## Advertising Dairy Products

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DVERTISING is a wonderful power. The dairymen of the United States propose to set it to work for their benefit; and, incidentally, the benefit of the consuming public of that country. Our brethren across the line are not slow to observe that through advertising people can be induced to eat the most indigestible breakfast foods and purchase most expensive and uniutritious lines of canned goods, in quantities sufficient to make millionaires of the manufactur-

ers. If people can be induced to spend their money so unwisely, might they not also be induced in the same way to buy more largely of the best and most efficient of all foods, dairy products. Dairy farmers thought so. The leaders of their organizations were sure of it. Accordingly, some months ago the National Dairy Council of the United States started in to raise a fund of at least \$750,000, and to expend practically \$20,000 a month for 36 months in advertising, general publicity and organization work. The money is being contributed by 280,000 dairy farmers in the United States. Their slogans are: "Drink and use more Milk." "Eat and cook with more Butter." "Cheese is the Staff of life of many nations; why not in U.S.A.?" \*10a Cream is not alone an Excellent Dessert, but a Real Food."

Already these advertisements are appearing in leading publications through the United States. The Saturday Evening Post is running full page ads at \$5,000 g The illustration herewith page. will give Farm and Dairy readers an idea of the quality, attractiveness and pulling power of these ads. Such an advertising campaign is bound to do much in educating the public of the United States as to the merits of dairy products and in taking the edge off public resentment it the advancing prices of milk and butter.

## Do Pure Bred Cattle Pay? "A Prince Edward County By Farmer," Ont.

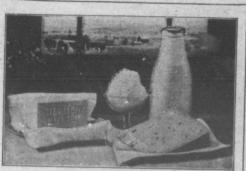
HIS thought occurred to me more forcibly than ever the other day when a young farmer, to whom I had sold a sire some two years ago, came to me

and made this remark: "I have a beautiful heifer calf at home, and as I was looking at it this merning I concluded it was worth about ten dollars, but the thought also occurred to me that if it was pure-bred I would not take \$100 for it."

In considering the matter of the relative values of pure-breds and grades I have since wondered if this young man's ten-to-one comparison was cotrect, and how the pure-bred business had worked out with me. I commenced, therefore, to figure, and with the following result: On March 3rd, 1916, I made my first investment in pure-bred Hoisteins, which consisted of two calves one week old, a male and female. Since that time I have invested \$1,955. Now what have I received? After carefully estimating the herd on hand and what I have sold during that time it amounts to \$11,700. This amount does not include the milk from the herd-and they have been heavy producers-during that time nor does it include the service of sires on our own herd or outside service, although I have charged up the amount paid for sires in money paid out. Now, the "knocker,"

if he believes this statement at all, will say, "Look at the feed and care they get." To him I would say they have had no better care nor feed than any herd should get, be they grade or pure bred, to make them a paying proposition. I may also add this herd had been in the care of hired help at least three-quarters of the time.

I have leighbors who have been in the same business, and I believe they can make an equally good showing, and there are numbers throughout Ontario who can do the same. I am, therefore, convinced that there is no better paying invest-



Eat More of These-Live Better-Spend Less Today is for the strong. Nowsdays men realize that their earning power depends upon sound boiles and sound brains. And s ornen who seek health and hap-pines—not only for shemselves, but for their husbands and children – have a scense appreciation of the value of proger food, in quality and its quantity better work, and more of it -- you ca you relieve yoursell of bodily overtax. In studying what you eat and what you feed you family, it is wise to include such body-builders and re pairers as milk, butter, cheese and ice cream.

**Overeating Is Dangerous** 

Most people eat too much. Overlaading the stomach andicaps success. Gorging clogs the body, and robs ou of unip and vim. Concentrated foods are best. They permit you to do

Then Use More Dairy Products field many apprinting chorse dishes in your cook book. ICE CREAM is not a basery, not morely a bodday rok. It is a deticione, reference, sumulating, neurobing food. Est less of the MILK is not merely a delucings bevrapp, vir-rail tool. A quart a fay is not too much for we warkers. Bu drok a tworky mean i, openages ultra is only hunger which you quickly tataly with a glass of milk. BUTTER is a 90 per cent food, presently host warts. Engues the hulp torrip. Let children have all the hulp torrip. Let children have all the hulp torrip.

STARTLING FACTS

hermer separation (the European of dairy product. The Composi-

ment for any farmer than the reliable pure-bred Holstein cow.

## The Trade Mark of Butter

FELLOW is the trade mark of butter by nature and the long practice of coloring butter. Since the inception of oleomargarine it has imi-

tated butter in color and appearance and much of it has been sold and consumed as butter. The dairy interests have fought this counterfeiting and in some states there are laws prohibiting oleomargarine to be sold in semblance of yellow butter. The purpose of such laws is to provide a clear demarcation between oleomargarine and butter. These laws were lastigated to prevent fraud. When one has had experience in the wily ways of many manufacturers and dealers in oleomargarine, he realizes how difficult it has been to keep oleomargarine in its own clothes and make it stand upon its merits .-- Hoard's Dairyman,

March 29, 1917.

## Dirty Oats To Be Used For Seed

T. G. RAYNOR, Seed Branch, Ottawa. HE farm presents many perplexing problems.

In a season like last year, when the sup-. ply of good seed is limited in certain areas, the farmers of those localities devise all sorts of plans to meet their wants. Often some man with capital steps in and undertakes to finance the situation, but he is not doing it for the love of the farmer or for the cause of agriculture as a rule. He has some prospect of gain in view.

Notwithstanding the fact that the Dominion Government has made considerable provision in collecting together No. 1 Canadian Western oats, which will germinate 95 per cent. and more, and are offering them at a reasonable figure at Fort William, viz. 80c. f.o.b., dealers say the farmers will not pay the 95c, or \$1.00 per bushel they would ask for them, but will take chances on a cheaper oat, No. 2 C. W.'s, at 80c. to 85c, per bushel. There seems to be some truth in the argument, yet I believe farmers would buy the better class of oats if they had them side by side to make comparisons

Recently at a central Ontario village an inspecto seeds called and learned that a dealer had sold at public auction some No. 2 C. W.'s, which had been represented as fit for seed. There were some bids as high as \$1 a bushel for seed purposes. A farmer who had a number of bags on his sleigh was asked if he had seed oats. He replied in the affirmative. Permission was asked to see them, and then an "Micial sample was taken. It was pointed out that there were likely to be more than 100 wild oats to the pound. As a matter of fact, the analysis showed 260 wild oats and three other noxious weed seeds, making 263 per pound. Think what this means to farms in the vicinity of that village, in using only one and a half bushels of this seed per acre, and that amount drilled in should prove ample of good Western seed. These oats in question had been cleaned three times through a mill, and each time the percentage of wild oats may have been increased to some extent. No less than 13,413 vital noxious weed seeds would go on each acre. As the wild oats would mature

earlier than the ordinary oats, each of these plants might shed 50 per cent. of their seed before and during harvesting. What a volunteer crop for future years to fight, when labor is so difficult to get! Surely ignorance is scarcely excusable in cases like this. Yet it is feared that it will be duplicated all over the province this spring, and even worse conditions may obtain when feed oats are used and some of them frozen, which is quite usual.

It is fortunate in a way that so many farmers are prejudiced in using Western oats for seed as they fear they will not do well the first year. This fear has arisen largely from the use of frozen oats in the past. If Ontario oats are well fanned and reduced in bulk to say, 10 per cent. of what came from the bin, the seed will do very well except there is likely to be about 10 per cent. double oats in them, which, to say the least, is undesirable from the seed standpeint. All this goes to show we should get busy at once about our seed supply, if we haven't that problem settled already.



March 29, 1

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NE hundr potato d the ave Contrast the a as 1,000 bushe 500 bushels fr every season, regular thing is at all favora potatoes on ou crops. We les that experience where we can almost any sea difficult one in and cold, and w ther that was and neither on Naturally our c lowing the met line, we had m hood where pot

Whenever pos clover. Never same land for tatoes demand more subject to as blight and se the potato crop become more pr We plow the clo face work the la more the land i During the fall loads of tarnya plow again in th We emphasize never be omitted very thoroughly.

Two There are two good. Under the are dropped ever furrow during th planting is done i ing the soil befor soil on top of th over, will settle in more congenial land is thoroughl; and drag harrow.

The second sys follow, calls for pl working of the sur inches with the r harrows. We neve The soil is harrow of uniform tilth ove out furrows with th and 32 inches apar izer is then spread rate of 600 to 800 1 dropped in on top o

Professor Resonance of Harroard University early shart the artical field online of one quant of multi-regard to shore-quarters of a provid of field, too proved of chickers, eight eggs, two provide of my that since butter, ice cream and concentrated products of milk, each metality these load values, or a prio-ter determined NATIONAL DAIRY COUNCIL

Since time began the lered necessary for co

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Back to Simple Life

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heavy, showly dependent dishes at the beginnin of the meal. Inwead, eat a beaping dish of is cream as a dement. Buy it at your drug store

Quit paying the heavy tuil of over-es

Sparking ayes -- clear thins roddy checks -- unap -- "peg", belong to all who drick pleas milk and one all dairy foods is bur them everywhere.