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**PEOPLE
KNOW**



**PRODUCTION OF MILK
Recommendations Made as Result
Of Survey**
The almost painful question of the cost of producing milk has at last been thoroughly investigated, and answered very fully by the department of farm business surveys at the Ontario Agricultural College and the answer should be satisfactory to the producers of milk at least. During the months of March and April, 1918 there was obtained by individual visit to each of 497 farms in Oxford County—which has for a long time been considered the honor dairy county of the Province of Ontario—an itemized statement of the farm transactions, crops grown, live stock and machinery values with a view to determining the financial condition of the dairy farming business; the cost of production of milk; the factors of the business that have the greatest effect in raising or lowering farm profits and in order to give suggestions for the most profitable organization of the dairy farming business based on the

conditions found on the farms which showed the greatest financial returns. Conclusions arrived at those in charge of the survey and the recommendations made by them on the strength of the findings are as follows:
1. That farm profits of the average farmer increase as the size of farm increases.
2. That many farms can be profitably increased in size by clearing and draining rough land.
3. That there are many opportunities for increasing profits without increasing the size of the farms.
4. That the greatest opportunity lies in increasing returns from live stock.
5. That this increase can be most effectively obtained by better breeding methods.
6. That an increase in crop yields brings greater profits, but only if accompanied by keeping up and improving the quality of the live stock.
7. That efforts should be made by dairymen to produce at least 40 per cent of their milk in the six winter months.
8. That the best organized farm business for the average dairyman is that which gives about 70 per cent of the total revenue from dairy cattle, and the balance from other sources, crops, hogs, horses, etc.
9. That the dairy business offers large returns for men specially fitted for specializing in high producing cows.
10. That the cost of milk during year of 1917 was \$2.20 per cwt.

GERMANY TO JOIN THE LEAGUE AT EXPIRATION OF ONE YEAR
LONDON, May 1.—The Reuter correspondent at Paris says it is expected that Lord Robert Cecil will be appointed British member of the organizing committee of the League of Nations, and that Germany will be admitted to the League after a period of probation, probably one year.

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Shierholtz left to-day
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- ON QUEEN ST.**
Well built solid brick, fine reception hall, large living room, dining room, kitchen and kitchenette, 3 nice bed rooms and library, floored attic, decorated a real nice home at a moderate price at only \$3800. Ask to see it.
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A boarding house opportunity. I'm offering a 13 roomed home with modern conveniences, front and rear stairs, beautiful spot and lawn with ornamental trees and fruit trees, deep lot, at a sacrifice of \$1600. Ask to see it.
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OVER three hundred thousand teen-age boys are growing up to replace the wastage of Canada's man-power in the war, and to "carry on" as her future citizens. What work of reconstruction—financial, industrial, or commercial—is so vital to the nation as the reconstruction of Canada's Manhood!

Canada lost 60,383 men in the great war, and 156,799 men were wounded. More than ever is it important that the growing boys of this country be efficient, manly and be inspired with true ideals of Canadian Citizenship. Literally it is true that Canada's future depends upon her boys.

Red Triangle Campaign

Nation-Wide Appeal
\$1,000,000 May 5th to 9th

In co-operation with the Churches the Young Men's Christian Association is extending its service to Canadian boys. The Y.M.C.A. is essentially an institution for boys, and a large proportion of its work since its first establishment has been with boys.

What the Y.M.C.A. is Doing for Boys

There are four phases to human development—physical, intellectual, spiritual and social. The Y.M.C.A., in close co-operation with churches and Sunday schools systematizes the development of boys in each of these four phases by what is called "The Canadian Standard Efficiency Training." A boy is "charted" and his development is noted periodically. His record helps the Y.M.C.A. to supply the training he needs most to bring him up to the efficiency standard. With his record chart before him the boy is inspired to improve the faculties wherein he is deficient and to make himself a "four-square man."

What Makes the Four-Square Man
PHYSICAL TRAINING of boys includes camp craft, health education, swimming, running, jumping, throwing, basket ball and other team and group games.
INTELLECTUAL TRAINING includes supplementary school or college work, direction of home reading, educational lectures, practice in public speaking, sex education, craftsmanship and woodcraft training.
SPIRITUAL TRAINING supplements and supports the work of churches and other religious bodies; it spreads the ideal of daily prayer and scripture readings among boys; it inspires interest in nature, in music, in things artistic.
SOCIAL TRAINING gives the boy an idea of his duty towards others, inculcates ideals of clean speech, clean sport, clean habits, teaches good citizenship and helps a boy choose his life work to best advantage to himself and to society.

The "Y" in High Schools
The Y.M.C.A. recognizes the great field for reaching teen-age boys found in the high schools, and is promoting the establishment of activities in that field. In the High Schools committees and "Boys' Cabinets" are organized and programmes put into operation to stimulate scholarship, inspire purpose, encourage clean speech, clean sport, and clean habits, to direct towards their true vocation in life boys who are "drifting," and to develop manliness and character.
Many boys are forced by circumstances to leave school and begin the battle of life before they are fully equipped. The Y.M.C.A. wants to reach out to these boys by way of athletic meets week-end camps and social work in the industries, the shops, and factories. Problems such as gambling, industrial relationships, thrift, home relationship, sex education, etc., will thus be dealt with.
"Underprivileged" boys are those whose environment has been poor, boys who have had little opportunity for mental, physical, religious, or social development. The Y.M.C.A. wants to help these boys, by increasing their interests in wholesome sports and games, attracting them to the Y.M.C.A.'s and the Churches, inculcating in them and in the boys born of foreign parents, Canadian ideals of citizenship.

Red Triangle in Rural Life
The Y.M.C.A., in co-operation with the churches and other social organizations, is carrying the Red Triangle to the boys on the farm, the boys in the villages and small towns which lack Y.M.C.A. buildings and equipment. The Y.M.C.A. organizes these Church groups and others to carry on active work to interest, entertain, instruct and develop boys; trains their leaders and stimulates and supervises.
The Y.M.C.A., in co-operation with the churches, will hold conferences and camps this year to train leaders in Boys' Work, and in Canadian Standard Efficiency Training methods. These men will go back to their own communities equipped to "carry on." From 18,000 to 20,000 delegates will attend these conferences throughout the Dominion.
The "Father and Son Movement," by which fathers and their boys are brought together in sympathetic relationship is another branch of useful Y.M.C.A. work.
All Y.M.C.A. work is fundamentally religious, and by reaching the boys the Y.M.C.A. reaches men. Fifty per cent of the Y.M.C.A. work for boys is done in the churches and the proportion is growing.
Helps Boys to Choose Vocation
The "Find Yourself" campaign of the Y.M.C.A. has helped many a boy to analyze his natural abilities and circumstances so as to make the most of himself and his opportunities. A boy is examined and advised what he is fitted for and what amount of education, time and expense is necessary to attain vocations for which he may be suited. In that way he is helped to make an intelligent choice.

For Canada's Girlhood

The Dominion Council of the Young Women's Christian Association has to do with the supervision, promotion and stimulation of all the varied national and local activities of the Y.W.C.A., including the work of caring for the soldiers' wives and dependents coming to Canada from overseas. The Y.W.C.A. budget for Dominion Council purposes this year amounts to \$175,000, and it is planned to set aside that amount from the total objective of the Red Triangle Campaign for the purposes of developing Y.W.C.A. work for Canada's girlhood along somewhat similar lines to those followed for boys.
The expenditure of the Dominion Council of the Y.W.C.A. comprises items for the promotion and superintendence of Immigration and Travelers' Aid, under which head comes the work of caring for soldiers' dependents on the boats and trains; the direction of local Associations in the cities; supervision of Y.W.C.A. girls at work on fruit and dairy farms during the summer; extension of Y.W.C.A. work into the Country districts, and many other forms of service for Canadian girls.

Help the "Y" complete its work for soldiers; help extend "Y" service to Canadian boys; help bring the Red Triangle to the Army of Industry and to Rural-Canadian Life.

National Council, Young Men's Christian Associations of Canada

The Red Triangle Campaign is under the distinguished patronage of His Excellency, the Duke of Devonshire, K.G., G.C.M.G., G.C.V.O., P.C.
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