

responsible for butter that is off or strong in flavour and does not possess good keeping properties. The classification of prices gives justice to both.

A HIGHER STANDARD OF QUALITY IN BUTTER.

Butter that would pass as finest ten years ago would not qualify as such today. This standard is being fixed by the consumers as they are demanding from the retailer, who in turn demands from the wholesaler, clean, fresh, sweet flavoured butter possessing good keeping qualities.

Butter made during the winter months throughout all Canada is not sufficient to supply the demand, while during the summer months there is a surplus. Summer butter is held in cold storage to supplement the winter make. Butter, therefore, that does not possess good keeping qualities may pass inspection when put into storage but be severely criticised when taken out for the trade. It is not sufficient to have butter clean in flavour when made, but it should show this characteristic when sold to the consumer even at the end of six months. This can only be done by making it from cream not showing undesirable flavours, and such cream can best be obtained by grading and by paying more for good cream than for that of inferior quality.

CONTROLLING TEMPERATURE OF CREAM WHILE IN TRANSIT.

The following shows the results of experiments conducted by the Agricultural Experiment Station at Berkeley, California, with railroad shipping cans uncovered, covered with dry felt cover and with wet felt or burlap cover. These methods might be adopted by any farmer in Saskatchewan.

	IN THE SHADE				IN THE SUN			
	Start	1 hr.	3 hrs.	5 hrs.	Start	1 hr.	3 hrs.	5 hrs.
Temperature of air	99	100	99	98	114	128	110	104
Temperature of contents:								
No Cover	60	61	78	82	60	80	92	96
Dry Cover	60	62	65	66	60	65	70	73
Wet Cover	60	62	66	67	60	64	68	70

GRADING CREAM NECESSARY TO MEET TRADE REQUIREMENTS.

In the building of a successful and profitable dairy industry the marketing of the product is almost as important a factor as the production of the cream.

A favourable impression may be made on the market by the sale of a good shipment of butter, but if the second shipment is inferior in quality, the favourable impression created by the first shipment is lost and instead a prejudice against this butter is created because of its lack of uniformity and desirable flavours.