

The Address—Mr. Blair

of steel boiler plate was erected to accommodate the casing of the cheese. The casing was nine feet in diameter, six feet high and weighed 3,000 pounds. The estimated weight of the cheese was 22,000 pounds, and 272,000 pounds of milk were used in its manufacture. The total weight of the cheese with its casing and cover was thirteen tons.

The cheese was kept during the winter at a constant temperature of 40 degrees Fahrenheit. In order to arrange for its exhibition at the Chicago world's fair it was necessary to build a special stand, and a special truck had to be built for hauling. The truck was a massive affair specially designed to increase the impression of size made by the cheese. When the time came to move the cheese to Chicago it was loaded on a flat car, and another car carried four 1,000-pound cheeses made in the county of Glengarry. The Canadian Pacific Railway Company provided a special train. When the mammoth cheese arrived at the Chicago exhibition it caused some excitement by crashing through the floor, which was too weak for the concentrated weight of the cheese. This caused so much publicity that newspapers gave it more attention than any of the other exhibits at the fair. At the same time British and European papers carried illustrated descriptions of the cheese. The publicity was an excellent thing for the Canadian cheese trade. There was no refrigeration in the year 1893, and the cheese underwent a severe test, because it was exhibited during a whole summer under a glass roof. At times the temperature in the room in which it was exhibited was as high as 93 degrees; nevertheless the cheese scored high enough points at the fair to secure the exposition diploma and bronze medal. Dairy experts praised its quality. However, a rumour spread that the cheese had gone bad; and Sir Thomas Lipton, who had purchased it, repudiated his contract. It was purchased by a caterer in London and shipped to Britain. When it arrived at the London dock, special permission had to be obtained from the London city council to move it through the streets to the warehouse from the point where it was unloaded. Six heavy draft horses were used to draw the special truck with its load of cheese; and the fact that the London authorities were afraid it might break through the streets when being drawn from the dock added a great deal to the publicity. When it was cut up, the high commissioner for Canada and many other notables were present. A section of the cheese was sent back to Ottawa in May of

that year, and samples were widely distributed, one being given to each member of the House of Commons and the Senate.

While this story of the world's largest cheese is very interesting, it should be noted that it was the advertising and publicity gained by this mammoth cheese, which was made in the county of Lanark, that were responsible for the beginning of the cheese export trade to Britain; and this trade has been carried on successfully since 1893. In large measure eastern Ontario has been the centre of this trade, and the manufacture of cheese is one of its most important industries.

The cheese industry means dollars for people in eastern Ontario. In 1904 we exported to Britain 253 million pounds of cheese, which returned us \$21 million. The price was low; but the price obtained for that cheese was on a parity with the prices of other commodities. In those days cheese was the main export outlet for our surplus milk. During the last war another outlet was developed; the dry milk market offered competition to convenient local cheese factories. Now, however, cheese is our only dairy export surplus, and cheese fixes the prices of all other dairy products. If the floor price for butter is fixed at 53 cents, as is reported in the press, the cream producer will get a net return of about \$1.80 per hundred pounds for 3.4 per cent milk. With cheese at 28 cents a pound, and allowing four cents for manufacturing, the net return to the farmer will be approximately \$2.15 per hundredweight. This is a price that is below the cost of production.

Some market for our surplus cheese must be found which will pay the farmer a reasonable profit. Britain can use more Canadian Cheddar cheese than we are selling this year under our contract for 80 million pounds; and again I point out that in 1904 we exported to Britain 253 million pounds of cheese. The British market for Cheddar cheese, which has existed for sixty years, should be maintained, since it has been in the past and will be in the future our best market. This market has been lost largely through competition from other countries. It is obvious that if Britain is to buy more of our cheese we shall have to buy more from Britain; but our imports from Britain should be diversified in order not to interfere with our own industries.

Not only do I wish to stress the importance of maintaining our cheese market in the United Kingdom. I want to point out that we could increase the sale in the domestic market by putting up a packet of good Cheddar cheese for home consumption. We