

siderable period of time. Butter made in June frequently does not go into consumption until the following February, March, or April; therefore it is most important that the keeping properties be good, whether it is for consumption at home or abroad, if we expect to build up and hold these different markets.

Butter with good keeping qualities must be made from clean-flavored, sweet cream, properly pasteurized to eliminate bacteria and other biological agents. Other conditions being constant, the rate of deterioration in butter is in direct proportion to the acidity or sourness of the cream. In other words, **the higher the cream is ripened or soured the more rapidly it will change.** This statement is so at variance with established ideas that it has been accepted slowly.

It is unfortunate for the creamery business that it was at one time thought necessary that cream should be soured or ripened before churning to produce the best butter. There is no difference in the test from either sweet or sour cream; in fact, the chances are in favor of getting a more correct test from sweet cream, on account of the operator being able to get a more representative sample, especially if the sour cream is not smooth.

The quality of the cream received at the creamery determines, to a very large extent, the flavor of the butter and the keeping quality, other conditions being equal.

At this season dealers are buying butter for storage, and if certain creameries acquire a reputation for making butter of inferior keeping qualities, it can not fail to affect the price which they receive, and the loss will revert to the producer.

If we wish to build up a reputation for our creamery butter on the markets of the world, and thereby command the highest market price, it is advisable to make sweet cream butter. First among the advantages of such butter is its uniformity, by using clean-flavored, sweet cream, pasteurizing by a standard method, and giving careful attention to the making, butter of a very uniform quality may be made day after day. Not only can a single creamery make uniform butter, but any number of widely separated creameries can make butter of uniform flavor and quality, thus enabling a dealer to obtain a regular supply all of one grade. Its second advantage is its keeping quality. Help your creameryman to make a reputation for his butter and for that of the province as a whole.

In return for your effort and co-operation, the creameryman can afford and will pay you a "Special Grade" price.

One of the most common causes of poor quality in butter is lack of immediate thorough cooling of the cream after separation. Cream can be kept sweet for several days, if properly cooled. Cream of the best grade can be produced with but little extra labor or expense.