

EDITORIAL NOTES.

SOME United States companies are said to have secured orders within the last six months for complete saw-mill outfits for Japan, to be used in the manufacture of boxes. In view of the feeling which is said to exist in Japan in favor of trading with Canada, and of the fact that Japan has vast timber lands, Canadian machinery manufacturers should take steps to secure a portion of this trade.

THE practice indulged in by some lumber manufacturers of labelling cars with the name of the shipping firm is receiving some condemnation at the hands of wholesale dealers. By this means the wholesaler's customer becomes acquainted with the mill man from whom the stock is obtained, and in placing future orders he will probably transact the business direct with the mill man, thereby shutting out the wholesale dealer who had been the means of securing the trade, and who is justly entitled to any benefits to be derived therefrom.

A SUBSIDY of \$50,000 has been granted by the Dominion Government towards establishing a fortnightly steamship service between Canada and France, the Canadian ports being Montreal in summer and St. John, N. B., and Halifax in winter. There is already a prospect of considerable business between these countries as a result of the new French treaty. The exports of lumber from Canada have increased, and with the additional facilities provided by a steamship service as above stated, there is reason to anticipate closer trade relations and more satisfactory returns to shippers.

THE lack of cleanliness around lumber camps is a matter to which Mr. John Simpson, superintendent of Algonquin park, draws attention in his annual report to the Commissioner of Crown Lands. The interior of the camps, he says, is left in complete chaos with old clothes, boots, straw, etc. Last spring an attempt at clearing one of the camps was made, but the filth was merely taken and dumped behind a rocky bluff at the back of headquarters. The question is one, we believe, to which too little attention has been given in the past, affecting as it does the health of workmen employed in the woods. Outbreaks of typhoid fever in lumber camps are quite frequent, largely the result, no doubt, of disregard of necessary sanitary precautions. Employers and employees alike should feel an interest in this matter, and it is hoped steps will be taken to effect an improvement along this line in the future.

It is a matter of regret that the past month has witnessed the destruction by fire of several large saw mills in Ontario, entailing a loss of upwards of \$200,000. While in most cases the loss is largely, if not altogether, covered by insurance, the inconvenience caused is of considerable moment to the companies interested, who had completed arrangements for the season's trade and had recently commenced sawing operations. In the case of the Hawkesbury Lumber Company, who suffered the loss of three mills, the difficulty will be overcome by running the three remaining mills day and night for the balance of the season. The Imperial Lumber Company will take immediate steps to rebuild their mill at

Warren, while a decision has not yet been reached by the Katrine Lumber Company regarding the reconstruction of their mill. It is hoped that the owners will not be seriously handicapped by the unfortunate occurrences.

CHANGE OF LOCATION.

FROM every side expressions of regret are heard that the wholesale lumber firm of Donogh & Oliver have resolved upon taking their departure from Toronto. Their new location will be North Tonawanda, N. Y., where they have leased the docks and yard of A. M. Dodge & Co., and will continue business under the style of the Donogh & Oliver Company. The change is simply the removal of their main office, now in the Board of Trade Building, to Tonawanda, as the office at the Northern docks in Toronto will be maintained. By this arrangement the members of the firm will be enabled to give their personal attention to their extensive hardwood trade in the east, while their western connection will not suffer by the removal. Their Buffalo yard was sold some time since to the Arthur Hill Company, of Midland.

The loss sustained by the removal from Toronto of such well-known dealers is keenly felt by the trade. During the many years of their business life in Toronto, the members of the firm have always been recognized as honorable and reliable in all dealings, and this has secured for them an extensive connection. The LUMBERMAN wishes them success in their new field.

LUMBER ADVERTISING.

To advertise or not to advertise—that's the question. We shall, of course, maintain that it is a dividend-paying investment. You may not agree with this, and may, perhaps, think the motive which prompts the affirmative of the argument is a selfish or mercenary one; but we shall immediately interpose an objection to the negative of the question on the ground that disbelievers pay but little or no attention to the details of the business, and assume that because buyers do not come flocking after their goods, immediately after inserting an ad in a lumber journal, that advertising is a "dead horse," and are, consequently, not qualified to judge of its true merits.

There is a right way and a wrong way to advertise, and the right way is what we shall, in a few words, consider.

Every ailment demands a specific remedy, whether it be disease or bad trade. If you are sick, and call in the doctor, he doesn't simply prescribe medicine; but, after a thorough diagnosis of your trouble, he decides what is the nature of your ailment, and orders a certain remedy to fit the case. Just so with advertising. If trade is dull, it will hardly be of much value to simply advertise your name and business—that's too general. If you demand specific results from your advertising, you have got to say something specific. For instance, here, you're a lumber dealer; your running an ad in a lumber journal, but nobody seems to write you, asking for several car loads of lumber, and remarking that they know you're in the lumber business because they saw your name in the paper. The result is, after awhile you begin to think advertising don't pay just because buyers don't keep telling you that they read your ads every week.

If you wish to be reminded of the fact that your ads are read, just put out a "feeler" in the shape of something the market is short on, and inform buyers that you have the article demanded, for sale, at a bargain, perhaps. You need hardly expect a department-store bargain-counter rush, but the chances are that you will be convinced, in a substantial manner, that people do read ads. If you have a particularly fine lot of piece stuff, say so in your ad, give the dimensions and the amount you have to offer, and if there is anything in the way of "inducement," let your ad tell it to prospective buyers. If there is any reason why it should be taken in preference to any of the thousand-and-one other stocks of piece stuff, tell what that reason is. If you're long on something which the market is short on, there's just the opportunity you're looking for; advertise the fact; tell it with a loud voice; let the people know it. Somebody, from somewhere, will want to know more about it, and will write you. Then—well! then it's your business to sell it. Don't depend on your ad to sell goods. It only gets you into communication with buyers. Suppose to-day you have half a million feet of 6-inch No. 2 fencing, 16-foot lengths, don't it seem reasonable to expect that, under present market conditions, it would be easier to interest buyers in 16-foot board than it would be to get them to read a lot of stuff about ceiling, siding and finish, or high grades, lowest prices and prompt shipments? Certainly it would.

Change your ad to fit the markets, if you want the best results. The market is usually up or down on certain grades, giving opportunities to spring its "short" features to good advantage in your ad.

Lumber stocks throughout a certain territory are to a greater or less extent alike, and it's a little difficult, sometimes, to find "features" in the different stocks to attract buyers from all of the other stocks to your particular stock, but if you can name no reason which will conserve their interests in coming your way, how can you expect that they are going to single you out from the whole lot of manufacturers as the possessor of the best advantages? No! You can't expect it. You'll just simply have to take your chances with the rest, and miss a good many sales which you could coax your way by offering as a specialty some particular grade of stock which you very well know the market demands.

When the advertising solicitor comes around and expatiates on the beneficent effects of advertising, he uses his best argument to sell his space. Do you buy it just to please him, or do you really expect it will profit you? If the latter, then why not give it a fair show to prove its meritorious qualities? Your salesman can't sell lumber by simply calling on the retailer, telling him he represents so-and-so, and asking him what he wants. He's got to do some talking, use some argument; and usually, a good deal of it too. Then how do you expect an ad, which only says you have a big stock of everything, is going to breed results?

When you try to talk the dollars out of a man's pocket, whether by salesman or advertisement, you've got to get right down to business, and use the hottest arguments you can command. High grades, low prices and prompt shipments won't do. Everybody claims that, and it seems like a sort of tail piece, just fired on to finish up every ad written, and has no specific value. If you demand specific results for your advertising, make specific offers and make them every week. —Mississippi Valley Lumberman.