

The Farming World

For Farmers and Stockmen

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A Stockman's Number.

On November 20, two weeks from the date of this issue, a specially illustrated number of The Farming World will be published. This number will deal largely with matters relating to the coming winter fairs to be held at Guelph, Ont., and Amherst, N. S., during the second and third weeks of December. Other specially contributed matter of interest to breeders and stockmen will be given and a very valuable number may be looked for. The illustrations in the main will comprise portraits of a number of the leading men in agriculture and live stock in Canada.

Parties desiring advertising space in that number should write The Farming World at once giving full particulars. A large number of extra copies will be distributed and the issue will be a very valuable one for reaching the best farmers and stockmen in the Dominion.

Why the Pan-American Has a Deficit.

The Pan-American has closed and the great Exposition is over. It is to be regretted that it ended so disastrously from a financial point of view. A deficit of over \$3,000,000 is expected, but according to some late reports, this will be so widely distributed, that no one will suffer. It is to be hoped that such will prove to be the case. It is in any case, a serious loss, and might well cause promoters of world's expositions to hesitate before launching out on similar ventures. The total number of admissions during the six months, was 8,179,674, including passes. An average of 2,000,000 a month had been figured on by the management, but very little over one-half that number of paid admissions per month was the result.

Why an Exposition that has conferred so much benefit upon the commercial interests of the countries represented should fail financially, may be worth inquiring into. For an enterprise for which so much capital was required to get it under way, there was not enough cash on hand to begin with. At St. Louis the company that is responsible for the Louisiana Purchase Exposition in 1903, have already sixteen million dollars in the treasury. Compare this with the million dollars the Pan-American people had at their

disposal at the commencement, and the financial loss is largely accounted for.

In regard to the small attendance some other explanation is necessary. The railway companies were not as liberal toward the Exposition as they might have been, and this is especially true of American roads. The attendance outside of the States of New York, Ohio, and perhaps, Pennsylvania, was comparatively small. Even these States did not do as well as they should have done, and the high railroad rates is to a large degree responsible for it. In some instances the lowest rate to the Pan-American was twice the lowest rate from similar points to Buffalo the year previous. A case in point is that mentioned to us by some parties from Allentown, Pa., who had to pay \$10 for a return ticket to Buffalo this season, whereas in 1900, the regular summer excursion, return rate, was only \$5. Other instances might be given to show that in no small degree the railway companies are responsible for the shortage in attendance.

A second reason for this comparatively small attendance may be found, we think, in the attitude of the management toward the press of the country. Quite early in the game it was given out that no money would be paid for advertising the Exposition in the public press. Instead, a bureau of publicity was established at considerable expense, which fairly flooded the press of the country with literature descriptive of the Exposition and its objects. While a great deal of this material found its way into the daily and weekly press, we venture to say that fully three-quarters of it was relegated to the waste paper basket. Excepting the papers in the immediate vicinity of the Exposition, very little attention was paid to this material by the leading press of the country. If it found its way into the columns of the leading dailies or weeklies it was largely as fill up matter. At any rate it did not elicit from the editor any editorial comment or urgent appeal to the people to visit the Pan-American. In influencing the readers of any journal no item of news can be compared with the personal appeal or personality of the editor, and this with a very few exceptions, the Pan-American did not get.

While this view may appear a somewhat mercenary one, it is

along the line of good, ordinary business sense. The newspapers of this Western Continent, while they may advocate certain principles and uphold certain interests, are essentially business ventures, and any enterprise like a great world's fair cannot hope to obtain the active support of the press unless it is prepared to treat it in a business-like way. In Canada, none of our larger exhibitions expect the free use of the columns of the press to advertise their shows. Every year they make grants, be they great or small, to the various papers for this purpose, and why should a great concern like the Pan-American, that takes so much money out of the district where a paper circulates, expect free use of its columns without in some degree making remuneration therefor. Had the management of this otherwise commendable enterprise judiciously expended a couple of hundred thousand dollars on the press, or diverted a considerable share of the appropriation for the bureau of publicity to this purpose, we believe they would not have had so many complaints to offer to-day in regard to the small attendance.

While on this matter of attendance it might be well to note that Ontario did her share. During the last three months of the show, we believe we are within the mark when we state that fully one-quarter of the attendance was from this Province. Had the Central West and New England States done as well, the financial loss to the Exposition would not have been so large. Then, as to the exhibits: The showing in the live stock classes would have been very small indeed had it not been for the live stock display from this Province. The Pan-American authorities owe a debt of gratitude to the live stock and other interests of the Dominion for their valuable contributions to the show. The press of Canada evidently did its duty by the Exposition, though no remuneration came its way.

Can Be Relied Upon.

W. B. S., Shetland, Ont., writes: "We like The Farming World. The market reports can be relied upon, and then it comes every week, a welcomed, looked-for visitor. A paper published every week that the farmer can talk through, and for him, and does so many things for him is certainly something worth having."