

THE DAIRY HERD

J. A. McLean in Farmers Federation News. (Continued from last issue)

Chapter III. COMPOSITION OF FEEDS

Two factors determine successful production in dairying. One, the cow we have already discussed; the other the feeding care and management shall occupy the rest of our attention. These two are of equal importance. No man can prosper with poor cows, carelessly attended. Poor cows poorly fed are a sure guarantee of failure. Some will make a little profit with poor cows well fed. More will make some profit with good cows poorly fed but for real success and prosperity we must all do our best to raise good ones, and we rob ourselves if we fail to feed them properly.

First Demand for Food

A cow requires food for three distinct purposes. The first law of life is self-preservation and so the first demand that every cow make upon its food supply is to keep up its own body. If the food supply of a milking cow is very scant she will cease giving milk, but she will still live and be in fairly normal condition. This amount of food required to keep the animal's body in normal healthy condition is called the maintenance requirement and is a demand that will always be met. It is equivalent to nearly ten pounds of grain in the case of a 1,000 pound cow.

Second Demand for Food

The second demand upon the feed is the production of milk. Every part of the milk produced must have its source in the feed box. How great that demand is is readily seen from a study of milk. About 87 per cent of milk is water. The solids in milk (running from under 12 per cent to over 15 per cent) consist of the butter fat, the casein which we all recognize in various cheeses, the milk sugar, and the mineral matter or ash. The butter fat is the most variable solid in milk. Each breed has a different fat content.—Jersey milk runs high in butter fat, Guernseys next, Ayrshires next and Holsteins take the lowest place of the dairy breeds from a fat content standpoint. Within each breed are high testing and low testing cows. Each cow tests higher just after she has freshened she then drops to a uniform level for about three months, then the per cent of fat slowly increases until she goes dry. The condition of body and the state of health change the fat. The percentage of the casein (or protein) the sugar and the mineral matter all vary with the fat; they will not vary to as great a degree but when the fat increases in milk so do the other solids, and likewise when it decreases, so the solids, not fat (the casein, the milk sugar and the mineral matter) decrease.

The Cow a Large Producer

An ordinary cow producing only 6000 pounds of milk in a year with an average test of 3.89 butter fat produces 769 pounds of total edible dry matter in that year. Placing the milk which she produces in a year on one hand and the cow's body on the other if the water be evaporated from both the dry matter left from the milk will be one half again as great as that from the cow's entire body.

Third Demand For Food

The third demand for food is for the formation of the new forming foetus. To continue to produce profitably year after year a cow must give birth to a calf every year. Its formation and development create a demand especially for mineral and protein matter in the ration.

The needs of the foetus do not create as large a demand as does milk production or the body needs of the cow. Nevertheless, this need is important and since the cow is producing milk at the same time unless attention is given to the total protein and mineral needs the supply is likely to be insufficient, resulting in a weak and small calf.

Differing Needs; Different Feeds

When only the up-keep of the cows body is considered, her food can and should be almost entirely of carbohydrate material. In the mature cow very little protein or ash is consumed each day. For milk production much more protein and ash is required, yet even in milk the carbohydrates and fats are more than twice as great in quantity as protein. So for all the larger purposes of the dairy cow, carbohydrate feeds must be supplied in liberal quantities. These are supplied partially from some of the roughages but chiefly from the grains such as corn, oats and barley and from the products of these grains.

The dairy cow needs definite kinds of food for definite purposes. It will not do to give her plenty of corn fodder, timothy hay, corn or any other kind of feed just because the owner may have plenty of these things on hand, and expect satisfactory results. A cow can have a full stomach and still actually be hungry, because she is not being given those feeds carrying the ingredients she must have for the work which she is doing.

A man must know his cows, what they must have for their own body needs, and what they need for the work they are doing, and then supply these demands from the most economical sources on the market.

Composition of Feedstuffs

All feedstuffs are composed of water, protein, carbohydrates fats and ash or mineral matter. The body of the dairy cow is composed of the same materials, but in different combination and in different proportions.

Water in the Plant

The plant gets its supply from the

Davidson Store News

ISSUED EVERY NOW AND THEN BY THE DAVIDSON DEPARTMENT STORES, WITH THE HOPE IT WILL PLEASE AND ENTERTAIN OUR FRIENDS AND CUSTOMERS.

Boone, North Carolina, March 1923.

One Price

Our rule is not to deal with a store or wholesale house which has not one price. We do not mind paying the price when we are positive that everyone else will have to pay the same. A business like this cannot overcharge and succeed. Someone sooner or later will find it out and its reputation will be lost. We are afraid to buy from those houses where you "buy at your own price," where the merchant tries to get as much as he possibly can and the customer to pay as little as he possibly can. The fact is the customer is always at a disadvantage because the merchant knows how low he can sell and the customer does not know that. No matter how much the merchant comes down from the price he asks, there is always a possibility that he could come down still more and make a fair profit. And the customer cannot complain he bought it at the price he offered.

"Don't do to others what you dislike." We don't like to be asked a price and sold for less and we still more dislike to ask our customer higher prices and then come down. We don't want you to misunderstand us and think that we hate to come down because we want to make a bigger profit. The fact is that we can make more profit by not having one price. Ninety nine per cent of the people who will argue on the price don't know a thing about merchandise. When we offer them an article which cost us \$5.00 for \$4.00 they offer us \$2.00, and when we ask them for the same article \$8.00 they offer us \$6. We could manage them and do good but it is against our nature. We want you to remember that no honest merchant can sell goods and exist unless he makes a fair profit. We must add to cost price enough to cover expenses and a very small margin of profit. We believe in quick sale and small profit. It is to our interest to make the prices as close as we possibly can. We can make more by selling 10 pair shoes @ 50c profit than by selling one pair and making \$2.00 profit. Let us make the price. We need your trade and must treat you right.

Sample Goods

We have a variety of sample shoes, rain coats and hats which we will close out at cost. Sample goods are usually better than regular goods, but at the same time neither the houses bought from nor can we guarantee any sample goods. We are closing out the sample goods in accordance with our policy to carry only goods which we can recommend and guarantee. Don't miss the opportunity to buy goods at away below wholesale cost.

There is a difference

Once upon a time a fellow requested Abe Lincoln to recommend a very inferior book. Lincoln read the book and returning it to the author, wrote on the fly leaf: "Anyone who would like a book like this will like this book."

There are standard lines of merchandise and there are inferior lines of merchandise. The most of the people of Boone and Watauga County are willing to pay more and get reliable goods. We have bought our Spring Goods to suit the best trade. We have bought a complete line of dress goods from one of the most reliable houses in the east. The goods were selected with great care, so that with a few minor exceptions all the goods are absolutely fast colors. We are the sole agents for the Stetson Hats and Arrow Collars. These lines are known all over the civilized world. We have also made arrangements to carry the famous line of Manhattan shirts. We are the agents for the Buster Brown and Star Brand Shoes. Every pair is guaranteed solid leather. If you want good standard merchandise at reasonable prices come to us.

Willie Knew

The Superintendent of the Sunday School was also the village doctor. One Sunday he was questioning the school on various important points. "Willie," he asked a small boy, "will you tell me what we must do in order to get to heaven?" "We must die," replied Willie. "Very true," assented the doctor. "But tell what we must do before we die." "We must get sick," was Willie's unexpected answer, "and send for you."

Paragraphs

How many oysters constitute a quorum in a stew?—Pittsburg Post.

The pertinent question is not are they really longer, but how long will they wear them longer?—Virginia Pilot.

When you see a dry enforcement officer approach Johnson's house it's a sign that Johnson is either going to lose his liquor or replenish his stock—Nashville Tennessean.

The greatest advantage of the new automatic telephone is that by pressing the button you can get the wrong number for yourself.—New York American.

The woman convicted of murdering her husband gets a life sentence. The death sentence is reserved for male performers.—Philadelphia Record.

Our Monthly Price List

We will publish a price list about once every month. Read them carefully and remember the prices are the same for each and every customer. The only exception we will make is to retail merchants who will buy in large quantities.

There is a Reason For It

"You know Jim," said the wife to her husband, looking in a newspaper. "I am reading in the paper that 80 per cent of the men in jails are unmarried." "That shows," answered the husband, "that men had better go to jail than to get married."

Prices Are Advancing

Every item in our store is advancing in prices. We have to pay 14 1-2 cents for the sheeting we bought six months ago for 9 1-2, overalls for which we paid last year \$13.50 to \$15.00 per dozen are now \$20.00 to \$22 per dozen, and so with other items. The prices are still climbing. We were fortunate to buy our goods early and we can sell nearly everything at last year's prices. Buy from us and save the difference.

SPECIAL BARGAINS SAMPLE GOODS

- Men's Sample Hats, Regular prices 1.75 to 3.00 values, close out price. . . . 75c to 1.25
Men's and Boys Sample Caps 50 to 2.00 values closing out price. . . . 19c. to \$1.00
Misses Sample Shoes, 2.75 values only 1.25
Baby Shoes only 69c
Baby and Childrens Scufflers \$2.00 values only 98c
Mens Heavy Work Shoes 4.50 to 5.00 value only 2.25
Ladies Silk Poplin Rain Coat 10.00 to \$15 dollars value choice 4.50
Bargains in Mens Sample Rain Coats and a great many other items too numerous to specify.
Stetson Selected Quality Hat only . . . 6.50
A very high grade guaranteed hat, silk lined 6.00 value, only 4.50
Quality De Lux silk lined only 3.00
High grade felt hats, unlined . . . \$2. to \$3
Sample Hats 75c to 1.25

- High grade boys solid leather shoes, Brown and star brand makes, mahogany only 3.25
Same kind but blk. 2.75
Youths' solid leather shoes . . . 2.25 to \$3
Mens solid leather work shoes. . 2.25 to \$5
Boys solid leather work shoes. . 1.85 to \$4
Ladies solid leather dress shoes in kid and calf, black and brown. 2.50 to 6.00
Ladies Comfort Shoes. 2.25 to 3.50
Ladies solid leather work shoes. 2.25 to 3.50
Misses and Children's shoes, Buster Brown, Poll Parrott and other famous brands. 1.50 to 3.50
Baby shoes 1.00 and up
All the above shoes are standard brands.
Sample Shoes will go AT COST 69c to 2.25
Big variety all kinds of hose, per pair, from 10c to \$4.50
A dandy line of Ladies Spring Hats at very Reasonable Prices

DRESS GOODS

- Bates Zapher Gingham 32 in wide . . . 29c
Kulburnia gingham 32 in. wide per yd. 25c
Hazel Zapher gingham 32 in wide yd. . . 20c
High grade 27 in. gingham only 15c
Small quantity fairly good gingham . . 12 1-2
Lad and Lasie and Devenshire cloth . . 29c
High grade linen finish chambray only 22 1-2
Blue Bell Cheviot only 20c
Good Grade of Cheviot and Chambray 15c
A very high grade of percal and cambric over a yard wide only per yd. 20c
Good percale 30 in. wide per yd. 15c
27 in. percales only 10c
27 in prints, a very good grade 12 1-2
Oil prints, solid colors 12 1-2
Galarea and strong cloth only 15c
Good Outing per yard 12 1-2 & 17 1-2
Curtain Scrims, per yard, . . . 10c and 12 1-2
Extra good lace curtain goods per yd. . 25c
Good 36 inches bleaching only 17c
A very good grade of English long cloth 20c
A very high grade of English long cloth 36 inches wide only 22 1-2c
Egyptiao long cloth (the finest long cloth made) only 35c
Silk Finish Nainsook 29c
Very high grade of white pink and black batist, only 29c
High grade of batiste and lingerie in assorted colors 35c
High grade Jap crepe only 35c
Good grade white lawn, 42 in wide only 20c
Good grade white lawn only 15c
Good dimity checks only 17 1-2c
High grade pajama check, only 20c
High grade white dotted swiss only . . . 35c
White mercerized organdy 40" wide 29c
High grade white mercerized voil 42" wide only 35c
White Indian Head only 29c
High grade mercerized crepe only . . . 39c
A very good grade table linen only . . . 59c
Extra good grade oil cloth only 39c
A very good Creton only 15c
A very good sheeting 85 in. wide only . 50c
Peperel 9-4 sheeting only 52 1-2
High grade seamless ready made sheets only 1.50 each
Ready made hemstitched pillow cases . . 39c
A good grade of white pique 29c
Good toweling only 12 1-2cts
Large Duck towels only 15c
Large Turkish bath towels only 25c
High grade ratine (the kind you are paying 75 cents for) only 50c
A very fine grade of white flaxon 29c
A very good grade of mercerized poplin 35c
High grade Silk Poplin only 98c
Pure silk mesaline only 1.50
High grade silk taffeta 1.50 & 1.75
Silk Chiffon assorted colors 36" wide . . 50c
Silk Chiffon 27" wide only 39c
Wool Mixed Serges 39c to 59c
All wool serges only 95c
54 inch serges only 1.25
High grade French serge only 1.25
All wool tricotine only 2.25
Imported Swiss Organdies, assorted colors only 75c
High grade American organdies only . . 35c
MEN'S AND BOYS' CLOTHING
Men's good work pants . . 1.25, 1.50, \$1.75
Men's khaki riding pants 1.95
Mulskin riding pants 2.50
Corduroy riding pants 3.50
Men's dress pants 2.50 to 9.00
Young mens dress pants \$3 to 6.00
Boys Pants 50c to 1.50
Mens and young mens suits . 10.00 to 27.50
Boys Suits 3.00 to 9.00
SHOES
High grade mens kangaroo kid, brown and black dress shoes, Dr. Sewar and other high grade makes only 7.50
High grade boarded calf shoes, Star Brand and Brown makes only 7.00
High grade lotus calf dress shoes . 6.50, 5.50
Very good line of blk. and brown kid shoes only 5.00
A good line of blk. kid and mahog side solid leather shoes, Star Brand make 4.50
A line of solid leather dress shoes, Brown and Star Brand makes mahogany 3.50
Same shoes but in blk. only 3.00
A line of solid leather mahogany shoes Beasley make, only 3.00
High grade boys calf shoes only 4.50