

# U. S. LEADS THE WORLD IN EXPORT TRADE

## Manufacturers Have Much to Learn Concerning Foreign Trade

WASHINGTON, D. C.—The United States is today the world's largest lumber exporter. In discussing our methods of salesmanship for export lumber, the Lumber Section of the Department of Commerce says: Different from most other countries, we have a great variety of woods which we export and the number of exporters is also much larger no doubt owing to the fact that the domestic business is of major importance, and the foreign lumber trade is carried on by most concerns as a sideline. This is an unfortunate condition. It would be far better if our foreign trade were handled by special experts in this line and from our domestic trade. If this were the case competition would not be so ruinous and our sales efforts in the foreign field would be more intelligent.

We have a number of first class exporters who understand foreign market conditions, but unfortunately the great majority of the firms engaged in the lumber export trade today are not well posted on the international lumber trade as a whole, although some of them may have special knowledge of one or a few foreign markets.

We have nearly all the advantages necessary to carry on a profitable foreign trade in lumber. Our lumber shows a large percentage of clear stock and large dimensions, and "there is a wood for every use." One would naturally believe that full advantage had been taken of these conditions, but such unfortunately has not been the case. Most of our exporters accept specifications as submitted by the foreign importers, and do not try as a rule to induce the importers to specify such sizes and qualities as may be of the greatest interest to the mill. In other words, our exporters are restricting their business by accepting orders for sizes and grades that are difficult to manufacture instead of using every effort to induce foreign importers to take stock that is more desirable cutting to the mill. In most cases this means no hardship at all to the foreign importers. An American softwood exporter does not make any objections as a rule in accept-

ing a large quantity of one or a few dimensions only. If the same order were submitted to a North European exporter it would not be filled except at a very heavy premium. The Northern Europeans are planning their sales with scientific accuracy, and try to give every market what it needs, but in almost every instance the supplying of a large quantity of one favorite dimension invariably calls for the inclusion of others not so desirable. This is done in order to equalize the sales so that the mill will not be left with a large surplus of undesirable stock on hand which must be sold at a discount. This is real salesmanship. As far as prices are concerned our export schedules seem to be based on domestic conditions without regard to the foreign basic price scales. Every one knows that wide stock and long lengths are retailed at a premium abroad. Some of our exporters in this country are selling wide stock at a discount and narrow sizes at a premium. This is exactly the opposite of the price scales in most foreign countries.

As long as we have unintelligent exporters in this country, there is probably no hope of adjusting our prices covering different dimensions to conform to international price scales. Another matter of importance is the furnishing of lengths 10 feet and up of American softwoods. Most foreign countries charge a very heavy premium for such lengths. In a normal foreign softwood specification there is always a certain percentage of short lengths included. This is a step which could be very well taken by our exporters without in the least interfering with the usefulness of American lumber abroad.

There are many other circumstances which show that our exporters are not conducting business along scientific lines. Very few exporters can resist the temptation of consigning lumber whenever business improves in a foreign market and such ventures are bound to result in failure. This is again unintelligent business practice as lumber can always be sold on firm order if at all and it is a false idea that business can be stimulated by shipping lumber on consignment.

To carry on the lumber export trade as it should be means to be constantly and well informed in regard to world market conditions. No one can serve two masters, and it is practically futile for one person to try and keep up with both domestic and foreign markets at the same time and do a good job of it. We should rather limit the number of exporters than increase it. This would lead to a change in our present methods of doing business abroad and it would develop real export salesmanship and fair competition.



### TENNANT ITEMS

Mr. and Mrs. J. B. McLaughlin, father and mother of Mrs. George Murphy, Mrs. J. J. Murphy, Mr. George Murphy's mother, and Mrs. R. A. Bowman of Redding, motored out from Weed Sunday and spent the day here.

Mrs. Ed Miller, Mrs. Ruth Bailey and sons, Billy and Bobby, and Lee Peachey spent Wednesday in Klamath Falls.

The bath house opened Monday for everyone and is especially enjoyed by the kiddies and young people in camp.

Dr. Will Tebbe of the Weed hospital is in charge of the camp hospital for the present, pending the return of Dr. Joseph Sandie.

The Misses Strick, daughters of Dr. Strick of the firm of McGee and Strick, dentists of Weed, were guests at the home of Mrs. A. K. Morton during the past week.

A. W. McCloud returned from Oakland, Cal., Wednesday, accompanied by his wife and children.

Mrs. Clay Parker left Thursday for Oregon City, where she was called by the illness of her brother.

Miss Juliette Clinton, who has been visiting relatives here for the past month, left Thursday for her home at Baton Rouge, La.

The baseball boys were to play Lamm's mill Sunday, but owing to the rain the game had to be postponed.

Mrs. W. S. Hatfield, daughter Hazel and granddaughter Virginia Sullivan, returned Friday evening from Weed.

Mrs. A. K. Morton left Friday for Weed, for a week-end visit with friends.

Little Melville Peters, three-year-old son of Mr. and Mrs. Wm. Peters, died suddenly Friday morning, June 25, from complications following whooping cough. The business in Arizona.

### TO INDEPENDENCE

A. P. Black, Modoc faller, left Monday afternoon by stage for Ashland, where he will spend two days visiting with friends. He will be joined there today by Fritz Goodman, of Shaw-Bertram camp, who left camp early this morning. The two men will drive on through to Independence, where Black will spend the Fourth with relatives.

Goodman, whose home is in Stayton, will take his vacation there. Both men will return some time next week. Black has been working steadily since last October, first for the Weed Lumber company, then for Shaw-Bertram, and last for the Modoc Pine, and declares that he will welcome a week's vacation.

START FOREST RESEARCH SAN FRANCISCO.—The California White and Sugar Pine Manufacturers' association has initiated a progressive departure by lumber manufacturers' organizations by authorizing a technical study of forestry questions on behalf of its members. The directors delegated the steps to be taken to a special committee consisting of W. T. Virgin, Clover Valley Lumber Co., F. B. Hutelens, Fruit Growers Supply Co., and Swift Berry, Michigan-California Lumber Co. Brush disposal, logging methods as they affect reforestation, and utilization of minor species are among the subjects to be investigated. S. B. Snow, of the Forest Service, and N. G. Jacobson, of Western Forestry and Conservation Association will make the investigations.

ABERDEEN, Wash.—Ross Hill, 35, rigger, was killed when struck by the flying end of a guy wire which snapped as he was fleeing to cover at the Andrews Creek camp of the Ward-Sargent Lumber company, Tuesday. His mother lives in Victoria, B. C.

TO DIAMOND LAKE Mrs. C. H. Foster and children and Miss Pearl Murphy left Saturday for Tennant, California, where they will spend the Fourth of July vacation with Superintendent and Mrs. C. W. Murphy, Miss Murphy, who has been visiting here with her brother-in-law and sister, will remain at her home, but Mrs. Foster will return Friday or Saturday.

FROM KIRKFOED H. E. Christie, of the Solomon Butte Lumber company, was a business visitor in Klamath Falls last Thursday.

ARIZONA VISITOR Frank Horbelt, brother of Superintendent Bill Horbelt of Wheeler-Olmstead mill, arrived in Klamath Falls Thursday from Clonide, Arizona, for a visit of several days. Frank Horbelt is in the mining following whooping cough. The business in Arizona.

## Klamath County Sawmill, Planing Mill and Manufacturers' Directory

- Ackley Bros., Klamath Falls.
- Algoma Lumber company, Algoma.
- Anne Creek Lumber company, Fort Klamath.
- Big Lakes Box company, Klamath Falls.
- Bryant Mountain Lumber company, Malin.
- Christy Lumber company, Kirkford.
- Campbell-Towle Lumber company, Sprague.
- Chiloquin Lumber company, Chiloquin.
- Ewauna Box company, Klamath Falls.
- Illinois Lumber company, Langell Valley.
- Kitts Lumber company, Bonanza.
- Kruse Lumber company, Klamath Falls.
- Klamath Lumber and Box company, Shippington.
- Long Pine Lumber company, Bonanza.
- Lamm Lumber company, Modoc Point.
- McCullom Lumber company, Keno.
- Modoc Pine company, Chiloquin.
- Nine Lumber company, Klamath Falls.
- Pelican Bay Lumber company, Pelican City.
- Shaw-Bertram Lumber company, Klamath Falls.
- Shasta View Lumber and Box company, Klamath Falls.
- Sprague River Lumber company, Chiloquin.
- Topsy Lumber Co., Topsy, Ore. (P. O. Dorris, Cal.)
- Wheeler-Olmstead Lumber company, Klamath Falls.

### Planing Mills and Remanufacturing Plants

- Big Basin Lumber company, Klamath Falls.
- Lakeside Lumber company, Klamath Falls.
- Klamath Moulding company, Klamath Falls.
- Swan Lake Moulding company, Klamath Falls.
- Sixth Street Lumber company, Klamath Falls.
- White Pine Moulding company, Klamath Falls.

## Local Wheat Due to Bring High Prices

### U. S. Shortage Likely to Boost Grain Quotations

With the nation's wheat crop estimated at only 79 per cent of normal, prospects are that Klamath county, with bumper crops, will receive more money for wheat this year than at any time in recent years.

This is the belief of C. A. Henderson, county agent, following a conditions and following receipt of advices from the department of agriculture telling of the failure of wheat crops in many sections of the United States.

"Where the average wheat yield in the United States has been 590,000,000 bushels, estimates this year place the total crop at approximately 467,000,000 bushels, or nearly 200,000,000 bushels below normal," Henderson said.

"Everywhere in Klamath county crop conditions are unusually good. There is a great deal of rye planted this year, but rye prices are liable to rise in sympathy with wheat, because any wheat shortage is reflected in an increased use of rye.

"In the Tule Lake section especially is the condition of the crop extremely favorable. The growth in some parts of the basin has attained a tropical luxuriance, wheat growing in masses to a height of five and one-half feet. In many cases the grain has lodged, the stalks not being strong enough to support the growth."

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TO DIAMOND LAKE Mr. and Mrs. Marion Nine, Miss Florence Murphy, and Mr. John Ragooz spent the week-end at Diamond Lake.

## INTERCOASTAL NOTES

Diamond Match Co., Chico, will build a logging incline next year. Marbut Bros. have constructed a sawmill near Canby, and expect to cut 1,000,000 feet this year.

Davis Creek Lumber Co., Davis Creek, is now operating and shipping lumber to Alturas Lumber & Box Factory, Alturas, Calif.

Likely Lumber Co., Likely, has resumed operations. It is hoped to cut 3,000,000 feet this season.

Hammill Lumber Co., San Francisco, is installing a seven-foot Allis-Chalmers type 'C' horizontal resaw in its redwood mill at Sarnoa, Cal. The machine will have roller bearings on arbors and feed rolls.

The box factory of the Fruit Growers' Supply Co., Susanville, closed during the last week of May for an indefinite period. Until the demand for shooks increases the Lassen operation of the Fruit Growers' Supply Co., will be confined to lumber.

After a two weeks' shutdown, during which extensive repairs were made, the sawmill of the Weed Lumber Co., Weed, resumed operations June 2. This is the first time in over a year that the mill has been shut down for more than one day at a time.

McCloud River Lumber Co., McCloud, is planning to lay seven miles of 16-inch water pipe from the upper falls of the McCloud River to McCloud. This pipe will provide 2500 gallons of water per minute. The company plans a cut of 175,000,000 feet in 1925.

TO TAKE IN FOURTH Ed Snider came down from Shaw Bertram camp last week. Snider will spend several days in Klamath Falls, taking in the Fourth of July celebration before he returns to camp.

ATTEND ELKS DANCE Mr. and Mrs. D. H. Drump, of Modoc Point, accompanied by their house guest, Miss Ethel Child, were guests of the Elk's club at the dance given on the barge Wednesday evening.

FROM KIRKFOED H. E. Christie, of the Solomon Butte Lumber company, was a business visitor in Klamath Falls last Thursday.

# Bring your shoes in

Bring in your work shoes and get them fixed up while you are celebrating at the Rodeo

I guarantee a first class job. Your shoes deserve good work.

## GOODYEAR REPAIR SHOP

W. W. CONNORS Next to Herald office

## Lumbermen!

You Can't Beat Kelly-Springfields at this price!

### Kelly-Springfields

31x4 6-ply cords	\$ 20.00
32x4 6-ply cords	21.95
33x4 6-ply cords	23.95
33x4 1/2 8-ply cords	28.70
33x5 8-ply cords	35.54
30x5 8-ply cords	34.44
35x5 8-ply cords	33.75
36x6 12-ply cords	60.00
40x8 12-ply cords	122.80
32x6 12-ply cords	58.65

ALSO

From \$1 to \$2.50 reduction on each tire if you put it on your car yourself.

ALSO

Tire insurance, saving you from worry about any road hazard. Ask about it.

### HUB TIRE SHOP

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