

or blight. Occasionally you lose to one of these and there is no help for it, but in adhering to the time honored custom of using the horse for farm work in general,—and the road work which the farmer must do,—you are positively overlooking an absolute waste and neglecting an instrument far more efficient for your purposes than what you are using.

The evolution of the pleasure car has necessarily involved much in the way of experimentation as to motor and transmission equipment. Those days of experimentation have passed and the motor and transmission equipment of today are so thoroughly worked out, and in fact, standardized, as to have been applied with success

to the so-called commercial cars or trucks. Consequently the motor truck industry, although comparatively in its infancy, is practically doubling itself in volume each year without the failures and mistakes which were in evidence in the evolution of the pleasure car. You can readily secure data covering the cost of operation and maintenance of such cars, and you can procure the cars which will make good the figures named in such data. In other words, the commercial car in use as suggested in the foregoing paragraphs is not an experiment nor a visionary project. It has proven its efficiency and economy in every instance named. It is ready to do so for you. Why not try it?

## The Situation of the Cheese Maker in Ontario

NORMAN JAMES '18.

**T**HE situation of the cheese-maker in Ontario is today rather a peculiar one. Let us consider it from his standpoint and learn what is to be the outcome.

We know that cheese is a highly concentrated, palatable, nourishing and unperishable ready-to-eat food. Figures show that an ounce of cheese is roughly equivalent to 1 egg, to a glass of milk or to 2 ounces of meat. We know also that cheese is one of the staple foods for our soldiers, with the result that our production in 1915 far surpassed that of any previous year and that prices in 1916 have been record prices since August month. This seemingly would bespeak for the producer of the raw material and the manufacturer of the prepared food product equal encouragement, and the accompanying thrift which results therefrom.

However, for the cheese-maker at least, this is not the case; and results are beginning to show themselves which will mean the decrease of our annual output of this desirable product; and our 'produce more' thirst will go unquenched in this particular line. The problem for him is by no means a small one and presents a variety of aspects which may be dealt with briefly under the following headings:

(1). Labor.—Inability to secure sufficient help, due to the strenuous times through which our Empire is passing, is recognized as worthy of serious consideration. Many of our factories were managed with insufficient man power last season; and the work could only have been handled with great difficulty had the make continued as great as the months of May and June seemed to foretell. Luckily for many employers