

unusually large measure during the past three years. Excuses for seeming prodigality may be found in the fact that Canadians, especially farmers, are not accustomed to handling large sums of money, and are much like children who consider themselves "rolling in wealth" when they have an extra dollar or two to spend; and further excuse may be found in the fact that Canada, individually and nationally, is being bled financially by all sorts of appeals for money aid. We seem to be the "happy-hunting-ground" for nearly every class of beggar, professional and otherwise, on top of the earth. If Canada does not call a halt soon on this bleeding process, she will be poorer than the proverbial "church mouse" in the near future.

In the second place, Canada needs to improve the quality of her dairy goods and produce a more regular supply throughout the year. It will pay to send the finest goods only across the Atlantic in these times of high freight rates and excessive cost for insurance. Inferior goods will not warrant the expense and risk of shipping to compete in a world-wide market where competition will be keener than ever

on a return to normal times. Also, we must keep the milk-producing factories and milk manufacturing establishments running throughout the year, the same as is done in manufacturing other lines for export.

Signs on farms and factories—"Not doing any business this winter," must be changed to, "Open for business all the year," if we are to attain highest success in the dairy. By this we do not mean that the farmer is to slave continually, but by the use of suitable and sufficient labor and machinery, he shall be able to produce a regular supply of milk throughout the year without working himself to death.

Finally we must study costs of production, cost for manufacturing and distributing as never before. **Efficiency**, more than ever, must be the watchword of dairymen. We have the feed, the cows and the men to produce milk and its products in large and increasing quantities. What we need most is encouragement in the form of continued and guaranteed good prices for a period of say, ten years, at the end of which time, Canadian Dairymen would be on their feet financially and be able to meet competition from any and all quarters.

