

Issued Each Week—Only One Dollar A Year

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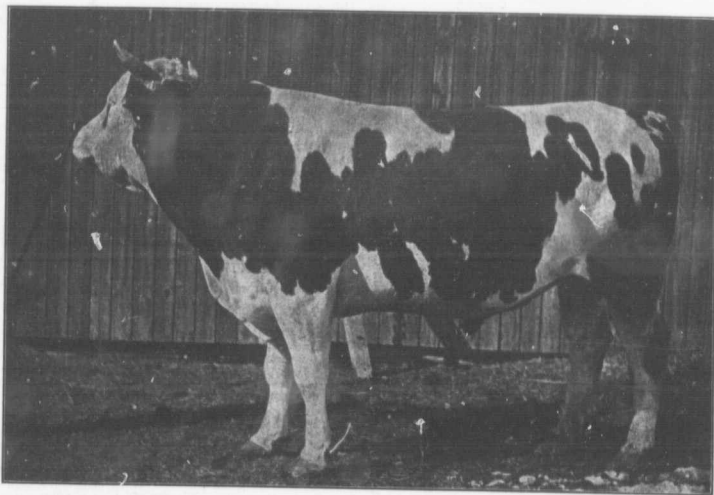
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FARM AND DAIRY
RURAL HOME

PETERBORO, ONT.

APRIL 18

1912.



GREAT BREEDING AND PROVEN MERIT BROUGHT FOR THIS BULL A RECORD PRICE

At the Belleville sale held two weeks ago, Pontiac Hermes, the Holstein bull here illustrated, consigned by C. A. Brethen, Norwood, Ont., sold for \$700 to A. D. Foster and E. B. Mallory. This is a record high price for a Holstein bull offered for sale at a public auction in Canada. Pontiac's breeding accounts for the high value set on him by his purchasers. He is a son of Hengerveld De Kol, the world's greatest sire of producers, he having 115 A.R.O. daughters with records as high as 33.60 pounds of butter in seven days. The increased value of the stock sired by a bull with breeding such as this will more than justify the \$700 investment. The same applies to all good bulls. High prices are justified when the value of the stock is considered. Belleville breeders did well to keep this grand bull in their district.

DEVOTED TO
BETTER FARMING AND
CANADIAN COUNTRY LIFE