

What Is Worth Doing At All Is Worth Doing Well

Have you taken time to look back over the past year, to note the things you have done and upon which you can improve for 1915?

Perhaps you are a dairy cattle breeder retailing milk, perhaps you are a cheesemaker, or a creamery man, and then again perhaps you are a mixed farmer with just a few cows.

But that part matters not. If you have been using inferior grades of dairy utensils, cream separator, milking machine, or cheese factory or creamery equipment, we have a proposition that means.

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No matter what your needs are in the dairy line we can "solve" your problems.

Let us help you make your 1915 a brighter and more prosperous year.

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Factory Production Still Declines in Eastern Ontario

But Record Prices More Than Compensate for Decreasing Make. A Report of the 38th Annual Convention of the Dairyman's Association of Eastern Ontario.

OPTIMISM prevailed at the 38th annual convention of the Dairyman's Association of Eastern Ontario, held in Peterboro on Wednesday and Thursday of last week. The season of 1914 has been marked by the highest prices paid for cheese in the history of the industry; and Eastern Ontario is essentially a dairy and cheese district. The record prices of this year, it is believed, will tend to stimulate production next year; but for the past season a decline in production was reported. President Sanderson, in his opening address, estimated the decrease in cheese exports at 5.5 per cent. from 1913 to 1914, as compared with 9 per cent. from 1913 to 1913. "We must not lose sight of the fact," he added, "that the average selling price of cheese during 1914 was about one cent per pound greater than that of 1913. When this increase in selling price is taken into consideration, our cash receipts for exports will be very little under that of 1913."

Mr. Publow dealt with the statistical situation in more detail. "One of the most prominent facts to which I wish to call your attention," said he, "is the great shortage or decrease in the total milk supply. This has been due to one or more of three things, first, a very much lessened number of cows, there being 38,000 less than last year; second, the season which in many districts spoiled the supply of grass, green fodder and water; and third, to the continuance of cheese factory patrons to yield to the temptation offered by creamery men and ship their cream to the cities. The latter reason may perhaps seem more real if note is made of the fact that there were 2,338 less patrons in 1914 than there were in 1913. The actual number of pounds of milk delivered to the factories between May 1st and November 1st was \$43,629,536. From this milk 77,088,057 pounds of cheese were manufactured, and those who follow the figures of cheese production will recognize at once that there has been a big falling off in this respect. The actual shortage is 9,044,706 pounds, or if we allow an average of 55 pounds a box, these figures represent a shortage of over 107,000 boxes. Several factories, however, had a large output after November 1st, and the shortage for the entire season will not be so great."

Individual Production Increasing

"This is certainly a big shortage," added Mr. Publow, "and the only redeeming feature in connection with it is the fact that the production of milk per cow has continued to increase. This year the increase has been 170 pounds per cow, which, in spite of dry weather, is certainly encouraging, and shows beyond doubt that the work of the cow testing associations and similar organizations is bringing forth good results."

The creamery business has been gaining steadily in Eastern Ontario in recent years. Mr. Publow reported three new creameries built since 1913, and in addition 33 combination factories made better during the spring and fall, and 129 cheese factories manufactured whey butter. Altogether there were 35 regular creameries in operations with a total output during the six months (May 1st to November 1st) of 3,003,283 pounds of butter, which sold for 24½ cts. a pound. This price is one cent a

pound less than in 1913, the lower price being attributed to increasing production and the growing competition of home production and foreign imports on the markets of Western Canada.

Improved Quality the Keynote

The keynote of the appeal made by Mr. Publow was for improved quality, particularly of the raw product delivered at the factory and his appeal was echoed by practically every speaker at the convention. This need for better quality of raw material applies equally to cheese factories and creameries, and there was a distinct note of pessimism in Mr. Publow's voice when he said: "We have had dairy instruction for a great many years, and yet we find after earnest work we have the same things to report about, the same defects in our cheese and butter. How long are we to continue talk and preaching until a remedy is brought about?"

Mr. Publow did not lay the customary large share of blame on the producer. "I did not see any great inducement to any patron to take extra good care of his milk and cream when he received no more for his product than the careless patron did for his. At the same time he did blame the great number of uncooperative patrons for not asserting their rights and insisting that at their factory milk or cream be paid for on its merits. In his contention that cream grading be instituted in Ontario, Mr. Publow was strongly supported by L. A. Zieft, of Kingston, and Geo. H. Barr, of Ottawa, who dealt principally with the results of cream grading in the western provinces. Perhaps the most telling contribution to the discussion was the testimony of Wm. A. Wman, a practical creamery man of Victoria county, that during the three months of last year when his patrons had expected him to grade cream he had received the best cream in all his experience, and had made better butter. As soon as the patrons were sure that cream was not being graded, the quality rapidly fell away to the old standard. The opinion of the meeting took form in a resolution calling for a joint conference of the creamery men of Eastern and Western Ontario to meet in Toronto and discuss a cream grading and quality payment system for the province.

The same sentiment prevailed in the discussing of improving the quality of cheese factory milk; that the good patron must be given a financial reward for his superior product. A resolution that met with the approval of the convention urged that cheese companies and institutions governing the compulsory cooling of all milk coming to their factory. Mr. Publow suggested 75 degrees as a maximum temperature for mixed milk. Perhaps of still more importance was the resolution calling on the association to urge the immediate adoption of a uniform system for the grading of milk by farms and solids.

Part by test has always been hindered in its progress by the hickering of experts as to the relative merits of this system and that system of compensation. During the past year Mr. Barr has been conducting experimental work which has led him

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Trade Incre

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Present An Addr

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