

Use

St. Charles Milk

and you'll have better success my dear



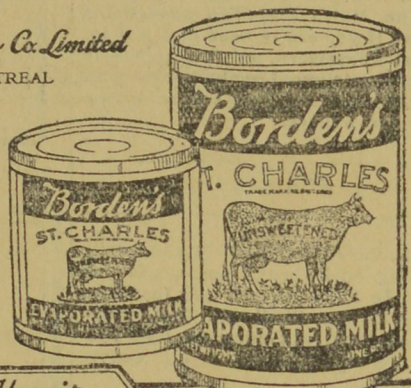
Experienced cooks are successful because they leave nothing to chance. They know their ingredients, mix them carefully and get the results desired.

Milk is most important in a majority of staple food recipes. But the quality and richness of ordinary milk is apt to vary considerably from day to day and many dishes fail to please because of the milk used.

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It Pays to Advertise in the Mail

HOW'RE YOU GONNA KEEP 'EM DOWN ON THE FARM? ASKS WRITER IN M'LEAN'S MAGAZINE

"Taking Canada's known population in 1870 as a starting point and adding the natural increase from year to year as well as the immigration which has reached our shores, we should have had a population in Canada today of somewhere about sixteen million souls. The pitiful nine millions we are able to claim constitutes a damning record. Do we ever dispassionately ask ourselves the reason for this monumental failure? The answer is perfectly obvious. Our agriculture has not been sufficiently successful or attractive to hold our new population from the higher standard of living countries and our immigration service has been soundly asleep on the job."

In this vigorous fashion does C. W. Peterson conclude an article "How're You Gonna Keep 'Em Down on the Farm?" which appears in MacLean's Magazine for January 15. And this is not the only startling statement he makes. His reason for arriving at his sombre conclusions appear to be well reasoned and sound. He tells us that in the United States \$2,000,000,000 has been advanced to farmers through the Federal Loan System and goes on:

"But when the Canadian Rural Credit bill came before parliament in Ottawa the popular cry was that the farmers of Canada were staging another 'steal' from the taxpayers. A depressing atmosphere of blue ruin enveloped the federal legislative halls, and interested parties did not work overtime in endeavoring to dispel the clouds. The present situation is that our western farmers are still paying eight and nine per cent interest rates on real estate first mortgages while across the line in Montana and Dakota six per cent rates prevail. Are our political and business leaders sufficiently unsophisticated to believe that we can successfully attract agricultural settlers from the United States until we can offer them somewhere near as favorable financial facilities as they enjoy at home?"

"Our neighbors to the south have definitely embarked upon a great agricultural renaissance. They have as yet given it no particular name but it is easily recognized; first a high protective tariff on foodstuffs; secondly, severe restrictions upon immigration so as to retard further agricultural expansion; thirdly, and this will constitute the keystone of the arch—some economically feasible plan under which agricultural production may be approximately limited to domestic demand and occasional surplus production dumped on the export market by some central organization so as not to demoralize the home market and thus make the high tariff effective."

Burning Midnight Oil.

"Politicians and economists south of the line are industriously 'burning the midnight oil' over this problem. "The tragedy of our situation lies in the fact that no one is 'burning the midnight oil' in Canada to devise ways and means to stem the tide of rural depopulation. We are much too busy trying to figure out how we can add one more smoke stack to our top-heavy industrial plant."

"We cannot of course, by any possible chance place our agriculture in the same favorable position as that of our great neighbor who is fast approaching the point where his home market will comfortably absorb his tariff protected, agricultural production. Our economic salvation seems to lie in the direction of an augmented agricultural population large enough to overtake our overgrown urban machine, not omitting to give prayerful attention to our agricultural problems and then to travel the laborious road towards economic balance. We must in brief endeavor to focus our attention on agricultural development even at the risk of forgetting for the moment all about our urban problems."

"A larger rural population, besides furnishing a wider market for

industrial products would help our agriculture itself in various ways. Land values would strengthen and in turn considerably improve rural morale and credit. This is of the highest importance. Transportation might reach a more economical basis, which would automatically increase net agricultural prices. The social and educational facilities of the countryside would improve. Larger production would have the effect of the further extension of agricultural, co-operative effort. Greater industrial output, following an increased consuming population, would lead to the goal of quantity production in industry with all its economies, and thus relieve the basic producer of that considerable part of his high cost of operation, due to the incidence of tariff protection. The almost intolerable burden of school, highway and other local taxation would be substantially lowered by getting non-contributing lands into the tax-paying class through settlement."

"But the indiscriminate, happy-go-lucky, immigration efforts of the past will not answer the purpose. The situation clearly demands comprehensive policies and intelligent administration on the part of Canada's immigration services. The present arbitrary, stupid, bureaucratic machine must be completely overhauled and defective parts replaced. What Canada wants is a certain proportion of real, agricultural settlers which need not be of the 'fancy' class, because agriculture in Canada in view of the large proportion of 'marginal' lands amongst the present vacant area is not a 'fancy' occupation in any sense of the word."

THE MOCKING-BIRD'S SONG.

On the very tip top of a leafy tree
I sway with wind and sing to thee
I sing as I sway so wild and free
Of all the things I should like to be:

A fleecy cloud in the far-off sky
That floats so free up high, so high
And cares not for the earth's sad cry
For the women that weep and the men that die;

The lightning's flash and the thunder's roar
That pay no heed to earth's red gore.

Nor to wounds that cut to the heart's sad core,
But speed the hill tops o'er and o'er.

The ocean wave with its foamy crest
That carries the boat on its liquid breast

That tosses it high in its quick unrest
Or floats it safe as a child, carest;

The after glow of a sunset's gold
The amber and crimson the skies unfold

The gorgeous glories in soft clouds rolled
Whose beauties not all of the poets have told—

But to none of these is our Father's pow'r

Protecting promised for every hour.
But to tiny birds in their leafy boy'r

The Father's care is their strong high tow'r.

So I sing again in my leafy tree
Of just the thing I am glad to be—
A little bird in the wild winds free—
This lot is pleasant enough for me!

—ROY NANCE SMETHERS in the Stratford Poets.

Stomach So Bad Can't Eat Even Fruit

"For years was badly constipated and troubled with gas after eating. Could not eat fruit and many other things. Adlerika has done me good—can now eat anything." (signed) W. H. Fletcher. Adlerika removes GAS and often brings astonishing relief to the stomach. Brings out a surprising amount of old waste matter you never thought was in the system. Stops that full bloated feeling and makes you enjoy eating. Excellent for chronic constipation. Dibble's Drug Store, Ltd.

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