

The Canadian Cheese and Butter Maker.

Devoted to milk, and its manufactured product.

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Geo. F. Brown & Co.,

Williamstown, Ont., Canada, or
No. 20 Market Square, Kingston, Ont., Can.

Advertising rates made known on application.

JULY.

SPECIAL TO CHEESE AND BUTTER
MAKERS.

Gentlemen:

This is your own paper!

The editors and publishers are practical Canadian cheese and butter makers. We have had the aid of study and practice at the Kingston, Ont., Experimental Station and Dairy School, and for years have turned out on the market, top price export cheese, from the very best factories in our fair Dominion.

We have access to the best Library on dairy subjects that exists.

We scan the hundreds of dairy notes, as they appear in home and foreign publications.

We report dairy conventions and lectures.

We have noted the need of an "up-to-date" newspaper filled with bright ideas, for your benefit.

We have now put three thousand dollars into your paper, and hope to be appreciated.

The very nature of your business, compels you to work apart, one from the other, and therefore you do not have the chance to profit by one another's experiments, or, experiences.

In different parts of the country, and of the world, men are devoting their whole time and large sums of money to experiments in our line of work.

Legislative bodies are appropriating plenty of money, and are busy sending out reports, bulletins, and pamphlets, describing and defining the simplest and best plans to turn out the best quality cheese and butter, the best plans to keep it in good condition, and to market it.

At the scores of stations throughout the world, experiments are being tried daily for your benefit.

Many men seldom take more than one subject, and often devote their whole life to it.

Some are workers in the factories or creameries; others are teachers in worthy universities, or dairy colleges.

Schools are conducted solely for this kind of experimental and practical work. If these men were your neighbors, or, fellow workmen, so that you could profit by the result of their practical experiences, it would help you in your work.

When for years a man studies how to cure a cheese, or, turn out nice flavored butter, and during those years actually succeeds in turning out nothing but the best article. Why he should be able to give us valuable pointers about the work, to assist others.

You cannot afford the time to hunt these men up for yourself alone.

We can.

We get what they learn of practical value, and our readers get the first benefits.

We practically make them your neighbors, or visitors to your work-room.

Surely there is no "book," or, "newspaper," cheese or butter making about this!

It is not the hollow theory of scientific minds, or jumbled ideas of "hack" writers.

It is what practical men have worked out.

We give with pen and picture just what you most want to know.

We send the best information to thousands.

Remember, we are working for you, and that it is your own paper.

We don't know everything.

We couldn't shoe a horse any more than a woman can sharpen a lead pencil, but we know when a razor hurts, and can tell when we have been rung on a bad cigar.

Being practical cheese and butter makers with some newspaper experience, we know what the factory man needs, and you can depend on it, we will give it to you.

We hope you will be pleased with our work.

Will you sustain us?

We want subscribers!

We want no man's money, unless we can give him more than his money value in return.

Send us fifty cents for a year's subscription; and if you are not satisfied in three months that you get more than the value of your money, let us know, and we will return your money.

Do you wish anything fairer?

You know Canada has a large territory; it would take us "some length of time to travel over it, and make a personal visit to you all, however much we desire so to do.

So give us your hand and consider this a visit, and let us hear from you.

If you wish us to make a grand suc-

cess, let us hear from you at once.

Faithfully yours,

GEORGE F. BROWN & CO.

TO PREPARE BUTTER TUBS.

In preparing butter tubs to be filled with butter:

1. Scald inside.
2. Rinse with cold water.
3. Fill with cold salt water, and let remain all night.
4. Rinse in morning.
5. Never let any water get on outside of the tub during process.

There is no sight more pleasing to gods, man or angels than a shining clean creamery or dairy without any slop, dust, spider webs, mold, rust, rottenness, bad smells or filth anywhere to be seen.

VITRIOL SOLUTION.

The New York Experiment Station recommends soaking parchment paper in a solution of blue vitriol, one pound of vitriol to 15 gallons of water, as a preventive of mold on butter wrapped in such paper. The copper prevents the growth of the mold. Allow the parchment to lie in the vitriol solution a few minutes, then take it out and dry it. It is then used in the ordinary way.

W. J. SPILLMAN.

TO HELPERS AND ASSISTANTS.

Can you afford to be without our paper, in learning to become a first-class workman? Just think! only fifty cents for a year, which makes a book of 576 columns of useful information in your business.

TWICE A MONTH.

It is our intention to issue this paper twice a month in a short time. No extra charge for subscription price to those who subscribe within the next 30 days.

CANADIAN CHEESE ON TOP.

Our Goods the Admiration of Visitors to the Islington Fair.

At the annual dairy show which was held this season at Islington, the Colonial department was the admiration of all visitors. The importers of Canadian cheese seem to have taken a great interest in trying to secure the first prize, as all available space was occupied and the competition most keen. The firm who carried off first prize is one of the largest importers of both cheese and butter from Canada, viz., Messrs. Crew, Widgery & Co., whose head office is in Bristol. The London Times of October 21st, says:—"Colonial dairy produce, the prize is won by Messrs. Crew, Widgery & Co., of 36, Snow Hill, West Smithfield. The handsome Gilt Edge Canadian Cheddars shown on this stand would be as creditable to Somerset or Wiltshire as they are to the enterprising dairy farmers of the Dominion." It is only fair to the manufacturers to say that the mammoth cheese, weighing 1,000 pounds, each, were manufactured by Mr. D. M. Macpherson, M.L.A., of Glengarry, and the Canadian cheddars by Mr. Wm. Eager, of Morrisburg. The selection of these cheese was left to Messrs. D. A. McPherson, & Co., Montreal, and it is evident they displayed good judgment. The 1,000 lbs. cheese spoken in the above article, were made by Geo. F. Brown, one of the publishers of this paper.

OUR "PATRONS' BULLETINS."

Knowing, that to make good cheese or butter, the maker must have good

milk to start with, and that to get good milk that the maker should assist the producer, we have, at quite a cost of time and money, prepared a series of "Patrons' Bulletins." Number one appears in another page of this issue, it is on the care of milk. Nos. 2 and 3 will be on that all absorbing subject and necessary adjunct to the dairy farmer. The Hog, and how every man who keeps cows to sell milk from can add from ten to five hundred dollars to his profits each year, it tells it all, boiled down in plain language, the latest information in regard to bacon, pork, and the best plan to produce it cheap, and at a big profit.

Number 4 will tell all about "Ensilage and the Silo."

Number 5 all about the "Call, and How to Make the Good Milk Cow." Each number will occupy one page, in one paper and will be followed by other subjects in the following issues.

If our friends the cheese and butter-makers, will call the especial attention of their patrons, to this benefit and money profit, that can be made from following the advice, which will be given in bulletins, Nos. 2 and 3 on the Hog, and raising bacon, pork, they can get up a club of nearly all their patrons by the mere asking. It was done by a cheese maker in Glengarry county, only last week. Numbers 2 and 3 will be actually worth the price of our subscription for fifty years to every farmer who reads it, and profits by the advice.

THIS SAMPLE COPY.

Of our paper is sent to you free, and we invite you to read and enjoy its contents. After so doing we invite you to send us at once your subscription together with as many of your friends as you can.

Of course, we cannot afford to distribute papers free and keep it up. So if you wish it kindly subscribe for it, as only one free copy will be sent to each person.

We have made the price so low that everybody can afford to subscribe and not miss it.

PART PRINTED IN FRENCH.

In a few weeks we intend to issue with this paper 16 columns each issue, printed in the French language, for the benefit of the French reading citizens of Quebec Province.

OUR FIELD.

We are aware that the many worthy "farm" and "dairy" papers, and departments in rural newspapers now in circulation, are filling their needed places to advantage.

Our publication is not intended to interfere in the least with them.

We propose to fill our columns with "up-to-date," bright results and thoughts, intended to interest cheese and butter makers everywhere.

In doing that and doing it in our best manner, we will, first of all, cover an especial ground: that of Canadian Cheddar cheese, and Canadian gilt edge butter making.

The care of the milk from the cow to the product.

The different stages of manufacture.

The curing and keeping processes.

The boxing.

The shipping, by team, rail and boat.

The refrigeration and cold storage.

The home and foreign markets.

The cheese boards, etc., etc.

We think the subjects in view are enough to interest all those in any way connected with this vast business and growing industry.

And we are proud to know that we are giving you the only paper in the world published on the subjects.

IN ANOTHER MONTH.

We will have over one hundred contributors to the Cheese and Butter Maker. The writers are the best posted men in the world on their special subjects.

Subscribe for "The Canadian Cheese and Butter Maker." Only 50c. per annum.