supplied before the output will seek a market across the border, in Dakota. There is, in fact, more danger from Lake Winnipeg pine and spruce than from western lumber, from the Canadian Pacific road. But it will be a cold day when the northern Wisconsin or the northern Minnesota Lumbermen allow either the Canadian or the Pacific coast lumber to get away with the demand in Dakota, Wyoming, Nebraska or Colorado.

When we consider the eastern side of the question we must certainly conclude that there is no danger of white pine being driven out of the western field by Pacific coast or Rocky Mountain lumber. A single factor would prevent such a thing, and that is transportation. The railroad lines out of northern Wisconsin to the westward have been, and are being, constructed with a special reference to the lumber traffic. Be sure that no Pacific coast lumber will be allowed to come this side the mountains on a competitive freight rate. The Omaha "lumber line" and other railroad lines will see to that matter. The roads were built partly, or largely, to carry the white pine of Wisconsin westward, and they will do it. As for Michigan pine, the time is right here, when all that is better than common, and much of the remainder, will be wanted east of the Mississippi river. Michigan lumber will not much longer have to compete for trans-Mississippi trade. This may be considered a "too previous" proposition, but it is the most prominent feature of the near future pine problem, and one that will upset much of the calculation that pine men are now making. Men of affairs are prone to miscalculate the future. They are much given to "hindsight," and regard the forecasting of the future as visionary and useless. The lumbermen of the country are fond of recounting the marvel-

ous changes that have taken place in the pine business within the past twenty years, but shut their eyes to the twenty that are to come. Even now selects and clears are sought after throughout Wisconsin, and even as far away as Duluth. The day is near when Chicago will absorb much of the Chippewa valley, Wis., pine that now goes westward, and the woods of north Minnesota will before long contribute to the supply of good lumber in this market. Instead of the lumber of the Pacific coast meeting white pine on the prairies and thus reducing the value of eastern lumber, there will come a time when Michigan and Wisconsin can withdraw from the trans-Missouri territory entirely, and let the Pacific long-haulers have it and welcome.—*Northwestern Lumberman.*

LUMBER SUPPLY AND ITS EXHAUSTION.

On this subject the Bay City *Lumberman's Gazette* has the following:—The opinion of men and newspapers, even those supposed to be posted on the question of the exhaustion of our timber supply, are as wide apart as the east is from the west. Some are inclined to take the government reports as conclusive, and rely wholly thereon, while others deem them completely and utterly worthless, so far as statistical authority is concerned. One writer furnishes figures to prove that a single decade is the utmost limit of the lumber business in this country if carried on as extensively as at present, unless an extensive system of arboriculture is at once inaugurated to replace the timber which is under a system of such rapid exhaustion; while others furnish figures to establish the fact that Texas alone has sufficient forest timber to satisfy the demands of the entire country for at least a century, to say nothing of the redwood forests of California, which it is again claimed have sufficient timber in a single county to prevent a timber famine until the present generation shall have passed off the stage of human activity. This subject is one which is of interest not to lumbermen alone, but to the entire population of this country and Europe. The diversified views of our contemporaries are almost as thick as the autumn leaves of the forests to which they refer, and are put forth, one is sometimes inclined to think, with about as much lack of actual fact as do the leaves of the forests lack some settled purpose in their flutterings in the wind. In order that our readers may have some idea of the diversity or divergence of opinions on the subject, we will publish the following from the *Minneapolis Tribune*. It may prove interesting to our readers, not only because of the existing difference of opinion between Major Camp and the *Tribune* itself, but because of some other suggestions which are thrown out by the former:

"The question of future timber supply is one in which not only the northwest but the entire country, is virtually interested, and during the last quarter of a century it has been at frequent intervals discussed in all its bearings, but a yet without any satisfactory solution. That the supply of pine timber in the northwest will, at the present rate of consumption, be soon exhausted, is a fact which all conversant with the situation now admit, but just how soon the end will be reached is a point upon which experts do not wholly agree. The *Tribune* this morning gives the result of several interviews with local authorities. Major Geo. A. Camp, who is probably as well informed on the subject of timber supply of the upper Mississippi as any man in Minnesota, estimates the available supply in the country tributary to Minneapolis of five and a half billion feet, and thinks twenty years will see it practically exhausted. In this connection Major Camp makes the interesting and not unreasonable prediction that before the period of exhaustion shall have arrived the manufacture of paper lumber will have reached a degree of perfection which shall permit of its use for all inside finishing work in the construction of buildings, and that for heavy and outside work we shall be compelled, as all long settled countries have been, to resort to brick, stone and iron—the first two of which materials, at least, are inexhaustible and reasonably inexpensive.

There is one source of supply—and the *Tribune* looks upon it as a very important one to

this section—which Mr. Camp has left entirely out of his calculations. We refer to the great timber preserved of the North Pacific coast, which is opened up to us by the construction of the Northern Pacific railway. The extent of this supply is difficult to estimate, but it is probably safe to assume that it would, if properly guarded, furnish the entire half of the United States with manufactured lumber for one hundred years after the supply elsewhere is exhausted. There are other facts which are sufficient of themselves to allay any tendency to panic during the next quarter of a century. The southern states have a timber supply which their own moderate demands in a mild climate would not consume in 700 years. This is already being made available for northern uses. Again, it is to be remembered that there is no such thing as an entire exhaustion of merchantable timber in any timbered section. Whenever the lumber supply in this northwest begins to approach extinction, prices will go up and consumption through the employment of other and lower grades and species of timber; pine will give place to less valuable varieties, and the change from the present flush times in choice building material will be gradual, and not abrupt. Just how much importance is to be attached to the growing of timber is yet a question, and in any case a question in which future generations, and not the present will be mainly interested.

SOUTHERN PINE.

The Chicago *Northwestern Lumberman* says: A writer to a newspaper over in Michigan denounces the southern pine boom on account of the immense quantity of it abounding in seven states, and predicts that the supply will last a century. He alleges that the men who have bought southern pine lands expecting to realize an advance on them while they are yet alive, have made a mistake. Perhaps they have counted on realizing too quickly, but the *Lumberman* cannot regard it as much of a mistake when a man buys southern pine land at a "bit" to 50 cents an acre. The man who thinks he knows all about the future had better not talk about centuries in this swift age of the world. He should remember that this nation is but a little over a century old, and not only has a large part of twenty states been denuded of timber, for agricultural purposes, but the end of the northern pine supply is seen in the dim distance. He should also reflect that only about forty years have elapsed since Michigan pine began to be slaughtered, and the country was for years afterwards but sparsely settled west of the lakes. He should besides have foresight enough to see that this country, taken as a whole, will use vastly and increasingly more lumber in the future than it has in the past—a fact that prognosticators, about the lumber supply usually take into the account. That is to say the country will demand increasingly more as long as the supply holds out, and is reasonably cheap. The new iron and the tile age has not put in an appearance yet, and will not while our forests last. Where one thousand feet of white or yellow pine is now used two will be needed twenty-five years from now. This all-knowing man of whom we speak, should reflect on the large amount of yellow pine that is now going to the eastern seaboard and England, and the large increase of the trade northwestward. As white pine diminishes the demand for the yellow variety will increase without a calculable limit.

LOGGING ROADS.

The handling of logs by rail has greatly increased through the northern lumber regions, and particularly in Michigan. The number of private roads which enable timber owners to get their logs to water-ways is in itself large, and in addition to this are several main lines, with innumerable spurs, which traverse regions which afford an almost exclusively log traffic. The business of these roads is immense, as is shown by the following record of logs hauled in 1882: The Flint & Pere Marquette road, 95,294,620 feet; the Michigan Central, 60,000,000 feet; the Saginaw Bay & Northwestern, 86,039,768 feet; and the Tawas & Bay County road, 38,486,570 feet. Total, 279,825,963 feet. These logs were hauled to terminal points, and are not counted