

## LUMBER MANUFACTURERS' VIEWPOINTS

### WILL NECESSITATE ESTABLISHMENT OF POINTS OF DISTRIBUTION

In so basic an industry as lumber, the present tendency of current buying has created new problems. Mr. ARCHIE D. WALKER, secretary of The Red River Lumber Company, states that his company has an annual capacity of 200,000,000 feet, with offices at Minneapolis, San Francisco and Chicago. He writes in part as follows:

"In certain of the markets there are distributing yards who sell lumber exclusively to the retailer, or large manufacturer, and these concerns carry quite considerable inventories, and they go quite a ways in our business towards curing the evil that you mention.

"It is the writer's personal opinion that manufacturers of lumber in particular, and most manufacturers in general will be forced to carry in their distant markets a supply of their product, ahead of the date when it is to be needed.

"In our business we expect eventually to have sizable distribution yards in New York, Philadelphia, Baltimore, Pittsburgh and other points throughout the United States, where our products are consumed, so that we can manufacture the year around, at an even gait, which is, of course, the most economical form of production for us, and then be ready to supply the market when the stock is needed without having to crowd our shipping department, which includes, of course, the drying kilns and the planing mills during the rush period.

"We already have distributing yards, or retail yards in Chicago, Los Angeles, Minneapolis, Reno, Nevada and Susanville, California."

### IMPOSSIBLE FOR LUMBER DEALERS TO AN- TICIPATE FAR IN ADVANCE OF REQUIREMENTS

Mr. M. B. NELSON, the president of the Long-Bell Lumber Company, of Longview, Washington, one of the largest lumber companies in the United States, comments as follows with respect to the situation:

"Conditions are constantly changing and it is therefore necessary for the manufacturer and the retailer to change their methods accordingly. It is not possible for any lumber dealer to anticipate very

far in advance of his requirements, and when he attempts to do so by buying stock far in advance of his needs it means that he will have to carry a greater amount of slow-selling stock and hence have a greater percentage of shop-worn goods to sell, all of which affects his profits."

## BUILDING MATERIALS

### A MANUFACTURER WHO IS SUCCESSFUL IN MEETING PRESENT-DAY CONDITIONS

Mr. GEORGE MARION BROWN, the president of the Certain-teed Products Corporation, who are large manufacturers of asphalt roofing and shingles, building and insulating papers and felts, paints and varnishes, linoleums, felt base floor coverings, oilcloth, gypsum plaster, etc., has this to say with respect to the present current buying tendency:

"We very strongly believe in the present method of buying in small lots and about as needed by the retail dealers of the country. We think it rather ridiculous that great stocks of goods should be carried when arrangements can be made satisfactorily in all of our lines to have quick turnover, very small stocks, and still give a very efficient service.

"We have brought this situation about in our lines by having varied lines, all of which can be handled by any distributor of our lines. Distributors of one or two lines can no longer exist in our lines. They formerly bought heavily and ruled the business. Our distributors are scattered at strategical points throughout the country—about a thousand points. They order our goods in carloads and redistribute to their nearby dealer trade in small lots, with excellent service. The redistribution is mostly by truck and within twenty-five or thirty miles. In ordering carloads, the distributor can even up his stocks and avoid overstocking. The dealer needs little more than samples, provided he can wait one day for his goods.

### PRODUCES STANDARDIZED PRODUCTS

"We produce standard grades in all of our lines, and we have made them standard by good service, advertising and continued use. Luckily for us, we are in a line that doesn't have changes in styles, or at least they do not change with the seasons. Linoleum and floortex rug patterns change by improved tastes, etc., but the old stocks are cleaned up before the new ones are offered. Our accurate records of the past indicate to us, and therefore to our distributing trade, about what the demand will be in all of our