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is making money for thousands of Butter Makers

It is always the same in quality, dissolves evenly, gives a delicious flavor — and makes the butter keep.

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# The Makers' Corner

Butter and Cheese Makers are invited to send contributions to this department, to ask questions on matters relating to the making and to suggest subjects for discussion.

# Cement Whey Tank or Steel

We intend installing a new whey tank at our cheese factory this spring. Would a cement tank be satisfactory? Our tank cannot exceed two feet in height to be built on a slope of ground so that the whey can be drawn away without pumping. Owing to the high cost of lumber we thought it would be cheaper to use cement. P. K. Hastings Co., Ont.

I would say that we have not found the cement tanks satisfactory for whey. I would advise a steel tank, believing it to be the most satisfactory. — G. G. Pablos.

# Mr. Wilson on Cream Grading

The following is an extract from a letter received by Mr. George H. Barr, Chief of the Dairy Division, from Mr. W. A. Wilson, Dairy Commissioner for Saskatchewan:

"Concerning the value of cream grading from an educational standpoint as compared with the old time campaign of public meetings, I may say that there is no comparison whatever. The fallacy of the old system has become apparent to the average farmer. He points to the speaker with more or less scorn, because he preach-fully declines to recognize quality in dollars and cents. If the value of butter is based upon quality, which of course, we all admit, then its value is also dependent upon quality of cream. This being admitted, why is it that quality is not recognized when paying the farmers, who under present cream gathering system, practically fix the flavor in the finished product?"

"I believe our farmers as a general rule recognize the truth of this and are prepared to cooperate with the manufacturer, providing the manufacturer will reward him according to the quality of the produce he supplies. The indifferent patron will also be rewarded according to his work. The natural inclination may be to withdraw his support, but this is tantamount to a public acknowledgment that his cream was inferior and in most cases one is not disposed to leave oneself open to such publicity. Our experience has been that he silently determines to obtain the highest grade and price and usually succeeds.

"The difference in price for the product creates interest in the industry. Once this is done, the improvement in the finished product will be in direct proportion to the standard fixed and maintained by the creamery manager, and this standard is equally as important as grading. If the standard is too low, grading is really of no value.

"A creamery may lose business at the start, but the better price obtained for the better quality of butter will enable the manufacturer to pay a price that will easily induce farmers to supply cream.

"I might relate one experience of several which I had last season in the matter of marketing butter. I sold on sample some 30,000 pounds of fresh made bricks to be shipped at intervals during the months of June, July and August, 1913 to a Winnipeg firm, on the basis of 36½¢ f.o.b. shipping point. At the time the sample was forwarded and the sale made, the same firm was buying Manitoba creamery butter at 23¢ f.o.b. Winnipeg. They were willing to pay 3½¢ a pound more, plus the freight and ice charges, in order to get the quality. The grading of cream was very largely responsible for the quality of the butter I had to offer."

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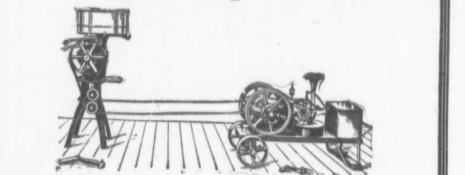
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