

in the matter of housing? The situation during the winter months presents a more striking contrast. From November 1 to May 1, 1910, the make of creamery butter was only 42,000 pounds and the price was 30 to 33 cents. This, too, during the time of year when the regular farm duties are light and labour plentiful. Our farmers make a mistake in not catering to the produce trade when the price of butter is the highest. Have something to sell when the demand is strong and the people want to buy. The western butter market is one of the best and our aim should be to meet its demands. How this can be done brings me to the second part of my subject.

SECURING AND EXTENDING THE BUTTER MARKET.

There are several governing and influencing factors, viz., quality, a regular supply throughout the year, style, and neatness. The first, of course, is the most important and without quality we cannot hope to secure a good market or to extend the scope of our operations. A pound of butter is a pound of flavour and the value declines as the desirable flavour disappears. I know of no commodity offered for human consumption, or for that matter any other purpose, that is subject to as close an examination or as much criticism as butter. This is due to three reasons, viz., everybody uses it; there is not anything so pleasing on one's table as clean, fine flavoured butter, and there is nothing more objectionable than rancid, ill-smelling butter. This fact brings the dairymen quite prominently before the public and be assured that our deeds will find us out. As a general rule the trade's criticism is merited and I find buyers more inclined to make known their appreciation of good quality in butter than to point out its defects. It is always more pleasing to speak pleasantly of one's goods than to be forced, because of their inferiority, to mention their defects. But the man who persists in practising methods relative to milking, separating, cooling and handling the milk and cream generally that are uncleanly, cannot expect to receive many compliments, and should his cream be returned from the creamery marked "unfit for making first-class butter," he should accept without comment the treatment he receives, always remembering that it is much more agreeable to any creamery manager to accept good cream than to reject inferior cream. The latter course is adopted as a protection to one's reputation, the interests of the patron who sends first-class cream, and the welfare of the industry in general. A market cannot be secured, much less extended, if the butter which is being offered to the trade does not meet the trade demands with respect to quality.

Assuming that the quality is good, the regularity of the supply has an important bearing on one's business. This is a matter in which the dealer is very much interested and where confidence is established between the seller and buyer it tends to make business permanent between the two. It is customary when there is a surplus of butter during the summer months to endeavour to find new customers with the hope of selling to better advantage and introducing the particular brand of butter we are offering with a view to extending the market therefor and increasing the demand. We may succeed in doing so, but when the supply declines towards the end of the year and almost becomes