

**The Branding
of Process Butter**

Embarrassment will not engulf creamery men or confusion harass them when the oleomargarine bill becomes a law, if it ever does. This measure requires that all "process butter" be plainly stamped with its true cognomen so that he who sells and the man who buys may know just what he purchases in the compact brick he takes away.

In the local market "process butter" is always sold as such. From the creamery it comes on its own merits and it is up to the retailers to do the square thing by the unknowing.

"Creamery butter" is made by the latest, most improved and most hygienic process. It is the right bower of the creamery industry and on this manufacturers base their hope for profits and permanence in business. The made over product sells for less money dependent upon the fact that the latter can be turned out without so much expense. It is the poor man's butter, wholesome, clean and legitimate. It is the deadly rival of oleo and has practically driven the spurious article out of the markets of Nebraska.

So the manufacturer will undoubtedly stamp his made over product in compliance with law. He will put on the label and leave the rest to the retailer and the boarding house keeper.

When the butter comes up to the hotel table or the festal board of the students' club there will be no discrimination. Those in authority can gently and deftly shave off the label if they feel so disposed.

But many will ask, "What is process butter and how is it made?"

Country storekeepers get "slugged" with butter during the summer months. Farmers bring in the product from all sides. There is little home demand and as a result the rural merchant unloads on the creameries.

Of course the butter comes in at

all seasons of the year but in the winter time often the local demand cannot be supplied and it is only in the summer and fall that the heaviest exporting is done.

The creamery man gets the butter packed in vats or tubs. All grades, all conditions, all degrees of odor combine to form one formidable whole. Into the refrigerator goes the rank lot to await the day of bullish market tendencies.

Then the stale butter is melted. The oil is mixed with milk. Next there is a process of separation and the butter is once more cast off in the shape of small round pellets or flaky crystals according to the process. Finally the crystals are pressed into cakes and out goes the "process butter" labeled with whatever the creamery man chooses to put on it. The oleomargarine bill decrees that "process butter" shall be plainly stamped on the package.

"Process butter" tastes well. It is perfectly wholesome. There is considerably more profit to the producer than by the bona fide cream method. Many dairymen think that the effect of the law will be to knock the under pinning out of prices. Besides the curious, and they will be legion, are prone to ask questions and misunderstand.

"Oleomargarine has gradually faded from the market," said a Lincoln grocer to a representative of the Courier. "People do not like it. Restaurants seldom serve it any more and we find it far more profitable to buy from farmers when we can and make a regular practice of handling creamery butter. Oleo does not go with our trade any more."

"Circus companies, traveling gangs of all kinds and other rough and ready outfits always have two or three tubs of butterine along. The spurious article comes from four to eight cents a pound cheaper and this is some inducement."

"As a poor man's butter, oleo is a dismal failure. In the winter time, when butter is high, sometimes the poorer classes will look about for butterine. It is only occasional though and we're out of the business. Perhaps, some Lincoln grocery stores still keep it, but I would not be able to purchase it."

The proposed law will have little effect upon the oleo but there will be a wholesale wiggling in "process butter" circles in case the measure fights shy of obstructions in the senate. Then, too, it is one thing to frame such a statute and another to enforce it.

School Ventilation

Several articles have recently appeared in the newspapers on school ventilation. It seems hardly necessary to write on ventilation in Nebraska, where we have so much good pure air, and so easily gotten. Mr. Marian, a mechanical expert, says it takes one thousand four hundred and ten cubic feet of ventilation per hour for each adult in a school room. We find then it takes three hundred and seventy-two thousand two hundred and forty cubic feet of ventilation for a room of forty-eight pupils during the school hours. If the writers of these articles would carefully figure the windows, doors, and other leakage in the school room and the ventilation of the chimney he will find plenty of ventilation I think and some to spare. If they will examine the ventilation chimney of the steam heated plants they will find the pipe in which they speak of and find that they have been abandoned long ago as they found it was not necessary to use them. Now do not misunderstand me and get the idea that I think fresh air is not needed, for it is very important, but I do not believe in picking up every one's idea for an experiment. There are so many different devices now being tried and each one is to fill some one's pocket, and such experimenting is very expensive to the tax payers, and in a great many places they do not get the proper results.

Such has been the case at the Capitol school where the indirect steam system is being tried. This plant has not only been very expensive, but has given very unsatisfactorily results to the patrons also.

The Vine street school is also another experiment which has been giving a great deal of trouble. As the writer tells you, the fan system is used there. It is also a very expensive plant, consuming about one-third more fuel than it ought to. The writer of this is personally acquainted with the

plant, and has a record of over nine years as a mechanical and electrical engineer, and will say the hot air system may be all right if systematized down to a practical marking point. But then it will be a very expensive plant. I will further say I do not believe it is practical to put your heat in the room at the top, or as near the top as in cold weather. I have seen the children sit in the school room most of the day with their rubbers on while others getting permission to go out into a hall over a register to warm their feet, while their faces would be plenty warm, the thermometer ranging from sixty-eight to eighty degrees.

This is what I know to be the fact during the cold weather. I would frequently be asked what kind of heat it was, where the face would burn and the feet freeze.

If space would permit me I could go into the details and explain why the plant could not have been more economically run. I claim the plant is not properly constructed, and am mechanically able to back up my statement, and to further add to their troubles they put in a cheap gasoline engine which has been put in the papers before, but if the principal and secretary had taken the stand with the janitor instead of the firm that put the plant in, the plant would have been fixed - and the tax payers of at least one-quarter or one-third in fuel.

I also know one of these same plants in Omaha that could only keep seven rooms out of ten hot during the cold weather. This I got, from their own men who seems to be their tracer.

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"Did yez show Casey, the contractor, the Wash'n't'n monnymint?" asked Mr. Rafferty.

"Oi did," answered Mr. Dolan, "an' he wor deeply imprissed."

"What did he say?"

"He said it wor the tallest one-story buildin' he iver saw!"—Washington Star.

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