

last two samples drawn from each cow. Here the per cent. of fat would take a sudden leap, amounting often to a third or a half of the total variation.

This shows very clearly how important it is to get all the milk. By averaging the result it was found that the last quarter of a pint was worth from three-fourths to one and a half pints of milk first drawn from the udder.

Moral: Milk clean and get fat.

THE COW AND HER CUD.

(1) Of what does a cow's cud consist? (2) Does she chew the same cud for any length of time? (3) Is chewing the cud a necessity for the health of the cow? (4) If the cow loses her cud, can a cud be made that will take the place of the lost one?

(1) Grass, or other herbaceous food, hastily swallowed without chewing, and afterward forced up into the mouth again, in successive wads, or boluses. A number of animals, called "ruminating animals," chew the cud. They have rather complicated stomachs. That of a cow has four compartments. (2) Each cud is chewed for two or three minutes, and is then swallowed. Within five or ten seconds another cud comes up. This series of operations continues as long as there is any material requiring such treatment, if the animal be in a mood for it. (3) Digestion does not take place without such chewing, because, until the food is well masticated and mixed with saliva, it will not pass into the further compartments of the stomach. (4) What is called "losing her cud" is the failure of the stomach to force up the usual wads, and practically amounts to indigestion. The proper thing to do in such a case is to call in a veterinary surgeon, and not to improvise a new cud. The latter practice, if absolutely mythical, is, at least, very foolish.—*New York Tribune*.

RESULTS COUNT.

"That paper is the cheapest which pays the best results in proportion to its rate no matter what that rate may be."—*Printer's Ink*. An advertiser of poultry received from four to six replies a day to an advertisement in FARMING which cost him \$1.20 and within a week he sold over \$30 worth of stock as the result. His replies cost him about three cents each and his sales less than four per cent. of the amount received. Other advertisers in FARMING have no doubt received much greater returns than this, but this is an authentic case and we mention it as one of the numerous instances showing the value of FARMING as a medium for advertising stock.

Another case is that of an advertiser who placed his advertisement in FARMING and at the same time in a paper claiming more than 100,000 circulation, and charging very high rates for advertising. He came in the other day and said, "It's a very curious thing and I don't know whether I should tell you about it or not, but the fact is that my advertisement in FARMING has brought me four replies to every one I have received from the—" (naming the high priced medium). These cases can be easily verified and should have due weight with advertisers who are looking for the best results in proportion to the amount invested.

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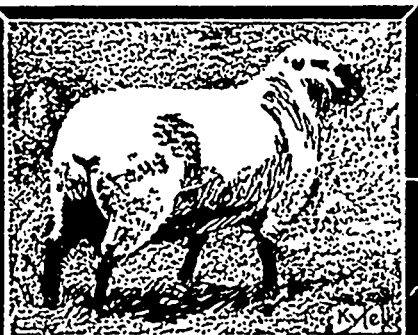
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