

1842 there was a depression in Shorthorn values in this country worse than the one we are now passing through. Cattle which in 1839 and 1840 sold for \$200 to \$1700 depreciated in value until choice ones were sold for \$50 to \$200 each, and many traders abandoned their pedigrees, sold their cows and calves to the butchers, and thought the end had come for the Shorthorns. About 1852 a reaction set in followed by another boom until 1857, Jas. N. Brown paid in this city \$3,025 which was at that time the highest price ever paid in America for a cow.

This was immediately followed by another period of depression until 1865, after which time came the greatest boom of all, culminating in the New York Mills' sale where 108 cattle sold for \$380,490 and one cow sold for \$40,600.

Then depression again varied more or less until the present time. At the risk of being tiresome I have dwelt at perhaps too much length upon the past and present conditions of Shorthorns, hoping thereby to throw a reflected light upon the future. It is not given to any man however to peer into the future, yet coming events may truly be said to cast their shadows before and we know that history often repeats itself. The golden days of Colling and Bates, of Thorne and Campbell and Renick may never return again, but as surely as the day follows night and effect follows cause so surely will the Shorthorn come to its own again. I exhort you my friends do not fall into the listlessness of despair for better days, do not fall into the slough of despondency. Remember that future loves a cheerful face and a brave and determined heart. If you have got a lot of "ornery" bull and calves go home and cut every one of them; if you have got a mean dejected looking cow sell her to the butcher. Then go and buy a few of the best Shorthorns you can buy for the money and it won't take much—and if you don't feel good over it two years from now you may say that I don't know anything about "The Future of Shorthorns."

OUR BUTTER IN EUROPE.

DANGER OF CANADA LOSING HER FOREIGN MARKETS ALTOGETHER.

British Importers Give Their Opinions—A Hard Pill for Canadian Dairymen—The Holding of Butter Condemned—More Advice Tendered.

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LETTER NO. VIII.

It will be only repetition to say that while on the one hand trade in Canadian cheese has assumed magnificent proportions and promises considerable increase, our butter exports have been dwindling to comparatively insignificant proportions. But are we ready to think it possible that we are in danger of

LOSING OUR BUTTER TRADE ALTOGETHER?

The prospect of low prices, in any case, when it first pressed itself upon my notice, was a most unpromising one, but it was an even worse outlook to find dealers already discouraged, not to say actually disgusted in handling Canadian butter all because of continued disappointment and loss, which have been repeating themselves with increasing severity! Everywhere throughout Great Britain there was but one story—Danish butter the favorite and increasingly so, Irish butter improving constantly, if slowly, but Canadian butter literally "worse than nowhere," for it were better for its reputation if it had not appeared at all on the market.

This retrogression in our industry has been going on for years. In some cities Canadian butter was already practically out of the market altogether. There was one market,

however, where Canadian butter had seemed to have a firmer hold than elsewhere, and that was

THE BRISTOL MARKET.

While Danish butter had been supplied in other centres for a few years, Bristol consumers were only beginning to know much about it. During this very season of 1888 it was being skilfully "boomed" and it was being sold very largely. The Danish butter supplied a somewhat exacting demand, the less particular demand being supplied, of course, by the indifferent qualities of butter and by margarine. It is needless to say there was no "booming" of Canadian butter! It did not complete for the more exacting demand, but ran its chances against—margarine! And even then, as we are about to see, in the effective phraseology of the day, it frequently "got left." What I learned in Bristol was through the means of interviews with importers. And here I desire to say that notwithstanding our repeated failures to satisfy their needs with our butter supply, and even the severe losses to some of them, due to that failure, the firms visited did not show any unkind disposition towards Canada. On the contrary, there was a friendly feeling manifested; and an evident wish that our desire and hopes to improve might be realized. Doubtless one explanation of the friendliness is the continued profitable connection with Canada in the cheese trade—so far-reaching and valuable are the advantages of a reputation for good service in any line!

In some of these interviews I was accompanied by a son of Mr. Downs, the Immigration Agent at Bristol. When we were returning from them, he remarked that I had been given some

"HARD PILLS TO SWALLOW."

My Canadian readers will kindly allow me to offer some of these curatives, without any sugar-coating, with the hope that they may be swallowed for the benefit and health of our dairy industry. Mr. Price, of Messrs. Price & Parker, referred to the increasing tendency of the market, in late years, to losses on Canadian butter. Last year's trade was a severe culmination of that bad tendency. The buying was unusually speculative, in view of expected shortage, and many dropped money in their transactions. As a result, nothing but "creameries" and finest "Eastern Townships" Dairies would be touched this year. Nothing doubtful would tempt the buyer. To make the culmination more severe, even the best of last year's butter was under its usual average. "Creamery butter, as a rule," said Mr. Price, had been good, but last season even it had been faulty in being "bluey," which was probably a "blue mould due to the wood of the package." They were obliged to "strip" (turn it out of the package), and scrape off the bluey portion. The difficulty was not only the direct loss on the bluey butter, but the indirect loss in having to examine all the butter because of some of it being bad. Messrs J. Lovell & Son said that last year must have been an exceptionally poor season for butter production, for the percentage of "Western" (Ontario) butter refused was perhaps an average of 50 per cent., whereas the average quantity refused the previous year was not over 10 per cent. "Creamery" ran up to from 104 to 110 shillings, but they bought the "Western" at about 90 shillings, and subject to approval at that! All of which goes to show that some of our Canadian butter in the market, even at the heavy discount of from 15 to 20 per cent., is bought subject to suspicious approval and with the certainty of half of it.

BEING REFUSED ALTOGETHER!

This refused portion was necessarily got rid of by handlers for what it would fetch, and it would be sold as low as from 60 to 70 shillings for confectionery purposes. Even after so