

	Starch per cent.	Protein per cent.	Water per cent.
Cortical Layer . .	19.42	1.99	74.79
External			
Medullary Area .	16.29	2.14	77.44
Internal			
Medullary Area .	11.70	2.31	82.16

These figures represent the average percentages found, but potatoes vary much.

INTERNATIONAL STANDARDS

On starchiness, quality in America chiefly depends. In Europe, what Canadians would call a sticky, soggy potato, is prized; but in America mealiness is sought and obtained. Mealiness is dependent upon the percentage of starch. It follows that mealiness, starchiness and quality are intimately associated.

When a potato is cut the starch dries on the cut surface. From the amount found there, a fair estimate of the starchiness of the specimen may be obtained. For very exact work sections are stained with iodine and placed under the microscope. Each starch grain so stained becomes a deep blue color.

It will be noted by referring to the table that the cortical layer (that is the part next to the skin) is the richest in starch. The other areas are slightly richer in protein, but the digestible protein in these areas is not greater than that found

in the cortical. The cortical layer is most prized because of the food (starch) found there. This layer varies in thickness. Other things being equal a potato with a thick cortical layer wins. From this it becomes apparent why smooth potatoes with few eyes are most prized. In peeling rough specimens the most of the cortical layer is cut away with the consequent loss of the most nutritive portion.

All vegetable tissue is composed of cells. These cells are boxes with wooden walls. The box contains a large amount

of water and other substances. One of the principal of these, in the potato, is starch. When starch comes in contact with heat it expands wonderfully. If these starch grains are numerous enough the expansion is so great that the cell wall is ruptured, producing that mealiness so much desired. In some cases the starch is so much greater on the outside that it becomes mealy and "cooks away," while the interior remains hard. This happens only when the cortical layer is very thin and not ideally blended with the deeper seated layers.

Advertising Vegetables

W. H. Munday, London, Ont.

Why don't we advertise our vegetables? The product is fresh from the workshop of nature. It is pure, undiluted, unexcelled, and capable of keeping the system in tone. Doctors tell us that asparagus is good for the kidneys, tomatoes are stimulating for the liver, onions for the stomach, spinach for the blood, and so on. Well, why not advertise our vegetables when they have such recommendations?

CHANGE THE DIET FASHION

There are thousands of people in Canada who fare on meat, and pie and cake,

who never realize what health-giving properties are contained in fresh vegetables. Properly cooked they digest easily, and are assimilated rapidly. Plenty of vegetables means pure blood, good appetite, freedom from disease and long life. These thousands of people must be told. If necessary these facts should be constantly held up before their eyes through advertising. Our business as growers of vegetables makes this a matter of duty. Let us not only advertise our product, but let us grow a better article and more of it. By all means let the people know about it. There is a secret in growing good vegetables; there is also a secret in selling them. Notice how the Californians advertise their raisins, oranges, and celery.

Don't you think that if our apples were advertised they would sell better? Good advertising starts a fashion. If there is a fashion in dress, there is also one in diet. Start a fashion in eating vegetables and fruit, and it will mean larger sales at higher prices.

We are told to put up our products in neat, clean and attractive packages. That is all right, but it is not sufficient. We must impress the public with the fact that we have the goods.



Ginseng Beds of Dr. MacKendrick, Galt, Ont.

Dr. MacKendrick commenced growing ginseng a few years ago. "By raising your own seed and planting them," says Dr. MacKendrick, "each three-year-old plant will give about fifty, a four-year-old seventy-five and a five-year-old about one hundred seeds."