

HOME CONSUMPTION.

I have referred to the benefits resulting from the home consumption of cheese, and I think it must be self-evident that the more we stimulate the use of cheese among our own people, the easier will it be to dispose of our product at remunerative prices. But how can home consumption be rapidly promoted? I answer, by the manufacture, to a certain extent, of small cheeses. What our people want to-day is a cheese weighing from 10 to 15 lbs., made in the Stilton shapes. And these shapes, to a moderate extent, could be exported, selling abroad at a higher rate than the 60 lb. Chedders.

A few have been shipped to England the past season, outselling the Cheddar shapes of the same quality, and netting the producer more money by 2 cents per lb. I was informed by an English shipper, who had exported these cheeses, that they met with ready sale, and that a limited quantity, the coming season, could be used for export at great advantage. But it is for home consumption that they are mostly desired. Our habits here, and especially in the States, are in many respects different from the habits of people in England. The cutting of cheese upon the block, and selling by the penny-worth, does not prevail with us to any extent. We want a cheese that everybody can buy without cutting. Dealers want something that they can sell whole without peddling it out in pieces. There are thousands of people everywhere throughout Canada and the United States who could buy a ten pound cheese at 20 cents per pound, costing only \$2, who would not purchase a large cheese costing \$10, though offered at a much less price per lb.

Persons neglect often to eat cheese because of the difficulty of getting it in convenient shape. If you buy a large cheese there must always be more or less waste in cutting, from mould, from drying away, all which, if taken into account, often makes it more expensive than the smaller cheese at a higher price. Poor people, or those in moderate circumstances, would often be induced to take a cheese costing but \$2, and would thus get in the habit of eating it.

In England, immense quantities of Dutch cheese are imported from Holland. The Edams are round, weighing only a few pounds, and any English dealer will tell you how popular they are with the working people. Then there are the Stilton and the Cheddar-loaf, which have a high reputation in England, and they are of the same shape I am recommending.

Wherever I go I hear this complaint among the grocers, "We don't like the business of cutting cheese. Give us something that we can sell in a lump without waste, and we can do a good trade with it."

Now, such cheese could be pressed, several together, in a press; and it would not cost any more to box, because six or seven could be put in one package.

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