

**THE A. E. PHILLIPS CONSIGNMENT.**  
**W**B are offering four head at the Belleville Sale. Two of them are tested cows, eight years old. Echo DeKol May has a record of 486.0 pounds milk and 21.4 pounds butter in 7 days. She is a granddaughter of Count Echo. We are offering a bull calf from this cow, a grandson of Pontiac Hermes on his sire's side. He will be 2 months and 29 days old at time of sale. Lady Isabella has a record of 454.5 pounds milk and 17.86 pounds butter in 7 days. She is a fine type of a cow, and a show animal as well as a producer. We are offering a yearling heifer from granddaughter of Pontiac Hermes.—A. E. Phillips, Bloomers, Ont.

**OFFERING OF S. J. POSTER.**  
**S.** J. POSTER, of Bloomfield, who in the past has consigned such grand animals as "Breeze and better than ever" at the Belleville sale this year, May Darkness Echo is a grand-daughter of the great May Echo. She has a two-days, and in 11 months scarcely being dry, she came on and increased her record to 43 lbs. milk, and 22.1 lbs. butter. The sire of this heifer is a brother of Lulu Krysa, and her dam is a good show daughter of this heifer, rising three years old, bred to the champion sire Inka Sylvia Beets Posch, having the largest number of daughters milking over 100 lbs. a day in official test.  
 The offering includes two daughters and a grand-daughter of famous Bloomfield DeKol, a 20.3 lbs. cow. One of these daughters, Bertina Inka DeKol, has a record of 32.2 lbs., and she has a daughter that gave over 18,000 lbs. milk and nearly 500 lbs. butter, averaging four per cent. fat in R. O. K. test. The other daughter, Bloomfield Helena DeKol, has a record of nearly 17 lbs. as a two-year old. The last of the females is a grand-daughter of Dolly Echo De-

Kol, record 25.77 lbs., a sister to May Echo. The consignment also contains two exceptionally well bred young steers, Paul DeKol Burke and Sylvia DeKol Posch.  
**THIS MAY ECHO BULL FOR \$1,300.**  
**F**AMM MAY Echo bull "the Echo" sending the consignment from Low Banks Farm, Kilmore, Ont., brought \$1,300 in the big sale of pure-bred Holsteins held by Messrs. McVey and Dalestich, at Shady Brook Farm, Metcalfe, Ont., on Thursday last. He was purchased by splendid head of Holsteins he will head for the next few years.  
 Forty-nine animals were under the hammer, 34 of them owned by Mr. McVey and 15 by Mr. Dalestich. The total average price for the herd was \$1,205.69, the average price, therefore, being \$124.84 per head. For the 19 main the average price paid was \$111.25, and for the top price paid for a female was \$225, which sum was realized for two of Mr. Dalestich's cows, Pearl Pieterse, Clothilde Burke 2nd, and also for Johanna Hungerford Jewel. The top price realized by Mr. McVey was \$185 for the mature cow, Segis Cora Burke. Her daughter, Cora Burke Jewel, a senior yearling, sold at \$150.  
 Mr. McVey's 24 head sold for a total of \$3,590, an average per head of \$149.58. The males, five in number, realized an average of \$18.50. The females aggregated the sum of \$3,607.50, an average for the 29 head of \$124.40. The sixteen cows in milk averaged \$177.31; the four two year old heifers, \$138.75; the six yearling heifer calves, \$80.43; and one heifer calf of this year, sold for \$40.  
 Mr. Dalestich, as a result of the day's sale of his best stock, pocketed \$346, an average of \$216.23. His five males brought him an average of \$356. His females aggregating \$1,615, averaged \$161.50 for the ten head. The seven mature cows in this consignment averaged their owner \$157.50; the two two-year-old heifers averaged \$154.25; and one yearling heifer brought an even hundred.—Ottawa Valley Journal.

**LYNDALE HOLSTEINS**  
 Bulls from 9 mos to 13 mos. old; some sired by "King Irma," others by "King Pontiac Artis Canada"; all from R. M. dams. Also a grandson of Prince Hengerveld Piets, from a grand-daughter of "King of the Four."  
**BROWN BROS. LYN, ONT.**

**BRAESIDE STOCK FARM** Offers for immediate sale a number of Granddaughters of the great King Segis, to broken in two Canadian Champions. Dam has 26.41 lbs. record. Price easy if sold at once.  
 M.C.R. Railroad, Waterford. T.H. & B. Railroad, Scotland. Long distance phone, 413, Waterford.  
**CHAS. HAVILAND & SON, Wisnerville, Ont.**

**Cedar Dale Holsteins**  
 6 Bulls from 8 months to 14 months old at a bargain, sired by Prince Segis Walker Kornofsky, whose dam gave 33 lbs. milk as a three-year-old, and is a daughter of Pontiac Kornofsky. His full sister made 34 lbs. butter with first calf and are out of H.O.P. cows. Satisfaction guaranteed or money refunded. For prices and photos, write or phone.  
**A. J. TAMBLYN, Orono, Ont.**

**FAIRMONT HOLSTEIN HERD**  
 Is headed by King Segis Alcartra Calamity, the \$2,000.00 son of the \$50,000.00 Bull. Young bulls for sale ready for service from high record dams at value. Others a little younger sired by King, with two nearest dams averaging over 30 lbs. in 7 days. If you want to raise the standard of your herd, write—  
**PETER B. ARBOGAST, R. R. No. 2, MITCHELL, Ont., SEBRINGVILLE Stn.**

**WHEN YOU BUY** **Belleville Holsteins** **Every animal will be as represented**

**That's the Standard we set for our first Holstein Sale 6 years ago**

It's the standard we live by to-day—the square deal and honest selling.  Every customer for a friend—and a better buyer for the coming years

**THAT'S THE STANDARD OF OUR GREAT**


**SIXTH ANNUAL SALE AT BELLEVILLE, Thursday, March 30** 80 of our choicest will be offered

Our Sale this year will offer the greatest buying ever placed before men who know good dairy cattle. We have included this season a great deal of young stock bred right close to the Champions that have made Holsteins—particularly Belleville Holsteins—famous across America. Much of this young material is still untested. That's where you will profit. You have a chance to buy the richest blood in Holsteins—blood that under test will **YOU** and **YOUR HERD** in the front ranks. Think of being able to bid on grandsons and granddaughters of such animals as May Echo, Lulu Feyea, Victoria Burke, Rauwerd Count DeKol Lady Pauline, Daisy Pauline Pieterse, Inka Sylvia Beets Posch, Piusa Burke, Count Segis Walker Pieterse, Pontiac Hermes and King Segis Alcartra Spofford—all in the Belleville District.

**THEN CAN YOU AFFORD TO MISS MARCH 30?** Most certainly not. If you are prepared to start a new herd with **RIGHT BLOOD** and put **BETTER BLOOD** behind your present herd. Wait for this sale. Get your herd sire here—or any females you need. A breeder who bought over \$1,200 of stock at a previous sale, says it was the best buying he ever made. And he will be back again this year.

**KEEP THIS IN MIND, TOO**—when you buy in Belleville you are buying where hundreds testify to the square deal in auction selling. There won't be a single owner here a say on this stock after it enters the ring. That's the Belleville way.

**THE BELLEVILLE SALE THIS YEAR WILL CONTAIN MORE OF THE BLOOD OF CHAMPIONS THAN ANY OTHER SALE EVER HELD HERE IN CANADA.** Know more about our offerings by sending a card to the Secretary for a Catalogue. Plan now to meet your other breeders at the ringside, March 30.

 **BEN. H. LEAVENS** President **BLOOMFIELD**

**F. R. MALLORY, Secretary**  
 A postal to him will bring a catalogue by return mail  
**Frankford, Ont.**

**JAS. A. CASKEY**  
 Sales Manager  
**MADOC, ONT.**