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### CREAM WANTED

Patrons of Summer Creameries and Cheese Factories, we want your Cream during the winter months. Highest prices paid for good cream. Drop us a card for particulars. Guelph Creamery Co., Guelph, Ont.

### PASTEURIZER FOR SALE

One 300-Gallon Wipper Cream Ripener or Pasteurizer, copper-covered, in good condition. Will sell at Bargain. Apply Box No. 452, Farm and Dairy, Peterboro, Ont.



## In the Dairy

Use Panshine to thoroughly clean and shine all the cans, pails, shelves, etc. Leaves everything sweet-smelling and sanitary. Cleanliness pays—especially in the dairy. Use



# PANSHINE

It's a pure, white, clean powder—doesn't scratch—can't harm the hands—odorless.

Sold in Large Sifter Top Tins 10c. At All Grocers.

## Developing the Home Market for Cheese

By Prof. H. H. Deon, O.A.C., Guelph, Ont.

THE present export market conditions are favorable for Canadian cheese, but we had need to remember that these are unusual and that these are not likely to continue very long. We need to prepare for the "slump" which is sure to come sooner or later. In times of prosperity we should prepare for adversity.

Two facts stand out regarding the home consumption of Canadian cheese: First, the comparatively small amount of cheese consumed—estimated at three pounds per head yearly; second, the fact that we are importing about one and one-half million pounds of cheese annually, chiefly of the fancy varieties, worth nearly \$300,000. There is no reason why the annual cheese consumption should not be at least 10 pounds of cheese per head of population, and no reason why nearly all the cheese imported may not be manufactured at home.

Save \$18,000,000 a Year

The food value of a pound of cheese is estimated to be equal to that of two pounds of average meat. "Estimated" the present meat consumption of Canadians are consuming about 300,000,000 pounds of meat annually, at a cost of about \$40,000,000. By a proper understanding about \$18,000,000 annually on this one item alone by substituting a part of the present meat ration for cheese. This would figure a consumption of 10 pounds per head would be about 80,000,000 pounds. This would take the place of about 160,000,000 pounds of meat and still leave 40,000,000 pounds of meat for those who prefer cows to calves. The 80,000,000 pounds of meat saved would cost about \$32,000,000; the saving by using cheese instead of so much meat would be \$16,000,000 annually. If a person were to go to the Finance Minister of Canada and tell him how to save \$16,000,000 annually for the people, such a person would be looked upon as a wizard or a fanatic, and would probably get a "soft job" with the Government—or be committed to a lunatic asylum—yet the figures show these results.

How Brought About

But you ask, how can these results be brought about? We suggest the following: First, advertise the food value of cheese from one end of Canada to the other until every buyer of food for human consumption knows the economic value of cheese and until the cooks know how to prepare cheese in as appetizing forms as they do meat. There should be an attractive ad. in every paper, magazine, and periodical published in Canada. The funds may be supplied partly by governments—federal and provincial, and partly by those engaged in the business—producers, manufacturers, and sellers of cheese. Let a certain portion of the funds received be set aside for advertising purposes, similar to the plan adopted by mercantile and business corporations.

One of the largest dairy concerns in the world recently had the following at the head of their monthly advertising news:

"Out of sight, out of mind; Out of mind, you fall behind."

In these days of keen competition the dairy business must be kept in the "mind" of the public, else it will "fall behind." Merit is not sufficient to win in these times. The "mouse-trap" theory was all right for a past generation, but it is not suitable for the present. This thought is alphabetically expressed by some unknown

"A paper read at the convention in St. Thomas of the Western Ontario Dairy-men's Association.

rhyme, to whom we tender our apology.

"Oh, dear sir, in time of eee, Don't fail to see the ad. for Cheddar cheese;

Take ur advice and now be yyyy, Buy your cheese from those who advertiizzzzz.

You'll find the product of some uuuu,

Neglect can offer no ex 9999; Be wise at once, prolong your daaaa.

By eating more Canadian Chaaa."

The suggestion has been made that a campaign of advertising Canadian cheese should be undertaken by the Dominion Government, similar to that which was done for apples in the fall and winter of 1914, and which has been of great value to apple growers. We favor this, but as previously suggested, think this should be supplemented by those directly interested in the business, on whom must rest the burden of continuing the campaign.

Give Goods of Value

The advertising men have accompanied by practical demonstrations of the value of the goods that are advertised. No business can continue to succeed unless the goods sold give satisfaction. It is possible at the time, but some of all the people all the time, although some few persons have found it profitable to simply take advantage of one or both of the two first conditions; but a man or firm doing honest business tries to give value in the goods sold and that we must do in the cheese business.

There is a well-defined feeling that "cell" cheese is not offered supplied for the home trade and that our best cheese are exported. This should be changed, and if we must make some inferior cheese, let them be sold elsewhere—not in Canada. The story is of a Canadian auctioneer who was selling the farm stock, implements and household effects of a man who was leaving the country. Among the household goods was a good chunk of cheese. When the auctioneer came to this he announced that the cheese was of finest quality—"in fact, you can't get better." One of the idle bystanders, always found at an auction sale, remarked: "You're right. I ate some of it last week, and I ain't better yet!" We do not wish to advertise or sell that kind of cheese in Canada.

(To be continued)

### The Cooling of Cream

F. J. Herna, Chief Dairy Instructor in W. Ontario

Last year we tried different methods of cooling pasteurized cream. Where cream was pasteurized to 185 degrees and one cooler used, either with brine or ice water, it was found that it required considerable more work and a large amount of ice to cool cream to churning temperature. This method appears to be impractical.

When two coolers were used and cold water run through the first cooler, either brine or cold water run through the second cooler, it was found possible to cool cream with less ice and less loss of fat in butter milk than was the case when one cooler was used and ice in the one cooler and the cooling finished with ice water around the cream in the vat.

The series of dairy meetings held in the special dairy car supplied by the Canadian Northern Railway Company, and operated throughout Saskatchewan, have been the most successful from the standpoint of attendance ever held in that province. The visitors showed their interest in the vigorous discussions which they opened up and in which they took part almost everywhere.

Tim helping Canada

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