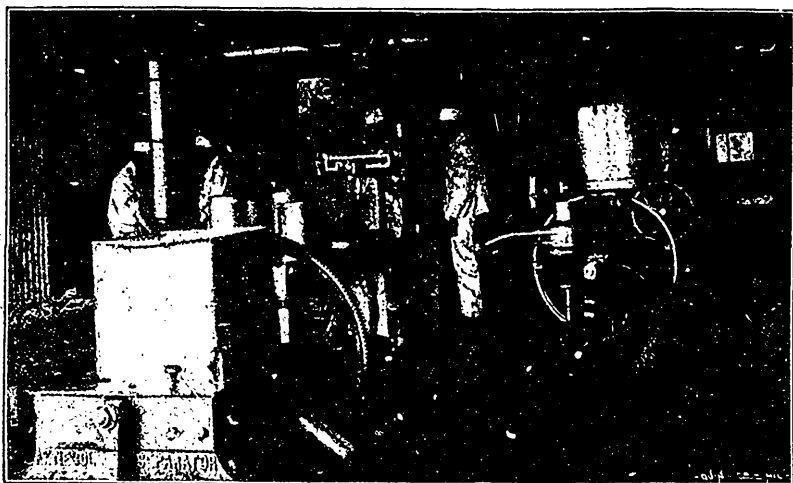


Why, indeed, we may well ask, when from figures published we find, taking London market alone (*i.e.*, Islington and Deptford), that there were received from Canada during 1895, 25,465 bullocks and 87,247 sheep and lambs; and yet never have I seen in any butcher shop the words "Canadian" beef or mutton. Surely it is time this matter was altered; and, depend upon it, one of the very best things for your feeders and shippers is that the sale of this meat shall be conducted under proper control, and that it shall be sold as Canadian. If this were done, the position your food supply would occupy, I have but little doubt, would be one of much more importance and value than it now is. I quite agree with the professor that, at any rate for a time, the government should take control of the

live here can realize; for, no matter what the wholesale price is at the large centres, as London, etc., the same exorbitant prices continue to prevail in the country towns. This would be overcome by the suggested arrangement, for I take it that it would be the duty of your managers to sell as large a turn over at legitimate rates as possible.

I may quote, for example, Canadian apples, which, for some reason or other, are allowed by the autocratic trade to be sold *as such* in the wholesale markets; they are seldom, if ever, seen marked up, as such, in English shops. In our large provincial towns we have teeming thousands who would be only too glad to buy beef, mutton, bacon, fruit, butter, etc., of genuine quality, at reasonable prices; and thus, although



View in the Farm Dairy Room, Hiram Smith Hall.

whole business; and I would suggest that it should be managed somewhat upon these lines: That central depots for Canadian produce, beef, mutton, bacon, fruit, etc., should be established in, say, London, Liverpool, Bristol, Hull, Glasgow, Dublin, and Belfast; that each depot should at once be put under the control of an expert manager, who should have power to appoint, in any large provincial town, agents who would undertake to sell none but Canadian produce. Thus, by this simple and inexpensive means, your produce would be brought direct to the consumer, not as either English or American, as at present, but as Canadian; and, depend upon it, once Canadian produce got a footing as such, it would sell readily and well. What a difference an arrangement like this would make only those who

an arrangement such as is suggested above might, possibly, stop the sale of a considerable quantity of your produce by those who, at present, sell the same under a fictitious name, it would very largely increase it in other directions. Again, with regard to fruit, I have long felt that a different system was much needed, from the fact that the difference in price your fruit makes at home and the price we pay for it here clearly convinces me that a very large and lucrative trade could be worked up, particularly in regard to peaches, grapes, and apples. One great reason for this is that if your growers or shippers will send this produce over-sorted as well as your apples are now, I am certain that it will easily take a leading place in the market, and meet with simply an enormous demand. The future of this ques-