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Head

# Belleville---

The Sale of 1917

## THE TRUE VALUE OF GOOD COWS

The breeder of good Holsteins is the most envied man in the farming business in America. He is on the right track to progress. He has a machine with "capacity" for production that seems unlimited. The Holstein cow is still climbing the ladder—30 lbs., 40 lbs., and now the great 50-lb. cow.

Years ago, Belleville breeders recognized the true value of good cows. They not only recognized that it paid to select the best, but that it paid to breed them better. The best possible sires were secured, and they were crossed and re-crossed with better blood, proving their worth in the records of their dams. To-day, Belleville District Holsteins have a reputation for records and type of which we are justly proud. You buy them, Mr. Breeder, at our 1917 sale, you add to YOUR herd the fame and records of our great cows—the May Echoes, Lulu Keyes, Daisy Pauline Pieterje, and others. Practically every animal we offer on our April 4 has been bred and developed by the consignors.

### The Sires--

Our offerings of sires this season are exceptional. They form one of the great features of the sale. Not only are they from splendid dams, but the great majority are sired by KING SEGHS ALCARTRA SPOFFORD, the son of the \$50,000 bull, and out of the high record cows of this district. Then in PRINCE PRESCOTT KORNDYKE ANNANDALE we offer a bull whose two nearest dams average 29 lbs. of butter in seven days, and who is by the same sire as LADY PERFECTION KORNDYKE (milk 724 lbs., butter 40.43).

So Come to Belleville for Your New Herd Sire.

### The Date

APRIL 4th

Wednesday

12.30 noon

### The Females--

Belleville has long been known as the Home of Champions and One Hundred Pound Cows.

### LISTEN--

Many of them are sisters of the world's record cow, MAY ECHO SYLVIA (152 lbs. milk in a day). You know how this happened. Her sire stood for service for eight years in this District of Champions. Daughters and granddaughters of the 160-lb. sire, COUNT SEGHS WALKER PIETERTJE, who has five two-year-old daughters to average over 23 lbs. butter in seven days. Daughters of a son of the great foundation cow MAY ECHO, who for five years stood champion in R.O.P. Her prepotency stands unequalled in the stamping of the 100 lbs. quality in her offspring. Daughters of the 30-lb. sire, FAIR-VIEW KORNDYKE PONTIAC, out of a sister of the 20-lb. cow, VICTORIA BURKE. Several cows with records up to 25 lbs. butter in seven days and sisters salore to 20-lb. and 40-lb. cows. Heifers by a brother to MADEL SEGHS KORNDYKE, butter 40.32. A full sister to a cow that sold for \$1,900, she herself having milked up to 96 lbs. a day on three milkings. Several females bred to a son of LULU KEYES (milk 785, butter 35.05, in seven days).

The Place  
BELLEVILLE, ONT.

Albion Stables

C.P.R. G.T.R. & C.N.R.

### A Clean Sale--

That's been our motto in the past. We assure you of it in the future just as long as we are conducting these great Belleville sales. A \$50.00 fine against any suggestion of by-bidding guarantees every buyer a clean, square deal.

### We Invite You--

We invite every breeder in Ontario to attend our sales, inspect our stock and meet us "in our home town." Arrange to meet your friends here. Come whether you are prepared to buy or not. There may just be the sire or female offered that you need to "nick-in" with your herd. And you'll be comfortable. We've arranged for that—a covered sale ring and seats for all.

### The Catalogues--

There is one for you with the Secretary or the Sales Manager. Get it and go closely over our offerings, noting the splendid records and backing. Then come to the sale in the morning and go over carefully the ones you like best and mark them in your catalogue for your bid. And if you do, you'll go home smiling.

SO ADIEU TILL APRIL 4.

RALPH PARKS, President  
Napanea, Ont.

JAS. A. CASKEY, Sales Manager  
Madoc, Ont.

F. R. MALLORY, Secretary  
Frankford, Ont.

