

the date and month on the cheese box does not seem to be necessary if the cheese itself is branded. This might result in difficulty from the fact that very often boxes are broken *en transit*, and replaced by new ones upon which it might be impossible to have the correct brand put.

There seems to be considerable opposition to having the registered number or trade mark. The principal objection to this is that occasionally some of our very best factories have cheese upon which if a registered number were branded it would seriously and unfairly injure the factory's previous high reputation. This appears to be a reasonable objection, as the very best maker might, through some cause over which he has no control, turn out an inferior quality of goods which he would not want to have classed with those of his best quality, and if the registered trade mark were placed upon them it would injure the regular sale of his product.

The withdrawal of the bill last session was a wise move, as it gave the dairymen time to consider and discuss its requirements. The one at present before the House, though similar to the former one, should be considered carefully as to how it will affect our cheese trade in the future, and whether it will complicate too much the handling of the goods and their shipment. Taken altogether, we are of the opinion that the passage of such a law would eventually result in much benefit to the cheese industry.

Prospects for 1896.

"What are the prospects for the coming season?" is the question our dairymen are asking. No one is prepared to answer it definitely. All we can do is to take stock of present conditions, and give a general outlook regarding the future.

In the January issue, we quoted from the *Montreal Gazette* figures showing that the quantity of cheese exported in 1895 would be about the same as in 1894. Later reports would seem to indicate that the quantity of cheese left in Canada at the beginning of the year was much smaller than at the same time last year. Add to this the fact that the United States has sent over about one-half less than in 1894, and that very small exportations are expected from the Antipodes this season, and our dairymen may well take courage for the coming season. If England consumes her usual quantity this year, it is a problem not so easily solved as to where the goods are to come from. Present indications are that the trade in next spring's cheese will begin with a clean board, and that no old stock will be on

hand to interfere with the ready sale of new stuff.

Last year these favorable conditions did not exist. When the season opened there were large quantities of old stocks on hand, bought up in the fall at high prices. Dealers who held these stocks did not show their usual eagerness for new goods. In fact, every effort was made to keep the new goods on this side till the bulk of the old stuff was worked off. Besides, the holders of old stock lost very heavily on it, which made them very loth to send out heavy orders for new goods, and also made them very cautious about buying any more of last season's goods than was absolutely necessary to meet the wants of their customers.

These unfavorable conditions do not obtain this year. Though the prices were low last season there was a gradually rising market, and a rather favorable one for dealers. Many of those who lost heavily on 1894 goods have partially, or nearly altogether, recouped themselves from the trade in 1895 makes. This will promote a better feeling in the trade, and cause dealers to be more active in regard to the coming season's goods. It may be safely claimed, therefore, that the outlook for the coming season's cheese trade is very much brighter than that of a year ago.

Dairymen, however, should not lose sight of the fact that we are in the midst of cheap food products of all kinds. The last year or two has witnessed a marked falling off in the prices of fresh meats. Beef, both chilled and frozen, is being sent into England from many quarters of the globe in large quantities. This cheap meat is within reach of the laboring classes, the largest consumers of our cheese. They are acquiring a taste for this beef, and are likely to buy a large share of it for food, even if the price goes up considerably, just because they have formed an appetite for it. If beef becomes largely a staple article of food for the laboring classes, some other commodity must give way, and why not cheese? Dairymen should, therefore, be prepared for low prices in the future, and endeavor to keep the margin for profit as wide as possible, by reducing the cost of production to the lowest point.

The butter outlook is somewhat bright, though the points in regard to it are not so marked as in the case of cheese. There has been very little Canadian butter going forward this year. Some creamery men, who have sent over shipments, say that they can do better than in the home market. This is an encouraging feature, as compared with the experiences of the last few winters. There seems to be a growing demand for