

Creamery Department

Butter Makers are invited to send contributions to this department, to ask questions on matters relating to butter making and to suggest subjects for discussion. Address your letters to the Creamery Department.

To Butter Makers

Canadian butter-makers are not as numerous as cheese-makers. But their numbers are increasing. They are destined to play a more important part in the future of Canadian dairying than they are now doing. As the years go by butter making will become a more important factor in this important industry. Not that it will replace cheese-making to any large extent. But it is the branch of dairying that is designed to forge ahead in the newer parts of our country. During the next ten years the creamery is bound to become a potent force in the development of the West. The cream gathering creamery is specially suited to the needs of a thinly settled country. Not only that, it is specially suited for districts where mixed farming and cattle and hog raising are carried on extensively. In some parts of Ontario where these branches of farming are practised the creamery has made rapid strides in recent years.

The butter maker, has therefore, a big future before him. He should

equip himself for the work. He should know all about his business that there is to be known. He should study what others are doing. He should let others know what he is doing. He should obtain information by asking for it. He should ask questions in order that they may be answered. He should avail himself of every opportunity for perfecting his own knowledge and so equip himself that he may be able to discharge his duties faithfully and well.

For this purpose this department is open. Butter-makers—it is yours. Avail yourselves of it as much as you can. It is our desire to help you. But we cannot do it effectively unless we know what your needs are. Therefore, ask questions, make suggestions and send in your experiences. In this way you will not only benefit yourselves, but be a help to others. No butter-maker can live up to himself. He must let his light shine and benefit by the experience of others.

This department is in charge of Mr. J. W. Wheaton, formerly editor of The Farming World. His address is 92 Howard Street, Toronto. All communications should be addressed to him there. They will receive prompt attention and be utilized in making this department of value to all concerned.

Keep up the Quality

For some time yet the market for creamery butter will be at home. Local prices are high and the demand is good and likely to be so for some time. It is not expected that any butter will be exported till the June grass butter is ready.

Butter-makers should govern themselves accordingly. There should be no slackening up in point of quality. There is a tendency sometimes to be careless about quality when the product is destined for the local market. On this market Canadian butter comes into competition with other. It has the whole field. The quality, however, should be kept up to the highest point. Consumers in our towns and cities are becoming more discriminating every day. They know what good quality is and will buy no other, except at a sacrifice in price. This sacrifice in price the butter-maker cannot afford to make. It is to his own interest as well as to the interest of his patrons to have his butter top the market. This can only be done by making only choice butter.

There is a feature of the local market that the maker should always keep in mind. The better the quality the more butter there will be consumed. This applies to butter more perhaps, than to any other product. A pound of poor butter will last a family three times as long as a pound of good butter. Just say it on your own household and find out. The boarding house keeper knows this and if she can palm off inferior butter upon her customers she profits by the transaction. Poor butter means more demand and a better price. The local market in Canada is becoming of more importance every day. If supplied only with choice quality it can be greatly enlarged.

But our butter trade cannot be expanded as it should be, by depending on the local demand alone. There must be an outlet for the surplus and that outlet is Great Britain, and what the Orient is prepared to take. Canadian butter in the British market comes into direct competition with the best butter from all parts of the

AN OPEN LETTER

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The leading line of Creamery Machinery made, sold and used in the States is the Creamery Package line.

It may interest you to know that many of our more important machines are also made in Canada. Among them we mention:

20th Century Milk Heater

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They have points of advantage worth your while investigating, the more so as those in the above list can be furnished to Canadian customers, in most cases at no advance in price over our domestic quotations.

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Address All Correspondence to

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They are of sheet steel, six in number, pressed into shape after fourteen distinct operations. They are accurate to a fraction, fit to a nicety—and it's utterly impossible to put them together wrong.

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to half-clean other skimming devices.

Yes! we will gladly send you the Frictionless Empire, with its easier cleaned skimming devices, its lighter bowl, its simpler and smoother running mechanism, its frictionless bearings, and guaranteed to skim as close as any other Separator made, for free trial in your own dairy.

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The Empire Cream Separator Company of Canada, Limited
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Pointers for Creamerymen

The butter-maker with a good nose is a creameryman with a good nose.

The butter-maker has never been born yet who can make good butter out of poor cream.

Don't start in listening to any kind of excuse from a patron as to why his cream is poor.

Many creameries seem to go on the theory that if the other creamery can take in poor cream they can; they are liable to find they are mistaken.

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