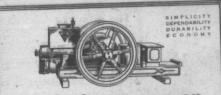
## FARM AND DAIRY



## Anybody can run an Alpha Gas Engine

or out of order in operating an Alpha. It starts and runs on a

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 sepa-

rator or your washing ma-

chine, or does anything else

that you want it to do. It's

certainly a great labor saver on

slow speed magneto.

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.

(18)

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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

Elevan sizes, 2 to 28 horse-power. Each furnish I in sta-tionary, semi-portable, or portable style, and with either hopper or tank cooled cylinder. Send for catalogue.

the farm

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. VANCOUVER PETERBORO WINNIPEG



## Developing the Home Market for Cheese By Prof. H. H. Dean, O.A.C., Guelph, Ont.

Two facts stand out regarding the

home consumption of Canadian cheese: First, the comparatively small amount of cheese consumed—estimat-ed at three pounds per head yearly : second the four the

second, the fact that we are importing about one and one-half million pounds of cheese annually, chiefly of the fancy varieties, worth nearly \$300,000.

There is no reason why the annual cheese consumption should not be at least 10 pounds of cheese per head of

population, and no resson why nearly all the cheese imported may not be

The food value of a pound of cheese is estimated to be equal to that of two pounds of average meat. ~Esti-

mating the present meat consumption mating the present meat consumption at 25 points per capital (a low esti-mate) Canadians are consuming about 300,000,000 pounds of meat annually, at a cost of about \$40,000,000. By a proper understanding of food values, we might save about \$16,000,000 an-vuelly on this one inter how here

we might save about protocol an nually on this one item alone by sub-stituting a part of the present meat ration for cheese. This would figure

ration for cheese. This would ngure somewhat as follows: A cheese con-sumption of 10 pounds per head would be about 80,000,000 pounds. This would take the place of about 180,-080,000 pounds of meat and still leave 40,000,000 pounds of meat for those The provide the place of t

How Brought About

the cooks know how to prepare

manufactured at home. Save \$16,000,000 a Year

Hy Prof. H. H. Dean, O.A.G., Guelph, Ont. THE present export market condi-tions are favorable for Cana-dian cheese, are wunsual and nore or less artificial times which are not likely to conthe wery long: We need to prepare for the "slump" which is sure to or prosperity we should prepare for gavernity. Two facts stand out regarding the Neglect can offer no ex guqq:

Neglect can offer no ex q(q) Be wise at once, prolong your dana By esting more Canadian Chaa." The suggestion has been made that a campaign of advertising Canadian cheese should be undertaken by the Double be and traken by the Diddh or a double for the state of the block or a double of the state of the Dominion Government, similar to that which was done for apples in the fail and winter of 1914, and which has been of great value to apple growers. We favor this, but as previously sug-gested, think this should be supple-mented by those directly interested in the business, on whom must rest the burden of continuing the campaign-Give Goods of Value The advertising must be accom-panied by practical demonstrations of the value of the goods that are ad-

the value of the goods that are ad-vertised. No business can continue vertised. No business can continue to succeed unless the goods sold give satisfaction. It is possible to fool some of the people all the time, but though some few persons have found it profitable to simply take advan-tage of one or both of the two first conditions; but a man or firm doing an honest business tries to give value in the moods sold and that we value in the goods sold and that we

must do in the cheese business. There is a standard feeling that "cull" cheese are too often supplied for the bome trade and that our best cheese are constant. This should be changed, and if we must make some changed, and if we must make some inferior cheses, let them be sold else-where-not in Canada. The story is told of a Canadian auctioneer who was selling the farm stock, imple-ments and household effects of a man who was leaving the country. Among the household goods was a good-ized chunk of chese. When the auctioa-eer came to this he announced that the chese was of finest quality--"in fart, you can't set better," One of fact, you can't get better." One of the idle bystanders, always found at an auction sale, remarked: "You're right. I ate some of it last week, and I hain't better yet!" We do not wish to advertise or sell that kind of cheese in Carrier

in Canada. (To be continued)

## The Cooling of Cream

F.-Herns, Chief Dairy Instructor for W. Ontario

W, Ontario Last year we tried different methods of cooling pasteurized cream. Where cream was pasteurized to 186 degrees and one cooler used, either with brine or ice water, it was found that it re-quired considerable more work and a large amount of ice to cool cream in churring temperature. This method churning temperature. I appears to be impractical.

appears to be impractical. When two coolers were used and cold water run through the first cooler, then brine or leed water run through the second cooler, it was found possible to cool cream with less ice and less loss of fat in buttermilt than was the case when water was than was the case when water was around the cream in the vat.

The series of dairy meetings held The series of dairy meetings held in the special dairy car supplied by the Canadian Northern Railway Com-pany, and operated throughout Sa-katchewan, have been the most mo-cessful from the standpoint of a tendance ever held in that provine The vigitors showed their interest is the vigitors discussions, which the the vigorous discussions which the opened up and in which they to part almost everywhere.

April 1, 19





tion in cheese fa Write Box 618, F

CRI We say leas Money talks

Let ours talk Write NOW

**Belleville** References : Mol







Write to-day fo BROWN ENGIN 419 King

the following at the head of their "Out of sight, out of mind: Out of night, out of mind: Out of mind, you fall behind." In these dys 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 past remeration, but it is not suitable for the neveent. This thought is abhethe present. This thought is alpha-betically expressed by some unknown "A paper read at the convention in St. Thomas of the Western Ontario Dairy