

discreditable a downfall as this, the poor stuff had a risk of still lower drop. On this low level it had to compete with margarine, which, in the words of an importer, many confectioners are now using instead of butter. If this is any encouragement for making poor butter, any maker of such in Canada is welcome to make the most of it the most encouragement, not the poor butter!

Not only was our reputation suffering among those who had "been burned"—had lost money in handling our goods, but other dealers who had merely been aware of these losses were afraid of our goods. One dealer—Mr. Iles—had been called to inspect several hundred packages, even of creamery, which had suffered from

#### BAD TUBS AND BAD PACKING.

This lot proved a serious loss to the importer. From his experience, Mr. Iles expressed himself in plain words, as "disgusted with these faults" in our butter and he would "have none of it." Had he confidence he would be ready to buy 500 tons of creamery, but under the circumstances he would look to Ireland for his supply. He believed "not one in ten of the Bristol importers would buy a package this year." While frankly telling me of the glaring faults in our butter, all seemed ready to tender some excellent

#### ADVICE FOR OUR FUTURE GUIDANCE.

I will quote that given by Mr. Widgery, of Messrs. Crewe & Widgery, as something in which there was general agreement. Mr. Widgery said: "It is no use to send goods here, unless they can be sent fresh, mild, cheap, and come regular, or uniform. Danish goods were now coming in, at a low price; and the consumers were beginning to give preference to a mild cheap article, like the Danish, or even margarine. Our firm has hitherto kept out of margarine, but we do not know how long we can continue to do so. Think of it as we will, the people of England are disposed to eat margarine, knowing it to be such! Another season would tell the story. Danish butter had hitherto been confined to Birmingham, and other manufacturing districts, and Bristol had taken Canadian butter for the agricultural districts. The manufacturing population seemed to be more particular as to quality than the laborer in agricultural districts." Now even this less exacting Bristol market is being closed to

#### ALL IMPERFECT FOREIGN BUTTER.

All that Mr. Widgery said was confirmed by other importers. Others said they "could not sell Canadian butter—must sell Irish or Danish." Said one, "There has been a revolution in Bristol butter market this very year." Danish butter, which had barely been introduced in Bristol before, was taking strong hold of the trade. There had been opened in Bristol this season a retail shop for the sale (nominally) "only of Danish goods," and the trade being done was exceedingly large. Indeed, the second shop had opened or was about to be opened. Thus was the enterprise and success of the European brought into sharp contrast with our lack of enterprise and our failure, with a force which I wish could be impressed upon all Canadians interested.

One piece of advice given by Mr. Clark, or Messrs. Clark & Son, was intended for our farmers. He said they must

#### STOP HOLDING BUTTER.

Said he, "We cannot have butter too fresh. Holding it means loss in every way—by taxes, commission, storage, depreciation speculative disturbance of market, &c., &c." Doubtless it is, as a general rule, against their own interests that butter be stored, either by farmers or by dealers in Canada or by dealers in England. The holding of any farm product tells in the long run against the interest of the producer and even the

middleman. This is more emphatic in regard to butter than perhaps anything else, and the particularly bad condition of our butter industry demands that it be hooded all the more carefully.

There are, indeed, possible exceptions to the general rule, although none were discussed at these interviews. For instance, where butter is made at one season in excess of the demand, it must be held over by some one—either producer or dealer—till wanted. In such case, it must be made and packed with the necessity of holding in view, and provision made for proper storage. This would be legitimate holding. What is objectionable is speculative holding. The farmer who speculatively holds butter when he might dispose of it for a reasonable price, to satisfy an existing demand, is not alive to the best interests of himself and brother producers. The dealer who is not satisfied with legitimate profits, but must needs gamble as a speculator, deserves the burning which comes sooner or later to these who play with fire, better than he deserves the confidence of the hardworking farmer whose earnings he would tax to swell his own unlawful gains. This is strong language, but it is ill-considered, as applied to those whose rule is to speculate, and who trade legitimately only as an exception. The interests of all concerned will be served by all heading and acting upon Mr. Clark's excellent advice to stop holding butter, speculatively. Mr. Iles complained of serious loss from the evil of

#### SLOW TRANSPORTATION.

Other commodities than dairy products, Mr. Iles claimed, suffered from this evil. He instanced a shipment of bacon which had been two long months on the way. It had lain on the seaboard so long that the delay caused a fall in the receipts from 36 shillings to 21 shillings. It is easy to see that such experiences do not improve the temper of our valuable friends, the British importers, and are adverse to the great interests which have been and may be developed in this productive land dependent upon foreign needs for a market.

#### WHAT LESSON SHOULD WE LEARN

from all this? One of the importers said that "the correction of all the faults of our butter trade would encourage a considerable trade in Bristol." It would do the same elsewhere. This then is the lesson: that the "faults" which have nearly or quite lost us our trade must be corrected to enable us to regain it. How to correct these faults and to promote a butter trade will be the question uppermost, in the letters to follow.

Jan. 12, 1889.

W. H. LYNCH.

#### NON-OFFICIAL PART.

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