

Quality in Milk Production

W. T. C. York Co., Ont.
There is a starting place in every thing and this includes the production of clean milk. Let us start at the stable. Our stables in the first

AD. TALK
LII.

What is a good advertisement? Let Herbert N. Casson answer this question. (Mr. Casson is an advertising expert. A year ago several firms in Toronto paid Mr. Casson \$100.00 per day for expert advice and criticism in connection with their businesses.)

A good advertisement must attract attention. It must please the eye. It must convey some facts or suggestion; and it must have some power of persuasion.

The bait, if you please, must be in the upper part of the advertisement, for the reason that the eye sees the top of a page first. And the hook, if you please, must be at the bottom of the page. Attention above; action below.

It is known, too, that an advertisement is effective in so far as it can represent the reader's own point of view. It is better to say, "Cut down your soap bill," than to say, "Buy your soap from me." It is better to converse with a man about his own needs, than to shout at him about your own commodities. Make a suggestion; do not issue a command. Talk to the people about what they want, and about what you will be pleased to sell them at a fair price—that is the *motif* of the modern advertiser who succeeds.

In every series of advertisements there must also be the two elements of novelty and repetition. There must be novelty to attract attention; and there must be repetition, so that the reader will not forget. The advertisement is best, perhaps, which can combine most happily the old and the new, so that it attracts and pleases everybody, like "Home, Sweet Home," with variations.

We have travelled far from the old days when every advertisement was supposed to be as formal as a mortgage. A glance through the back pages of any first class magazine will show that there are appeals to sentiment, to feeling, to human nature in all its phases. There is not much wit, as yet, or much pathos; but there is no reason why an advertisement, as well as a short story, should not compel laughter or tears.

The advertising in any magazine is wonderfully interesting. This is true, only to a lesser extent, of the farm papers. You may get perennal interest from studying the advertisements. By heeding them you may profit from them in Farm and Dairy. You know we stand back of all our advertisers. We accept no unclear nor unreliable ads. in Farm and Dairy.—
"A Paper Farmers Swear By"

place should have proper ventilation without being draughty. Next would come plenty of windows to let in the sunshine; light is necessary for the health of our stock. Then the stable floors deserve attention. A good many that we now see on dairy farms are of cement. This style is the most sanitary we have at present, providing they are kept so. But we might go into a great many, and it would be impossible to tell what they were made of, by looking at them. We don't call these sanitary by any means, for the minute we step inside we smell nothing but stables; this condition is not very favorable for producing a good quality of milk. As milk is one of the easiest foods tainted, every precaution must be taken to avoid contamination, for if tainted much of its food value is gone.

Stables with cement floors can be easily kept clean and sanitary if the owners will only try. We clean ours at least twice a day, and with a good stable broom we sweep the passages. By washing, or rubbing, or scrubbing, these floors with a broom at least every two weeks, and sprinkling lime or some other disinfectant along the gutters after cleaning, we keep our stables always ready for visitors who get dirty, just the same as the floors, and requires attention, or dirt will be falling on the cows, and then into the milk.

To produce pure milk our cows must be healthy and fed pure, wholesome food, nothing musty or mouldy, as what they eat goes towards making the milk they produce. By clipping the tops and sides, and using comb and brush we avoid a great deal of dust and dirt that would otherwise go into the milk. The milkers are careful to have their cows clean before starting to milk. If straw, manure and milk are in the same pail, we don't expect to be able to strain out all this dirt and we know the consequence will be milk of flavor.

As soon as the milking is done we get the milk chilled as soon as possible and we don't neglect this chilling even in winter as milk shipped not properly chilled will not keep even if the weather is cold.

QUALITY BEFORE QUANTITY.
If all our dairymen would take a little more care about their stables and milk and not try so much to produce a great quantity, but produce an article that will stand up to quality with the quantity, the inspector would not turn us down nor will the dairy to which we may be shipping. Our motto should be to produce an article that when the consumer gets it they will be so delighted with it that more will be their passport. And I don't think they will object to the price if they get the article.

Dairy Notes

Do we know the cost of producing 100 lbs. of milk? If not, we should. There may be certain lines of farming in which it is difficult to get a definite account of cost and profit, but dairying is not one of them.

It is a thankless job keeping cows that give milk only six months of the year. Keep them going 10 months.

One of the small things in feeding not to be forgotten is a regular supply of salt. Sprinkle a few handfuls through the ensilage.

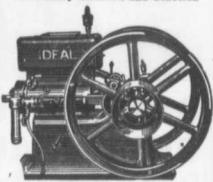
Keep the fall calves in the warmest and most comfortable part of the barn. They are the cows of to-morrow and deserve this attention.
We need not be disgusted because some of our cows will calve this fall instead of in the spring as we had planned. There is more money in producing milk in winter than in summer.

DE LAVAL
CREAM
SEPARATORS

not only save their cost every year but may be bought on such liberal terms as to literally pay for themselves. Why should you delay the purchase of the best separator under such circumstances?

De Laval Dairy Supply Co., Ltd.
MONTREAL. WINNIPEG.

GASOLINE ENGINES
1 1/2 to 50 H. P.
Stationary Mounted and Traction



WINDMILLS
Grain Grinders, Water Boxes, Steel Saw Frames, Pumps, Tanks, Etc.

COOLD, SHAPLEY & MUIR CO., LTD.
Branford Winnipeg Calgary

MONEY can be made easily by showing Farm and Dairy to your friends and get them them to subscribe

The Old Reliable
LIVINGSTON'S
Pure Linseed Oil Cake Meal

50 Years the Best by Test

A Food to Make Cattle Fat

TONES THE SYSTEM

Makes More Butter Fat

Try Our Nuttet Meal for Sheep

Send for Samples and Prices

For Sale By
All Good Feed Stores and Dealers



THE DOMINION LINSEED OIL CO., LIMITED

BADEN TORONTO MONTREAL ELORA OWEN SOUND

INTERNATIONAL STOCK FOOD
Makes Cows Give More Rich Milk.

International Stock Food conquered England, just as it conquered Canada and the United States, by proving to the Dairy Experts that it is the greatest milk producer and health restorer in the world.

That test was made on three cows from the dairy herd of S. W. Hackney, Esq., Leeds, England, Chairman of the Yorkshire Federation of Dairy Farmers.

Quantity and quality of milk was tested for a certain time—then "International Stock Food" was added to the regular feed.

INTERNATIONAL STOCK FOOD showed an increase in Milk of 14.2 pints daily, and 1.21 pounds of butter daily.

This proves that International Stock Food, added to the regular feed will increase the quantity and improve the quality of milk from every cow.

It shows that International Stock Food aids digestion and keeps cows in better condition. It proves that International Stock Food is a money-maker for the farmer—that every farmer who owns one or a hundred, cows should feed International Stock Food every day.

Make the test yourself—weigh the milk you are getting now—then feed International for a few weeks, and weigh again. Then you'll see how International Stock Food will make money for you.

International Stock Food Co., Limited
Toronto, Ont.

A copy of our \$3,000 Stock Food Free on request.

