

shall call Mr. Preferred, generally reputed to be a successful man, earned an annual labour income of \$2,400, or nearly three times that of his less successful fellow farmer. Whence you ask comes the great difference? That is the key note of my address tonight. The difference between an income of \$2,400 and \$850 is the difference between good live stock and poor stock, the difference between the best feed and unsuitable feed, the difference between successful management and inefficiency.

Without going deeply into details, for details in such matters only lead to confusion, let us consider the leading features in business influencing profits. The most potent factor in determining the amount of returns in dairy farming is the quality of the live stock. It is the individual cow that counts. Some men keep cows that are not producers, no matter what their feed may be, while others have cows that if well fed will prove their ability to produce at a profit. In 1917, Mr. Preferred enjoyed a return per cow of \$160, while Common's cows gave him only \$90 each. While the farmer's handsome returns are due in part to better feeding, one has but to consider the breeding of the two herds to explain the main reasons of Mr. Preferred's success. About nine years ago, Preferred, progressive as he was, purchased a pure bred Holstein sire of proven ability and began to breed for more milk. He kept individual records, weeded out his poorer cows and replaced them with better ones. The splendid herd of Holstein cattle that he owns to-day owes its high milk producing ability to the judicious breeding carried on since that purchase nine years ago.

But what of Mr. Common? He

keeps grade Shorthorns and Holsteins and I am told that the sire that heads his herd resembles in many respects what Henry Clay said about the mule, "without pride of ancestry or hope of posterity." Better breeding simply means giving the cow, through careful selection of the individuals, the power to do larger and more profitable work. We know of many men who, like Mr. Preferred, started with 4,000 lb. cows, and to-day their herds will average 10,000—and they will tell us that it is not a difficult thing to do.

Just as the ability is in the breed, so is the proof in the feed. "Successful dairying is a partnership between an able cow and an able feeder". The advisability of feeding the farm crops upon the farm is unquestioned and in most cases the purchase of supplementary feeds is warranted. It is very exceptional that the sale of roughage is a profitable or feasible practice, but a scheme followed by many successful men, that I think might well be emulated by the others, is the growing of a special cash crop such as wheat or potatoes, and investing the return from this in concentrated feeds, such as cotton seed meal or oil cake. Preferred gained just \$632 on Common one year in this way. He grew 10 acres of wheat, which he exchanged, as it were, for concentrates, enabling him to give each of his cows \$70 worth of feed, while Common's had at their disposal but \$55 worth. And, remember that Preferred's profits were nearly three times those of his less successful fellow. It pays to feed well.

Another very remunerative way of increasing the farm business is by following a system of all year round dairying. The Oxford County Survey has shown that it is possible to increase