THE GRAIN GROWERS' GUIDE

\$53,200.00 seems a big price to pay for a five month's old calf yet this is what D. W. Field, of Brockton, Mass., paid O. Cabana, Jr., of Buffalo, for the Holstein Bull Calf here illustrated, King Ormsby Jane Rag Apple, in June, 1917.

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But the price does not seem too high when the records of "King Ormsby's" ancestry are known. Every one is a record breaker. His sire brought \$25,000. at auction; his dam holds many records for milk production and for generations expert Holstein Breeders bred with the greatest care the strain resulting in King Ormsby Jane Rag Apple.

The Chevrolet Four-Ninety____the Product of Experience___is a thoroughbred motor car and would cost much more than \$53,200 were we to build only one car. But mammoth production and efficient management enable us to manufacture the Four-Ninety in such large quantities that the cost is reduced and is within reach of the average man's purse.

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