

was such a thing as getting rich by increasing the productive power of the farm. He was right. Thousands of farms in this part of Wisconsin will produce a third more of any crop than they did 30 years ago. Dairying has done it. Buying lots of bran, raising clover, making lots of manure. The man who does not keep up the fertility of his farm is constantly growing poorer, even if he has money in the bank.

HOARD.

Our Exports

QUALITY ALL IMPORTANT WITH THE BRITISH CONSUMER.

In discussing Professor Robertson's visit to Great Britain and the developing of that market for Canadian farm products, our English correspondent points out that quality is the important thing to be considered. This fact cannot be too strongly impressed upon the producers of this country. No matter what the article is, if the quality is not the best it is only a waste of energy to try and export it at a profit. The British consumer is very particular about the quality of the food he eats. In fact no other people in the whole world give so much attention to the nature and quality of the food they eat as do the great consuming classes of the Mother Country. Other producing countries recognize this fact and so must the Canadian producer if he wishes to obtain a profitable market for his products in Great Britain. The British consumer may be imbued with a strong love for every portion of the great Empire to which he belongs, but his convictions in this particular are not strong enough, nor will they ever be strong enough, to induce him to purchase an inferior quality of food products from one of her colonies when he can get a better quality elsewhere. Nor must the Canadian producer run away with the idea that the growing popularity of Canada and things Canadian in England during the past year or two will enable him to palm off any kind of a product upon the consumer there. All that we have a right to expect is, that, if our products are equal in quality to those produced in a foreign country, he will give us the preference over the latter when buying. To get him to do this, however, we must be in a position to assure him that the quality is

right and always will be right. If we deceive him once on this point it may be a very difficult task to regain his confidence.

Another important point touched upon by our correspondent is the establishment of a permanent Canadian exhibition in London. Through the efforts of the Hon Mr. Fisher and Professor Robertson this is likely to be done. The establishment of a permanent exhibition of Canadian food products in the business centre of the great metropolis should prove an excellent medium for reaching the dealers who cater to the consuming classes in Great Britain. It would be a means of advertising Canada and her products in every part of the United Kingdom. The provision dealers in the provincial cities and towns frequently make trips to London in the interest of their business, and if the exhibition were well advertised throughout the country, many of them would visit it on such occasions. There are many other ways also in which a permanent exhibition of this nature would be useful and effective in placing Canada and her products prominently before the British consumer.—*Farming.*

OUR BRITISH LETTER

PROF. ROBERTSON IN ENGLAND. QUALITY THE IMPORTANT THING IN THE BRITISH MARKETS. A PERMANENT CANADIAN EXHIBITION.

London, Eng., July 21st, 1898.

Professor Robertson is now in England, and some of us have again had the pleasure of seeing and talking to him on the work he and the Dominion Government are attempting in the way of capturing the British markets. Some of the papers have said that "Canada is determined to become John Bull's 'home farm' over the water." Well, we are very glad to think and know there is a fair modicum of truth in the playful assertion. We are glad to know that Canada is attempting to take a share of our market profits, *i.e.*, providing we don't produce, ourselves, sufficient for our own requirements and, of course, we don't do so.

Mr. Robertson has been explaining how sedulously the Canadian Government considers the interests of its farmers and how industriously it cultivates British markets, and in this he secures a grand advertisement for Canadian produce—an essential nowadays even with a tip-top commodity