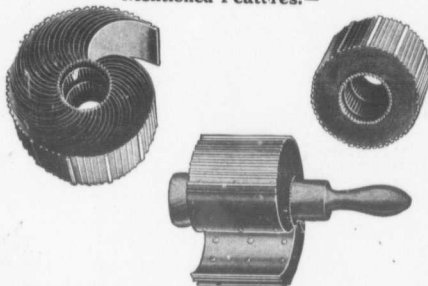


## Two Leading Features OF "SIMPLEX" CREAM SEPARATORS

1. The Link-Blade Skimming Device
2. The Self-Balancing Bowl

Note the Principal Advantages of the Above-Mentioned Features:—



The Link-Blades closed for skimming, open for cleaning and held by standard for convenience in handling.

1. Increased capacity of from 30 to 50 per cent. over the most efficient of previous devices, combined with very clean skimming under a wide range of conditions as to milk, temperatures, etc.
2. Great convenience in cleaning and handling, because the blades do not come apart, and do not have to be re-assembled in any particular order.
3. The device being expandable, and fitting the bowl snugly, it can never become loose, or shift in the bowl, and throw the same out of balance.
4. The pressure being transmitted through a series of brass rivets, there is no strain on the blades themselves, and there is no rusting formed by the points of contact of the rivets.
5. The device, being much more efficient, is a great deal lighter and smaller in order to do the same amount of work, making it still easier to handle, and requires less power to run than other devices of same capacity.

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### Comment on Cheese Trade

Gardner, Thomas & Co., Bristol  
The condition and general turn out of Canadian cheese during 1910 was, in our opinion, good, and the cheese have shown up well.

There are one or two defects, which cause a good deal of trouble and have been especially noticeable this past season. There has been a tendency to looseness. This, of course, is a defect which should be obviated. Also sufficient care has not been taken to see that the cheese is properly boarded, as frequently owing to lack of a small board they have struck in the cheese box, and we have also noticed there have been a good many parcels that have shown a dampness if kept any considerable time, as if the moisture had not been properly pressed out.

It is difficult to make any forecast with regard to the future of the market owing to the uncertainty of the effect the Reciprocity measures will have on dairy produce. Still, as the world's supply to the English market for this season appears to be heavier than for some three seasons past and also the spring likely to open out earlier, this will in a measure affect any small supplies which may be sent into the States. The trend of price, given fair weather conditions, should be for the summer months on an easier basis than for the past two summers.

New Zealand cheese seems to have about reached the maximum output for a time. Considerable attention is being given to the matter by Australian dairymen, and we look for larger supplies from that continent. Some of the samples we have seen this season have shown a very great improvement upon previous seasons.

### Review of Cheese Trade, 1910

Herbertson & Hamilton, Glasgow

A somewhat unsatisfactory season was that of 1910 in the Canadian cheese trade. The quality on the whole has been about average, but we have had reason to complain of the keeping properties of not a few of the lots we have handled. Within a short time after arrival a dampness has come out on top and bottom, and the condition has, in consequence, been adversely affected. We think this is caused to a large extent by the cheese having been boxed too soon after being made, and before the necessary and natural evaporation had taken place. Probably the low temperature at which they are in some cases kept at the factory, and also on board the steamers in transit, may have had something to do with this, and it is just possible that the endeavor to make cheese that will mature early may have also contributed to this unsatisfactory result.

Dealers in Canadian cheese have had considerable difficulties to contend with most of the past season, as prices have been too dear in comparison with our home make, which, although not quite up to average quality, has been larger than usual, and has sold at very moderate prices until within the past two months.

#### MULTIPLE SHOPS TO BLAME

They have also had to contend with a decrease in the popularity of the Canadian cheese among retail buyers. This has largely been brought about by the fact that certain of the multiple shop firms have been using Canadian cheese as a catch-penny to sell their tea and margarine, so that it has been impossible for the ordinary dealer to get back his own money on Canadian cheese in a fair way of trade. While the c.i.f. price was ranging from 53s. to 56s. a cwt., the retail price in the multiple shops was 6½d. a lb., or 60s. 8d. a cwt., set up in pounds or half pounds, with the cloth stripped, so that there

was absolutely no profit in the business on its own basis.

The consequence has been that retail distributors have given Canadian cheese the cold shoulder as far as possible, and have devoted more attention to home make, and have also pushed the sale of Dutch and other makes of Continental cheese from which there was a possibility of making a living profit.

Locally we do not think there have ever been such a small trade in Canadian cheese, as certainly not for many years, as we have seen this past season.

Regarding New Zealand competition this will always be severely felt in the earlier months of the Canadian season as New Zealand cheese are then at their best. Last year the make has not been so large as expected, the weather in certain districts having been hot and dry, so that it is quite likely prices may rule higher in the late spring and early summer months than was the case last season.

We are interested in watching the progress your Reciprocity measures with the United States, the passing of which we think will be for the benefit of both countries and ultimately not harmful to us.

Looking at the fact that dairy produce in the States has for years been held at extreme prices owing to the protective tariff, we think it more than likely that a considerable demand will be experienced for Canadian cheese and that this tariff is swept away; but no doubt prices will be greatly reduced in comparison with recent years, as far as the States are concerned. We believe, however, that with a reduction there to reasonable prices, the consumptive demand will be stimulated to such an extent that a profitable outlet will be found for all dairy produce of desirable quality.

The amount available for export to this side will probably be reduced for a time, but with the improved type of cows now being raised in Canada, the natural increase of the milk supply should in a few years produce a sufficient quantity of cheese to provide for all requirements.

### Praise for Our Cheese

Editor, Farm and Dairy.—We consider the quality of the cheese received from Canada throughout the past 12 months as having been more than usually uniform and good—better than in any previous season. During the whole year, we have seen very little cheese of indifferent quality. Moreover, the cheese has kept well after arrival here, and has given satisfaction to customers. Proof of this is evident in the fact that at the present time, Canadian cheese on the market here is selling at from 2s. to 4s. in excess of New Zealand.

With regard to forecasting the market, we think there is a good, steady demand throughout the coming season, with fair average prices. We do not look for anything very particularly high or low. There is likely to be a good consumptive demand here.

With respect to the Reciprocity measures, this is a matter in which we, on the spot, are much better able to judge than we are here; but as far as England is concerned, the general opinion seems to be that it would be preferable if the treaty were not passed into law.

You ask us whether we have any suggestions to put forward regarding defects in your cheese. As mentioned above, we think the make last season was very satisfactory indeed. All the Peterborough cheese that we received were of excellent quality, leaving little or nothing to be desired. Lovell & Christman, Limited, per John C. Lovell, London, E.C.

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