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Look Up Your Address Label.

Will subscribers kindly examine the address label on this issue? We are open to receive renewals at any time, and there is no time like the present for attending to such matters. Remember that our special offer to extend subscriptions one year for two new yearly subscribers, and six months for one new yearly subscriber still holds good. A great many old subscribers have taken advantage of this offer. Owing to lack of space we have not been able to publish our special premium list for a few weeks. Kindly look up some of the back numbers of FARMING and secure some of these valuable premiums by sending in new subscribers.

Our Clubbing List.

We are pleased indeed to be able to offer the following low clubbing rates for FARMING with other publications:

	Regular price	With FARMING.
Canadian Magazine	\$2.50	\$2.50
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TOPICS FOR THE WEEK.

Our Export Butter Trade.

In Great Britain to-day the word "Canada," as applied to cheese means a high standard of quality. Though the same cannot be said in respect to butter, yet in reality the very finest quality of butter is made in Canada. No other country in the world has any better conditions for the production of good butter than Canada, and if every pound of butter made is not of the finest quality, it is because our dairymen are not living up to the opportunities which they possess. If our dairymen do not understand the best methods of caring for and feeding their cows so as to realize the highest profit, or of caring for the milk so as to make the finest quality of cheese, or butter, let them attend one of the dairy conventions to be held during the next fortnight, if more knowledge is required regarding the best practices in cheese and butter-making let them take a course at some one of the dairy schools in the province. There is no valid reason why everyone

interested in the developing of our export butter trade should not be thoroughly acquainted with the business from the feeding and caring for the cow which produces the milk to the making of that milk into the finest quality of butter. We know, however, that there are hundreds engaged in dairying to-day who do not take advantage of these opportunities. They cling to old and obsolete practices that are incompatible with good quality. To develop our butter export trade the quality must be the best.

Another important point to be considered in developing our export butter trade with Great Britain is that a regular supply must be sent forward. We are afraid that many dairymen do not fully realize the importance of this feature of the trade. Nevertheless, it is true. We must be prepared to send the British dealer a regular supply if we wish him to buy Canadian butter. Every creamery man knows, who contracts butter to any of our local dealers, that he must send a regular supply if he wishes to retain the dealer as a customer. The same reasoning holds good in regard to our export trade. If we make a bargain with an old country dealer to send him Canadian butter we must be prepared to send over a regular supply or he will not be willing to trade with us. To send over butter for a month or two, and then discontinue for a while will not suffice. If we undertake the business we must send forward a regular supply during the season if we wish to build up an important export trade in Canadian butter. If the trade is once established, and the British consumer can rely on getting his supply regularly, the price will not fluctuate as much as it does now, when only very irregular shipments are made.

Another requisite in developing our export trade in butter is to have an attractive package that will attract the consumer, and to be able to send forward the butter in the same condition as when it leaves the creamery. These things the trade is pretty well supplied with, and with a little improvement in the line of cold storage facilities at the creameries, the transportation arrangements should be satisfactory. Then with the quality perfect, with preparations made for a regular supply and with transportation facilities complete, there should be no reason why our export butter trade should not in a few years equal our export trade in cheese.

Dealing in Futures.

WITH SPECIAL REFERENCE TO THE CHEESE TRADE.

There is one branch of Canadian trade upon which this kind of dealing seems to be gradually getting a grip. We refer to the cheese trade. For years buying and selling cheese that, at the time of the sale, is not in possession of the seller has been carried on to a greater or less extent. During some seasons this kind of business has worked both to the injury of the producer and the consumer. In fact we believe there are but very few instances where dealing in cheese that is not in sight nor even made has been of any benefit to the producer. If the shipper on this side, who sells cheese for future delivery, which he does not possess, makes well by the transaction the English buyer who purchased the goods must suffer a loss from the fact that cheese has become cheaper and he could procure it at a much less cost if he had not made the bargain. On the other hand, if cheese goes up the shipper will lose and the English purchaser will profit by the transaction. So the speculation in future cheese as in future wheat will neither benefit the producer or the consumer. In fact it will be a positive injury to the trade rather than a blessing, as the dealer

on either side if he loses will not be so ready to do business afterwards.

At the last session of the Dominion Parliament a bill was drafted by a Quebec member asking for legislation to prevent the selling of butter or cheese not in existence or owned by the seller. The bill did not come before the House owing to the lack of time and because it was thought wise to get the opinion of dairymen in regard to the question. The bill will likely come up at the next session in February. The bill is concise and to the point and is clothed in simple and trite terms. The following are the essential features of the bill:

"Every one who, by himself or through the agency of another person, (a) sells, or (b) offers to sell, or (c) agrees to sell, or (d) agrees to offer to sell, any butter or cheese which at the time such sale, offer or agreement is made, has not been manufactured and is not his property or the property of some person for whom he is duly authorized to act, is guilty of an offence, and liable, on summary conviction, to the following penalties:

(a) For a first offence, to a fine not exceeding five hundred dollars or imprisonment, with or without hard labor, for not more than three months, or to both such fine and imprisonment.

(b) For a second, and any subsequent offence, to a fine not exceeding one thousand dollars, or to imprisonment, with or without hard labor, for not more than six months, or to both such fine and imprisonment.

Nothing herein shall be deemed to prohibit any person who is duly authorized to act for the person or persons who supply milk to any dairy or butter or cheese factory, from selling or offering to sell or agreeing to sell, any butter or cheese to be manufactured at such dairy or cheese factory or butter factory."

The bill will probably meet with opposition in some quarters. The factorymen, however, should support it, as it will be in their interests to do so. It would be better for all concerned if all business were done on a purely legitimate basis, and have all goods sold on their merits when ready for the market. Why should a person sell goods which he has not in his possession, or which are not even in existence? It will be of no particular advantage to anyone to do business in that way. When the goods are in sight those in the trade know the character of the goods they have to deal with and the element of uncertainty is removed. It is always the speculative or uncertain element that makes engaging in all kinds of trade precarious. If this could be eliminated, business would then run in its proper channels with greater advantage to both the producer and consumer, who are the principal parties to be considered. This will apply to the cheese and butter trade as well as to that of wheat, which is causing so much interest in the west at the present time.

It is to be hoped that the dairymen at the conventions to be held this week and next, will have an opportunity of expressing their opinion regarding this proposed legislation.

Road Improvement.

The movement for road improvement is becoming more wide-spread every year. In the United States much has been done during the past few years towards educating citizens along this line. The question has been taken up by the leading journals, and prominent men in nearly every walk of life are giving their time and money to advance the cause. Every section of the country is seek