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July 8-13, 1918

\$45,000 in Prizes, Purses and Trophies
\$1,000 in Special Prizes for Children

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 Government Exhibits of Wool, Eggs, Farm Equipment, Health Exhibits, Demonstrations of Preparing Food from Wheat Substitutes.

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will listen to him does not, as a rule, need any warning along these lines, and the man that believes in feeding will not listen to him in any case. Now, do not misunderstand me. I quite realize that it is possible to do a colt harm with feed, but, at the same time, I think that the same are rare where a colt is harmed with good sound feed properly fed. Did you ever hear of a stinky feeder developing a Phelix, a Farceur, a Baron's Pride, or an Ervinsdale Howdy? Is it the poor feeders that are selling the bulls for from \$5,000 to \$20,000, and do you think that men will pay those prices for ruined sires? Remember that the colt of today will be the sire or the plow horse of tomorrow.

I do not expect that every one will agree with me on this method of developing the draft colt. But to any that think I am wrong I have to say that if they are interested in the draft horse business, I am sure it will pay them to take two colts of like breeding and conformation and over-feed one and under-feed the other one, and see which one will make the best horse. Then go a little farther and keep account of the cost of producing both horses, and when you sell them at three or four years old, see which one will give you the most profit as well as the most satisfaction.—Gen. P. Rupp, Belgian breeder, Lampman, Sask.

Cattle as Liquid Assets

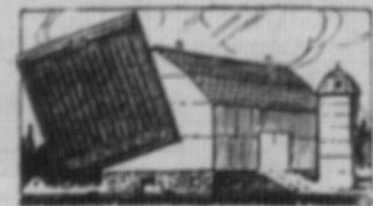
Bankers talk and practice the principle of keeping their bank assets "liquid." This means that they prefer making short time loans and they always invest in the very best of securities so that their investments and loans can readily be converted into cash in case of an emergency. This is what is meant by "liquid assets"—something that can always be sold quickly and for cash. While this plan is of the utmost importance to banks, because of the character of their business, it is also a good thing for other business concerns as well as individuals to keep in mind and to practice to at least a moderate degree.

My connection with the banking business has caused me to appreciate the importance of this and I hold a good many assets of quite a liquid character; yet notwithstanding this I can confidently assert that the most liquid assets I own today I believe to be my herd of Holstein-Friesian cattle. They are always salable at good prices and for cash. Put an advertisement in a paper announcing that you have some good cattle for sale and the responses are prompt. Consign good cattle to an auction sale and there are always a number of ready buyers at good prices and with cash in their pockets to pay for the cattle.

You simply can't discount good purebred cattle. They are wanted all the time. In good times they are in very active demand, so much so that even poor cattle bring good prices. In moderate times they are always a good investment and in demand. In hard times, when money is scarce and feeds are expensive, good cattle are in demand, because the matter of high prices of feeds is insignificant when it is used for high-class purebred cattle; in other words, it is a pity to waste expensive feeds on poor cattle. The ownership of good cattle is so profitable that they are the only kind to feed in such times. You just can't go wrong on good, purebred Holstein cattle. They are always in demand and as an investment are as safe as a government bond and better, because they return you a far greater profit.

Do you know that owning purebred cattle, even a single one, will act as an inspiration to you and to your men? When you can inject anything into your work that makes it more interesting, more promising from the standpoint of monetary returns and to get your men to take a corresponding interest in their work and in yours, you are doing a great work.

This is exactly what the ownership of a few purebred cattle will do. It is the open door to better things. It injects interest and enthusiasm into our work, and when you have done that you are getting dividends in the way of new pleasure and aspirations and you are laying the foundation which will soon bring you real profits in dollars and cents.—Oliver Cabana, Jr., Elma, N. Y.



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