

Ayrshires

The Quality Breed



The Ayrshire Cow Coming into Her Own

IN THE PAST cheese factories in Ontario have been paying for milk by its weight, not according to its quality. This has encouraged farmers to keep cows, either pure-bred, grades or just cows—that gave large quantities of milk, regardless of how it tested. Thus year by year the average test of the milk delivered at our cheese factories has been going down, and the number of pounds of milk required to make a pound of cheese has been going up. In the future this condition will be changed. The Ontario Government has passed a

law which requires that on and after March 31, 1917, all milk delivered at cheese factories in Ontario must be paid for according to its butter-fat test, or, in other words, according to its value for cheese-making purposes.

That is fair, isn't it? But see what it means.

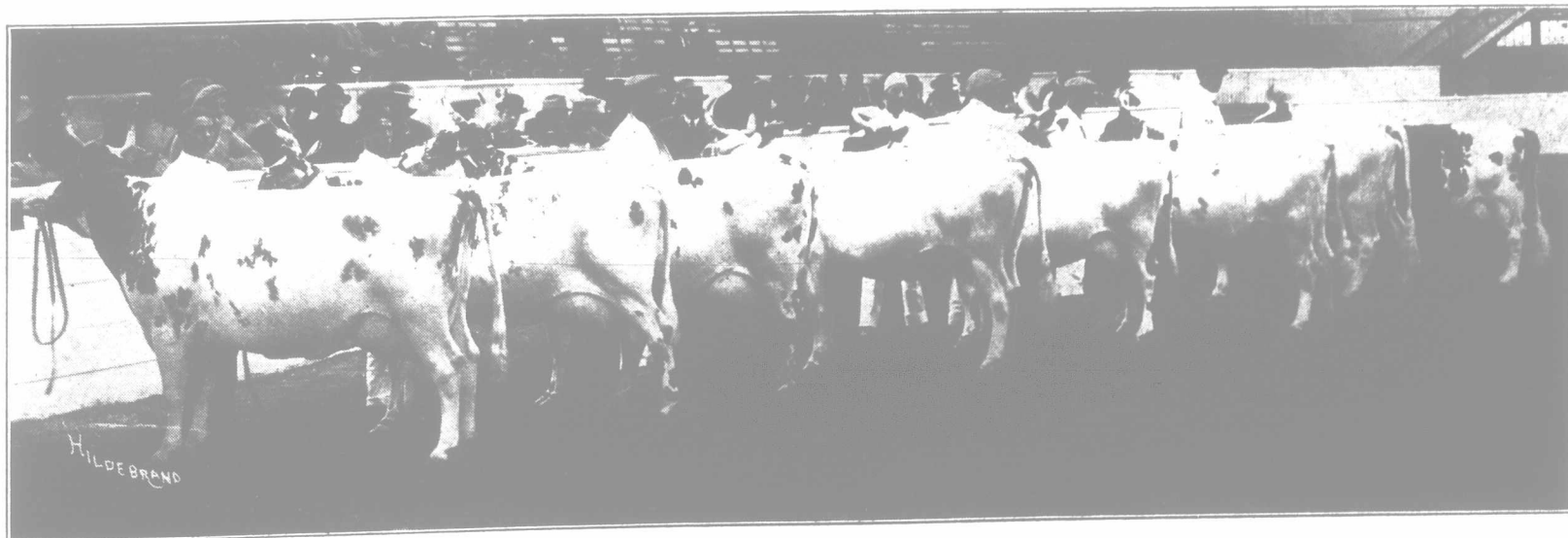
It means that hereafter patrons of factories, instead of being encouraged to deliver large quantities of milk regardless of its test, will have an inducement to strive to increase the test of their milk as well as its quantity. In other words, they will strive for quality (for cheese-making purposes) as well as for quantity. This means that many of them will want to keep Ayrshire cows or to head

their herds with Ayrshire bulls. This is because Ayrshires are good milkers and high testers as well as economical producers.

Forty pounds of milk testing 4.4% from an Ayrshire cow, with cheese selling at 16 cents a pound, is worth more, because of the extra butter-fat it contains, than 54 pounds from another cow whose test is only 3.2%. It won't take dairy farmers long to find this out. It will mean

A GREATER DEMAND FOR AYRSHIRES

Now is the time to get your Ayrshire bull, or the cows for your foundation Ayrshire herd. Prices are reasonable. You will thus share in the increased profits Ayrshire breeders will enjoy when the New Dairy Act becomes effective.



The Aged Ayrshire Cows at the National Dairy Show, Chicago, Ill., U.S.A.

To the extreme right is Auchenbrain Fanny 9th. The first to the left is the winner and champion; Fanny being a close second.

From the sunclad slopes of the Scottish Hills to the fertile dairy farms of Ontario, Ayrshires have a national honor and reputation for beauty and symmetry of form. In the line-up here shown, note the strong, straight lines and the wonderfully uniform udder development—beauty and performance combined.

Write for Booklet and Further Information about Ayrshires to

The Canadian Ayrshire Breeders' Association

W. F. STEPHEN, Secretary, Huntingdon, Que.