

a decided increase in profits,—hence, our dairy campaign. And so we might go on along other lines. The more intelligent use of labour is the key to success in Ontario agriculture.

**How the
Department
Does its Work**

Now let us see how the Ontario Department of Agriculture is trying to assist in this movement. The Ontario Agricultural College was started in 1874. For many years it led a precarious existence. It had few students and few friends. It did not get a grip upon the agricultural community. To-day and for some years past, it has been full to overflowing. I have seen it with 134 students. For some years, over 1,000 have taken courses of one kind or another. How was this brought about? First, the members of the teaching staff went out from the College to address farmers' meetings and to become personally acquainted with the farmers and their work. Second, the experimental work of the College was extended to several thousand farms through the work of the Experimental Union. Third, farmers have been brought to the College, 40,000 every year, to see for themselves what is being done. In short, the College in isolation was of little use; when, however, College and farm were brought into direct contact, sympathy, support and co-operation followed.

Let me give you another example. Ontario has become a great dairy province, noted for its production of cheese. Ten or twelve years ago its cheese could be classed as good, bad and indifferent. There were dairy schools, there were dairy associations, there were dairy reports and bulletins. These were necessary and effective as far as they went, but the trouble was they did not go far enough, they did not reach the unprogressive, indifferent cheese maker and milk producer. For some years we have had over thirty trained expert cheese and butter makers going from factory to factory, demonstrating on the spot, giving that help which can be effective only when it is personal and applied at the critical time. What is the result? Those who are in the trade tell us that Ontario cheese and Ontario creamery butter never graded higher than it did in 1910. Moreover, we have been able to enact a law that after January 1st, 1911, no one can have charge of a factory as chief maker unless he holds a certificate of qualification, and every factory is registered. All this is a direct result of taking the best dairy methods right into the factories and gradually we are bringing our instructors right into the dairy barns of the milk producers.

**Reaching
the Farmer**

It is a natural sequence from this experience that if we are to get all or a majority of our farmers to drain their land, to sow the best seed, to care for their orchards, to test their cows, to raise only profitable stock, and,