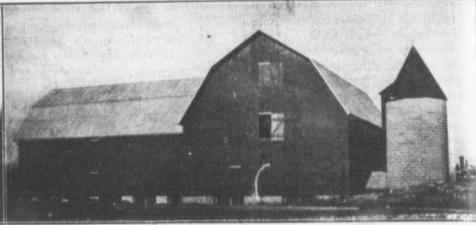


An Interior View of Mr. F. R. Mallory's Barn

This grand new barn has many commendable features about it. Note the style of the cow stalls. They were especially designed for use in record-making work. Note the cement base to each partition, also the water bowl—one to each two cows. The outside of the barn is painted green. Farm and Dairy will have more to say of this barn in an early issue.



Mr. F. R. Mallory's Barn Viewed from the Exterior

A GREAT FAMILY IN A GREAT HERD—HOW IT WAS OBTAINED

A Review of the Great "May Echo" Family of Holsteins, Bred and Developed for Many Years, and Now the Property of Fred R. Mallory, of Frankford, Ont.

THOSE who have heard of the great May Echo—the cow which gave 23,707 lbs. milk, 1,042 lbs. butter in one year,—in all probability would like to know something of the herd in which she was bred and developed and of quite a string of her descendants that are in this herd. These descendants, of which there are some 17 in a direct line, show striking characteristics similar to their illustrious progenitor. They are piling up some wonderful records in milk and butter production. They have not by any means reached their limit. Bigger and better things may be expected even yet of them.

No less than 14 of these direct descendants of May Echo are to be found to-day in the herd of F. R. Mallory, at Frankford, Ont. Believing that a great many readers of Farm and Dairy would be interested in this great herd at the Lawncrest Farm, one of the editors of Farm and Dairy recently went especially to Frankford to get the information given in this article for our Fourth Annual Breeders' Number.

Mr. Mallory has only within the last year completed his splendid new barn which we photographed and illustrate at the top of this page. It has many points of decided interest; these we will tell you about in Farm and Dairy at a later issue, since we wish on this special occasion to write mainly about his Holsteins.

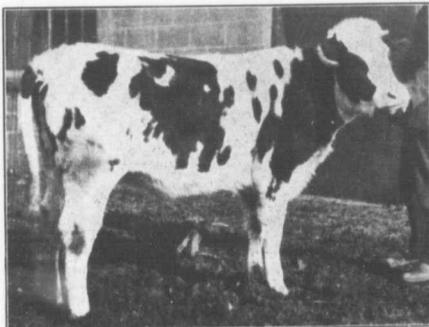
As we approached the barnyard, wherein the young cattle were at exercise, we noticed the type of this stock was of no common sort. To convey this point most clearly and effectively to our people we photographed a representative individual in Lawncrest May Echo Guhen. You will see that she is a great strong heifer. She is one of those square, low-set, deep-headed cattle that show hard work at milk and butter production cannot upset. This type manifests itself also in the head of this individual and others in the same family. Note for yourself her great strength of head, and her width of muzzle. These characteristics as exemplified in this heifer have come right down from May Echo, and heifer account for more than many would give credit. Because of these characteristics, May Echo and her family have been able to make their truly remarkable records and have become generally known and popular far and near.

GET TYPE FIRST—RECORDS FOLLOWED

So confident is Mr. Fred Mallory that it is this type of Holsteins and dairy cattle generally,

which can be counted on for big production, he has gone after this type, mainly, in his breeding, and has left the matter of records to take care of themselves. "I believe," said Mr. Mallory to our editor, "that other things being right, this type of Holsteins will make good every time. In this point lies the secret of success."

Many of our readers will know that Mr. Mallory has struck it splendidly in this particular. His May Echo sold to W. P. Allison, of Chester-ville, Ont., at public auction for \$1,475.00. May Echo Verbellé also represents some cash, and



A May Echo Descendant Characteristic of Her Family

Fourteen direct descendants of the great May Echo, of which this heifer is but one, are in the Lawncrest herd of Holsteins, owned by F. R. Mallory, of Frankford, Ont. Note the strength, the great substance, bone and withal the straight lines and dairy type of this heifer. She shows the characteristics of the whole line of the May Echo family, and which have made this strain noted as remarkable producers of milk and butter fat.

—All three photos by an Editor of Farm and Dairy

she is worth it. She has to her credit 37.13 lbs. butter in 7 days, 111.81 butter in 30 days; 16,000 lbs. milk in 7 months, in yearly test, her best day's milk being 104 lbs., and she gave 701.2 lbs. in 7 days, 2,587 lbs. in 30 days.

NOT CHANCE—AN IDEAL REALIZED

We can imagine someone saying, "Oh! This was merely a streak of luck!" Well let us see! There are animals in this herd of Mr. Mallory's that represent 13 generations of Holsteins, bred in the same line upon this farm. The grandfather, Mr. A. B. Mallory, was one of the first breeders to have Holsteins in this country. Then the father, Mr. B. Mallory, for years has been breeding Holsteins, and now the son Fred has for several years had in his hands the improve-

ment of this herd, and has developed and worked out these Holsteins to their present enviable position they hold to-day on account of record making.

When bringing in new blood into this herd it has ever been the object to get good size, and substance and type, rather than choice individuals especially for high production. Mr. Fred Mallory told us that he would rather have a bull without any records behind him, than to have the records without any bull of the type and quality he demanded. He would get both the individual and the records, of course, if possible. Hence we see that there has been little if any element of chance or luck in this important problem of how to get high record making cattle as have been developed by Mr. Mallory.

It is probably not too much to accord this herd first place, or very near it, as a breeder's herd, on account of the many generations it represents and the actual breeding, not buying, of the herd. Where else can you go to find so many excellent Holsteins in one barn as you will find at Mr. Mallory's, and which have been bred for 13 generations on the same farm? It can be said of Mr. Mallory that he does not "buy and sell," but that he "breeds and weeds." It appears to us that his claim is entirely right, when he remarks in his too modest way that he is entitled to the name of "Breeder" in its fullest sense; this with the more emphasis because of the number of generations developed and of the creation of one or two of the greatest Canadian Holstein family names, the "May Echo" and the "Rosa Lees."

In addition to May Echo, whose record we have already mentioned, and May Echo Verbellé, whose record we have earlier given, we will consider in the following paragraphs something of the 14 of the direct progeny from May Echo, which are in Mallory's herd. He has at present in the herd three daughters of May Echo; 6 granddaughters; 3 great-granddaughters; and 2 grandsons.

SOME OF THE OTHER TESTED ONES

One granddaughter has a record at 2 yrs. and 2 mos. old of 17.61 lbs. butter in 7 days, and 68.71 lbs. butter in 30 days; 76.3 lbs. milk in one day; 487.8 lbs. milk in 7 days and 1,970.6 lbs. milk in 30 days; 13,115 lbs. milk since March 24th in yearly test.

Lawncrest May Echo at 2 years and 3 months made 153 lbs. butter under unfavorable conditions in July. Since July 4th to November 1st she has given over 6,000 lbs. of milk.

Rosa Lee De Kol at 12 years old has given (Continued on page 24)

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