

FARMING

Vol. XV.

JANUARY 25TH, 1898.

No. 21.

FARMING

AN ILLUSTRATED WEEKLY JOURNAL DEVOTED TO FARMING AND THE FARMER'S INTERESTS

Published every Tuesday by

THE BRVANT PRESS,

44-46 RICHMOND STREET WEST • TORONTO, CANADA

Subscriptions in Canada and the United States, \$1.00 per year, in advance; six months 50 cents, three months 25 cents. In all countries in the Postal Union, \$1.50 a year in advance.

The date opposite the name on the Address Label indicates the time to which a subscription is paid, and the changing of the date is sufficient acknowledgment of the payment of a subscription. When this change is not made promptly notify us. In ordering change of address, be sure to give the old address as well as the new.

FARMING will be sent to all subscribers until a notice by post card or letter to discontinue is received and all arrears are paid up. Returning a paper is not a notice to discontinue. All arrears must be paid up before a name can be taken from our list. All remittances should be made by P.O. money order, express money order, or registered letter. Sending money in an unregistered letter is unsafe, and will be at the sender's risk.

Advertising rates furnished on application.

All communications should be addressed to "FARMING, 44 46 Richmond Street West, Toronto, Canada."

Representative for Great Britain and Ireland, W. W. CHAPMAN, Fitzalan House, Arndel St., Strand, LONDON, ENG.

TOPICS FOR THE WEEK.

Our Clubbing List.

We are pleased indeed to be able to offer the following low clubbing rates for FARMING with other publications:

	Regular price.	With FARMING.
Canadian Magazine.....	\$2.50	\$2.50
Toronto Weekly Globe.....	1.00	1.50
Toronto Weekly Mail and Empire.....	1.00	1.40
Farm and Fertilizer.....	1.00	1.40
Montreal Daily Witness.....	3.00	3.00
Toronto Morning World.....	3.00	3.00
Montreal Weekly Witness.....	1.00	1.60
Family Herald and Weekly Star.....	1.00	1.75
London Weekly Free Press.....	1.00	1.75
London Weekly Advertiser.....	1.00	1.40
Ottawa Semi-Weekly Free Press.....	1.00	1.60
Hoard's Dairyman.....	1.00	1.75
Rural New Yorker.....	1.00	1.85

Pound Butter Prints for the British Market

(From our Special Correspondent.)

LONDON, Eng., January 13, 1898.

Our imports of butter go on increasing merrily enough, and on this butter question I want to point out two or three things to those who have eyes to see and ears to hear.

Whilst it is perfectly true our imports of butter are increasing, it is none the less true that the public taste is getting educated to what good butter really is. Such being the case, it is undeniable that the complaints one hears on going about London and other parts of England in regard to French butter are more numerous than five or ten years ago. The fact is, whilst the best Normandy butter is a capital article, that which comes into second and third position does not have the hold it once had with us. I put this down chiefly to two causes. One of these is that the Danes and Swedes, by making a tip-top commodity, are developing the hold they have long had on the British public; whilst the other is that a second-rate blended butter, such as we get so much of from France, is bound to be found out sooner or later as being—after all is said and done for it—an inferior article. Another "cause" is that the British farmer himself is gradually making a better butter, and although it is not always of the same color (which it should be), it is, nevertheless, better than the particular blended stuff I am alluding to.

Now, you have some smart men in Canada, and I say to the "smart" farmers especially, "Keep your eyes and ears open these next few years." If this French butter, on the educated palate here, is beginning to pall, there is your opportunity,

seize it. The Canadian Government, I understand, is appointing—if it has not already appointed—officials over here to look after Canadian dairying interests. I throw out, therefore, the suggestion in question as one well deserving attention. We would, one and all of us—seeing that we are bound to import butter and other consumable commodities—rather purchase them from Canada and other loyal colonies than from European nations.

A good deal has been said by different people about how the butter should be packed. The Danes and Swedes send theirs to us in small casks, weighing about a hundredweight, and it is a thoroughly good article. The French send theirs—and it realizes the highest price, taking it all round—in boxes containing six to a dozen rolls. Each roll is two pounds in weight and, in point of color, it is very similar to a richish custard before the baking. I am not so sure that there is so very much in the roll being two pounds as distinct from one pound, unless the packing of the larger quantity is more convenient than the packing of the smaller, and on that point I am not an authority. I mention this particular phase of the matter, however, because the British people generally buy their butter in pounds. Now, it is nicer to buy a pound of butter in one roll, if possible, than a pound of butter cut off from a two pound roll, and, if good Canadian butter in pound rolls can be as easily packed and shipped as two pound rolls, it might be worth considering by your experts whether they will not make a reputation for their butter on the one pound roll system instead of copying the two pound roll system of the continent. You see I am anxious that there should be, if possible, something distinctively Canadian about what the Dominion farmers shall send us, because, once that is rammed well into the public—and quality will do it—the public eye will become associated with the pound roll in the shops and, in a measure, it will feel that in getting it it is really from Canada and not from Normandy.

I was over in France a few days ago, and whilst there I heard of some success attending the establishment of the co-operative system amongst the farmers of the Alps and of Provence which I should like to mention. The particular co-operative society in question was only established in 1895, with the modest capital of £880. After twelve months the capital was raised to £3,000, and at the present moment it is being largely increased. The society, or syndicate, consist of 5,000 members, representing eighty local syndicates that receive all their goods 20 to 30 per cent. cheaper than hitherto. The expenses of administration are less than 1 per cent. The parent society has twenty-five depots in different localities. All the profits, after the shares have been paid, and interest on them belong to the syndicate. In 1896-97 the total amount of its transactions was £40,000. It has sold 12,000 different kinds of implements and utensils and numerous other articles. Co-operation is almost a dead failure in Great Britain, though in every other country it is quite the other way about.

[NOTE.—The letter from our special correspondent in England contains a suggestion that it might be well for our exporters of butter and the Government to think about. Nearly all the butter that England imports arrives in tubs or casks. It will be difficult, of course, to move the conservative Englishmen out of the rut in this as in other things, and get him to take pound prints. But if the people buy by the pound and the pound prints can be supplied to them of as good quality as that

from a tub, we believe that it will only be a matter of a short time before there will be a great demand for the prints. In Toronto it was difficult at first to sell the pound prints because people thought they were made from packed butter, etc. Now they are preferred, and it is almost impossible to sell private parties a tub of butter for family use. The present print is so much more convenient. It will take a little time to establish a trade in pound prints. But we are opening up our market and why not have something distinctively Canadian about our butter trade? We like this idea of pound prints, and can see no valid objection or hindrance to its development. With cold storage in the creamery and in transit and with weekly shipments, there is no reason why it should not succeed.—EDITOR.]

Trade Returns.

The *Montreal Gazette* has compiled a very concise and valuable pamphlet showing the volume of export trade from the port of Montreal for 1897. All the steamship lines running from Montreal to British points report a larger volume of business and a more satisfactory season's work than for a few years back. This is almost conclusive evidence that Canada's trade is increasing and that an era of commercial prosperity has already set in.

Large gains were made in the exports from Montreal, more particularly in the shipments of wheat, corn, oats, rye, etc., while the decreases compared with last year are mainly seen in meats and fruits.

In the following table the shipments of the leading articles for 1896 and 1897 are compared:

	1897	1896	Increase
Wheat, bush.....	9,874,348	7,027,058	2,847,290
Corn, ".....	9,384,422	6,788,896	3,605,526
Oats, ".....	5,018,115	2,031,785	2,386,370
Pork, barrels.....	1,250	585	665
Eggs, cases.....	157,300	141,853	15,507
Cheese, boxes.....	2,102,985	1,726,226	376,759
Butter, packages.....	220,252	157,321	62,931
			Decrease
Meats, packages....	98,798	228,752	129,954
Apples, barrels.....	168,448	725,010	556,568

Though the bulk of our exports go via Montreal, in fact, nearly all of some commodities, yet in some lines a considerable export trade is done from other seaports such as Quebec, St. John, Halifax and Charlottetown. With the shipments from these points added to those from Montreal our export trade will be considerably larger than the figures quoted. The Eastern Provinces are now exporting cheese direct, without sending it via Montreal. In Nova Scotia a large quantity of fruit is sent forward direct from Halifax.

Special reference is made to the cheese and butter trade. In cheese, there was an increase of 370,000 boxes from the 1st of May to the 20th of November in 1897, over the shipments for the same period in 1896, and 384,000 boxes over 1895. This shows a remarkable expansion of our cheese trade, and in some sections of the trade it is believed that there will be an over production very soon if the same rate of increase continues. There is no need, however, of taking any pessimistic view of the matter. It is a remarkable fact, and has been noted many times, that the cheese market is the most elastic of markets. When the supply increases the price drops. This causes a decrease in the output, and at the same time, an increase in the consumption of cheese, which tend to restore prices. We have had an instance of this during the past year or two. The season taken together has been a favorable one for the producer. During the earlier part of the season