

Belleville Holstein Sale

Wednesday, April 3rd, 1918

Cheer Up

30-lb. Cows

20-lb. Heifers

40 Young Cows

12 Bulls

Blood of Champions

Sires of Renown

100 Head

Sellers

Railways

Address

Have you attended SOME sale and been disappointed? If so, remember that many of the good ones are still at Belleville, and will be offered on April 3rd. Not worn-out, exhausted cows, but young, vigorous animals, eagerly awaiting a chance to become famous.

LOOK HERE.—We are selling some 30-lb. cows in this sale, young cows that one of our new breeders just gave a little extra feed and—they made considerably over 30 lbs. easy—well—Belleville Holsteins seem to have mastered that 30-lb. stunt—when they change hands—at some Belleville sale.

FUTURE CHAMPIONS.—About 50 per cent. Fresh, and 50 per cent. Heavy in Calf. Records to 26 lbs. at 3 years, and several 2-year-olds well over 20 lbs.

BARGAINS.—Because we have not had help enough, or because we have been too lazy, or because we have been too careless, we are selling 40 young cows without records. They will furnish many BARGAINS. Why? Because they are unproven and when they get a chance they will become famous. That's Belleville Past History.

ONLY A DOZEN OR A BAKER'S DOZEN.—Good bulls, from 30-lb. dams, 28-lb. dams. Well-bred, husky chaps. The Belleville kind. Bred in the purple. Sold cheap.

WHERE CAN YOU EQUAL?—Nearly the entire offering are descendants of the Belleville champions, May Echo, Daisy Pauline Pietertje, De Kol Plus, etc., in the yearly division; sisters and brothers of May Echo Sylvia, 41.00 (world's champion); Lulu Keyes, 36.05; Keyes Walker Segis, 34.65; Plus Pontiac Artis, 31.55; etc., in short test division.

Daughters of King Segis Alcartra Spofford, Inka Sylvia Beets Posch, Pontiac Hermes, Plus Burke, Choctau, Velstia Triumph, Korndyke Aaggie Lad, Count Segis Walker, Pietertje Francys 3rd, Admiral Ormsby, Sir Sadie Korndyke Segis, etc.

OF THE BELLEVILLE KIND.—To be sold absolutely without reserve on April 3rd. Our Club protects the buyer by imposing a \$50 forfeit on each animal for by-bidding.

THESE MEN ARE YOUR GUARANTEE:

A. D. Foster.
E. B. Mallory.
W. Fred Fallis.
J. M. Branscombe.
S. J. Parks.
A. McDonald.
C. B. Bonesteel.

Ed. B. Purtelle.
S. J. Foster.
D. B. Tracey.
J. MacCalpin.
Peter Cave.
Fred Hillman.
E. T. Fritz.

J. A. Caskey.
A. Parkes.
A. E. Phillips.
Carmen Baker.
D. H. Dick.
Fred Dinnyes.
Elmer Craig.

Railway connections—Main line G. T. R., C. P. R. and C. N. R.

To Get a Catalogue, Write a Post Card
Addressed to

F. R. Mallory, Frankford, Ont.

"I'll get on the train for the Belleville Sale
For they sell the cows that fill the pail,
That pay for themselves this year—that's why
To Belleville I'll go,—and buy,—and buy."