

Belleville!

Belleville!!

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HOME  
OF THE  
CHAMPIONS

## HOLSTEINS

Proven in  
Milk  
and Butter  
Production

OUR 3rd ANNUAL CONSIGNMENT SALE, APRIL 2nd, 1913

Again we offer the public at auction, Holsteins from Belleville's noted breeders. Note the particulars of these cattle, then ask yourself "Where has there ever been offered before their equal?" We have always sold a champion at each preceding sale. We have three champions in sale this year.

Two cows in sale have each averaged 100 lbs. milk in one day, 22,000 lbs. milk in one year. A splendid feature of our sale will be the opportunity given the buying public to also buy young daughters of each of these cows.

¶ Did you ever hear of a sale anywhere in which was offered an 104 lbs.-a-day cow, with a dam that has milked 108 lbs. in one day at 12 years, and two daughters that at one year and 11 months, and two years, two months, have milked 74.8 lbs. and 76 lbs. respectively?

¶ The fact that in the Belleville District we have such cows that are owned, and have been bred and developed in the Belleville District, makes our great offerings possible.

¶ The champions belong to Belleville. We raise them here.

¶ In our sale there will be a cow for everybody—the champions for the big fellows, the moderate-priced cows, all rent-paying, mortgage-lifting individuals that it will pay anyone to buy.

¶ A point for you to remember is that we are standing right back of the most enviable reputation which we have built up at previous annual sales we have conducted. Our cattle will always do us credit, and where can you get anything to equal the stock from the great Belleville Herd Sires?

Full particulars of breeding, individual consignments, etc., given in catalogue. WRITE AT ONCE FOR YOUR COPY, and learn all about the really superior excellence of the cattle we are offering. Write to the Secretary,

**F. R. MALLORY, Secretary of Sale FRANKFORD, ONT.**

N.B.—The animals you get at our sale are animals with a "future" to supplement the already attractive records and backing of our greatest. When you buy from our breeders you buy from men who are actually breeding and developing the record makers AND WITHAL THEY ARE GOOD ADVERTISERS. This will all accrue to your advantage during the years to come.

A Feature of the Sale will be

## May Echo Verbelle

The only cow in Canada (possibly in the world) to milk 104 lbs. in 1 day; with an 108-lb. old dam, and 2 daughters at 1 yr, 11 months and 2 yrs, 2 months, respectively, milking 74.8 and 76 lbs. milk in 24 hours!

Her dam is May Echo, 31.34 lbs. butter in 7 days; 23,707 lbs. milk, 1,040 lbs. butter in 1 year. Record of Performance—Canadian Champion and

**Champion Butter Cow of the World at 12 Years**

She will be Sold at

## Belleville Consignment Sale, April 2

Get a copy of catalogue and study up the great breeding back of this cow. Her sire's dam, Verbella 4th won first as a 3-yr.-old in the dairy test at Guelph. Her daughters—May Echo Sylvia, at 1 yr. 11 months, made 74.8 lbs. milk in 1 day, 21.06 lbs. butter in 7 days, 17,880 lbs. milk in 1 year, R.O.P.; Lawncrest May Echo Posch, at 2 yrs. 2 mos., 17.56 lbs. butter in 7 days, 14,600 lbs. milk in 1 year.

This cow combines in the highest degree the essentials of a great cow—breeding and type and production both of milk and butter—and through her progeny, more milk and butter!

Six others in my consignment are of my high class breeding, excellent individuals. See them listed in the Catalogue.

This stock I am consigning will do well for you even as it is doing for me. It is the right type, the breeding is right, the individuals I guarantee to be absolutely right, and you will get the price at the sale. Come to the sale and get this stock. It will always pay you handsomely.

**F. R. MALLORY, FRANKFORD, ONT.**

## "Greatest View" Holsteins

From the natural increase of my great herd I am consigning 13 head (all young) 9 females and 4 yearling bulls to the great

Belleville  
Consignment Sale

In my consignment are included five 2-year-old and one 4-year-old heifer out of our great IMPORTED BULL, Karel Joseph, whose sire was A REPEATED CHAMPION at the N. Y. State Fair, and FROM THE HIGHEST RECORD COWS IN HOLLAND.

The dam of our bull was a daughter of the great De Kol 2nd's Butter Boy's 3rd, whose son sired the world's phenomenal yearly Record Cows Banostine Belle De Kol, Highlawn Hartog De Kol, and Daisy Grace De Kol, whose combined yearly Butter exceed those of any other three cows in the world.

The progeny of Karel Joseph are very uniform, possessing splendidly shaped udders, well-placed teats, and altogether pleasing appearance.

This bunch of sisters should prove an Attractive Buy

All of these cattle are but the natural increase of my big herd. The individuals throughout the whole consignment are very uniform, and of that correct type and breeding to produce big records of milk and butter.

Send for catalogue to F. R. Mallory, Frankford, Ont., Secretary of Belleville Consignment Sale, and study up the individual breeding and note full particulars of the individuals I am consigning.

**Archibald Parks, Napanee, Ont.**

N.B.—I have three good service bulls for private sale. Write me personally for particulars and prices. They are the right kind—19 cows in my herd average 56 lbs. a day and there are only 5 mature cows in the lot!