

of ten they want what they see and hear about. In these days of hot competition, cheese, no matter how good, won't sell itself. Why not have its advantages, uses and economy set forth in attractive style and the product itself put forward in a way to cultivate demand as far as the local Canadian trade is concerned? The export trade to Great Britain and Europe is another story.

Middlesex Co., Ontario.

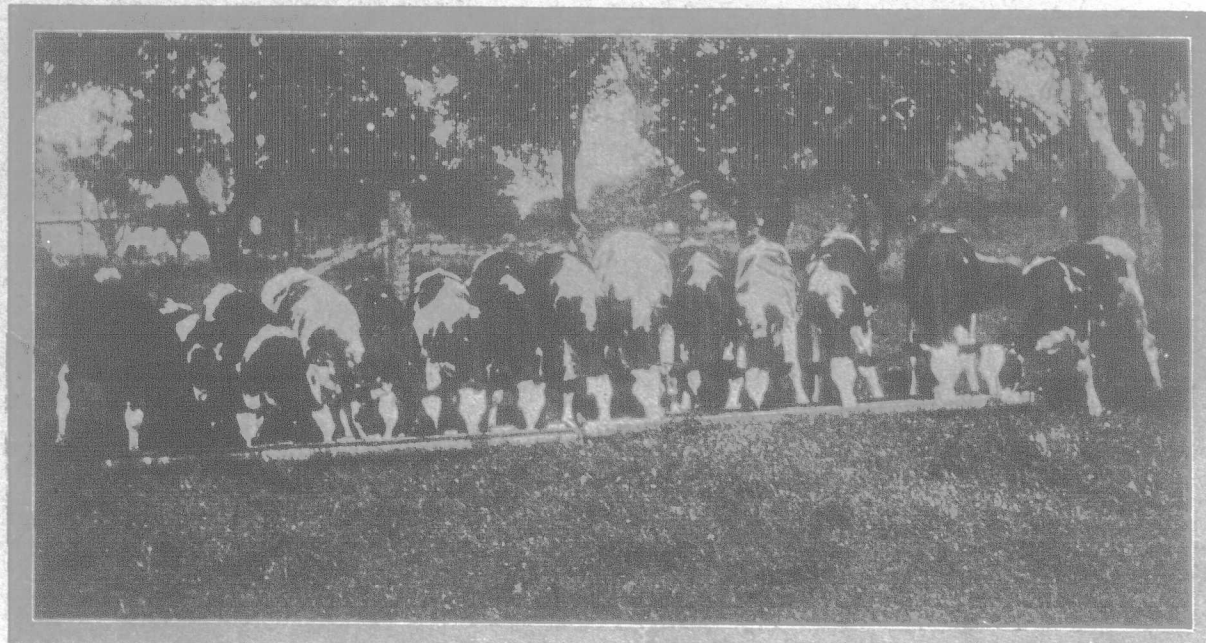
COWBOY.

The National Dairy Industry.

At the recent U. F. O. convention, held in Toronto, the dairy industry and the National Dairy Council were brought to the attention of the delegates by E. H. Stonehouse, Weston, President of the great organization, which he explained to them. In introducing his subject, he took occasion to comment on the phenomenal growth of the U. F. O. as well as the great change in public opinion, and predicted that the movement will spread until every part of this Dominion shall have felt its influence for good.

Coming closer to his subject, Mr. Stonehouse endeavored to give his hearers some idea of the magnitude of the dairy industry, and said that in one factory district alone, comprising rather less than one county in Eastern Ontario, 63,530,000 pounds of milk, valued at \$1,685,000, were manufactured into cheese. Whey butter, whey cream, and a considerable quantity of whole milk for city consumption would bring the total value of milk in that district up to 1 3/4 millions of dollars.

In 1918, 93 1/4 million pounds of creamery butter valued at 4 1/4 million dollars were manufactured in Canada. At the same time 174 1/4 million pounds of cheese, valued at 30 1/2 million dollars, were made. On top of that, condensed milk manufactured added another 7 1/4 million dollars, and milk powder, 1 1/4 million dollars.



Feed Expended in Developing Young Holsteins is a Profitable Investment.

The speaker endeavored to estimate the total number of gallons of whole milk consumed in Canada, and said that it was in the neighborhood of 19 millions, valued at \$8,600,000. The City of Toronto alone uses some 12 million gallons per year. In all it would appear that between 7 and 8 billion pounds of milk were produced in Canada in 1918. These figures appear very large, he said, but when we come to estimate our own domestic consumption we are startled to find that our people in Canada are using only about three-quarters of a pint of milk per capita per day, and our consumption of cheese is less than one pound per capita per annum.

After thus describing the extent of the industry, and the need for development, especially in the direction of consumption, the speaker explained how the Milk and Cream Producers' Associations have sprung up all over the Dominion, and have done much to obtain a fair price to the producer, as well as to convey the need for efficiency and economy in production. The long-felt need has been for an organization which will harmonize and co-ordinate the various branches of the dairy industry, as well as the contributory industries which depend more or less upon it for their business; which will protect the industry by closely studying legislation, both Dominion and Provincial, and which will see that transportation rates are not excessive or improperly applied. The organization will still further see to it that transportation facilities are provided together with cold storage; will protect the products in transit, and still further see that the product is properly graded and placed on the markets—both domestic and foreign—in the very best possible condition. Perhaps the greatest function of all will be to advertise so that home and abroad the value of dairy products as a food will be kept constantly before the public eye. To this end the National Dairy Council of Canada has been brought into being, and it is being developed to the point where it can render effective service. Mr. Stonehouse explained the workings of the new Council, and said that it did not act in restraint of trade, and, in conclusion, he pointed out that a great effort will be

made to bring the true value of milk and milk products before the consumers of this country, to the end that children and all classes may consume sufficient milk to ensure a virile manhood and womanhood in Canada.

United Dairymen Co-Operative, Limited.

A meeting of the Provisional Directors elected by dairymen of Peterboro, Prince Edward and Hastings Counties, to organize on a co-operative basis an amalgamation of many of the cheese factories and creameries of the Province, was held at the Carls-Rite Hotel, Toronto, on Friday, December 19. It was agreed that as much as possible the control of the central company should be retained in the hands of the local factory patrons, and after much discussion the Saskatchewan form of management was adopted. Capitalization will be at \$250,000 to be divided into 10,000 shares of \$25 each. It was also decided that the head office should be located at Peterboro, since this city is in the center of the district where the company will be formed. Later on, if necessary, the head office can be located in Toronto.

The directors later waited on Hon. Manning W. Doherty, Minister of Agriculture, Toronto. The Minister was asked for assistance by officers of the Department in addressing meetings to show the need for improvement in present methods of conducting the dairy industry, and the Department was also asked to appoint one arbitrator to act with the arbitrators appointed by each local and the central company to value the factory. This assistance was granted by the Minister, and later on, F. C. Hart, Director of the Co-operation and Markets Branch, assisted the directorate in making the necessary application for a charter. The Provisional Directors of the Company are as follows: T. J. Thompson, Springbrook; John McCaffery, Madoc; and Hugh Maloney, Marmora, all of Hastings County; R. W.

Ireland, Wellington; Walter Clark, Allisonville; both of Prince Edward County; J. E. Galvin, of Lakefield, and W. H. Crouch, Ennismore, both of Peterboro County; and J. J. Morrison, representing the United Farmers' Co-operative Company, Limited. H. B. Cowan, Peterboro, has been chairman of the committee so far, and will act as temporary secretary-treasurer. The name of the new company will be the United Dairymen Co-operative, Limited.

Brantford District Holstein Sale.

A satisfactory sale of Black and White cattle was pulled off on Thursday, December 18, by the Brantford District Holstein-Friesian Breeders' Club. This was the eighth semi-annual consignment sale of this Club, and compared with last year the average for the sale held at Brantford, on December 18, was higher. Bidding was not brisk, although the good stuff went at good prices but the attendance was only average, and there seemed very little demand for bulls of any age. Although, as a rule, the various lots were brought out in good condition, the weather was extremely cool, and some lots that were brought to the sale only the day before showed some effects of exposure. The high price of the sale was secured for Bessie Posch Diotime, consigned by E. C. Chambers, Hatchley, Ontario. This is a three-year-old cow, out of a 19-lb. four-year-old dam. Her dam, grandam and sister produced 330 lbs. of milk in one day, a record said to be unequalled in any other herd in Canada for three members of a family. Bessie Posch Diotime sold for \$850 to H. H. Bailey, Paris. Forty-six females and two males were sold in the sale, the total value of the animals passing under the hammer amounting to \$12,120, an average of a little better than \$250 each. The forty-six females sold for \$11,770, an average of \$255 each. There were fifteen mature cows, six four-year-old cows, sixteen three-year-old cows, and nine two-year-old heifers, in addition to a four-year-old bull that went for

\$200 and a \$150 bull calf. The following is a detailed list of the sales:

FEMALES.

Flossie Pietertje Bonheur, M. J. Brown, Norval.....	\$325
Myrtle Mercedes Posch, H. H. Bailey, Paris.....	350
Belle Mercedes Ormsby, A. H. Beven, Burford.....	250
Madam Dot Korndyke, A. H. Beven.....	325
Korndyke Pauline Posch, R. H. Shaver, Brantford.....	200
Dina Posch, John Midland, Whitby.....	220
Fay De Kol Posch, Frank Daws, Harley.....	190
Canary Abbekerk Hartog, Frank Daws.....	175
Pauline Calamity Rooker, John Midland.....	165
Maud Posch Korndyke, A. H. Beven.....	235
Nellie Sarcastic Posch, Jas. Davis, Thorold.....	210
Lady Mercena Segis, W. J. Woodley, Copetown.....	235
Lady June Sarcastic, Wilson Bros., Hamilton.....	210
Pauline Crown 2nd, Jas. Davis.....	280
Hazel Bell Cano, Ross Swartout, Scotland.....	200
Greta Pontiac Korndyke, F. A. Fitch & Son, Norwich.....	240
Greta Mercena Korndyke, Wilson Bros.....	275
Lucy Orphan, F. W. Terhune, Brantford.....	300
Nellie Faforit, W. H. Cherry, Hagersville.....	250
Pauline Canary Alban, Wm. McDonagh, Port Robinson.....	280
Inka Sylvia Beets, F. A. Fitch & Son.....	180
Oak Lodge Bell Banks, John Midland.....	200
Tinie Butter Girl Fayne, John Midland.....	175
Perfection's Schuiling Lilly, A. H. Beven.....	400
Sky Mercedes Baroness, Fred Plant, Brantford.....	250
Lady Belle Posch De Kol, Ross Swartout.....	230
Flora Segis Fayne, M. J. Brown, Norval.....	200
Lady Abbekerk Mercena B., A. H. Beven.....	205
Bessie Posch Diotime, H. H. Bailey.....	850
Jean Cornucopia Posch, C. G. Gurney, Paris.....	500
Aaggie Calamity Francy, R. H. Shaver.....	225
Pearl Cornucopia Posch, J. E. Brethour, Burford.....	310
Calamity De Kol Lass, John Midland.....	175
Bessie Posch Diotime, J. G. Wood, Scotland.....	270
Flora Bonheur De Kol, John Midland.....	145
Bouncing Abbekerk Mercena, John Midland.....	200
Betsy Posch Fayne, Wm. McDonagh.....	305
Royalton Korndyke Leone, A. H. Brown.....	180
Lady Pauline Grey, A. H. Brown.....	230
Lady Schuiling Pride, John Young, Brantford.....	125
Pontiac Calamity Mercedes, W. H. Cherry.....	220
Queen Faforit Dhu, H. T. Henderson, Paris.....	235
Belle Banforth, Roy Robb, Branchton.....	290
Ribbon Victoria, H. Plant.....	180
Fairview Lady, H. T. Henderson.....	275
Ourvilla Aaggie Korndyke, Howard Edmondson, Brantford.....	300

MALES.

King Korndyke Evergreen, M. B. Shaver, Canboro.....	200
Count Baroness Banks, Walter Patton, St. George.....	150

Southern Counties Ayrshire Sale.

The eighth consignment sale of the Southern Counties Ayrshire Breeders' Club was successfully held on Thursday, December 18, at Woodstock, Ontario. Forty-one head were disposed of for a total of \$5,850. Of the forty-one head, thirty-four were females, selling for \$4,907.50, an average of \$144. There were eleven mature cows, four four-year-olds, three three-year-olds, ten two-year-old heifers, three yearlings and three calves, while four bull calves and three yearlings made up the male offering. The high price of the sale was secured for Selwood Reliance, a May bull calf, consigned by J. L. Stansell, Stratfordville, and sold for \$350 to John A. Morrison, Mt. Elgin. The list of individual sales follows:

FEMALES.

Advance's Teena, Geo. Whitesell, King Lake.....	\$165.00
Daisy of Wardend, E. B. Stansell, Vienna.....	150.00
Hillhouse Gem, A. S. Turner, Ryckman's Corners.....	150.00
Scotch Lassie 7th, W. C. Jack, Newton.....	215.00
Ellen Terry, W. T. Maharg, Tillsonburg.....	120.00
Humeshaugh Rose 2nd, Robt. Lee, Owen Sound.....	200.00
Admiral's Red Wings, A. Sadler, Mossley.....	200.00
Garclaugh Miss Bartley, A. S. Turner & Son.....	210.00
Woodland Dora, A. E. Chown, Thamesford.....	170.00
Scottie's Brownie, E. B. Stansell.....	110.00
Betty, Joseph Barnett, Curries.....	120.00
Star, A. R. Taylor, Woodstock.....	145.00
Roma of Level Lea, E. B. Stansell.....	102.50
Acmelea Denty Beauty, R. Taylor.....	185.00
Selwood Bluebell, Geo. Whitesell.....	175.00
Selwood Queen, F. A. Wright, Theford.....	135.00
Ivanhoe Daisy, E. Lazenby, Woodstock.....	155.00
Maple Jean, Duncan Bain, Woodstock.....	125.00
Daisy 2nd, John McLean, Owen Sound.....	145.00
Alice of Level Lea, Henry Fuhr, Shakespeare.....	120.00
Grace of Fernbrook, P. S. Cairns, Brantford.....	235.00
Tiny 2nd, Chas. A. Hoyle, Ingersoll.....	135.00
Spot, Duncan Bain.....	130.00
Airmount Bessie, Wm. Thorn, Lynedoch.....	150.00
Christmas Belle 3rd, Duncan Bain.....	150.00
Grace of Fernbrook 5th, Geo. Whitesell.....	175.00
Snowball 3rd, E. B. Stansell.....	175.00
Christmas Bell 6th, A. S. Turner & Son.....	180.00
Brighton Brae Topsy, E. B. Stansell.....	135.00
Otterhill White Bess, R. Hallock, Woodstock.....	135.00

MALES.

Hillhouse Lucky Heather King, A. E. Sadler.....	115.00
Mac of Walnut Lodge, Anderson Bros., Woodstock.....	100.00
Bull, Duncan Bain.....	102.50
Selwood Reliance, John A. Morrison, Mt. Elgin.....	350.00
Selwood Confidence, R. J. A. Smith, Hatchley Station.....	177.50