

Print butter.—The brick shaped 1 lb. print or the flat oblong 2 lb. print neatly wrapped in parchment paper are the most popular and attractive packages.

Parchment paper.—Print butter should always be wrapped in parchment paper of good quality, and it will add to the attractiveness of the package if the name of the farm or dairy, and the address of the proprietor, are neatly printed on each wrapper. Many dairy buttermakers seem to forget that the merchant who buys their butter must resell it, and that the appearance of the butter has much to do with a customer's decision in buying. No one cares to buy a slovenly package of butter, for it is a fairly safe inference that if the outside of the butter looks clean and attractive, the inside will be all right, and vice versa.



Fig. 10.

LEGAL BRANDING OF PRINT BUTTER.

In reference to printed wrappers, the regulations passed under authority of The Dairy Industry Act provide that no person shall cut or pack dairy butter in blocks, squares or prints and wrap such blocks, squares or prints in parchment paper unless the said parchment paper is printed or branded with the words "dairy butter" in letters at least one-quarter of an inch square.

The same regulations provide further that every person who packs dairy butter in boxes similar to those used for the packing of creamery butter shall cause such packages to be branded at the time of packing with the words "dairy butter" in letters at least one-half inch long and three-eighths of an inch wide. Such branding must be applied on the side of the box.

We would suggest the following forms as suitable for the printing of dairy butter wrappers:

CHOICE DAIRY BUTTER

Made by
Mrs John Doe,
Rose Bank Farm, Doeville,
Ontario.

or

CHOICE DAIRY BUTTER

Made from Separator Cream
By
Mrs. John Doe,
Rose Bank Farm, Doeville,
Ontario.