

Mr. DAVIS said it was very desirable that the dairymen should have boxes and sale boards on hand, as buyers often had to ship at a day or two's notice. He recommended, also, that the boxes be branded with the name of the factory where the cheese is made. He thought their cheese was not of high enough color. Perhaps Mr. Willard would tell them what color was most preferred in England.

Mr. WILLARD replied that the London market desired a highly colored cheese. In Manchester they would take cheese of a paler color, but the London market was the best, and to meet its wants, it would be well to aim at a rich cream-color, not so high, however, as to be red.

Mr. JOHN HASKETT said that the firm he represented, that of Buck, Robertson & Co., of Montreal, was prepared to ship cheese direct to England. He would be at Ingersoll from time to time, and would be prepared to buy any quantity of good cheese at a fair price.

Mr. CLARKE approved of appointing an agent to open the way for the advantageous disposal of Canadian cheese in the English market. In business two things were necessary—to have a good article of cheese for sale, and then to advertise it effectually. He considered that our factory-men had a good article of cheese to sell; now they wanted to make their wares thoroughly known. For that purpose he thought an agent would be of great service. In his opinion an agency need not be so costly an affair as some appeared to think. It was not essential that he should spend a year in England. A few weeks, or at most months, would accomplish what was wanted. He thought the proposed agency need not cost over \$2,000, which would be \$10 each for 200 factories. Mr. Willard's visit to England had secured for the New York factories an average of two cents per pound higher price for their cheese, which had netted a single factory about \$8,000, and greatly enhanced the gains of all. Yet he believed Mr. Willard's visit did not cost the American Dairymen's Association more than \$2,000 in greenbacks. He recommended immediate and energetic action in this direction. He further suggested that Mr. Harris's mammoth cheese be sent out in charge of the agent. It was, he understood, first-class as to quality, and this, added to its extraordinary size, would make it a capital advertisement.

Mr. A. H. PETTIT, of Grimsby, asked what sample of cheese would do to ship to the English market.

Mr. DAVIS replied that the cheese should be of a close texture, very rich in quality, of a proper color, very clear, of a flavor free from everything that might be called bitter, or sweet, or rancid. A good flavor was very desirable.

Mr. CLARKE said that cheese would be, I think, the best. He had sold some, and was doing well. He thought where buyers were in trouble to

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