

The Dairy Farmer with a Specialty

A. W. Moody, of Wellington Co., Ont., Supplies Milk for Classy Trade at a Fancy Price

By R. D. COLQUETTE, B.S.A.

There are some farmers in nearly every community who have the business instinct which, when combined with executive ability almost invariably spells success. Such men find or devise methods of making money which would never occur to most of us. A few weeks ago I came across such a man in an unusual way, and because my curiosity was aroused I was prompted to seek out the story of his success.

The day in question I was standing in one of the largest retail grocery stores of Guelph, Ont., when a customer, evidently a business man, on his way to the office, stepped up to the counter. "Send a quart of Moody's milk up to the house," he said. "Sorry," replied the white-aproned clerk, "but the last bottle has just gone out." The customer was so evidently disappointed I took advantage of the opportunity to make enquiries about Moody's milk.

"We specialize in Moody's Jersey Milk," explained the clerk. "Archie Moody lives on the Dundas Road, about four miles from the city. He keeps about 20 Jersey cows and brings the milk in every morning. The regular retail price of milk in the city is seven cents a quart. We pay him eight cents wholesale and sell it at 10 cents a quart. Even at that we can't obtain enough to supply the demand. If you would like to meet him, he will call in a few minutes for the empty bottles." Needless to say, I was anxious to meet a dairyman who produced milk of such a quality that business men were willing to pay almost half as much again for it as for ordinary milk. He arrived on time and in an automobile. Apparently Moody's Jersey Milk was a paying proposition.

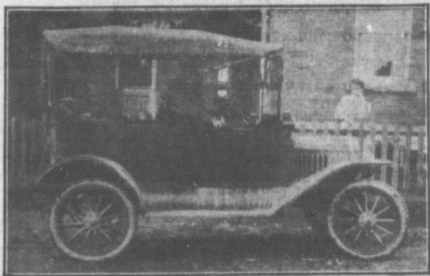
"This is an editor of Farm and Dairy," said the clerk. "He would like to learn how you produce the milk that our customers are so eager for." Mr. Moody was most courteous.

"Glad to meet you," he said. He invited me to step into his car and twenty minutes later we were at his farm. Thus I learned the story of his success.

Getting a Start.

A. W. Moody was raised in the dairy business. A few years ago, when he started farming on his own account, he combined the business of driving with that of farming, though only as a side line. "I couldn't get away from dairying," he said on our way out to the farm. "It is one of those lines of business that get hold of a man.

For a while I kept all kinds of cows and supplied cream to a Guelph confectioner. His business demanded a rich cream, and it was that that turned my attention to Jerseys. I got a nice herd of them together, and it was then that I saw an opening for supplying milk of superior quality at a special price to the stores. Four of them are now handling it. One has more than doubled its milk trade since it started handling my milk. I sell about two-thirds of the milk from my herd in this way. The balance is skimmed, and I get eight cents a half pint for the cream, which tests about 22 per cent. The milk tests around five per cent. fat. How long have I used the automobile? Only about two months. I believe that I can



Ready for the Morning Trip to Town—A 20-minute Run.

Mr. Moody finds his car a time saver and therefore money saver. It is also a horse saver, as it allows him to get along with two horses less on his farm.

—Photo by an Editor of Farm and Dairy.

make a car pay, as I can deliver the milk to the stores in about a quarter of the time it takes to do it with horses. Besides, I can run my farm with two horses less since I bought the car. I will not, of course, be able to use it in the winter, but at that time of the year the farm horses are doing nothing, and an occasional trip to town will do them good."

When we arrived at the farm the first place to be inspected was the milk house. It is only a small building, for Mr. Moody has only developed his special line within the last year and a half, and has not yet had time to build a whole complement of suitable buildings. The milk house is well insulated, and contains ice boxes for keeping the milk cool over night.

The stable is of the old-fashioned stone basement type, and was scrupulously clean. It might



Jerseys—Old, Young and Very Young.

On the farm of A. W. Moody, Wellington Co., Ont.

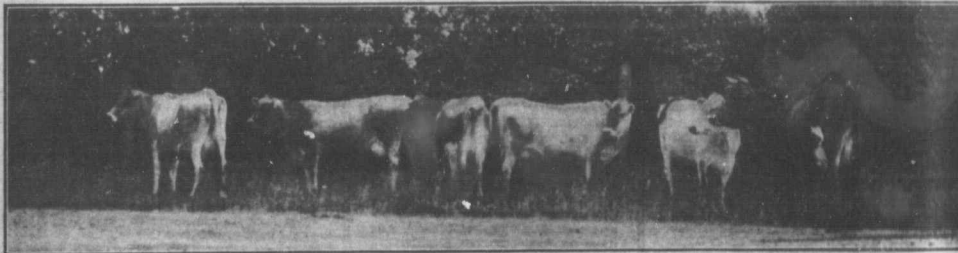
serve the ordinary farmer for years to come, but is not suited to the needs of this specialist in dairying. This fall, he told me, it is his intention to erect a modern cow barn. "I intend building one with a cement wall about four feet high," he said. "Above that there will be nothing much but glass. You can't have too much sunlight in a dairy stable. There will be two rows of cows, each facing the wall with a common passage behind them. I shall also have a feed lot overhead. That makes it easier to feed the cows, and I want to have things so arranged that I can attend to them myself if I have to. We can't always get satisfactory help on a farm nowadays."

The herd consists of 20 pure bred Jerseys. Mr. Moody aims at keeping producers, not show cows, although one of his herd has 68 first prizes and a championship over all breeds at a large fair to her credit. Five of the cows were secured at Mr. Henry Glendinning's sale at Manila last spring. The herd is tested twice a year for tuberculosis, for a special city trade demands that a herd be kept absolutely free from that scourge. "My cows are good producers, though I have not yet done any official testing," said Mr. Moody. "The herd is not yet full, and I can't afford to start discarding. Then I want to have them in the new barn, so that they will have a fair show before I start testing them out. I shall then, of course, weed out the poorest producers as rapidly as I can afford to. The heifers are not bred to freshen until 30 months of age. I don't believe in sacrificing size and constitution for the sake of having them milk a few months earlier in life."

Corn, Clover and Grain.

On the farm a three-year rotation, corn, clover and grain is followed. A field of oats following corn that he showed me, was one of the best I had seen this year. An underdrained field showed a splendid crop of hay, mixed clover and timothy. On this farm, as on many others throughout the province, underdrains have been giving a good account of themselves this season. It is Mr. Moody's intention to extend the drainage system

(Continued on page 8.)



Some of the Moody Jerseys—Big, Roomy Cows, Good Producers and Free from Tuberculosis.

—Photo by an Editor of Farm and Dairy.

Seasonal

Summer

E. S. Archibald

GOOD pasture

duction of

will gene

grain rati

best. A mixt

and cottonseed

results. Mainta

possible. When

liberally on an

ensilage. Durin

it will pay to al

out during the

only should the

not have suffic

A good fly-rep

save money.

Calves born

spring should

exposed to int

and flies. If sh

accessible in

ture, it is pro

house the calves

the day. The

feeding of a ca

slow and expen

in weight and e

an underzied,

oped, expensi

mal. Feeding

balanced ration

like results.

ing of any ratio

nally weakens

sture digestion,

does unthrif

and often more

fits and death.

proper proporti

and cheapest an

the cheapest ge

calf can digest

milk is availabl

and reasonably

Keep the pens

all, keep the fe

Conservation

Frank T.

AN adequate

the success

of all plants

duction of each

potatoes requir

clover crop 576

the necessity fo

moisture throu

tiularly in tim

All crops deri

soil, absorbing

rootlets. The m

soil and subso

rain.

The term "cap

water to rise in

the higher will

between the soil

of tubes throu

subsoil to the u

roots.

One of the el

is to break off

tubes in order

ing the surface

eration. By thi

be conserved fo

One word of

the mulching of