



Paving the Way to Prosperity

EVERY shrewd dairy farmer in the dairy business to-day is aiming to have his herd turn him out a greater margin of profit for his work. With labor scarce and feed expensive it is necessary that we, as dairymen, should make every effort to increase the earning capacity of every animal.

One way to accomplish it, to breed your herd to give a higher fat test and still retain the persistency in milk production—

For Instance--

Your herd of 10 head may now produce 2,500 lbs. milk per week testing 3%. But, by using a sire from "high-testing" blood, your herd of 10 could produce 2,500 lbs. milk per week testing 4%.

It Would Mean

1. The same labor would do the work.
2. Only the same amount of hay and grain required.
3. The young stock would sell for more.
4. You would take a much greater pride in your herd.
5. And your cash returns would be 33% higher.

In a test extending over 12 months at the New Hampshire Experiment Station, the Ayrshires competing made 100 lbs. of butter with \$3.00 less feed than No. 2 breed, with \$4.50 less than No. 3 and with \$5.50 less feed than No. 4. Such is the record of economical production for which Ayrshires have been noted in both Europe and America. You can have these qualities in your herd

Ayrshire Blood Will Do It

A good way to get a start in Ayrshires is to buy an Ayrshire bull from a good milking dam and by a sire from a good strain and grade in your present herd. Better still, buy a good Ayrshire cow or heifer and get a start in pure bred. Ayrshires are economical, persistent producers, hardy and thrifty, and with all a sweet attractive cow you will admire. Get a start in them now before the prices go higher.

In improving the quality of your herd you'll find Ayrshires sustain their great reputation as high testers—thrifty and productive. See that your first pure bred is an Ayrshire. We shall be pleased to send you the names of your nearest Ayrshire breeders. Send for our free booklet—



The Type of Sire That Makes for Better Herds.

Canadian Ayrshire Breeders' Association

W. F. STEPHEN, Secretary, Huntingdon, Que.

SYDNEY BASIC SLAG

LET US LEARN EVEN
FROM OUR ENEMIES

In a Bulletin recently issued by the Minister of Agriculture in England, he points out that food production in Germany per acre is 50% greater than in the United Kingdom, notwithstanding that German soils and climate are distinctly inferior to those of Britain.

WHAT IS THE REASON?

The Minister replies:

"That the chief cause of the increased production of German soil is the increase in the use of fertilizers." Basic Slag is the leading fertilizer used in Germany and there is on record the purchase by one single German Agricultural Society of 620,000 tons in one year.

ISN'T IT WORTH YOUR WHILE TO INVESTIGATE?

Send us your address and we will post you some instructive literature telling you all about Basic Slag.

The CROSS FERTILIZER
COMPANY, LIMITED
SYDNEY - - NOVA SCOTIA

Make 1917 a Record Year

It can be done by resolving to keep a close record of all your animals. It is very valuable. You like to have a certain amount of information about your animals always at hand. Just think what it would mean to you if you could instantly turn up the date of birth, records, and all other information relating to any animal in your herd.

The Farm and Dairy Herd Record Book

gives you the means of providing this data with the minimum amount of trouble and expense. It provides for name and number of the animal, date of birth, by whom bred, milk production, and full service record. Has space for name of calf, sex, and disposition of it. To live stock breeders they are simply invaluable and indispensable. Write for samples and prices to

LIVE STOCK DEPARTMENT

FARM and DAIRY
PETERBORO, ONTARIO