

and Pacific states. From these quarters the attendance has been comparatively small, the great bulk of the gate receipts coming from the central west and south.

And there is a reason why the Louisiana Purchase Exposition does not appeal to the people of this continent as did, for example, the World's Columbian Exposition at Chicago. The occasion for the latter was a great national event that appealed to every American citizen, while the occasion for the former is circumscribed and appeals directly to a limited section of the great republic. Looked at from this standpoint and in the light of subsequent events, one cannot but feel that the people responsible for the St. Louis Fair have spread themselves too much and attempted an enterprise of far greater proportions than the occasion demanded and the country directly interested warranted. Besides, World's Fairs are becoming of everyday occurrence and do not attract people as they did ten or a dozen years ago. Nevertheless, our sympathy goes out to the management of any fair, great or small, that is not a success financially. Time, money and hard work have been expended by somebody in keeping things going.

A great many compare the St. Louis Exposition with the Chicago Fair of eleven years ago, and generally to the disparagement of the former. Undoubtedly the St. Louis Fair is on a larger scale, but it is doubtful if it is as effective and has made as great an impression upon the visitor who saw both as Chicago did. The Columbian Exposition was large enough for the average individual. He could in a few days take in all he wanted of sight-seeing without being utterly worn out in body and mind. At St. Louis things are on a much larger scale, and unless one has some definite object in view, he is inclined to wander aimlessly about, seeing a great many things yet taking in nothing, and experiencing a weariness of the flesh from the long walks from exhibit to exhibit and building to building that makes one wish he were quit with the whole business. However this may be, it is our opinion that, generally speaking, the St. Louis Fair is not in advance of the Chicago Exposition in anything except size, and as in many other things, size doesn't always count. As a rule people prefer quality to quantity and will pay as much and travel just as far to see the former as the latter.

Notwithstanding press and other reports to the contrary, there was a feeling when there that the Exposition people and even the citizens of St. Louis were out for all there was in it for themselves. Outside of the Pike, where one expected to pay extra, it seemed that where there was the least possible excuse for fencing off an attractive exhibit or some other feature and charging 10 cents or 25 cents extra to see it, it was done. It cost the loyal American citizen who went to St. Louis to meet and get acquainted with his fellow citizens from the Philippines just \$1.75 extra to visit the seven different villages, which were

supposed to form part of an educational exhibit borne of the Federal Government. And so it was with many other exhibits that formed part of the general display, which the visitor paid his gate admission fee of 30 cents to see. And then one felt, both on the grounds and in the city itself, that no matter how small the amount paid out, whether for food or anything else, full value for the expenditure was not received. Values seemed to be on the same grand scale as the exposition itself, and, as with it, beyond what the occasion demanded. This is a pretty strong statement to make, but generally speaking we think it will be endorsed by every unprejudiced visitor to the great St. Louis Fair.

Generally speaking Canadians have reason to feel proud of their country's display at St. Louis. In the mining, agricultural and forestry departments Canada was right to the front. But we will have more to say on this subject in our next issue. Elsewhere in this number will be found a full report of the swine display and the stand taken by Canadian breeders in competition with the best that "Uncle Sam" produces. The sheep report will appear next issue.

The Poultry Raiser's Opportunity

We are near the season of the year when the poultry raiser has his innings. From now until the Christmas holidays are over the demand for dressed poultry will be at its height.

There has been rapid expansion in this trade during the past few years, and the demand for first quality of dressed poultry has increased many fold. Not only is this true as regards the local trade, but it applies to the export trade also. The poultry consumer of today is more particular about the kind of poultry he buys, be it a turkey, a goose, a duck or a chicken, than he was a few years back. He has tasted of the up-to-date, juicy, well fattened bird, and will no longer be satisfied with the scrawny, blue-fleshed, tough "chicken" of the past.

While all this is very satisfactory, it involves more care and attention on the part of the poultry raiser. The spring chicken that has gained its summer board by catching grasshoppers in the fence corner, and by gleaning the fields for stray grain from the harvest gatherers store will not fill the bill. He must be taken in hand a few weeks before his execution day and kept filled to the brim with the most nourishing of fattening foods. Only by this treatment can he be made to satisfy the demands of the poultry connoisseur of the present day. Those who have chickens to dispose of should, therefore, give some attention to preparing them for market. A fattening crate, some ground oats, etc., are within the reach of everyone, and will aid the poultry raiser very materially in getting his surplus stock in proper condition for the consumer. Moreover, it will pay well. A pound or two added to a bird may mean good pro-

fit for the breeder, especially if he has a number of birds to sell.

Cool-Curing Endorsed

A most striking testimony to the value of the cool-curing of cheese has recently been reported from Great Britain. Several lots of cheese from the Government cool-curing stations were recently consigned to merchants in the old land, with a view to getting a report on the quality of the cool-cured cheese as compared with others of the same batch cured in ordinary temperature. The report made by a committee of those who examined one lot was as follows:

"(a) Cool-curing during the summer months is a decided improvement over the ordinary method, and improves the quality of the cheese not less than two shillings, and in some cases four shillings per cwt. (b) Paraffining in some cases is an improvement when thoroughly applied on well-made, close-textured cheese, but does harm on mushy, soft and acidic cheese."

This added value placed upon cool-cured cheese by British merchants who understand their business, would mean a large sum if applied to the total cheese output of Canada. The lowest estimate placed upon it means an added value of over two-fifths of a cent per pound as compared with cheese cured at ordinary temperatures. In some cases it would be twice this figure, or over four-fifths a cent per pound. Patrons and factory owners should lay these things to heart, and take up the work of applying the cool-curing idea to every factory in the country. The initial cost might be large, but for a number of factories co-operating in the erection of a central cool-curing station it would not mean much and could be paid off in a season or two by the enhanced value of the product.

EDITORIAL NOTES

The fruit inspector at Montreal strongly objects, and rightly so, to the shipping of Stark and Ben Davis apples in October, as many exporters have been doing. These apples will not be fit for consumption for three months. If shipped now they will go direct to consumers, and work serious injury to the fruit trade.

The Department of Agriculture's inspector in Glasgow condemns the shipment of Canadian apples to Glasgow via New York as less satisfactory than from Montreal. Though a little may be saved in ocean freight rates via New York, this is more than offset by the greater distance which fruit has to be carried to the seaboard and the poorer condition in which fruit arrives via a United States port. Some British importers have recently cabled shippers to ship via the Canadian lines from Montreal.

Lord Onslow, Minister of Agriculture for Great Britain, is again to the front with a definite statement that there is no possibility of the embargo against Canadian cattle being removed. In the face of this why hesitate longer to establish the dead meat trade in Canada?