



SIMPLICITY
DEPENDABILITY
DURABILITY
ECONOMY

Anybody can run an Alpha Gas Engine

THERE IS NOTHING MYSTERIOUS or complicated about an Alpha. Your wife or your boy or the hired man can run it. That's why it's an ideal engine for farm use.

NOT ONLY DOES THE Alpha work well but it wears well, because it is made from the very best material and its workmanship and design are high-grade in every particular.

THERE ARE NO BATTERIES to fuss with or get run down

or out of order in operating an Alpha. It starts and runs on slow speed magneto.

JUST GIVE IT A SUPPLY OF gasoline or kerosene, oil it up and give it a pull and it saws your wood, cuts your fodder, grinds your corn, pumps your water, runs your cream separator or your washing machine, or does anything else that you want it to do. It's certainly a great labor saver on the farm.

Eleven sizes, 2 to 28 horse-power. Each furnish 1 in stationary, semi-portable, or portable style, and with either hanger or tank coated cylinder. Send for catalogue.

DE LAVAL DAIRY SUPPLY CO., Ltd.

Largest manufacturers of Dairy Supplies in Canada. Sole distributors in Canada of the famous De Laval Cream Separators. Manufacturers of Ideal Green Feed Silos. Catalogues of any of our lines mailed upon request.

MONTREAL PETERBORO WINNIPEG VANCOUVER

CREAM WANTED

Patrons of Summer Creameries and Cheese Factories, we want your Cream during the winter months. Highest prices paid for good cream. Drop us a card for particulars. Guelph Creamery Co., Guelph, Ont.

PASTEURIZER FOR SALE

One 300-Gallon Wizard Cream Ripener or Pasteurizer, copper-covered, in good condition. Will sell at Bargain. Apply Box No. 452, Farm and Dairy, Peterboro, Ont.



In the Dairy

Use Panshine to thoroughly clean and shine all the cans, pails, shelves, etc. Leaves everything sweet-smelling and sanitary. Cleanliness pays—especially in the dairy. Use



PANSHINE

It's a pure, white, clean powder—doesn't scratch—can't harm the hands—odorless.

Sold in Large Sifter Top Tins 10c. At All Grocers.

Developing the Home Market for Cheese

By Prof. H. H. Deon, O.A.C., Guelph, Ont.

THE present export market conditions are favorable for Canadian cheese, but we had need to remember that these are unusual times which more or less artificial times which are not likely to continue very long. We need to prepare for the "slump" which is sure to come sooner or later. In times of prosperity we should prepare for adversity.

Two facts stand out regarding the home consumption of Canadian cheese: First, the comparatively small amount of cheese consumed—estimated at three pounds per head yearly; second, the fact that we are importing about one and one-half million pounds of cheese annually, chiefly of the fancy varieties, worth nearly \$800,000. There is no reason why the annual cheese consumption should not be at least 10 pounds of cheese per head of population, and no reason why nearly all the cheese imported may not be manufactured at home.

Save \$16,000,000 a Year

The food value of a pound of cheese is estimated to be equal to that of two pounds of average meat. Estimating the present meat consumption at 25 pounds per capita (a low estimate) Canadians are consuming about 200,000,000 pounds of meat annually, at a cost of about \$40,000,000. By proper understanding of food values, we might save about \$16,000,000 annually on this one item alone by substituting a part of the present meat ration for cheese. This would figure somewhat as follows: A cheese consumption of 10 pounds per head would be about 80,000,000 pounds. This would take the place of about 160,000,000 pounds of meat and still leave 40,000,000 pounds of meat for those who prefer corpse to cheese. The 80,000,000 pounds of meat saved would cost about \$32,000,000; the saving by using cheese instead of so much meat would be \$16,000,000 annually. If a person were to go to the Finance Minister of Canada and tell him how to save \$16,000,000 annually for the people, such a person would be looked upon as a wizard or a fanatic, and would probably get a "soft job" with the Government—or be committed to a lunatic asylum—yet the figures show these results.

How Brought About

But you ask, how can these results be brought about? We suggest the following: First, advertise the food value of cheese from one end of Canada to the other until every buyer of food for human consumption knows the economic value of cheese and until the cooks know how to prepare cheese in as appetizing forms as they do meat. There should be an attractive ad. in every paper, magazine, and periodical published in Canada. The funds may be supplied partly by governments—federal and provincial, and partly by those engaged in the business—producers, manufacturers, and sellers of cheese. Let a certain proportion of the funds received be set aside for advertising purposes, similar to the plan adopted by mercantile and business corporations.

One of the largest dairy machine companies in the world recently had the following at the head of their monthly advertising news:

"Out of sight, out of mind,"
"Out of mind, you fall behind,"

In these days of keen competition the dairy business must be kept in the "mind" of the public, else it will "fall behind." Merit is not sufficient to win in these times. The "mouse-trap" theory was all right for a generation, but it is not suitable for the present. This thought is alphabetically expressed by some unknown

"A paper read at the convention in St. Thomas of the Western Ontario Dairy men's Association.

rhyme, to whom we tender our apology:

"Oh, dear sir, in time of ease,
Don't fail to see the ad. for Cheddar cheese;

Take our advice and now be wiser,
Buy your cheese from those who advertise;

You'll find the product of some
uuiu,

Neglect can offer no ex gratia:
Be wise at once, prolong your daaaa

By eating more Canadian Chaaa."

The suggestion has been made that a campaign of advertising Canadian cheese should be undertaken by the Dominion Government, similar to that which was done for apples in the fall and winter of 1914, and which has been of great value to apple growers. We favor this, but as previously suggested, think this should be supported by those directly interested in the business, on whom must rest the burden of continuing the campaign.

Give Goods of Value

The advertising campaign should be accompanied by practical demonstrations of the value of the goods that are advertised. No business can continue to succeed unless the goods sold give satisfaction. It is possible that some of the people all the time, although some few persons have found it profitable to simply take advantage of one or both of the two first conditions; but a man or firm doing an honest business tries to give value in the goods sold and that we must do in the cheese business.

There is a well-defined feeling that "all cheese" is often supplied for the home trade and that our best cheese are exported. This should be changed, and if we must make some inferior cheese, let them be sold elsewhere—not in Canada. The story is told of a Canadian auctioneer who was selling the farm stock, implements and household effects of a man who was leaving the country. Among the household goods was a good chunk of cheese. When the auctioneer came to this he announced that the cheese was of finest quality—"in fact, you can't get better." One of the idle bystanders, always found at right, I ate some of it last week, and I ain't better yet!" We do not wish to advertise or sell that kind of cheese in Canada.

(To be continued)

The Cooling of Cream

F. A. HERN, Chief Dairy Instructor in W. Ontario

Last year we tried different methods of cooling pasteurized cream. Where cream was pasteurized to 185 degrees and one cooler used, either with brine or ice water, it was found that it required considerable more work and a large amount of ice to cool cream in churning temperature. This method appears to be impractical.

When two coolers were used and cold water run through the first cooler, then brine or ice water run through the second cooler, it was found possible to cool cream with less ice and less loss of fat in buttermilk than was the case when one cooler was used only with ice water, and the cooling finished with ice water around the cream in the vat.

The series of dairy meetings held in the special dairy car supplied by the Canadian Northern Railway Company, and operated throughout Saskatchewan, have been the most successful from the standpoint of attendance ever held in that province. The visitors showed their interest in the vigorous discussions which they opened up and in which they took part almost everywhere.

Tim
helping
Canada

By
Win
Table
it's m
Can

EXPERIENCED V
tion in cheese fa
Write Box 62, P
boro, Ont.

CR

We say least
Money talks
Let ours talk
Write NOW
Belleville C

References: M

WA

Our prices have a
for Good Quality
CR
We are prepared
petition. You sh
Toronto Crea
Church St.

EGGS,
LIVE P

Mill your shipme
ries via by postal
rent promptly.
Egg Cases and
free.

Th. DA
Established 1854

TISDELLE'S

High germination
and. Grown in
TISDELLE BROS., T

The San

LIVE AGENTS
WANTED



Simple, Reliable, Ba
the crop. Works o
Hand Power Machine
Write to-day to
BROWN ENGINEER
419 KING