

to a grocer, the gallon and half-gallon crocks are usually preferred. If one has private customers, it depends wholly up-on the quantity used. The gem paper packages are light, substantial, and reasonable in price, ranging in size from 1 to 20-pound packages. Where you ship to large grocers or commission houses, the 60-pound white ash tub is desirable. A very good packer for putting the butter in small packages can be made by taking a common wooden potato masher, sand-papering until it is smooth, scalding and cooling. For the tubs one needs a packer such as those used by creamery butter makers.

Before putting butter in crocks, be sure that they have been thoroughly scalded and cooled. Never use crocks which have held anything but good pure, sweet butter; as lard, yeast, pickles, or, in fact, almost anything will affect the glazing of the jar enough to taint the finest of butter, if it is left in a jar any length of time. In packing, only put in small quantities at a time, and press down firmly, so there will be no pools of brine; continue in this manner until the butter is rounded over the top of jar. Even the top by taking the ends of a piece of twine (which has been wet) in both hands, holding it close against top of jar. With a saying motion draw across, then holding jar slanting over bowl or churn, carefully lifting the upper edge of butter from jar with ladle, the air will get under the layer, which will drop off, leaving an even surface, which looks much nicer than when smoothed off with a ladle, which is apt to give a salvy appearance.

Place on the top a circle or cap of butter cloth. (These circles may be procured of any dealer in dairy supplies for a few cents per thousand in sizes to fit any package.) On top of cloth put an even layer of nice, clean butter salt, over which sprinkle a little water, and you will have an air tight crust. Cover this with fresh, clean, manilla paper; fasten on by passing twine below rim of jar two or three times and tying with single bow-knot. Trim paper evenly from one-half to three-fourths of an inch below twine, and you will have a package which will find ready sale.

Mark your package with name or private mark, always the same, and in a manner which is not easily imitated, as I have known grocers to go so far as to write the name of some good butter maker on a jar of any butter they happened to have in order to make a sale.

It does not take long for a good butter maker

to gain a reputation in the circle where the goods are consumed, and after a few trials the goods are called for by name or mark, and the customer does not find it necessary to have the butter opened for inspection.

If, by accident, you happen to have a poor lot of butter, tell your dealer and let him sell it for its value. Don't run the risk of losing your hard earned reputation of a good butter maker, for the few paltry cents gained by palming off a lot of poor butter under your regular mark. If one has not been fortunate enough to secure regular customers, at a good fair price, and is making a sufficient quantity to ship, it is much less labor, and more satisfactory to send it to some good, reliable commission firm. Use the best white ash sixty-pound tub, thoroughly washed, scalded and soaked in brine, to prevent mould. Always line with good parchment, with it is also advisable to scald and brine. After the tub is neatly lined, pack and even off same as the jars, turning the parchment (which should be left above top of tub about three-fourths of an inch) over the butter, laying in small pleats, putting the cloth circle over the parchment, and covering with salt. Fasten the cover of tub down with three tins placed at an equal distance apart on the cover.

In fact, do not neglect any little thing, no matter how trifling, which will add to the neatness of the package, as neatness in this respect is just as essential as in the manufacture of the butter, and there we know it is one of the important factors. Remember that it is the outside of the package which the consumer sees first. I never realized until a short time ago how many good butter makers there were who were careless in this one respect. Perhaps by mentioning one or two cases, the reader will not think that I am a crank on this subject, or as I have been told that there was too much red tape about my butter making. While in a grocery store not long ago, an old gentleman came in with fifteen pounds of very nice butter in prints, wrapped in hand towels. The dealer offered him 2½ cents per pound less than they were giving for butter in crocks. The old gentleman was quite indignant, but was told that they had no place where they could keep print butter free from taint. After the old gentleman went out, being a little curious over the butter, I watched to see what was done with it. The dealer took it from the towel, placed it on a platter, covered it with clean, fresh-looking