

countries engaged in the war must take all the food they can get; consequently, we have been able to sell our good and our indifferent butter at very attractive prices.

Such conditions will not prevail after the war. We will then have to win our way into these markets upon the merits of our butter or upon a very favorable price. Both the home and export markets demand a high quality butter, and unless our product possesses this high quality we must be prepared to take lower prices.

Our local produce merchants naturally know which are our best creameries, and they purchase the entire output of many of these for the home trade. This means that if any quantity of second-grade butter is made, it will be forced into competition on the outside markets with butter of high quality.

It will be fully realized by the reader that we must make every effort to reduce to a minimum the quantity of second-grade butter made, if we are to hold our own with our competitors. Failing this, we must rest content with a secondary place and lower prices.



The local produce merchant can easily secure the product of the best creameries for their own trade. It is very important that what is left at our creameries shall also be of number one quality.

If we attempt to sell to the British market butter of inferior quality, we shall have to compete with peoples who live and produce on a much cheaper standard than we do; and the prices at which they will sell their product will not be at all satisfactory to us. Our place is essentially in the market for higher quality products. Markets secured during the war must not be lost by shipping inferior butter. We must take no chances and everything possible must be done to open up and keep open present markets by supplying a high grade article.

It must be remembered that an annually increasing proportion of the summer season's make of butter will not be required for the immediate wants of the consuming public, but must be held in storage by somebody until the season of short production and then placed upon the market. Naturally, the produce merchants who thus buy and store butter will give preference, in the matter of price, to the product which has good keeping qualities—which is safe to hold.

Experiments made by eminent dairy authorities establish the following truths:—

1. The sweeter and cleaner in flavor cream is when it arrives at the