

K&S TIRES

Are You at The Cross Roads?

In choosing tires, the things that count are **Reliability** and **Performance**. The Performance of K. & S. Canadian Tires is **GUARANTEED**—you take no chance whatever.

Our "K. & S." tread, for passenger cars, as illustrated below, carries the Highest Guarantee in Canada—7,000 miles on small cars—6,000 miles on large cars.

Our "Commercial" tread, for Trucks and business purposes, is a sturdy non-skid of remarkable wearing qualities.

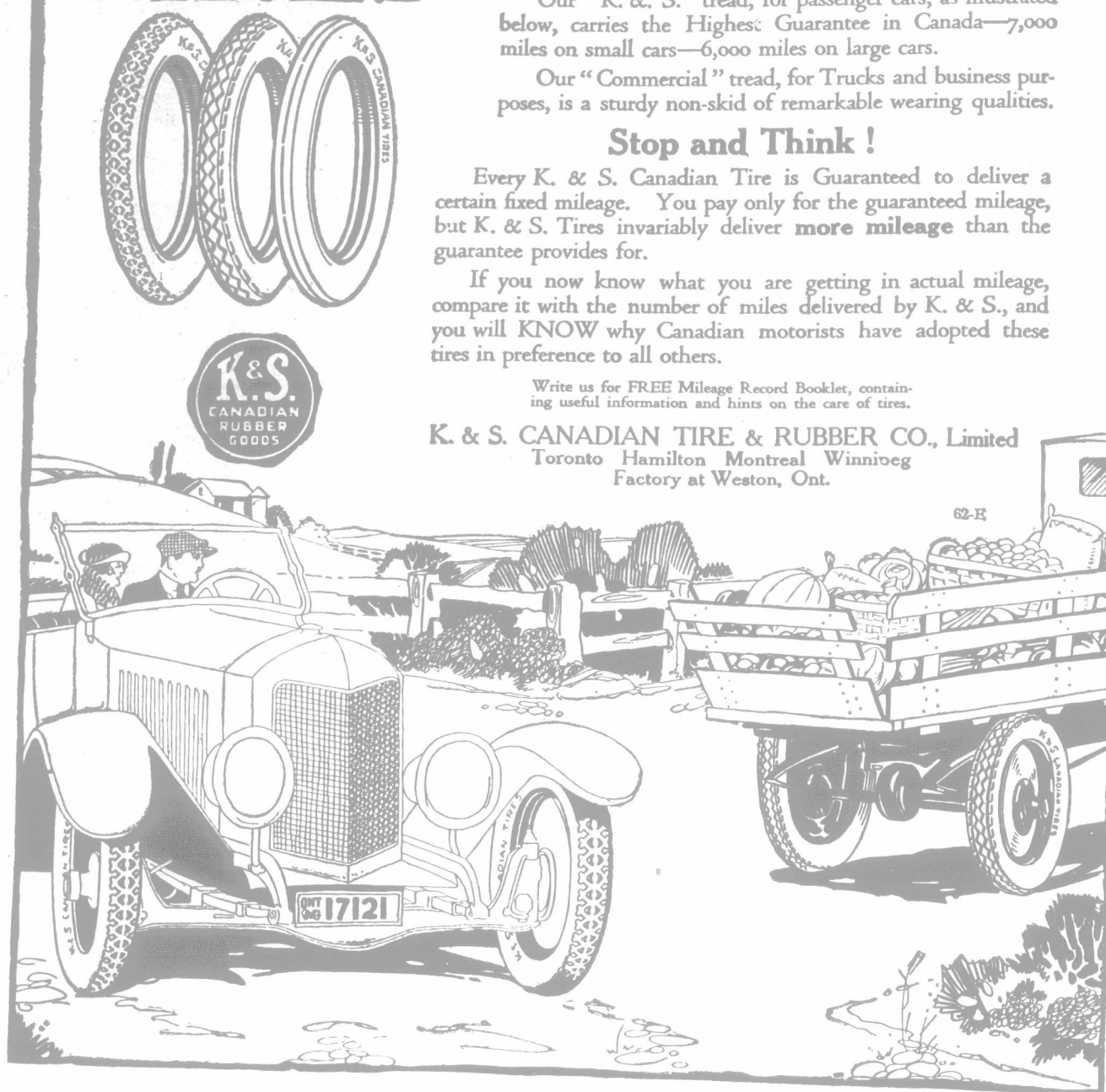
Stop and Think!

Every K. & S. Canadian Tire is Guaranteed to deliver a certain fixed mileage. You pay only for the guaranteed mileage, but K. & S. Tires invariably deliver **more mileage** than the guarantee provides for.

If you now know what you are getting in actual mileage, compare it with the number of miles delivered by K. & S., and you will **KNOW** why Canadian motorists have adopted these tires in preference to all others.

Write us for **FREE** Mileage Record Booklet, containing useful information and hints on the care of tires.

K. & S. CANADIAN TIRE & RUBBER CO., Limited
Toronto Hamilton Montreal Winnipeg
Factory at Weston, Ont.



ANTICIPATION will be greater than REALIZATION

if you are not using a

Good Shorthorn Bull

I have a few imported ones ready for service, as well as several of my own breeding. The price is not high.

WILL A. DRYDEN
Maple Shade Farm Brooklin, Ont.

12 Shorthorn Cows

and young stock of both sexes for sale—cows bred to an Orange Blossom bull. Four generations of Scotch-topped females in the herd. (Special prices before June.)

C. N. Blanshard, R. No. 2, Freeman, Ont.
(Burlington Jct. G.T.R.)

Springfield Farm Angus

I have six bulls from 8 to 15 months. All sired by Middlebrook Prince 5th, a son of Jock of Glencairn. Four of these are show calves. Also have other calves younger, and could spare a few heifers safely bred to same sire.

KENNETH C. QUARRIE
Bellwood R.R. No. 5, Bellwood, C.P.R., Fergus, G.T.R.
Ontario
Bell Phone Fergus

Imported Shorthorns

SIRES IN SERVICE;

Imp. Collynie Ringleader
(Bred by Wm. Duthie)

Imp. Clipper Prince
(Bred by Geo. Campbell)

Imp. Orange Lord
(Bred by Geo. Anderson)

We are offering a large selection in imported females with calves at foot or in calf. A few home-bred females, 19 imported bulls and 8 home-bred bulls, all of serviceable age. If interested, write us, or come and see the herd.

J. A. & H. M. PETTIT - Freeman, Ontario
Burlington Jct., G.T.R., half mile from farm. Phone Burlington.

The Plasterhill Herd of Shorthorns

CANADA'S OLDEST DUAL-PURPOSE HERD

Herd headed by Green Leaf Record 96115; sire, Cressida's Hope (imp.); dam, Green Leaf (imp.). The majority of our females are bred to this sire. Others calving now are due to the service of Dictator, whose two nearest dams average 1,000 lbs. of milk in one year. We have one high-priced bull calf from Burnfoot Lady, a 10,500-lb. R.O.P. cow. If you want a well-bred bull—a good individual and from good record dams, come and see our present offering. We also have one two-year-old bull by Barrington Record (imp.), and have bred several heifers to him. Inquiry invited. You will appreciate our price list.

ROSS MARTINDALE

CALEDONIA, ONTARIO

Grand River Dual-Purpose Shorthorns

Several choice young bulls by our former herd sire, Commander, a son of the great sire, Burnfoot Chieftain, and Missie, the 7,800-lb. R.O.P. three-year-old. These calves are from dams that have milked as high as 72 lbs. per day. We also have females of similar breeding and in calf to our present senior sire, Prince Lavender, which is a son of Buttercup, the 10,000-lb. yearly record cow. Come and see the line-up of big cows in our herd. They have size and quality, good pedigrees and are great producers.

HUGH SCOTT

CALEDONIA, ONTARIO

The Cattle Industry and Its Future.

The cattle industry to-day is in a position where breeders are able to go ahead with their programmes for increasing their herds, with the fairly certain prospect that their business will be on a substantial basis for some years to come. The improved status of the whole dairy industry, due to slaughter of poor animals, and to better co-operative methods through organization, practically assures a constantly increasing improvement in dairy cattle and dairy products. If the farmer and stockman will devote more time to a study of the marketing of stock and dairy products, so that it will become a more scientific process and less of a gamble, and if the Government can be induced to pass legislation to control the export and marketing of Canadian live stock, meat and dairy products, the outlook will indeed be bright. The shrinkage of cattle in Europe during the war has been enormous. France has 2,366,000 less cattle to-day than in 1914; Italy, 996,000; Denmark, 345,000; Sweden 599,000; Germany, 2,200,000—a total of 6,306,000. The demand for meat and dairy products is great. For example, Great Britain imports 452,795,264 pounds of butter annually, of which Canada supplies 6,000,000 pounds and she also imports 29,680,000 pounds of beef. There is, at present, a favorable disposition toward this country's products in Europe. Canadian cheese holds a permanent place on the world's market.

The beef industry in Canada has reached a high point of efficiency during the past year because of the foresight and skill of the leaders of the various breeders' associations. In buying cattle, the first essential is to get cows of good quality. The profitable cow is the one that will give the greatest production on the smallest quantity of feed. The next essential is the right kind of sire for the future development of the herd. Co-operative bull associations have helped considerably in the buying and selling of good sires. The profit comes from the consumption of cheap home-grown roughages as the basis for market topping beef production. There are many rough stump lands, timbered lands and hill lands, and many farmers have waste patches. Beef cattle are particularly fitted to turn the feed from these rough areas into cash, as the country becomes more thickly settled, dairying will take the place of beef production, and ultimately the beef business will be based on the intelligent use of rough lands, for of all the farm animals, beef cattle can utilize rough feeds to best advantage.

During the first two years of the war the dairy situation appeared discouraging because of the slaughter of so many cattle. Further analysis of the situation, however, discloses the fact that most of the animals slaughtered were an undesirable kind for the breeding herds. They were poor, both as individuals and as producers. The non-profitable animals have been weeded out and animals of approved individual excellence and sure breeders have come to take their place. There may be fewer pure-bred cattle on the farms to-day than in 1914, but it is also true that the improvement in the quality of the cattle more than offsets any numerical decline. The programme of the intensive live-stock breeder is to make one animal do the work of two. In most cases the pure-bred herds of to-day are much more valuable than those of 1914.

As the population continues to grow, the demand for dairy products will increase. The demand for products in Europe, due to the war, is likely to continue for some time. In the United States exports of condensed milk rose from 16,000,000 pounds in 1914 to 530,000,000 pounds in 1918. During the re-construction period following the war, Europe will need dairy animals to start anew her depleted herds. During the last few years the dairy industry has been improved by means of cow-testing associations, bull associations, medical science and co-operative methods of marketing. The cow-testing associations have helped the dairy industry by determining the producing capacity of individual cows and assisting the farmers in economical

Feed the not the

Every form except Nitrogen is broken down and changed into bacterial and costly Nitrogen.

Nitrate

is already have to use immediate That's where surest, most Nitrogen

V. Chilea 25 Madison

SE

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Cream

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R. M. R.R. NO. 4, PORT

When writing please