

AN OPEN LETTER

Sydney, Nova Scotia, Nov. 18, 1916.

To the Farmers and Stockmen
Attending the Ontario Provincial Fair
at Guelph.

Gentlemen:—

Believing you would appreciate the opportunity of talking with brother farmers and stockmen throughout Ontario who have used SYDNEY BASIC SLAG, we have arranged for our representative, Mr. A. L. Smith, to be at the Fair and he will be pleased to put you in touch with such men. It will be well worth your while to hear what they have to say of this wonderful fertilizer.

No doubt you have often wondered if the glowing reports you read of Sydney Basic Slag are all true. This will be your opportunity to talk with men who have used Sydney Basic Slag and who, like yourself, have the welfare of the farming industry at heart.

Our booth will be in the building near the main entrance. Call and get the names of prominent breeders about Guelph who have used Sydney Basic Slag.

Yours very truly,

THE CROSS FERTILIZER CO., LIMITED.

P.S.—Look for the sign:

Sydney Basic Slag

Made by The Cross Fertilizer Co., Ltd., Sydney, Nova Scotia

Cutting Down the H.C. of P.

That's the particular work of the Ayrshire—to cut down the increasing cost of producing milk, butter and cheese on our dairy farms, or in other words, increasing our dairy profits from the labor employed and the food consumed by our herds.

In the Model Dairy Test, at the World's Fair, Seattle

The Ayrshires actually made more butter, averaged more net profit than any of the other cows competing, as the following table shows:

Breed.		Av. lbs. fat per day.	Av. Casein per day.	Fat 'est. per cent.	Product Value.	Maintenance cost.	Balance.
Ayrshire	1.875	1.175	4.02	\$50.56	\$26.65	\$21.71
Ayrshire	2.196	1.362	4.14	41.21	24.72	16.49
Ayrshire	1.856	.826	4.62	44.68	29.87	14.81
Dairy Breeds	11	1.289	.870	4.15	42.79	23.89	12.90
No. 2	2	1.200	.719	5.63	37.66	25.15	9.48
No. 3	1	.934	.595	5.04	28.79	26.93	1.86
No. 3	2	.961	.760	3.89	31.47	27.77	3.70
No. 4	1	.910	.762	3.34	30.09	32.16	2.07



A good many of our shrewdest dairymen are to-day putting much study on this cost of production and the amount of feed their herds are consuming for the returns given. The business man in the city realizes the importance of knowing just exactly how much it costs to produce an article for sale. There is no reason why we, as dairymen, should be less business-like. As milk and cream are to be paid for according to test—according to what it is actually worth—then, too, our herds must be selected with equal care—just according to the profit they will give after deducting cost of labor, feed, etc.

The Ayrshire has long been acknowledged as the economical producer among dairy breeds. The reason is that—

SHE IS A HIGHER TESTER—To Oct. 30th, 1916, 532 Ayrshires in R.O.P. averaged over 4% fat.

A PERSISTENT HEAVY PRODUCER—To May 1st, 1916, 224 mature cows gave an average of 10,254 lbs. milk and 419.90 lbs. fat. 318 R.O.P. two-year-olds averaged 7,352 lbs. milk over 4% fat.

AYRSHIRE SIREs are very prepotent—they transmit the high-testing virtue.

AYRSHIRE FEMALEs are thrifty, good grazers, and very prolific.

AND, ABOVE ALL, THE AYRSHIRE IS A SHOW ANIMAL, admired by all who love the attractive form of the perfect dairy cow.

For the man who desires to combine profit and beauty, full information can be secured by writing

W. F. STEPHEN, Secretary

The Canadian Ayrshire Breeders' Association



Huntingdon, Que.