

cards he has for this purpose. It is often possible to get the use of space enough for a card a foot square for little or no cost in some of the outlying districts.

Local depots, unless as mentioned above are very expensive to maintain because they mean getting away from the middleman altogether and in having a special staff of employees. Nearly all the large dairies have local depots. They also go in for poster advertising to a large extent.

General advertising may be said to include any advertising that reaches beyond the particular district in which the dairymen delivers. Newspaper advertising is in this class as is the travelling advertisement, such as street cars. Newspaper advertising depends upon the size of the business. Naturally, the small dairymen isn't going to derive much benefit from advertising that is read by people to whom he can't deliver, but occasionally there are good little trade papers distributed free for the value of their advertisements, which often have a good circulation, and give good rates. These papers are supported solely by their advertisements and usually have interesting reading included.

The keynote of dairy advertising is that it must be directed to the consumer himself. It isn't like advertisements for mining stock where a follow-up system is used for if a dairymen can't get a new customer by even going to the extent of even giving a free sample of milk, then he is never likely to get that particular customer. The extent of advertising depends mainly upon the cost. If a dairymen can get a new customer for every dollar he spends on advertising he is well repaid in these days of competition.

Advertising is one of the greatest factors in the modern business world. The modern dairymen is a business man as well as a farmer, therefore he must be prepared to meet the conditions of the modern market and to consider his advertising expenses as does the city business man in order that he can compete with the other business men of the day.

### Stable Equipment for Winter Milk

H. J. Glendinning, Ontario Co., Ont.

The management of the dairy herd in the summer months is a comparatively easy matter. In that season the cows are in the fields with plenty of fresh air, sunshine, succulent and palatable grass and pure water. These are ideal conditions for the dairy cow. Winter management is now the problem.

A great change is coming over our dairy methods. Formerly the most of our cows were milked during the summer months only. This system is gradually giving away to dairying the year round. Cows are now milked for a period of 10 months for best results. This new condition has been brought about largely by the demand for milk and cream for town and city trade.

Clean, sanitary milk can be produced from only healthy cows kept in clean, light well-ventilated stables with good food and pure water. I prefer large windows with the sash of one solid piece, the long way being up and down. If the windows are hinged to drop in at the top they may be partly opened on warm days and drafts do not strike the cows directly.

During the cold weather I would keep the windows closed and have the air conducted from near the ground outside, up a flue and discharging into the stable near the ceiling. In removing the foul air the flue should open near the floor of the stable as that is where the deadly gas settles on being thrown off from the lungs. This flue, made tightly of matched lumber, I would extend above the ridge. I would have

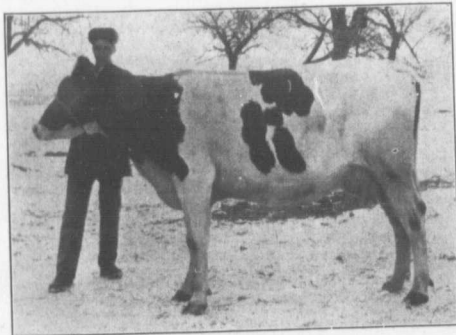


The Right Kind to Produce Milk and Valuable Offspring

Abbe Kirk Trynjo De Kol. Belle, No. 12531. Official record, 3y. 12m., 13.6 lb. butter. Best day's milk, 7 lb. 12 oz. Her bull calf is for sale. His sire's 6 nearest dams average over 25 lb. butter in 7 days. 3 nearest dams average 4 per cent fat. Owned by Arbogast Bros., Schrippingville, Ont.

a hinged door on the flue near the ceiling. This door closed in cold weather, would be opened in warm. A common error is to suppose that warm air is foul air and cold air pure. The reverse may often be the case.

Ventilation is of more importance than the most of us are aware. Farm animals could live several days without food or water but not many minutes without air. Fresh air is the most essential element in the maintenance of life. It is the cheapest and most easily obtained of all the life-sustaining elements. And yet many farmers treat it a most costly food. From what I have



Who Wouldn't be Proud of Such an Individual?

Olivia Schuling De Kol. No. 14225. Official record, 3y. 7m., 15.6 lb. of butter in 7 days. Best day's milk, 6 lb. 8 oz. 8 months 22 days after calving and over 6 months bred. Official record in 7 days, 11.7 lb. butter. Best day's milk, 4 lb. Private milk record for 9 months, 11.3 lb. Her record in the 8 months' division is Canadian record for junior 3-year-old, being over 6 months bred. Her bull calf for sale at reasonable price. Owned by Arbogast Bros., Schrippingville, Ont.

seen in some of the best barns in Ontario I know that this is the weakest point in the housing of stock in this country.

The importance of water may be better appreciated if we consider that the average cow as she stands consists of about 50 per cent. of water, her milk about 87 per cent. water, and her blood 90

per cent. All of her food is carried through the body by the agency of water. Hence water should be pure, free from contamination, and I prefer to have it right in front of the cows so that they may drink at will. I notice that when cows can drink at will they never take enough to get a chill. And the cow that gives a large flow of milk requires a great quantity of water.

The day is past when a man can afford to stand and pump water for a large number of cows. I use power. Wind, gasoline or electric power are all harnessed for this purpose. Power pumping permits the well to be located a considerable distance from the buildings, and hence free from sewage contamination. Storage must then be provided, the drinking bowls supplied by gravitation and held automatically in check by a valve.

High prices for lumber and its comparatively short life make cement floors and mangers the best from an economical as well as a sanitary standpoint. Whitewashing every fall adds much to the sanitary condition. Manure should be removed twice daily. Daily currying and brushing adds much to cow comfort and health.

### That Restless Spirit

E. McGregor, Hastings Co., Ont.

From time to time one or more of my neighbors pick up stakes and change their post office address, either for some distant part of Ontario or for the still more distant West. They belong to the class of farmers who are always dissatisfied. A season's drought, too much rain or a cold spring always tend to give them the moving fever. They think that almost any other district is preferable to their own.

I got the moving fever myself once. I took a trip all the way to the western prairies to effect a cure. I went as far as Portage la Prairie. What I saw there gave me faith in the old saying, "Distant fields are green." Portage la Prairie may be a very desirable farming centre. The first thing that I saw as I neared the town, however, was a field absolutely yellow with mustard. I never saw such a weedy field in all Ontario. I took a drive into the country and found more weeds. The crops, taken as a whole, were not as good as in my own neighborhood in Ontario.

The homesteads were not as well kept nor as prosperous looking and the scenery was certainly not so attractive.

I am told that even down in the Niagara district that land values have got so high that the men who now move there find it hard to make ends meet and that occasionally an unreasonable frost will cut their income in two.

Not a few of the men who leave this district because of bad seasons, move back again after experiencing several bad seasons in other districts. I have come to the conclusion that the man who will make out best in the long run is the one who sticks at home and makes the very best of home opportunities. I am writing this especially for the benefit of the young men, many of whose eyes are turned west.

To make a good home, which is the centre of a good farm, to make oneself a valued member of the community,—such is the ideal of the ideal farmer.