

ten farmers are looking at the *market end*, when they should be looking at the *cost end*.

The fate that has overtaken New York threatens Canada.

The natural tendency of cheese farming, nearly everywhere, as I see it, and as it has been conducted, is towards a reduction in the dairy quality of the cow, and a steady impoverishment of the soil.

It should not be so ; it does not need to be so. It comes from two causes :

(1) A wrong system of cheesemaking ; receiving milk by weight and not by quality. As a consequence the farmer is forced out of the channel of cow improvement, land improvement, brain and method improvement, into a condition of indifference as to these things.

(2) A wrong estimate by the farmer as to the true basis of the production of milk.

Just the minute he braces up and says to himself, "Henceforth I will produce milk by the cow," and "by the acre," then you will see him striding towards the great goal of true profit—a *low cost of milk per 100 pounds*.

Then you will see him wake up to the idea of producing a good cow for himself.

Then you will see him studying the deep problems of scientific feeding.

Then you will see him bending his mind to the study of soil enrichment and the production of the largest amount of the best food possible.

Then, too, you will see him snap his fingers in the face of all foreign competitors, for he can make milk cheaper than the cheapest.

I pay no attention to the cheese factory or creamery. They are not causes ; they are results.

The great problem that is upon us is not : What shall we pay for making cheese or butter ? nor is it, What we shall get a pound for the cheese or the butter ? For what man among us by taking thought unto himself can change the great market rate a penny ?

But it is : How can I as a farmer make as much profit at fifty cents a hundred as I once did at \$1 ? There is, however, light ahead on this question, if we will but seek it.

Let us saturate our mind and conviction with the three great principles I have stated, and there is not a farmer in all Canada but can make quick and encouraging progress towards securing "more profit in dairying."

WHAT THE FARMER OF TO-DAY MUST DO TO SECURE MORE PROFIT IN DAIRYING.

By HON. W. D. HOARD, Ex-Governor of Wisconsin, and Editor of *Hoard's Dairyman*.

PART II.

I. HE MUST CHANGE HIS METHODS IF NECESSARY.

It is the easiest thing in the world for men to go along for years with bad, wasteful methods. Somehow, we would rather stay by a method we are used to, be it ever so bad, than adopt one we are unacquainted with, even if it is a great deal better. But this sort of mutual inertia or lazy contentment is the worst foe to true progress.

It is every man's bounden duty to stop waste ; it is equally his duty to make all the business forces under him do their full share of work.

The farmer is a general. Acres, machinery, cows, hired men, are his infantry, artillery, cavalry, and engineer corps. He must train himself in the art of agricultural warfare. He must not let any of these forces go to waste ; and he must keep them up to their best effort, if he expects to win a victory in the shape of good profit.

All successful generals are quick to learn from their mistakes ; they are great students of the

methods of other generals. This is a great help to success. If they find their methods are wrong, they do not blindly adhere to them. They have learned that true rule for human guidance, "Never compare things that differ."

That means that every difficulty, every situation, is governed by its own law.

This applies wonderfully to the problems of cow farming.

Now one great source of waste and fruitless effort is a *refusal to change methods*. The farmer was brought up with cows, and thinks he knows all about them. He measures every new truth by an old error.

Illustration : A man had heard that Jerseys were good butter cows. He bought one that was fresh in milk. He took her from a kind master and a comfortable barn to a cold, uncomfortable stable, and turned her out to drink ice water on a very cold day. When she came into the stable she shivered, and in a week had shrunk her milk flow one-half.