

certainly attracted many visitors. A COMMERCIAL representative who spent a week at the Fair noted on several occasions, in passing, that the exhibit seemed to draw more visitors than most people would suppose from its position outside the ground. It was also evident that those who visited the Manitoba exhibit inspected it far more closely than was customary with visitors within the grounds. From close observation within the different buildings in the grounds, it was evident that the great majority of the visitors went away with but a faint impression of the display made within the great buildings. Take the agricultural building, for instance, covering over nine acres. The great majority of the visitors simply pressed through the building as fast as they could make their way through the crowd, getting a general glimpse of the display here and there, and in many instances reading only the signs over the various departments. A very few made anything approaching an inspection of the exhibits. We do not believe that one in a hundred persons who entered the agricultural building would go away with any distinct idea of the exhibit made by Canada in that building, though the exhibit was certainly a creditable one. To go further, we do not believe that over one in one hundred visitors would even remember that Canada made a display at all in this building. This may seem surprising, but it was the impression gained from watching the great throng as they crushed their way through the buildings and grounds.

With the Manitoba exhibit it was different. Being a separate institution, there was simply the one exhibit to attract the attention of visitors, and it was not on such a scale of magnitude as to bewilder and confuse visitors. Though undoubtedly many fewer persons passed through the building, those who did visit it made something like an inspection of its contents, which was impossible in the case of the great structures within the fair grounds, with the limited time at the disposal of the visitors.

The impression gained from a week spent at the fair, left a strong impression with THE COMMERCIAL representative, that as a means of advertising a country, world's fairs are a failure. The vastness of the thing accounts for this. The vast majority of the visitors allowed themselves but a few days to "see the show," and what they would see of it in this time, or even in a full week, would convey but a very superficial idea of the fair as a whole. To the vast majority of the visitors, it was simply a race through the grounds and portions of some of the buildings. A full week would allow of nothing more than this. A feature here and there is all that could be inspected. The ordinary visitor would certainly learn very little about Canada or any other particular country, unless he specially sought out and inspected the products of such country. Exhibits at fairs of a more local nature might prove valuable, such, for instance, as an exhibit of Manitoba products at a British country fair, where it would be a feature of special interest, but in the vastness of a world's fair, such as that just closed, individuality is lost, and to the ordinary visitor the bewildering im-

pression only remains of a wonderful conglomeration of goods, gathered from the four corners of the world. As an advertising scheme we place a very moderate estimate upon the value of a world's fair, after studying the situation a week at Chicago.

MANITOBA CHEESE.

Canada has long been known as a great cheese country. Our cheese exports have increased year by year, until the industry has become one of the greatest magnitude. Cheese is made in all the provinces of Canada, though to a much less extent in some provinces than in others. The province of Ontario, it is well known, takes the lead. It is gratifying to know that the quality of Canadian cheese has improved at the same time that the quantity has increased. Thus the great increase in the make has not been secured at the expense of quality. Indeed, it is no doubt the improvement in the quality which has rendered possible the great growth of the industry, for without a profitable market a large make would be of no value. The recognized quality of Canadian cheese has obtained a ready sale for the commodity in the world's consuming markets. The great fair at Chicago this year gave Canada an opportunity to show what she could do in the cheese line, and the result has been most gratifying to our cheese-makers, who have had the satisfaction of securing a great victory in the competition at the world's fair, securing as they did the great majority of the prizes awarded. If this country needed further advertising as a producer of cheese, we have secured it at Chicago.

Manitoba is one of the provinces of Canada which is not noted for its production of cheese, but we are young yet and have lots of room to grow and improve in the industry. Manitoba only entered four cheese at the world's fair competition, and three of these secured prizes, each standing high in their class. One of these cheese scored ninety-nine points, which was as high as that secured by any of the Ontario cheese, only a few out of the long list of Ontario cheese entered for competition reaching this degree of excellence.

It has been customary for Eastern Canada cheese makers and dealers to sneer at the Manitoba product. They have had plenty of criticism and very little commendation for the efforts of western cheese men. Only recently an expert in dairy science and practice, in the employment of the Dominion Government, went out of his way to criticize the Manitoba cheese industry, and in a lengthy newspaper interview he gave a very pessimistic word picture of cheese-making in Manitoba.

THE COMMERCIAL will not undertake to prove that Manitoba cheese is up to the average standard of the Ontario article, in point of quality. We could not expect such to be the case, considering that the industry is but in its infancy here, and that many difficulties have to be encountered in a new and sparsely settled country. At the same time, the fact that Manitoba cheese scored so high at Chicago, taking three high awards out of only four entered for competition, is an indication of what can be done here. The fact that one

Manitoba cheese out of the four entered, scored as high as any of the Ontario cheese, should check eastern sneering about our product. Manitoba secured greater results than Ontario at the exhibition, in proportion to the number of cheese entered for competition, for although a long list of awards were taken by Ontario makers, their exhibits were proportionately larger, and very few came up to the standard of the finest Manitoba article.

If Manitoba can produce one cheese equal to the very finest which the most expert Ontario manufacturers can make, we can duplicate the process again. The high average standard of Ontario cheese has been reached by a long course of perseverance in endeavoring to excel, assisted and fostered by the government. The same effort we believe will secure equally favorable results in the West. Our factories are new yet, and many of them are not as well equipped as they might be, both as regards plant and building accommodation, while perhaps some of our makers are lacking in experience. Better plant will be secured in time, and experience will come with practice.

One thing which is required to improve the quality of our cheese, is more discrimination as to quality in handling the product. The way in which cheese is handled in our local markets is not such as to encourage factorymen to excel in point of quality. Cheese is not bought and sold on its merit as to quality nearly so closely in this market as it should be, and as is customary in other markets. The custom here is to follow the one price for all qualities to such an extent as to menace the welfare of the industry. This is, no doubt, due to the fact that the product is largely consumed locally. The principle, however, is wrong. If Manitoba is to become a cheese country of importance, we should start at once to discriminate in a commercial way in handling the commodity, and our cheese makers may be depended upon to make a steady effort to improve the general quality of their output.

MANUFACTURING IN WINNIPEG.

The McCormick company of Chicago, manufacturers of harvesting machinery, have replied negatively to the communication from the Winnipeg city authorities regarding the establishment of a factory here. The McCormick company contemplate the establishment of a branch factory somewhere in Canada, and as there is a large and growing sale of harvesting machinery in the West, the Winnipeg city council thought the company might possibly be induced to locate the proposed factory here, hence the communication referred to. In their reply the McCormick people say:

We do not think the city of Winnipeg is so situated as to permit of a factory being successfully operated in our line of business. Its product would have to be shipped east as well as west, and the raw material of which our machines are composed is largely steel and malleable castings. We cannot, in consequence, entertain any proposition which your city could offer us.

This is a heavy sit-down upon the hopes of the civic authorities, but our citizens need not give up hope for the future of Winnipeg as a manufacturing centre all the same. The Mc-