

den. They are being brought into Canada in large quantities and readily find a market in Montreal. One large firm in Montreal who used to purchase good stuff in Ottawa, is replacing it with white wood, having brought in from ten to twelve car loads in one shipment last month. It is claimed that the American white wood is far more suitable for our weather than white pine.

HEREAFTER it should be made a rule, says the *Monetary Times*, that greater care must be taken to prevent a re-occurrence of the present trouble, which has gone so far as to threaten the practical navigation of the canal. If the water had happened to be exceptionally low, it is now affirmed, boats would have been unable to enter the locks of the canal owing to the accumulation of saw mill deposit below. This is what the exceptional privileges accorded to the Ottawa saw mills has led to, and the policy which produced it, and which the Otonabee mill owners wish to copy, will have to be reviewed in connection with the facts now disclosed.

WHILE the Americans are complaining of Canadian competition in freight rates, passenger fares are still maintained at three cents a mile. The New York Central line has for many years found it profitable to maintain a two-cent rate, and we see no reason why the Grand Trunk and Canadian Pacific might not follow with advantage. The reduction of postage in the United States from three to two cents was followed by an augmented business and an increase in receipts. It is true that at times the roads give a rate that is less than one cent a mile, and that is when they make the most money. Railroad companies have had it all their own way for the past twenty-five years, and while almost every thing else has come down in price, the railway passenger has to come down with his three cents a mile. The law makes the limit three cents a mile and the time has come when the Dominion Parliament ought to pass an act making two cents the limit. Will this be done? Is there no M. P. in this great Canada of ours who has the stamina to introduce a bill in the next parliament making two cents a mile the limit, and thereby earn the gratitude of a long suffering public? It is a desideratum devoutly to be wished, and if the press would take hold of the matter in earnest, ere long this desirable change would be brought about. The change would undoubtedly result in an increased business for the railway companies, and would be far more profitable, besides being a lasting benefit to the general public.

UNDER an Order-in-Council bearing date Sept. 17th, 1889, permits to cut timber on available Dominion lands, subject to the payment of the following dues, are granted by public competition, except in the case of an actual settler to whom may be granted a permit to cut timber for his own use, without public competition. Cordwood 25c per cord. Cordwood of dry or fallen timber, over seven inches in diameter, when cut by actual settlers for their own use on their farms, 10 cents per cord. Fence posts, 7 ft. long, and not exceeding 5 in. at the small end, one cent each. Fence rails of poplar, not exceeding 5 in. at the butt-end, \$2 per thousand. Rails of any other wood not exceeding 3 in. at the butt-end, ½ cent each. Building logs of poplar when not exceeding 12 in. at the butt-end, ½ cent per lineal foot. Building logs of pine, spruce, tamarac and any other wood unenumerated when not exceeding 12 in. at the butt-end, 1 cent per lineal foot. Building logs, oak, elm, ash or maple when not exceeding 12 in. at the butt-end, 1 ½ cent per lineal foot. Shingles 40 cents per thousand. Telegraph poles 22 ft. long, 5 cents each. Telegraph poles, each lineal foot over 22 feet, 1 cent per foot. Railway ties 8 feet long, 3 cents each. Square timber and saw logs of poplar, \$2 per M. ft., board measure. Square timber and saw logs of pine, cedar, spruce, tamarac and other woods unenumerated, \$2.50 per M. ft., board measure. Square timber and saw logs of oak, elm, ash or maple, \$3 per M. ft. board measure. Returns of board measure are to be made by Scribner's log rule. All other products of the forest not enumerated, 10 per cent. *ad valorem*.

At the present time, says a writer in the *Woodworker*, when everything is being reduced to a science, there is no reason why advertising should not be reduced to a science also. The time has passed when purchasers of machinery consider it necessary to visit the manufacturer in person in order to obtain the necessary outfit for their mill. For this reason manufacturers find it to their advantage to present their goods to the public by means of judicious advertising, and the science of advertising consists in being able to judge correctly of how, when and where to advertise so as to bring their goods to the notice of those who are interested in them and are liable to need some of the goods so advertised. Large sums of money are annually thrown away in promiscuous and injudicious advertising, and thousands of schemes and dodges are resorted to and met with every day for obtaining money from those who are willing to contribute to such schemes, without the least chance of deriving any benefit therefrom. Therefore it behooves the prudent man to investigate thoroughly all such schemes before investing his money in them. One of the most common and frequently met with is the city or the village directory, and the manufacturer, no matter what class of goods he may manufacture or where his market is located, is invariably besieged for a full-page advertisement, costing anywhere from \$10 to \$25. Whenever a business is general, such as the manufacture of machinery and other goods which depends upon the whole country for its market, such advertisements, as well as those found on maps, hotel registers, large pictures of hotels and depots, embellished with a border of "ads." at \$25 each, are practically of no benefit to the general manufacturer. As every line of business at the present time has its trade journals representing about everything in that line, especially that which is new and useful, the manufacturer who has reduced his advertising to a science will resort to this medium with every new improvement which he desires to introduce to his customers, knowing full well that the majority of his customers are constant readers of this journal, and with the next issue will be made aware of its existence. The lumber worker, who is a careful and constant reader of those journals which are devoted to the lumber trades, will always be well informed as to the state of the art, and the various improvements that are being made from time to time, so that should he at any time require additional machinery he is better prepared to make his selection from the various manufacturers therein represented, in a more intelligent manner than otherwise; besides the hint thrown out from time to time by experienced and practical men who contribute to such journals, cannot but be of practical benefit. The fact is the time has come when the manufacturer who keeps his machines constantly before the public through the medium of his trade journal, whether business is dull or booming, is very much like "the early bird," and sooner or later he will be sure to "catch the worm." The science of advertising does not consist in the vast sums of money spent for that purpose by patronizing every scheme that presents itself, but in the judicious manner in which a given amount is invested and where it will be liable to return the greatest results. Therefore it is important for each manufacturer to invest his money in the best trade journal that represents the business in which he is engaged as a specialty; by this means, whether the circulation is great or small, every copy is sure to reach some one interested in the business in which he is engaged. It is not necessary in order to properly bring such goods to the notice of purchasers that he should fill a large space with "spread eagle" eloquence and claiming *a la* Barnum, "the greatest and best thing on earth," but to present his claims in a modest and intelligent manner, clearly and carefully describing any new and useful improvements that may have been introduced. Such "ads." strike the customer more favorably than otherwise. Therefore, according to my own experience for many years as an advertiser, I conclude that first-class trade journals have enabled the manufacturer to reduce advertising to a science, and there is no other medium whereby he can bring his goods to the notice of the same number of customers for the same amount of money invested.

#### SPLINTERS.

THE extensive milling property and limits of Messrs. Gilmour & Co., of Ottawa, Quebec and Trenton, will be sold at public auction, at Ottawa on April 9th, 1890, the sale being made to close a partnership. It is seldom that so large and valuable a lumbering property is placed on the Canadian market. See advertisement in another column.

THE *Northwestern Lumberman*, of Chicago, of Sept. 28th, is largely devoted to the lumber interests of California, Oregon and Washington. It is embellished with a handsome engraved cover and contains 140 pages. The publication is of special interest to lumbermen, and speaks well for the enterprise of the publishers. The work is copiously illustrated and can be had for 50 cents.

ACCORDING to an American exchange, some of the lumber dealers in the northern part of Minnesota, who have been shipping lumber into Winnipeg, have been hauled up by the custom house officials on a charge of under-valuation. The outcome of the litigation will be watched with much interest, as something like 7,000,000, or 8,000,000 feet of Minnesota lumber have been sold on the Canadian side of the line, on points along the Northern Pacific.

THE indications are that the shipyards of the great lakes will have plenty to do the coming winter. Thirty-five boats, of an aggregate tonnage of 67,330, and cost of \$4,635,800, are now under contract to be built and the list will probably be increased by a half a dozen other craft. A marked feature is the great changes from sail to steam and from wood to steel. Of the tonnage under contract less than one-fifth is for sail and tow, and this is intended mainly for the lumber trade.

A LEADING feature of the Toronto exhibition was a band saw mill, cutting lumber from oak, ash, hemlock, and pine saw logs. By the use of this mill six boards are sawed where five were only got by a circular mill. This mill is very simple, easy to run, while the power required is fully one-half less than a circular. The lumber is better cut and in cutting one million feet of lumber 165,000 feet is saved in sawdust alone. The mill was shown by the Waterous Engine Works Co., and is the outcome of many years experience.

MESSRS. Lewis Bros. & Co., Montreal, dealers in shelf and heavy hardware, paints and oils, have removed to the large five storey cut-stone building, 453 St. Paul street, which has been remodeled specially for them. This firm is doing a fine business, which is being largely augmented, as they keep five first-class travellers on the road. They are the Canadian agents for "The New Improved Peavey Patent Cant Dog," the lightest, strongest and most practical "Cant Dog" made.

THE curator of the estate of William Little, of Montreal lumber merchant, insolvent, is inviting tenders for the purchase of 14,550 acres of timber and agricultural lands in the county of Compton, Que. Also one-fifth conditional interest in 23,000 acres of timber land on Vancouver Island, B. C., said to be heavily timbered. Also 11,040 acres of timber and grazing lands in Florida, U. S. Also a small tract of land in the city of Three Rivers, Que., with a portable mill thereon.

THE Canadian Pacific Railway will place a fast mail train on the road from Halifax to Vancouver as soon as the St. Lawrence season is closed. No passengers will be taken; and it is to run from Vancouver or Port Moody, B. C., to Halifax—from the Pacific to the Atlantic—in four and a quarter days. It was requested by the Imperial government for the speedy transit of the English mails which passes between this country and China, Japan, Australia, and ports in the Indian ocean where there are English interests. Fourteen locomotives will be run, each doing about 250 miles.