

Unless these sleeping farmers wake up pretty soon they will be forced out of the business.

The merciless march of competition must apply to them as it does to every other man.

They will be ground to powder between two great millstones.

The progress and improvement in the cost of producing milk, and the consequent butter and cheese, in other countries, together with cheap, safe, and quick transportation therefrom to the consuming market—this is the upper millstone.

The nether is a steady and unyielding refusal, on the part of the farmer, to study how to reduce the cost of producing milk to a point that will defy foreign competition; how best to accommodate himself to this overmastering demand for cheaper dairy food; how to put *more and more* intelligent thought and calculation into the farm end of this great business.

I most earnestly believe that the actual cost in labor and capital per hundred pounds is just as great with ninety farmers out of every one hundred to-day as it was twenty-five years ago.

The farmer *feels* it; but, alas! he does not *see* it, and all that it means. He strikes blindly out for relief in every direction except the right one. He looks at every man in the procession of forces except himself.

There is only one avenue of escape. Will he see it before it is too late to save and maintain his old-time possession of this great interest?

Here is the first proposition: He must make up his mind and shape his methods to produce milk at a large per cent. less of cost per 100 pounds, or he will be forced to quit the business.

Well, if he quits, what else *can* he do?

Can he produce grain for the export market, and hope to escape foreign competition? No!

Can he produce meat and escape the same competition? No!

Can he keep on in the same old rut and produce milk at cost, and down to ten and even fifty per cent. *less than cost*, as thousands are doing, and make it up by reducing the comforts of modern civilization in his family?

I say to you that, in my belief, a large per cent. of the distress and complaint among our farmers is not alone because of hard times, but because they have not learned the great lesson of the age, which is "**cheaper production.**"

Every other link in this great chain is adjusting itself to this great lesson. That is the only way they keep up their profit. The moment the milk leaves the farm it goes out on a new road, where an intelligent, vigilant watch is kept over every cent of expense, to see that that cent does its largest work.

Is the farmer doing this with the milk before it leaves the farm?

Now these are three leading factors in this problem which the farmer must keep in constant consideration, as guide lines.

They are:

(1) *The cow.* What must she be? and how fed and handled?

(2) *The farm.* What must that be? How managed?

(3) *The result.* The cost of milk per hundred pounds.

Now these are the three points of the triangle that include the whole circle.

I am so confident of this that I would almost be willing to guarantee an increase of from 50 to 100 per cent. in the profits of every dairy farmer in Canada inside of five years if he would guide himself by the best modern thought on each of these three points.

There must be a radical change of ideas on all of these points. All three are tied together.

You may have the best cows in the world, but if you manage them badly you will fail. You may be the most skilful feeder, but if you have poor cows to consume your feed you will fail.

You may have both good cows and good skill as a feeder, yet if you are a poor soil-manager and do not grow the milk-food crops wisely, do not keep up the fertility and producing power of your farm, you will fail again.

Cross the border into New York, and I will show you the working of these mighty truths in the old dairy districts there. I will show you an absolute depreciation of the fertility of the soil in the last forty years, so that hundreds of farms cannot produce within thirty to fifty per cent. as much cow food as they formerly did. I will show you, as a consequence, farms that once sold at \$100 an acre offered to-day without a taker at \$30 to \$50 an acre.

Go to Wisconsin, where different ideas prevail as to cows and farm management, and I will show you a constant increase in the price of farm lands for the past thirty years.

The result stares every man in the face: How much does my milk cost me per 100 pounds? It is a ghost that will not down.

Every poor cow makes it cost more. Every per cent. in decline of productiveness in your soil makes it cost more.

The market for butter and cheese never asks what your milk costs you. It does not care. It supposes you are wise enough to ask it for yourself. *Are you?*

The market is only concerned about two things: The amount offered and the quality. *Nine out of*