

FARMING

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FARMING

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TOPICS FOR THE WEEK

Our Clubbing List.

	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 Fireside.....	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

Canadian Commercial Agency in England Recommended. Pound Butter Prints Again.

(From our Special Correspondent)

London, Eng., Feb. 24th, 1898.

I have been perusing the market reports for some days with special reference to Canadian products. I intended to have gone this week into the markets myself and to have judged of the articles exposed to buyers, but I have not had the time. Anyway from reliable reports I observe that there has been this week or more, little demand for cheese of Canadian origin, and a difficulty of disposing in many cases of even prime samples.

Now I cannot say the cause for this, and although I mention the matter, I do not consider that there is any cause for alarm. What, however, is curious is that prime samples should, so to speak, go a-begging. There is a generally understood maxim here that a good article always sells. I believe it—within limitations. I mean that unless there is an over-supply the article will and does go off. But I learn that the prime samples in question were sold only "with difficulty." Now here is an important question to my mind. It is no use Canadian farmers learning all about dairying for export purposes, if, when they get their cheque from us they find the balance on the wrong side. That adverse balance is being assisted if our salesmen dispose of Canadian wares "with difficulty." I do not think the goods ought to be sold when the market is flat, but should be kept a few days until it rises. In the case of cheese there need be no difficulty about it, and I think your experts on this side the water ought to give this matter their consideration. If I were one of those experts I should, if in London, go to the markets almost daily and try to induce the salesmen to hold over

the tip top goods for a time rather than let them go off at a loss to the producers. Again, such experts should visit some of our large wholesale houses, and see if they could not make a contract with them for the consumption of Canadian commodities. This result would be difficult and would not be accomplished all at once, but I know it has been done in an analogous case. Indeed I did it myself for certain producers and therefore I know what I am talking about.

But what would be better than all this is to secure a stall or shop in our wholesale markets for the sale of Canadian goods alone. If this were so and the Agent-General here might very well be asked by the Dominion Government to use his efforts in that direction—Canadian producers would be sure of not being fleeced on the score of "commissions," but would have the whole thing under their own immediate control.

In a recent issue of FARMING I threw out the suggestion that pound prints of butter might very well be placed upon our markets. I see that the editor has had something to say in recommending the suggestion. It will interest him and my readers to learn that the matter has now been taken up on this side of the Atlantic where my remarks have been reproduced in our papers. (Canadian agriculturists will see that FARMING has a pretty wide and powerful circulation). The Irish people already go in for pound prints, it is said. That is true, but they only touch the fringe of the butter trade at present. There is still room for Canada to have a look in! Indeed yes; when it is considered how fast our population is growing, and that Canada can produce, in my opinion, a good article quite as cheaply as our Irish neighbors.

The Cheese Situation.

Factories Should not Open till May 1st.

There was an exceptionally large make of cheese last year, and dairymen would do well to adopt such measures for the coming season as will tend to stimulate the market as much as possible at the beginning. One way to do this is to curtail the make of cheese at the outset. If all the factories would agree not to begin making till the first of May it would do more than anything else to stiffen the market and bring higher prices. It would enable holders to dispose of the large quantities of old stock on hand, and thus leave the market clearer for the new goods. Besides, by not opening the factories till, at least, the 1st of May no inferior fodder cheese would be made. This would relieve the situation immensely, and prevent this cheap fodder cheese from interfering with the sale of the old stock, which it usually does, especially when the market is overloaded. The same thing might be applied to the closing of the factories in the fall, and if every factory would shut down at the end of October and only have the factories operated for six months, we would have no poor fodder cheese in the way at the beginning of the season, and no bad flavored, turnipy stuff at the close to tack on to the fall makes.

There is nothing to prevent the factorymen from doing this if they go about it in the right way. Many of the larger factories are now making butter and can continue to make butter till the 1st of May without any difficulty. In fact, everything considered, it will be more profitable for the farmer to make butter and to have the skim milk at home during the early part of the season for his calves than to sell it off the farm. Then the patrons of many factories where there is no equipment for making butter are in reach of factories where butter is made, and can send their milk there till their

own factories open. Where patrons have not these advantages it will pay them as well to keep the milk at home during April and feed it to the calves and pigs as to have it made into fodder cheese that will sell for a low price and injure the prospects for good prices during the summer months.

We speak advisedly in regard to this whole question and believe it to be of vital importance to the cheese industry at the present time and of considerable importance at any time. The whole matter is under the direct control of the producers and furnishes a grand opportunity for them to help themselves. All that is needed is co-operation, and the thing is done. Let the dairymen, therefore, unite in regard to this matter, and agree not to open the factories till the 1st of May, and later in some sections, and an improvement in the market situation will quickly result.

A Canadian Commercial Agency in England.

In another column our special British correspondent strongly recommends the establishment of a Canadian agency in London, England, at which only Canadian goods will be sold. There can be no doubt that such an agency would do much to stimulate the sale of Canadian products in England, and if properly advertised and pushed would greatly strengthen Canada's position in a commercial way. We are doubtful, however, about its being a wise policy to establish, as he says, any place that would interfere with the legitimate business of anyone engaged in the Canadian export trade. Such an agency would necessarily have to be under the control of the Government, and if it engaged directly in the sale of Canadian goods would interfere with private enterprise. What should be done, and we believe there is a strong Canadian sentiment in favor of it, is for the Government to establish a commercial agency, or a number of them for that matter, in the business centres of London, Liverpool and other large cities, where special attention could be given to developing trade with Canada. These need not be places for the sale of Canadian goods, but places where people could get information regarding Canadian goods of all kinds, and from which practical and definite information could be disseminated regarding the resources of Canada and the kinds and qualities of the products she can supply the British consumer. We believe that such agencies are necessary in order to develop to the fullest extent our trade with the Mother Country, and now seems to be the accepted time. At no time in its history has so much attention been drawn to Canada in England as during the past twelve months, and every advantage should be taken of this excellent opportunity for pushing Canadian trade.

Our correspondent also draws attention to pound butter prints again, and mentions the fact that Ireland is trying to develop a trade for butter put up in this way. As he points out, there is plenty of room for Canada also to develop her butter trade in this particular. The more we look into this phase of the export butter trade the more there seems to be in it. If the one difficulty of getting the pound prints on the British market in good condition is overcome, such a method of putting up butter affords a splendid opportunity for establishing a distinctively Canadian style of package for the British markets.

Canadian Export Horse Trade Declining.

We have frequently drawn attention in these columns to the importance of Canadians developing the export horse trade with Great Britain.