

During the past two years we have had a great opportunity to advertise our product throughout the world; and we will have this opportunity for at least another two years. There is a dearth of dairy cows across the water, they have been slaughtered for food and also on account of a shortage of feed, and until the herds of France, Belgium, Russia, Serbia and Poland are re-stocked we will have a tremendous demand for our product. This is an opportunity not only to help ourselves but to help others.

In meeting this demand let us keep always before us the ideal of "Highest Quality". Let us follow the example of Denmark and other countries that export butter. Only the best the very cream—of their product is shipped out. They are very proud of the superior quality of their dairy goods, and we would do well to imitate them in this respect, by manufacturing butter of the highest quality, which, when it reaches the markets of the world, will bring back an added demand for Manitoba butter. We must see to it that our product is not eclipsed by that of New Zealand, Australia, Siberia and Denmark, the latter the most renowned butter producing country of all. We must have a high quality product; and high quality butter can be made only by using sweet, fresh, good-flavored cream, produced under clean, sanitary conditions. The quality of the raw material deter-

mines the flavor of the finished product. Quality should be the watchword; and quantity should be a second consideration.

In making the finest quality of butter we should never forget the spirit of co-operation. We cannot succeed by working alone. Man is dependent upon his brethren; he cannot say he does not need the assistance of his fellow man; he does. A buttermaker is dependent upon the dairymen for his raw material; he is dependent upon his helper for aid in the manufacturing; he is dependent upon his dealer to market his finished product; he is dependent upon the consumer to be satisfied. Thus co-operation is a very important consideration in the creamery business. Without co-operation progress is retarded and interest wanes.

### CREAM GRADING

The system of cream grading, and payment of cream upon a quality basis, is now practiced by all up-to-date



Floating Dairy Thermometer



Cream Stirrer