

settle in the minds of the audience. The speaker, fully charged and primed with his own subject, forgets that to others his thoughts are new. He forgets also that there are two distinct processes in the audience: the first, hearing what is said, the second, digesting it. For this reason there must be certain points in the speech where a pause of a few seconds is necessary; this serves a double purpose, since it allows the speaker time to prepare for the next point, and gives the audience an opportunity of fixing what has just been said. This matter of pauses is an extremely important one but a great many people neglect it. At first it should be taken up in the preparation of a speech. Later, practice will enable the speaker to pause at the right moments spontaneously. A speech delivered without the proper pauses is like an article written without punctuation marks.

Platform Attitudes.

The attitude of a speaker should be natural, not cultivated. At the same time individual peculiarities which attract too much attention ought to be checked. For instance, some stand on the one leg with the other twined round it. This may be artistic but it is not stimulating. The sight of a figure languidly drooping from the hips like "a lily tired, which lolls upon its stalk," induces a corresponding feeling of weariness in the beholder. On the other hand a firm and vigorous pose carries a promise of interesting things and predisposes an audience to sit up and take notice. It is astonishing what a difference these apparently small details make in the total effect; but it is by such means that spoken thought becomes so much more effective than written or printed thought. Everything about the speaker has its effect upon the listener; voice, attitude, gesture, expression, all should assist the word. How tame and lifeless are the newspaper reports of speeches which we heard yesterday! The personality of the speaker removed, half the meaning is lost.

One very common failing is to let the eyes wander to various parts of the room, to rest now on the ceiling, now on the floor, on the window, the door, in fact anywhere except on the faces in front. Anybody conscious of this habit can overcome it by selecting an individual seated toward the back of the room and talking principally to that person. This focusses the attention of the speaker. For the time being this person represents to him the entire audience in tabloid form. He forgets that he is talking to a crowd, becomes more natural and soon is able to study the effect of what he says. Once arrived at this point he has passed the beginner's stage. This device is suggested as a remedy for the "roving eye", which is extremely common in inexperienced speakers. It has the added advantage of forcing the speaker to hold his chin up and speak to the back of the hall.

The substance of what has been said on delivery is then as follows:

1, Articulate clearly; 2, vary the tone; 3, study the effect of pauses; 4, stand naturally and easily; 5, look directly at the audience

THE DAIRY.

Successful Queen, a Maine State Jersey, has just completed her fourth official record, making 17,580 lbs. milk and 847 lbs. fat at the age of 7 years. Her test is 4.8 per cent.

The record price for a Guernsey bull is said to have been broken by the recent sale of Floreham Autocrat for several thousand dollars above the previous record, which was \$10,100.

A cow that will produce 16 tons of milk in one year and 78 tons in about 8 years' time, besides dropping 3 male and 3 female calves, should be able to pay her board on time. But it might be some board bill.

Tilly Alcartra, the California Holstein, has a record at nine years of 33,424.8 lbs. milk and 1,322.25 lbs. butter (1,057.8 lbs. fat), and a total production for six yearly records of 156,776.1 lbs. milk, 6,141.36 lbs. butter.

Within a day or two of each other, the fortieth and forty-first 32-pound-fat Holsteins in the U. S. arrived. They are Rag Apple Aaggie Colantha and Katie Paul Burke, owned in Massachusetts and New York, respectively.

Langwater Phyllis, the new holder of the two-year-old Guernsey record in the U. S. produced 13,288.4 lbs. milk testing 5.62 per cent., making 74,623 lbs. butter-fat. Her test varied from 4.43 per cent. to 6.68 per cent. during the year.

The Canadian Ayrshire Silver Cup Winners for 1918 are announced as follows:

Animal	Age	Milk lbs.	Fat lbs.	Per cent. fat	Days in milk
Lady Jane.....	Mature	19,135	704	3.67	353
Middy.....	4	13,288	533	4.01	365
Anna of Darroch....	3	10,530	427	4.05	364
Snowdrop of Hickory Hill 2nd	2	10,933	449	4.11	363

Cost of Milk Production in Oxford.

"Milk is not selling for as high a price as will recoup the farmer for the cost of production plus a profit. Hogs have gone up more in proportion than the price of a hundred pounds of milk." The above statement was made by A. Leitch, Director of Farm Surveys, Ontario Department of Agriculture, at the recent convention of Eastern Ontario Dairymen in Belleville. Mr. Leitch submitted figures from the recent farm survey made in Oxford County to show that it cost, on the average, \$2.17 to produce 100 pounds of whole milk during the year ending March 1, 1918. As a matter of fact, in some cases the cost of production was much more than this, reaching, on the smaller farms, as high as \$2.70 per 100 lbs. This figure is significant of the true condition of affairs on many so-called dairy farms when the additional fact is disclosed that this milk was sold for \$2.21 per 100 lbs. or 49 cents less than the cost of production.

In most industries the selling price conforms more or less closely to the figure at which the least efficient men in the business can make a living. If this were not at least approximately so, there would be a great many more failures in business than there are. In milk production, two factors appear to be sufficiently prominent to bring about different conditions; namely, the fact that "the farmer can always make a living," and that very few farmers are in a position to know which parts of the farm business are most profitable. The situation is not satisfactory for the producers, many of the men who should be finding this line of work most profitable, finding little or no profit in it—and yet the remedy can only be applied by producers themselves.

The accompanying table shows the cost of production on farms of different sizes, and it is a remarkable fact that only one group received the cost of production plus an additional two per cent. on investment. The receipts per cow did not vary a great deal, but the volume of milk produced seems to increase practically

Cost of Producing Milk.

Size in Acres	No. Farms	Per Cent. Receipts From Milk	Receipts Per Cow	Milk Produced (Cwt.)	Price Received (Cwt.)	Cost Per Cwt.	Cost Plus 2 Per Cent. on Investment	Labor Income
21-45	19	70	\$125	50,300	\$2.21	\$2.70	\$3.04	\$ 494
46-60	24	70	133	68,100	2.19	2.36	2.65	720
61-75	20	63	119	78,600	2.17	2.54	2.87	916
76-90	40	64	122	90,600	2.20	1.94	2.27	1,255
91-110	36	65	123	95,400	2.24	1.95	2.29	1,353
111-135	14	63	125	132,000	2.24	1.81	2.11	1,610

as fast as the cost of production decreases, while the labor income increases in the same ratio. The per cent. of the total revenue received from sale of milk appears also to be important, since additional figures given by Mr. Leitch show that where practically all of the revenue came from milk, the cost per 100 lbs. was \$2.30; where milk made up 70 to 80 per cent. of the revenue the cost was \$2.15; 60 to 70 per cent., \$2.14; 50 to 60 per cent., \$2.08.

About 30 per cent. of this milk went to cheese factories, 40 per cent. to condenseries, 15 per cent. to Toronto, and some to powder plants, creameries and local retail trade. The condenseries paid an average price of \$2.21, the cheese factories \$1.91, and other markets \$2.35, while the average price received was \$2.19½ per hundred pounds, or only 2½ cents more than the average cost of production.

Considerable importance should be attached to the difference in size of farms. The second table points these differences out very clearly in another way than by showing variation in the cost of milk production. The point worthy of the most consideration is not that dairymen should go out and buy up more land, but that it is profitable to clear the land as much as possible, at least until 85 out of every hundred acres are cleared, and preferably more. Real estate capital means the value of the land alone, and this column shows that

(100-Acre Farms) Opportunity for Increasing Size of Farms.

Tillable Area (acres)	No. Farms	Crop Acre (acres)	Real Estate Capital	Live Stock Capital	Labor	Current Expenses	Feed Bought	Labor Income
Under 71	35	52	\$8,219	\$2,386	\$318	\$1,043	\$344	\$ 666
71-80	34	60	9,250	2,765	306	1,096	358	1,116
81-90	37	68	9,543	2,614	347	1,119	348	1,252
91-100	28	67	9,818	3,088	355	1,247	426	1,408

farms with from 71 to 80 acres cleared, for instance, are worth 9,250 in Oxford County as compared with \$8,219 for farms with less than 71 acres of tillable land. It is worthy of notice that not much more labor need be hired on the larger farms, but that more acres of crops are grown and that more feed is bought; also that more capital is invested in live stock. The table shows in brief that many farm businesses can be increased in size without buying more land, and the previous table clearly indicated the value of this from the standpoint of reducing the cost of production.

The nearest competitor to Tilly Alcartra for long distance production is Sophie 19th of Hood Farm, a Jersey that with 75,920.8 lbs. milk, or less than half that of the Holstein, produced 5,217 lbs. butter, or less than 1,000 lbs. below the Black and White.

Suggestions For Creamerymen.

During the past year or two much attention has been given to the quality of Ontario creamery butter in an endeavor to secure a greater degree of uniformity, particularly by the establishment of a butter-grading service. It is probably quite correct to say that there has been an improvement in quality, but the last few years have not seen nearly as much improvement in Ontario butter as in that of the West. The future of the creamery industry in Ontario depends upon the production, in as large a quantity as may be possible, of a high-class graded product. This was the subject discussed by W. G. Medd at the recent convention of Western Ontario Dairymen, and some things that he had to say are worth while thoughts for dairymen and creamerymen interested in the future of the industry in Eastern Canada. The following paragraphs are abstracts from his address:

"We have lost, to some extent, the ideals of the pioneers of the dairy industry in Western Ontario. Some question the value of ideals. They ask, 'What have ideals to do with making butter and selling butter?' the answer is 'everything.' An ideal is a standard of perfection we seek to attain. What then have we lost? We have lost largely an ideal of uniform butter, butter representing the whole product of Ontario creameries. The cheese industry on the other hand has largely attained such an ideal. I question if you could purchase a car of Ontario butter made in two or more factories and get it uniform in every respect. We have also lost to some extent, the ideal of perfection in our finished product. Butter has been easy to sell, we found no trouble to sell butter of any kind; good prices have prevailed. Producers have had greater returns. The high cost of manufacturing during recent years has reduced the profit to the manufacturer. At any rate it has done so in the cream-collecting creameries. This should not prevent thoughtful planning for the future. It should be provocative of the most careful planning that the industry be not handicapped by too cheap

service. What I wish to point out is this, that the ease in which we can sell butter, and the lack of criticism on the market has reacted on the quality of cream received, and on the quality of the output of butter. I am not saying that the quality of Western Ontario butter is bad, not by any means. I think I am safe in saying that we produce more good butter than any section in Canada, excepting perhaps Quebec. There is a lot of good butter made in Western Ontario, and while I say this I want to say also that there are a great many varieties of good butter, (too many), made in Western Ontario.

"What about next year? I know that changes may take place. Even radical changes might come. The United Farmers of Ontario might buy up and take over the whole industry; their ambition just now, I understand, is to get part of it. Why not all? If part is good all must be better.

"Other things might occur that would materially affect our industry. The oleomargarine trade may be permitted to continue business in Canada. This would certainly knock low-grade butter. How it will, in the future, affect first-grade butter is hard to say. We do not know how soon Western agitation will result in tariff changes. We must prepare for anything. One sure thing is that our export trade will increase with the increased production that we count on making, if we are

not awake now the greater competition of butter-producing countries will open our eyes to the necessity of concentrating our efforts on the making of a uniform first-grade butter. Now, what shall we do? I want to state a few things that, to my mind, are essential. I will state them under two heads: 1, manufacture; 2, marketing.

"Under manufacture let me say first we want a better raw material, and to get it I advise more frequent delivery and grading of the cream. These two should go together. It is not just to the producer to grade his cream while leaving it on his hands four, six or ten days at a time. Those farmers who ship to centralizers or sell to buying stations do as they please anyway. It does not matter whether this old sour cream is shipped or collected and is run through a pasteurizer and doped with a neutralizer; it will result only in an advertiser for Ontario butter. The increased cost is the main