



MAINTAINING DAIRY HERDS

Following are extracts from the address of Herbert Hoover, U.S. Food Administrator, at the National Milk and Dairy Farm Exposition, Grand Central Palace, New York City, Thursday, May 23, 1918:

NO one knows how long the war will last. If we are to win we will with four collateral weapons—men, munitions, ships and food. It may require years to win it and we intend to fight it out on this line—not if it takes all summer, but if it takes all of your lifetime and mine. We cannot anticipate that the animal situation in Europe will improve during the war. The enormous destruction must go on until the end. Throughout the whole of the course of the war there will be continued destruction of cattle and diminishing dairy products. There will be steady creeping of jeopardy towards the children of the Allies. North America stands unique in one great particular in this situation. We are independent of sea transport for feeding stuffs for our animals; we grow them side by side. Here lies the great economic difference in these foods between ourselves and Europe and here also the one reason why we can and must be the great final reservoir of supplies.

"There falls, therefore, upon us an increasing duty in the provision of food. To provide supplies we must build up reserves. The first reserve in meat and dairy products is the maintenance of our herd. The second is to build up stocks in our warehouses in seasons of surplus production. If we can maintain our herds and our production, we can, in any emergency reduce the consumption of our own people without damaging our health by margins of such an amount as will provide for the Allies.

"In maintaining our dairy herds that they may be ready for any demand, you face one paramount difficulty—that is, labor. More men will be drafted to war, more will be required to furnish them munitions. There is only one ultimate solution in this industry.

That is, by the increased efforts of our men and the additional efforts of our women. Our women are ready and willing to stand with our men in this struggle.

"Far beyond our domestic difficulties, however, is our world duty. Parallel with this enormous and continuing destruction in Europe we must build our food resources so as to stand ready for any demands upon us by our Allies. It is of no purpose to us to send millions of our best to France if we fail to maintain the strength of their men, women and children on our lines of communication. After the war the time will come when we will need to replenish their herds from our own cattle. This United States is the last reservoir of men, the last reservoir of ships, the last reservoir of munitions and the last reservoir of food upon which the Allied world must depend if Germany is to be defeated and if we are to be free men.

"It therefore devolves upon us to maintain our present great potential strength in herds, for they cannot be re-established for many years if once lost. Not only must they be maintained as a guarantee to our Allies but they will be vital in the world's regeneration. The day may yet come when the child life of the world will be in your hands. I place this before you on the high plane of service to the world. It is the duty of the government, just so far as we are able, to maintain economic equilibrium in the industry so that it can go on without hardship to those who engage in it, but should the impact of war so dislocate the industry as to cause temporary periods when loss faces you, it is the duty of every dairyman to stand by with that courage that comes from the knowledge that he is a part of the world's reserve army that may, at any moment, be called into battle for our existence and the existence of the next generation."

Powerful Language

Caller—I suppose you can spell all the short words, Bobbie.

Bobbie—I can spell a lot of big ones, too. I can even spell words of four cylinders.



The Dairy Cow

is playing a vital part in the winning of the war for civilization. Her product cannot be replaced by any human system of "substituted labor." There's no greater sin than the waste of Nature's provision, for the sustenance of living things. To-day it is the unpardonable sin—the crime that cannot be condoned to waste anything in food product. Save every ounce of butter fat you can save for human food. You can do it by using a

"MAGNET" Cream Separator

The greatest labor-saving and food-conserving machine ever introduced into Dairy Farming.

After nearly 18 years' constant use on Canadian farms the "Magnet" has established beyond the shadow of a doubt that its square gear drive and ball-bearing adjustments is unequalled as an effective piece of dairy mechanics and has nothing in front of it in lasting quality.

DAIRY WOMEN know that the "MAGNET" bowl and one-piece skimmer is easily washed sweet and clean in less than five minutes—a saving of from 10 to 15 days' labor each year over the time required to properly wash the disc kind.

MAGNET ALWAYS SKIMS CLEAN

because its bowl is supported at both ends, cannot wobble and therefore will do perfect skimming for a life-time. Dairy men and women can avoid all "misery" by buying the up-to-date "Magnet" Cream Separator.

"Facts are chieftains that winna ding, and canna be disputed."

The Petrie Mfg. Co. Ltd.

Head Office and Factory: Hamilton, Ont.

WINNIPEG, CALGARY, REGINA, VANCOUVER, MONTREAL, ST. JOHN, EDMONTON, LETHBRIDGE

Thoroughbred!

It pays to buy thoroughbred cattle—and it pays to buy thoroughbred clothes—



OVERALLS, WORK SHIRTS etc of

Stifel's Indigo Cloth

Standard for over 75 years.

Are every inch thoroughbred. Firm, strongly woven cloth, that resists wear and weather. Color that lasts as long as the cloth.

You can tell the genuine STIFEL'S INDIGO by this little mark  stamped on the back of the cloth inside the REGISTERED garment.

Look for it—and you'll never be disappointed in the wear of your working clothes—for it's the CLOTH in the garment that gives the wear.

Cloth Manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

New York	260-262 Church St.	Baltimore	Coca-Cola Bldg.
Philadelphia	324 Market St.	St. Louis	328 Victoria Bldg.
Boston	31 Bedford St.	St. Paul	232 Endicott Bldg.
Chicago	223 W. Jackson Blvd.	Toronto	14 Manchester Bldg.
San Francisco	Postal Tel. Bldg.	Winnipeg	400 Hammond Bldg.
St. Joseph, Mo.	Saxton Bank Bldg.	Montreal	Room 509, 439 St. Paul St.