

sider accurate because compiled under the auspices of the Department of Agriculture, shows that there were 146 creameries, 631 cheese factories and 101 combined butter and cheese factories in existence in the province last year. Compared with former years these numbers do not, it is true, show the increase which might be looked for. But La Semaine explains that although the number of factories has not increased—having indeed rather lessened—there has nevertheless been progress, because these 878 establishments are larger and capable of a much greater [and we believe better] output than the more numerous but smaller and less satisfactorily equipped factories of former years. "Indeed," says that journal, "the idea of association progresses well. Agricultural, or rather dairying, syndicates are being everywhere formed; and one effect of this has been the amalgamation of two or more small manufacturing concerns into one. It is now generally understood that the dairy industry cannot be made to pay unless each factory has a capacity of a certain amount, and that at least two hundred cows are needed to sustain a creamery or a butter factory in proper condition."

As to live stock, here are the official returns for the Province of Quebec, based upon the census of two periods last past :

	1881.	1891.
Milch cows .....	400,997	549,454
Draft oxen .....	49,237	45,676
Horned cattle .....	949,333	969,312
Sheep .....	839,333	730,286
Hogs .....	329,190	369,608

"The Quebec Department of Agriculture estimates the number of milch cows to-day at not less than 700,000 head; of other horned cattle such as draft oxen, heifers, etc., at 400,000 head; and of hogs at 500,000. There are killed every year at birth 460,000 calves, and probably 100,000 only are raised. If abattoirs were established the loss here implied would be avoided. As to sheep, the number of which showed diminution between the years 1881 and 1891, it is difficult to make even a guess at their present number."

The article from which we quote goes on to quote statistics of a like kind referring to the Province of Ontario, and after them the quantities and values of live cattle and sheep, dead meats, dairy produce and other food products exported from Quebec as shown by the Trade and Navigation returns of 1897. It is admitted, however, that these figures include Ontario products exported by way of Montreal and that the \$20,000,000 or more thus shipped does not represent by any means the product of Quebec. Still, the main object of the article is to show that there are sufficient beeves and sheep in Quebec to justify the establishment of abattoirs at, say, Levis. A project of the sort, the killing of these animals for export, has recently been submitted to the Government, which it is said, has considered it favorably. The capacity of the suggested slaughter houses would be 1,000 tons per week. This would imply the furnishing at their doors of "50,000 steers or cows, 200,000 calves, 200,000 sheep, 200,000 hogs, without considering such foodstuffs as poultry, fish, eggs, butter, vegetables and fruit which would naturally follow in the train of such an export of dead meat as proposed." La Semaine is of the opinion, in view of the facts and estimates above given, that the 52,000 tons of material requisite to keep such works in operation for a whole year are already in sight in the province, even without taking into consideration the natural increase year by year which would result from such an establishment.

In the interest of Canadian development and the cultivation of an export trade, we join with our contemporary in wishing success to any reasonable enterprise of the

kind. But it must be pointed out that knowledge of the market, experience of the trade, and thorough preparation by means of the latest appliances and the most approved skill—to say nothing of an enormous sum of money—will be needed to bring such an experiment as this to the point of success. It is easy to lose money on such a venture. If there is doubt of the existence in Quebec of animals enough to feed an abattoir, it is possible that beeves from Ontario could be slaughtered at Levis and sent across the Atlantic as dead beef.

One thing should be impressed upon any one going into such an enterprise; the animals must be of the best; no scratched or tainted beeves should leave Canada, nor should inferior meat be sent to the British market. To do this is to court disaster. The secret of Armour's success over there is that he forwarded first-class beef; and the success of Canadians in the dead meat trade has arisen from their constancy in maintaining quality. Certainly we cannot send dead meat to Europe in June, July or August and expect it to keep. The result of two shipments made from the new abattoir of Harris in Toronto do not much encourage the founding of others.

### TRADE MARKS.

A well-regulated system of trade marks means much to the commerce of a country. The trade mark stands for quality, and when used is a pledge that the manufacturer has before him a high standard which he is anxious to maintain. The more producers there are in a country attempting to sell goods on account of their quality rather than their price, the better for the commerce of the country, the better too, for its citizens who consume the goods. A successful advertising writer was asked the other day to give the secret of his success in bringing business to the house he represented, and replied: "The quality of the goods the house sells. I have worked for cheap houses and advertised cheap goods, but never made more than a temporary success until I entered the employment of a house that put quality before everything else." There is little inducement to the manufacturer to make goods of prime quality so long as his competitors are at liberty to produce cheaper imitations. The trade mark is his only protection, and if well advertised this may even reduce the evils from the "just as good" snare.

In the first five months of the present year, from January to May inclusive, 205 trade marks were authorized by the department at Ottawa. Some of these were general trade marks and can be applied to any branch of the owner's business. Of the specific trade marks fifty odd were granted to those who wished to herald the virtues of some medicinal preparation or druggists' sundry. Grocers supplies will be advertised by twenty-seven new brands as the result of the rights granted in this period. Tobacco manufacturers took out a score of trade marks. Only nine were issued to the dry goods trade, in spite of the fact that manufacturers of textiles and dry goods sundries suffer more from imitations than almost any other industry.

The requirements of the Canadian Government for the grant of a trade mark are not complicated. A general trade mark, which may be used in connection with the sale of various articles in which the owner of it trades, is issued for a charge of thirty dollars. The specific trade mark, used in connection with the sale of a class of merchandise of a particular description, is registered for twenty-five dollars. The former mark endures without limitation, while the latter requires to be renewed every twenty-five years, and renewal costs twenty dollars. It is a question