

no reason why it should not be. You know more about the conditions, temperature, feed, etc., than I do; but, judging from an outsider's standpoint, I should say that Oregon can and ought to produce more butter and cheese at a less expense than any other section of the world.

"As the output of butter increases—as it is bound to under the recent impetus it has received—so the dealers must make their plans and preparations for caring for the increased product. The receipts of butter on the Portland market are heavier now than ever before at this time of the year, and yet it is cleaning up readily, and more could be sold if made."

Here Mr. Chapin gives a few pointers for the Portland and other Oregon creameries which supply their product to the Sound country. In Oregon the custom is to make rolls two or three ounces short of two pounds, and quote them at 55c a roll, or such a figure as is double what would be quoted for exactly one pound. The Oregon creameries favor the practice, but in so doing they fail to realize the full benefit of the Sound market, as the latter demands exact weight for the money. Mr. Chapin advocates a change to suit requirements. He says there is but one of two directions in which the creameries can turn: Adopt the idea of quoting by the pound, or else have at all times a strictly full-weight roll of butter. Adding, Mr. Chapin says: "With a change like this, to conform with all the world's methods in quoting, we will have to take a step of advancement, and in the right direction."

Mr. Chapin sounds a note of warning to the creameries already established, in regard to coming competition. One of these days, he says, there will be a railroad into the Tillamook country, and then our valley creameries must look to their laurels, so make your plans now for larger creameries, better equipped, and then you can compete. It is in these days of trusts and combinations that the concern that handles the large volume of business on a small margin is the one that pays a dividend at the close of the year. The day of large profits has passed. If your creameries could each increase its output to four times what it is now you would have accomplished a wonderful amount. We commission men are glad to see new creameries, but we are better pleased to see the output of a favorite creamery increased. It would be easier to market the entire product of all the creameries that we handle if it was under one brand, than it is now. It gives us a quantity of a uniform grade to work on, and that is what we want.

If your creameries could keep one or two more men working constantly, you would turn out more butter at a less percentage of cost, than you do now, and you would enable your dealer to look after trade that cannot be approached.

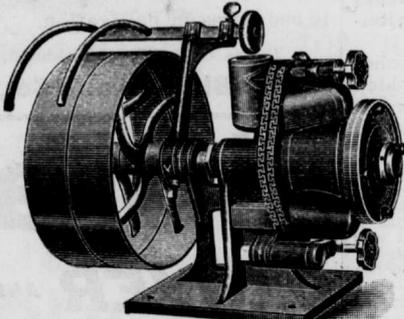
Build up the creameries that you have now. Increase the number of cattle. In these days of expansion, "keep up with the line of march." There isn't a commission man but who is looking forward to the handling of more butter, and figuring where to place it. As just stated, the more you make the cheaper it is made, and the easier it is to compete in outside markets.

Upon the important subject of shipping butter, Mr. Chapin said: You have been told of the necessity of having regular shipping days, so that it isn't necessary to dwell on this point. But don't forget it. It is just as necessary for the commission man to know that on certain days he is to have certain brands of butter as it is for him to solicit business. He knows where he stands; he can talk intelligently to his trade. If it is out of stock he can with truthfulness promise to fill the order the following day, or two, as the case may be. If he

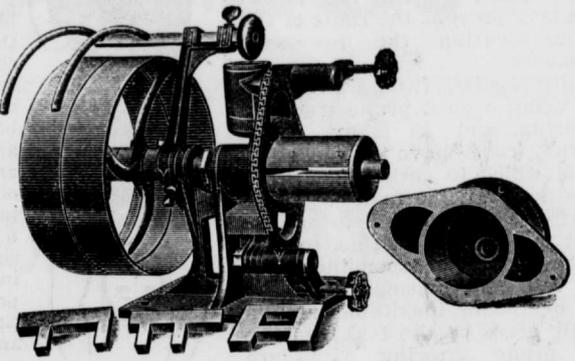
Cleanable Milk Pump

We have been looking up the pump question. We have tried to discover when the first pump was invented and what it was like. Our conclusion is that the pump idea originated when a native discovered that he could slake his thirst sucking from the flowing stream through a hollow stick instead of bending down to the surface of the water.

Most people have thought that all pump ideas were exhausted years ago. This is a mistaken notion. At least we have put old ideas into new shape. The Ideal is a unique pump. It should be in every creamery. We make it in three sizes. Write us for capacities and prices.



The Sanitary Ideal Milk Pump.



General Agents for Alpha De Laval Separators.

Boilers and Engines, Hanson's Butter and Cheese Color, Spruce Tubs, Genesee Butter Salt, Climax Heaters, Australian Boxes, Rennet Extracts, Stearns' Style Spruce Tubs, Farrington Ripeners, Refrigerating Machines, Wells, Richardson & Co.'s Improved Butter Color, Disbrow Combined Churn and Worker, Potts' Pasteurizers, Elgin Style White Ash Tubs, Lusted Printers, Parchment Paper, etc.

CREAMERY PACKAGE MFG. CO.,

1, 3 and 5 W. WASHINGTON ST., CHICAGO, ILLINOIS

BRANCHES: Kansas City, Mo.; Minneapolis, Minn.; Waterloo, Ia., and Omaha, Neb.

knows what is coming, and when it is coming, he can have orders waiting for its arrival.

Last spring, during the depression, we hustled up a good sized order in tub butter, and got a creamery to work on it, when a competitor went after our creamery, bought the output outright, and as they were buying for storage purposes, paid more than the market price for the butter, besides the freight charges. Butter became scarce, and do you know that we could not fill our contract, as it was impossible to get another creamery to touch the tub business?

Up to that point we had satisfied that creamery perfectly, and made them good money, possibly not any more than any other firm would have done. At any rate, on the thirty-four tubs of butter that we did not or could not deliver, we had to pay 4 cents per pound, or about \$80 to the customer for unfilled contract, besides losing him as a customer. Your commission man is, or ought to be, working hard for a place for your goods, and when his plans are upset by a change it is apt to lose him considerable money. If you decide to make a change, notify him in plenty of time, but don't drop him out without any warning.

At the annual meeting of the stockholders of the Gresham cheese factory, Gresham, Oregon, the following directors were elected: George Slaret, John Roberts, C. P. Penniston, John Graham, E. E. Slaret. Officers: President, John Roberts; vice president, C. P. Penniston; secretary, Lewis Shattuck; treasurer, E. E. Slaret. Following is a summary of the work done during the past year: Total amount of milk, 854,376 pounds; 3,299 flat cheeses; 173 small cheeses; average price paid for butter fat during twelve months, 23½ cents per pound; average test, 4.08; total amount received for cheese, \$10,480; disbursements for milk, wages and improvements, \$10,352; balance on hand, \$128.17.

California is now finding a market in Oregon for many of her products, owing to the earlier season in that state. The product that competes with Oregon products most is butter. Grass is good in the pastures of Marin and other dairying counties now, and California creamery butter is selling here for 45 cents per roll retail, while the best Oregon creamery butter sells for 60 cents. The price will probably have to be reduced to meet California rate, which means a loss to Oregon dairy-

men. In a few months Oregon pastures will be at their best and California pastures will be brown and dry, and perhaps Oregon dairymen may be able to return the compliment. The California butter appears to be all right, but an old California resident here says it lacks the aroma Marin county butter used to possess years ago, when the pastures were covered with wild flowers, which perfumed the milk and butter.

The time will come when Pacific coast butter will go as far east as Chicago in regular shipments. Our butter is solid, more so than that from the middle states, and the only trouble now is that we have not sufficient for shipment in carload lots. Butter can be frozen, hence there is no trouble in keeping it during shipment.

A good creameryman, who can make both butter and cheese, is wanted by O. W. Hurd, proprietor of the Florence, Or., creamery. Mr. Hurd writes us that he solicits correspondence from those who desire such a position. He wants a man to commence work about April 20th.

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