

CAPTURING THE BRITISH MARKET.

A REPRESENTATIVE of one of the largest mills in the United States, when questioned the other day in regard to the export trade, said: "The American manufacturers have been making special efforts to get into the British market, and with good success. I think that orders for from 12,000 to 15,000 tons have been placed within three or four months, to be filled at various times within a year. These sales have been made in direct competition with manufacturers of Norway, Germany and England. The prices have, in most cases, been fully as high as those obtained in this country, and in some instances higher. I consider the outlook promising."

Another manufacturer regards 15,000 tons as a low estimate for the past three or four months' export business.

A representative of another mill, which has devoted special attention to the export trade, said: "There has been a material increase in business during the past few months, but I do not think that more than 3,000 or 4,000 tons have been sold to British purchasers in that time. The English buyer does not make yearly contracts, but orders in small quantities from time to time.

"The low prices in the United States have been one of the causes for the increase in trade. The real cause, however, is the increasing circulation of English newspapers. The British publishers are beginning to adopt American ideas, such as the use of illustrations and the preparation of special departments for women. As a result, the sale of their papers is increasing, and in some cases the size of the paper has been increased. The English paper mills have not increased production, and as a result American manufacturers are getting orders.

"I think that the total sales of American news paper in British markets in 1897 will be double those for 1896, and that the prospect is good for increasing trade in the future.

"With Australia there has been only a small increase in business lately. The American mills have already secured the bulk of that trade, and most of it is done on long contracts. There is now only one important newspaper in Australia. I know of which buys its paper from England, and that has arranged to get its supply from this country as soon as its present contract expires."

A member of another firm, which has sold in England for some time, also reported that within three or four months there had been a much better business than usual. "The prices, however," said he, "have not been very satisfactory. Although higher than those in the American market, when the cost of transportation is deducted the net return will be less than from sales in the domestic market. In fact, American manufacturers have demoralized the British market more than their own.

"The situation is practically this: News paper is now made almost exclusively from wood, especially spruce, and water power is necessary for its production, as steam is too expensive. Now, England has neither water power nor spruce forests, and while Norway has, her streams are frozen in the winter so as to prevent operations. In view of these conditions, and particularly of the heavy decline in the price of paper in this country during the past few years, it is the opinion of those qualified to judge that the news paper business of the world is coming to America."

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