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Lumber Trade Extension, Canadian and Off-shore

Investigations Into and Efforts Towards Trade Extensions as Carried On by the Forestry Department of the British Columbia Government—From 1916 Report of Forest Branch.

A preliminary investigation into the Eastern Canadian lumber market having revealed an opportunity for British Columbia to increase greatly her lumber shipments, it was decided to conduct an energetic campaign in Eastern Canada. A Lumber Commissioner was appointed, and his headquarters on the ground floor of the Excelsior Life Building, Toronto, were furnished entirely in British Columbia woods. An exhibit was installed showing the various forms of manufacture and their application (with different finishes and treatments) to the every-day requirements of the building trade.

In attacking a comparatively new market, it was quickly realized that the main effort should be directed at Eastern architects, engineers, and users of wood rather than to the lumber trade. The retail lumber trade in the East had strong connections with the southern pine manufacturers, developed through a number of years of steadily increasing trade. As against this there was the fact that it pays any retailer of lumber to carry the particular material most in demand. The immediate object was therefore to create a demand which would compel firms in the East of Canada to carry stocks of British Columbia lumber. The ultimate object was to educate the engineering professions and the consumers of wood to the qualities and uses of British Columbia wood, which they hitherto hardly knew was in existence.

The following shows briefly the various lines on which the year's work has been run:—

(1) The Lumber Commissioner has by personal contact with the leading architects and engineers given these professions a better understanding of British Columbia woods. A very large proportion of the building work in Eastern Canada is done under the direction and supervision of architects and engineers who specify the kinds of material to be employed. As far as lumber was concerned, it was found that British Columbia woods were specified very rarely, the call being for native Eastern woods when suitable or for the imported southern yellow pine, the latter

being usually the wood specified for ordinary and better-class work. After being shown facts and figures proving the qualities and records of British Columbia wood, architects and engineers were, generally speaking, ready to substitute Douglas fir for southern pine, the only great difficulty in the way being that of quick delivery. Many specifications were referred to our Commissioner for his criticism, and many were changed, in order that British Columbia timber should give better satisfaction. This part of the work has

been slowly developing into a sort of a consulting business. Large concerns about to erect new buildings invite the Commissioner to discuss with their architects and engineers the best methods of construction, the most economical sizes for specifications, and other engineering points in connection with lumber.

(2) It was found that city by-laws, where they existed, uniformly gave preference to southern pine. For instance, Toronto allowed a fibre stress for Douglas fir of only 1,200 lb per square inch, as against 1,600 lb for southern pine, which meant that the southern pine had a 25 per cent. advantage over Douglas fir. After repeated and persistent endeavor Toronto now admits Douglas fir and southern pine on an even basis. This is particularly important, because in Ontario the standard for Toronto is usually followed by other cities and municipalities.

(3) Advertising was carried on throughout the year in trade papers. Here, again, the idea was to impress upon architects, contractors, and builders the merits of British Columbia woods.

(4) A daily report service was received in the Toronto office which gave all new contracts let throughout the East, progress reports on contracts in operation, the amount of money involved in the erection of new buildings, the name of the architect, and the name of the contractors. This enabled the Commissioner to keep in touch with the architects and contractors who had in hand large building operations.

(5) During the year exhibits of British Columbia forest products were shown in the Builders' Exchange, London; Board of Trade, Hamilton; Board of Trade and Builders' Exchange, Montreal, in addition to the main exhibit in the Commissioner's office in Toronto. The display at the Canadian National Exhibition was carefully prepared,

NEW VICTORIES MUST BE WON IN THE FINANCIAL FIELD.

Sir Robert Borden has returned from the councils of Empire with a direct message to the manpower of the Dominion. The soldiers at the front must be supported and the Canadian divisions must be maintained. Every recruit increases the country's war bill. Money is essential to the maintenance of our armies. Those who cannot fight must serve by giving. Every man and woman in Canada has a war work to perform. All can help in the struggle for victory by investing in the Government's War Savings Certificates. Canada has surprised the world with its military and financial response to war demands. New victories have been won in France by the Canadian divisions. New victories can be won in the financial field if the people at home co-operate in their war savings as the Canadian divisions co-operate in their activities against the enemy. Every dollar is a dollar towards victory. Every dollar is needed.