$159, R. Thurston, Strafordville; Beauty 2nd, $146, A. Saddler, Mossley; Princess Rose, $190, A. E. Chowen, Thamesford; Mona Mary of Trout Run, $160, H. Hallock, Woodstock.

Consigned by William Thorn—Trout Run Lady Aggie, $155, C. M. Ross, Manticoke; Trout Run Grace Darling, $155, D. A. Ashworth; Trout Run Queen Flirt, $230, T. Beaudior, Broughton Sta., Que.

Consigned by J. H. Forden—Lady Kerr, $160, Geo. Whaley, Ostrander; Beauty of Beachville 2nd, $190, W. Ward, Woodstock.

Consigned by J. L. Stansell—Selwood Flower Girl, $150, P. Cairns, Brantford; White Rose, $150, J. C. Germain, Embro; Trout Run Queen Mary, $160, R. J. A. Smith, Hatchley Sta.; Selwood Blossom 3rd, $160, A. Saunders; May, $117.50, A. E. Saddler.

Consigned by F. H. Harris—Mabelle, $166, J. Carruthers, Tilsonburg.

Consigned by MacVicar Bros.—Garclaugh Annie, $250, W. F. Burnes, Brachville; Garclaugh Star 2nd, $220, J. W. Millington.

Consigned by Thos. Dennis—Frosty of Houghton, $130, J. H. Fordon, Beachville; Selwood Snowdrop, $130, F. Hallock, Woodstock; Sunnybrook Miss Dentz, $125, J. Ferguson, Camiachie; Sarah of Trout Run, $27.50, W. McVicker, Belmont.

Consigned by George Apel—Butter Alice, $265, Dashworth, Denfield; Floss of Level Sea, $195, J. W. Millington, Beachville; Brighton Brae Lady Drummond 2nd, $275, B. G. Palmer, Norwich.

Consigned by L. D. Hankinson—Frosty of Montrose, $125, P. Cairns; Madame Patti of Sunny Acres, $125, Geo. Whaley, Ostrander; Madame Patti 3rd of Sunny Acres, $100, A. Saddler.

REGISTERED HOLSTEINS

FOR SALE, Our Herd Sire

King of the Tensens

No. 22979

His Dam and Sire's Dam average
Milk, 1 day 104.40; Butter, 7 days 24 14
Milk, 491.30; Butter, 30 days 114.71
Milk, 2724.00; Butter, 365 days 935.75
Milk, 23,859.00, and plenty more official backing. Weight over a ton. Age, 4 years. A choice individual and satisfactory in every way. Price $500. Write for extended pedigree.

LYNN RIVER STOCK FARM
J. Alex. Wallace SIMCOE, ONT.

Keep Holstein-Friesian Cows

1. The Holstein-Friesian cow is a large vigorous cow, full of energy and abounding in vitality.

2. Her physical organization and digestive capacity are such that she is able to turn to the best advantage the roughage of the farm, converting the same into merchantable products.

3. She yields large quantities of most excellent milk, fit for all uses, and especially suited for shipping purposes.

4. Heredity is so firmly established through her long lineage that she is able to perpetuate herself by the production of strong, healthy calves.

5. When for any reason her usefulness in the dairy is at an end, she fattens readily and makes excellent beef.

IF YOU CAN'T BUY A HERD, BUY A HEIFER.

Information from the Holstein-Friesian Association.

Dr. S. F. Tolmie, M.P. W. A. Clemons
President. Secretary.
Victoria, B. C. St. George St. Ont.

AD TALK

HANG OUT YOUR SIGN BOARD IN 1919.

I went down town the other day to get some repairs for my kitchen range. I knew the name of the dealer handling supplies for the manufacturers of my particular brand of range, and upon inquiry I found that his place of business was on Blank Street. As the business section of Blank Street is not over a mile long, and I was in need of a walk any way, I did not bother getting definite instructions as to his street number, preferring to walk down the street and watch for his sign board.

I started out, and walked down the full length of Blank Street, then back again, without locating my man. I decided that I must have mistaken the street, or that my informant was mistaken. However, I thought I would make one more search. Once again I walked down the street and back again. On my return, I noticed a hardware store that had no sign over the door. I hesitated and thought, "surely the man who keeps repairs for my stove is not so careless as to have no sign," but in order to make sure, I crossed the street and went in. I told him of my search, and asked him what happened his sign. His answer was, "Well, I used to have a sign, but the wind blew it down and I never went to the expense to put it up again."

I thought to myself, "Surely human nature is much the same in all lines of business," and his words brought to my recollection almost similar words from the lips of men whom I have met in the live stock world. A hardware merchant hangs his sign in front of his place of business. The people he deals with are the men who pass his store, to and from their work, four times a day. A progressive breeder of dairy live stock hangs his sign in the advertising columns of Farm and Dairy. He does so for the reason that the people he deals with, are the people into whose homes Farm and Dairy enters fifty-two times a year. It is also good business for the progressive breeder to have a sign board painted on his place of business, viz., his barn, to catch the local trade. That would be sufficient if local trade alone were desired, as is the case of the retail hardware man. But to reach men that successful dairy breeders wish to reach it is far from sufficient. A wider publicity is absolutely necessary.

There are, however, many points of similarity between the hardware man, and dairy advertiser. In both cases it is necessary to reach a certain class of men. In the former, the men pass by and see the sign, and in the latter the sign must reach out, and get in touch with the man.

Have you ever advertised in Farm and Dairy? If so, di' your sign board get blown down, or why is it that we do not see it where it ought to be. If you have ever experienced the benefit of advertising in Farm and Dairy, why not continue to reap the benefit? Your fellow breedrs are looking for your sign, and just as my kitchen range was lowered several points in my estimation, by the dealer who handled its repairs not being progressive enough to keep his sign where the people could see it, so will that herd sire, or those foundation cows, which Farmer Jones bought from you, be lowered in his sight, and in his neighbor's sight, too, just because your sign board does not appear in the columns of the Dairy Farm Press. That will mean that sales and prices will fall off, and business will decline.

Live stock men are but human and they like to be able to say to their neighbors, "My new sire or those females I just bought came from the noted Jones' herd; you see them advertised each week in Farm and Dairy." Are you advertising this winter? If not, hang out your sign board where it will be seen to your profit; in the dairy homes of Canada, in FARM AND DAIRY.

C. G. McKILLICAN, Live Stock Dept.
FARM AND DAIRY, PETERBORO.

Sunnybrook Farms

HOLSTEIN BULLS at the right price and with excellent official record, as calves or ready for heavy service.

JOSEPH KILGOUR - Eglinton P.O., North Toronto

CLOVERSIDE AYRSHIRES

We are offering for sale, at a bargain, my herd sire, Imperial Beauty of Springbank, son of the champion Breery 2nd of Springbank, with a R.O.P. record of 14,131 lbs. of milk, 530 lbs. butter fat, as a 2-year-old. This bull is 5 years old, quiet and gentle and a sure breeder. Weighs about 1,800 lbs. in breeding condition. For particulars and price apply to

W. J. STEELE, - - - - NEWINGTON, ONTARIO.

AVONDALE FARM

Special Offerings

We have a magnificent young bull ten months old, sired by CHAMPION ECHO SYLVIA PONTIAC, May Echo Sylvia's great son and the calf's dam is a cow with two records over 30 lbs. We have three daughters at Avondale which we intend to keep.

We want to sell this bull in Canada and are going to make such terms that you cannot afford to miss it. He will have to go into a herd where regular testing is done and good records made, because we will take all or part of his price out in calves if necessary. Do not enquire about this bull unless you have been doing regular testing and have some good record cows.

We have a lot of young bull calves we want to clear at an early day. Everything guaranteed as represented.

A. C. HARDY, Prop. H. LYNN, Herd Supt.
Avondale Farm Brockville Ont.

ROYCROFT BULLS

No. 1—Born March, 1918, ¾ black, Dam Het Loo Clothilde Pontiac, a 23-lb. Jr. 2-yr.-old.

No. 2—Same age, ¾ white. Dam, Het Loo Queen Pietertje, 30.96 lbs. Jr. 2-yr.-old. Both dams are sired by our Sr. sire, Pontiac Korndyke Het Loo, the sire of Het Loo Pietertje. Both calves are by Sir Pontiac Echo. Het has 31 lbs. Jr. herd sire, gr. son of May Echo Sylvia.

Both are good straight calves and Priced To Sell.

ROYCROFT FARM, : : NEWMARKET, ONT.

The "O'Reilly Stock Farm" Holsteins

27,231 lbs. milk and 1,000 lbs. butter in 1 year is average for the two nearest dams of a beautiful bull we are offering at the present time. His dam is our 25,000-lb. cow, Calamity Johanna Nig, and his sire's dam is the 29,990-lb. cow, Rauwerd.

He is about three months old, an A1 individual and nicely marked. This line of breeding is hard to excel. Write us at once.

HE IS PRICED REASONABLE.

JOSEPH O'REILLY R.R. No. 9 PETERBORO, ONT.

Highland Lake Farms

For Sale—Two extra good (30 lb.) thirty-pound bulls ready for heavy service. Priced to sell. Also younger ones by a son of May Echo Sylvia.

R. W. E. BURNABY - - Jefferson, Ontario
Farm at Stop 55, Yonge St. Radial

FORSTERCREST FARM

Offers registered Holstein-Friesian bulls from ten to fifteen months old, at bargain prices. Must sell quick in order to make room. Write and state what you want, etc., or come and see them.

R. S. BROCK, R. R. No. 5, SIMCOE, Ontario.

FOR SALE

Two registered Holstein heifer calves from heavy producing dams, sired by a richly bred son of King Segis Pietertje. For description and price write

W. B. NICHOL, : : : WILTON GROVE, ONT.

FOR SERVICE — THE 40 LB. BULL

LAKEVIEW JOHANNA LESTRANGE.

The only bull in the world with his brother, whose first seven sisters in the R. O. M. holds nine Canadian and two world's records. His dam is Lakeview Lestrange, whose record is 741.9 lbs. milk, 38.96 lbs. butter, with an average test of 4.64 per cent; also brother to Canada's only 43 lb. cow. We are accepting for service a limited number of approved cows. Write for particulars. Remember his service is limited so write quick. I have also some choice bull calves for sale and cows in calf to this bull.

A. J. TAMBLYN - - CEDAR DALE FARM - - ORONO, ONTARIO.

Sunnyside Stock Farm Holsteins

ECHO SEGIS FAYNE.—Our herd sire is by a brother of the world's only 50 lb. butter cow, Segis Fayne Johanna. He is a grand bull in every way and is not yet four years old. To avoid inbreeding would sell him at a price. Also have bulls from one month to 17 months old, sired by Echo Segis Fayne, and out of grand producing cows. If you need a well backed bull, write or come and see them.

JOHN M. MONTLE, Prop. Sunnyside Stock Farm STANSTEAD, QUE.

His 2 Nearest Dams Average 38.82

His dam, sire's dam, grand sire's dam and great grand sire's dam, average 35.69 lbs. butter in seven days, and over 112 lbs. milk in one day, which is not equalled by any other bull in Canada.

His name is ORMSBY JANE BURKE. His services may be hired by YOU. Cows and heifers in calf to him for sale. If you need a HOLSTEIN BULL, write us.

R. M. HOLTBY, R. R. No. 4, PORT PERRY, Ont.

CLOVER BAR STOCK FARM OFFERS

A few choice young bulls for sale, from heavy producing dams, sired by a son of Prancy 3rd. Write now for description, photo and price.

P. SMITH - - - - R. R. NO. 3. - - STRATFORD, ONT.