

The Pulp and Paper Industry

Americans Win Trade With Our Pulp

By A. E. BRYAN.

(Canadian Trade Commissioner to Japan)

During the first six months of this year Canada shipped paper pulp into Japan to the value of yen 1,238,457, as compared with yen 2,168,497 during the corresponding period of 1918. Only about half the quantity was received as compared with last year. During the same period, according to the official returns, the United States supplied Japan with pulp to the value of yen 2,557,526 in comparison with yen 480,341 for the first six months of 1918. Evidently American shippers have gained where we have lost, and it is to be hoped that the Canadian figures will pick up during these later six months. Of course there is the probability that much of the pulp imports credited to United States originated in Canada.

Americans on the Job.

This condition of affairs is not to be wondered at, however. American commission houses, have samples, prices and all information on hand. These large import firms usually have their own paper banto (paper salesman), who keeps in touch with all the paper mills and who builds up a regular clientele. One or two American mills have sent out their own man to work in co-operation with their agents. He supplies the necessary expert advice, attends to claims, and in general sees that his firm (or possibly a group of firms), get good service all round.

Canadian pulp and paper companies should send their representatives out to this country to study the market. So far as the writer is aware, there is only one large Canadian mill, which has its own agents here, who are recognized as one of the leading pulp importers in Japan, and who do a very large business.

Canadians' Big Chance.

In talking to one of the big Japanese paper pulp importers, it was said that Canadian makers could have the whole market to themselves if they were a little more careful in packing and grading. The Canadian pulp is stronger in fibre than either the Scandinavian or the American product. The main difficulty found with Canadian pulp is said to be its grading and packing, as sometimes third and second grade pulp is found packed up with what is supposed to be first grade. Another complaint is that pulp supposed to be 90 per cent air dry, when arrived in Japan and tested, sometimes showed only 70 per cent or 80 per cent air dry. It is therefore necessary to make claims on Canadian mills in many cases.

Countries Supplying Pulp.

The following figures will be of interest, as showing the countries supplying pulp to Japan during the first six months of 1919:—

	1919	1918	1917
	Yen.	Yen.	Yen.
Sweden	95,643	120,837	405,046
Norway	107,386		
United States	2,557,526	480,341	58,002
Canada	1,238,457	2,168,497	344,225
Other countries	3	4,109	25,760
Total	3,999,015	2,773,784	793,033

Very little Canadian paper has so far come on the market here, not because there has been no demand for it, however, but only because our mills have not catered to it in any way.

The demand for newsprint is very small. Japanese mills in Hokkaido and Karafuto can make practically all that is necessary for the domestic trade. Besides the Canadian product is too good for this market, as Japanese newspapers are printed on a very poor quality of paper. However, Canadian newsprint would no doubt be suitable for cheap grades of Japanese books, and a certain quantity could be sold for this purpose. The chief demand of this market is for wrapping, writing and art papers. The conditions of sale are the same as those explained above in connection with pulp. If Canadian mills get good representatives here, there is no reason why they should not do a good business. Most of the requirements are now coming from the United States as the subjoined statistics will show:—

Imports of Paper Into Japan.

	1919	1918	1917
	Yen.	Yen.	Yen.
Great Britain	1,158,938	545,484	637,686
Sweden	95,741	82,451	304,848
Norway	11,531	48,981	89,988
United States	9,406,834	3,022,262	621,356
Other countries	77,753	37,363	69,634
Total	10,750,797	3,735,541	1,723,515

New Paper Controller

The appointment of R. W. Breadner, commissioner of taxation, as temporary controller of newsprint in place of R. A. Pringle, K. C., was announced last week.

The controversy over the supplying of newsprint to the Winnipeg papers seems to be abating. The Fort Frances Company have been notified that just as soon as the Winnipeg papers are supplied the company will be allowed to ship to their customers in the United States.

St. Maurice Paper Company Limited

Head Office
522-524 Board of Trade Building
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