



## THE GLOUCESTER DAIRY SUPPLY, LTD., GLOUCESTER.

Makers of the Celebrated "Little Gloucester," "Glevum," and other cheeses and Dairy Produce.

IN 1884 a "milk conference," attended by a number of gentlemen connected with dairying and allied industries, was held in Gloucester, for the purpose of discussing the best methods of producing milk and the various edibles made from it. This conference, which created widespread interest in Gloucestershire and the adjoining counties, resulted in the establishment in Gloucester of a model dairy, whose operations have since developed into a very important industry.

In 1896 the Company were taken over by the present proprietors, "The Gloucester Dairy Supply, Limited." From that date the business has gone ahead at a quite remarkable rate, having now become one of the best of its kind in this section of the county. From time to time the premises and equipment have been improved and enlarged, to keep pace with a steadily increasing trade.

The main premises occupied by the Gloucester Dairy Supply, Limited, are in Longsmith Street, and comprise a large modern building containing ten separate work-rooms, besides the storage sheds and yard room. In fitting up the building for its present purpose the Company took the most elaborate precautions to insure the most sanitary conditions possible. In those departments where the milk itself is treated the floors are of concrete or brick, and the walls glazed to permit of frequent washing. All the floors are scrubbed twice daily, and the casual visitor, at any hour of the day, could not fail to be impressed with the scrupulous cleanliness apparent everywhere in and about the building. This point is worth emphasising, as in the manufacture and treatment of food products absolute cleanliness is most important; this being particularly true of milk, which, it is well known, readily absorbs the disease germs that flourish in unwholesome surroundings. In respect to both the conditions and processes of treatment and manufacture the Gloucester Dairy Supply, Limited, have received unqualified praise from high medical authorities who have been privileged to inspect the premises.

The mechanical equipment, which was especially designed and manufactured by Messrs. R. A. Lister and Company, Dursley, (the leading makers of dairy and creamery supplies in the kingdom), is excellent. The churns, separators, sterilising and Pasteurising apparatus are of the most approved scientific pattern, affording a striking illustration of the wonderful advance made in dairying in recent years.

There still lingers in the minds of some people the idea that milk, butter and cheese "right from the farm" is better than that provided by a large dairy supply company. These people labour under a delusion. Owing to the limited quantity of milk he handles, no farmer could afford to adopt the elaborate precautions to secure cleanliness, economy of production, and uniform quality that are in use in a model creamery. One has but to visit the inviting premises of the Gloucester Dairy Supply, Limited, and see the immense quantity of milk used daily, to understand that the risk of any part of it being in any manner infected is reduced to a minimum, while the scientific apparatus and methods employed and the close supervision by experienced operators secure much better results than could be obtained by the more or less intelligent methods employed by the individual farmer.

The Gloucester Dairy Supply, Limited, obtain all their milk from Gloucestershire, whose rich pastures have been famous for centuries. They have a rigid written contract with every farmer with whom they deal, expressly stipulating that every farm must be at all times under medical supervision, and that no supplies whatever can be received from any district in which contagion is discovered. During the busy season nearly a thousand gallons of milk are received daily. It will be seen from this statement that the business furnishes employment and profitable remuneration to a number of farmers, as well as to the considerable number of workpeople at the Company's premises.

A large proportion of the milk received by the Company is mechanically separated—that is, the cream is extracted, and is made into clotted cream, butter, and cheese, while there is a large demand for the raw cream used. The milk that remains from the process of separation has a nutritive value equal to two-thirds that of "whole" milk, while its price is considerably less, as the public do not as yet appreciate its true value. Separated milk differs from common skim milk in being quite sweet and fit for use in cooking and other ways. Combined with bread, oatmeal, potatoes, and other solid edibles, it is very digestible, and at the price sold by the Company is unquestionably the cheapest food obtainable. By means of separated milk, used in various ways, a working man may easily keep himself in health and strength for less than half-a-crown a week. Separated milk, in fact, contains all the nutritive elements of whole milk, except a portion of the fat.

The Company have introduced the sterilised milk, which is put up into hermetically sealed pint and quart bottles, which were previously washed and sterilised in a hot solution of soda. This product is known as "hygienic" milk from its absolute freedom from disease germs, and will keep sweet and pure indefinitely so long as kept sealed. This hygienic milk has been pronounced by the city analyst as not only being the purest obtainable, but as having an even higher nutritive value than ordinary milk. This endorsement has been corroborated by the favour with which it has been received by some of our leading schools and colleges, and by a large number of our best families. It is delivered twice daily to all parts of the city and surrounding district, as, indeed, are all the Company's products.

Every one who appreciates the necessity of safeguarding health will welcome the introduction of sterilised milk, which minimises the risk of disease from this indispensable commodity, especially since the sterilisation even adds to the food value of the milk, and does not affect its palatableness. Besides having gained the unsolicited endorsements of medical experts, it has already taken a high place in the estimation of a great many private families, and new patrons are constantly being added to the already long list.

Besides their sterilised milk, the Gloucester Dairy Supply, Limited, distribute a great quantity of new milk, thick cream, and butter of their own manufacture. Their thick cream is an exceptionally desirable table delicacy. Their butter is also noted for its purity and uniformly high quality, fully equalling the brands which are so widely advertised by other firms.

Another product for which the Company have gained a high reputation is their clotted cream, a delicacy which compares favourably with the celebrated Devonshire cream. This dainty is neatly put up in quarter and half-pound jars, and is forwarded to all parts of the country.

Still another product for which the Company have been awarded unstinted praise is the

famous cheese which bears their trade mark. Their "Little Gloucesters"—a rich, tasty, and eminently digestible cheese—was supplied to her late Majesty Queen Victoria, and to a number of the nobility. It is of rectangular shape, about 2 lbs. in weight, with a thin, smooth rind, and of a type intermediate between soft cheese, like the Camembert, and the firmer forms, like Stilton.

Another cheese, known as the "Glevum," is a recent introduction. This cheese is a soft, rich, double cream, having a Cheddar flavour. It is not only a very appetising relish, but is easily digested, and has an unusually high nutritive value. It is put up in half-pounds, neatly wrapped in tin-foil. Still another brand is known as the "Gloucester Cheeselets," a new milk straw cheese. This cheese, which is put up in half-pounds, is a dainty delicacy, having a flavour and texture almost equal to best cream cheese.

In view of the enormous quantity of dairy products imported into this country, it is a distinct pleasure to know that the above and other cheese, made only by the Gloucester Dairy Supply, Limited, have been pronounced as being fully equal in every respect to the best foreign products. Not only have they become known through the entire country, but they have even been exported through London dealers to India, New Zealand, and other places. It is to be hoped that the demand for these products will continue to increase, and that they may be the means of re-establishing Gloucestershire's former prestige as a cheese-making centre.

In addition to the Longsmith Street premises, which are known as the "Model Dairy," the Company have a branch in Wellington Street, known as the "Alexandra Dairy." The latter, though a large and well-arranged building, is principally a distributing centre, practically all of the products being prepared in Longsmith Street.

The Company carry on still another enterprise which is deserving of mention. They own and control the fine new Wessex Hotel, in Clarence Street and Station Road, and the Creamery Restaurant connected with the hotel. The old buildings which were formerly occupied by the Wessex were recently torn down, and the present splendidly constructed and arranged building erected. The situation is ideal, being near both railway stations and the centre of the town, and yet removed from the noise and confusion of traffic. From the upper floors may be obtained a fine and unobstructed view of the town and the surrounding country.

The new Wessex contains fifty rooms, all of which are newly furnished, and in exquisite taste. The commercial and dining rooms are exceptionally attractive, and the billiard room (which has been provided for the use of guests) is the finest in the city. The building is lighted throughout with electricity, has sanitary arrangements on every floor, and is in every respect thoroughly modern. Guests are supplied with the Company's dairy products, and the cuisine throughout is excellent. The Wessex is most capably managed, as has been amply demonstrated by the patronage it has secured, nearly all of the rooms being constantly occupied.

Mr. G. S. Kingscote is the manager for the Gloucester Dairy Supply, Limited, and it is but just to attribute a large part of its rapid and substantial growth to his energy and judgment.

