

The Makers' Corner

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

An All-Year Factory

THE Bewick factory, owned by Mr. Lewis J. Hutt, Stormont Co., Ont., is fully equipped, having five large vats for making cheese or for storing milk and cream, a boiler and engine, two large steam turbine cream separators for separating milk and whey, a large and a small churn with workers, two large curing rooms, a refrigerator room and an extra large ice house. The products manufactured are cheese, butter, and whey butter. Besides, in certain seasons of the year, milk and cream are shipped.

For the latter trade, the factory is exceptionally well situated, being on the Ottawa and New York Central railway, which connects with the C.P.R. at Finch. Montreal, Ottawa, and Quebec markets are within reach, as well as the large markets in the United States. This trade makes it necessary that a large supply of ice be kept in order that the milk and cream can be shipped in first-class condition. This is provided for by an extra large cheap icehouse convenient to the factory. The ice is taken from the River Payne, which flows by the rear of the buildings.

The following is a synopsis of last year's business of the Berwick factory:

Statement of Berwick Factory

Total milk received . . .	4,391,447 lbs.
Total cheese made . . .	388,085 lbs.
Total whey butter sold . .	\$2,584.28
Total money received . .	\$63,844.55
Total money paid patrons .	\$62,359.11
Cost of manufacturing . .	\$6,466.96
Net cost of manufacturing, per cwt.	\$1.53
Number of patrons	80

Mr. Hury considers that the reason his factory is on such a sound financial basis is that he conducts an all-year business. This reduces the cost of manufacturing by keeping the plant working the whole year instead of for six or eight months, as in most cases. It allows him to secure more efficient help, because he can employ by the year. It makes him a better type of manufacturer, because his work has many phases, demanding more brains and executive ability. It allows him to cater to the different markets by making cheese when that is the most profitable and butter when it pays the

best, and by selling whole milk or sweet cream for city consumption when the market demands them. Bigger profits are made by being able to select the trade that promises the most money.

The all-year factory is also the most satisfactory from the patrons' standpoint. It gives them a market at all seasons for their product. It stimulates the keeping of more and better

shows. It distributes the work throughout the whole year, thus making it profitable to employ men at all seasons, a circumstance which insures a better class of labor. It has a tendency to make the patrons more up-to-date and progressive by giving them the opportunity to study different methods of feeding and managing their herds for profitable production.

—W. G. O.



Betsy of Lakeside, First in Aged Canadian Bred Ayrshire Class at Ottawa.
Owned by Geo. Montgomery, Phillipsburg, Que.

—Photo by an editor of Farm and Dairy.

U.S.A. Advertising Campaign Progress

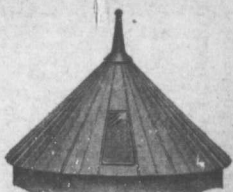
THE advertising campaign now in progress in the United States in which the National Dairy Council of that country propose to spend \$750,000 in stimulating the demand for dairy products, is receiving considerable attention in the pages of U. S. dairy papers. Opinion, however, is not undivided as to the probable success of the campaign. The Creamery Journal for instance, believes that the advertisements are too general in nature. The following extract explains the Journal's position:

"A study of the psychology of advertising shows that a demand once created must offer some specific method of satisfying that demand. In other words, the consumer, once his desires have been aroused, wants some specific brand for which he can call. Butter and milk and cheese and ice cream as a general class are common articles of diet—every family keeps the first two in the ice box constantly and utilizes them three times a day.

while the appearance of the hot two on the table could certainly not be classed as a novelty. Will telling the public to eat more of the food with which it is very familiar be conducive of an increased use of those dairy products? Were a specific brand mentioned and advertised as particularly meritorious the possibilities for an increased sale would be very good, but when it comes to a question of telling a man to eat more of what is already a common part of every meal there is an opportunity for considerable discussion."

The Journal is not sanguine as to the immediate results of the campaign and doubts whether any tangible results will come if not conducted for a longer period than a year, the time over which it is proposed that the campaign extend. The men behind the movement take the view that the advertisements now appearing in the leading newspapers, will have a good effect in calling the attention of the public to the nutritive value of dairy products. They believe that the public requires education as to the food value of milk and cream, and that there is room for great expansion in the consumption of milk. They believe that the more the people are made aware of the fact that dairy products are the cheapest and healthiest of foods, the greater will be the demand for them.

If the campaign is successful in stimulating the demand for dairy products, Canadian dairymen will share in the benefit. Many of the products appear to have a large circulation among Canadian consumers. A considerable amount of our product finds a market in the U. S. and will enjoy any increase in demand. The dairy industry in the United States also react indirectly on the Canadian market. Besides, the campaign will be valuable as an object lesson to the dairy industry in the U. S. and will be able to judge wherein it has been successful and wherein it has failed of its object. Later, if they decide to not on a similar campaign, the Canadian Dairy Council will be of value to them.



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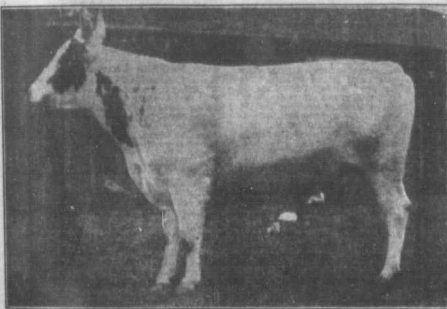
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Hobland Piecemeal (Imp.), First Prize 2-yr-old and Grand Champion Ayrshire Bull at the Central Canada Exhibition, Ottawa. Owned by J. H. Black, Lachute, Que.

—Photo by an editor of Farm and Dairy.

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