

# FARMING

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## Dairy Commissioner of New Zealand

Mr. J. A. Ruddick, Superintendent of the Kingston Dairy School, accepts the position.

The New Zealand Government has renewed its efforts to secure the services of Mr. J. A. Ruddick, Superintendent of the Kingston Dairy School, referred to in our columns some weeks ago,



and this time with success. Mr. Ruddick has decided to accept their offer and will leave for New Zealand about October 12th to assume the duties of Dairy Commissioner for the island. He will receive the splendid salary of \$2,300 per annum in addition to having free transportation for himself, family and household effects to that country. Though we are sorry to see so practical and thorough a dairyman as Mr. Ruddick leave Canada, he is to be congratulated on this splendid recognition of

his ability as a teacher of up-to-date dairying.

Mr. Ruddick is a self-made Canadian and is yet only in his prime. He was born in the County of Oxford and left home in 1880 to learn cheese-making in Norfolk County. A couple of years later he engaged with Mr. D. M. MacPherson and shortly after was made superintendent of Mr. MacPherson's combination of sixty cheese factories. He afterwards acted as instructor for the Eastern Dairy Association and in 1891 entered the service of the Dominion Dairy Commissioner. He is best known to Canadian dairymen perhaps as the maker of the Mammoth Cheese which created such a sensation at the World's Fair at Chicago in 1893. While on the Dairy Commissioner's Staff he saw service in Ontario, Quebec, Manitoba, the Northwest, and British Columbia. He took charge of the Kingston Dairy School at its inception in 1894 and it has made steady advancement under his care. He had charge of the first winter creamery in Canada, and has been closely identified with that branch of dairying ever since. Mr. Ruddick, therefore, goes to his new field of labor well fitted to perform the responsible duties connected with it, and we are sure that the dairy interests of New Zealand will prosper under his guidance. The special efforts which our competitors on the other side of the globe are making to improve their dairy products should stir up our dairymen to greater things lest they lose the position they now hold in the British markets.

## A New View of the World's Fair Scheme

A big World's Fair for Toronto in 1901 is being talked of. As to the wisdom of such an undertaking there appears to be a very wide difference of opinion. However,

there is room for believing that a great international fair on Canadian territory, if properly advertised and managed, would result in great benefit to this country. But the stumbling-block in the way seems to be that this country is not big enough to carry out such a gigantic undertaking. The main object in carrying out such a scheme is to advertise Canada and her products. But to make it a successful advertisement: it would be necessary to have the exhibition conducted on a scale that would attract visitors from abroad. A World's Fair on a moderate scale might serve as a good advertisement for the country, but if the same degree of success is looked for as other great fairs have had, it would be foolish to attempt anything of an inferior character to what people have become accustomed to in this line.

From an agricultural point of view there are, no doubt, many advantages to be gained from holding a World's Fair. Canada, more than anything else, is a producer of fine food products, and it becomes necessary to advertise these both at home and abroad. There are many ways of doing this, and the holding of a World's Fair is one of them. But to do this for our food products it would not be necessary to make an elaborate display of everything in the decalogue prescribed for World's Fairs. Would not the purpose of a World's Fair, so far as our food products are concerned, be served just as well by having an elaborate display of the best we can produce along these lines? By 1901, at the present rate of progress, we would have attained to such perfection in quality that we could, without any fear whatever, invite produce dealers and provision merchants from every country in the world to come and see the greatest and finest display of food products ever exhibited by any one country.

This is an age of specialization, and why not specialize in conducting World's Fairs as well as in anything else, and, instead of spreading our efforts over a wide area, confine them to making a special exhibit of the products in which we know that we excel. The specialties which occur to us just now are fine food products, high-class breeding stock, and unexcelled mineral resources; and there may be others. Special exhibits of these three, arranged in connection with the Industrial Fair, would, if judiciously advertised, serve to attract attention to this country and to the kind of goods we have the most to dispose of. Of course, such a scheme would not partake of anything of the nature of a World's Fair as most people understand it, and that term applied to it would be a misnomer, but it would be a special effort of a nature that would result in great benefit to the great producing classes of this country, and serve to attract a line of visitors whom it is desirous that we should reach if we are to obtain a market for our leading products. It is a question in our mind whether the host of sight-seers, who spend their time in sight-seeing, and who would visit a World's Fair because it is a World's Fair, bring any great benefit other than the money they would leave behind, to the country where the Fair is held. They are so accustomed to sight-seeing and merely amusing themselves that they are constantly looking ahead for new pleasures and rarely think of what they have already had. The kind of person we want to reach is the man upon whom we can make a lasting impression, and who, in the future, will buy largely of what we have to sell.

We are therefore inclined to the opinion that whatever time and money it might be necessary to expend on a World's Fair could be more profitably spent upon some such scheme as we have outlined above. It would not be