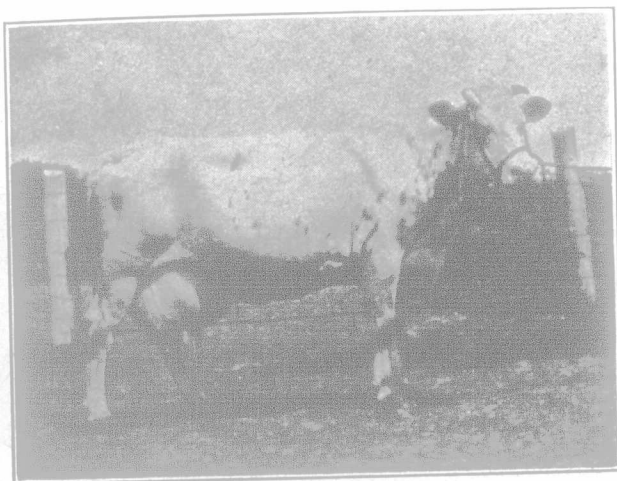


—regarding the

LUMSDEN HERD of ONE-HUNDRED-POUND COWS

The dam of your next herd sire should be a 100-lb.-per-day cow, backed by 100-lb.-per-day ancestors.

OUR FOUNDATION COWS ARE OF THIS SORT



HELENA BEETS POSCH (sister to May Echo Sylvia) now running in R. O. P.
Milk, 249 days.....18,233 lbs.
Milk, highest day..... 115 lbs.

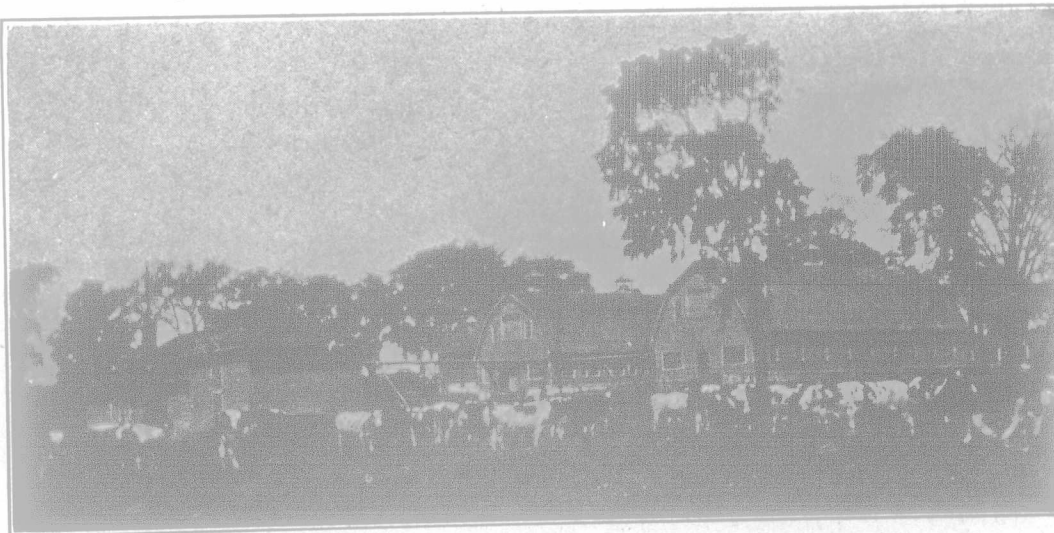
On the right and the left are shown two of the four sisters of May Echo Sylvia which are in the herd at present. With their offspring they make up what is probably our heaviest producing family. All are now on yearly test (R.O.P.)



HELENA SYLVIA POSCH (sister to May Echo Sylvia) now running in R. O. P.
Milk, 182 days.....14,093 lbs.
Milk, highest day..... 117 lbs.

Our Senior Sire

Hill-Crest Ormsby Count a son of "Rauwerd" Canada's first 29,000-lb. cow and Sir Admiral Ormsby. On his sire's side he is a brother to Jenny Bonerges Ormsby—the only Canadian cow to have made 5 records above 30 lbs. of butter in 7 days.



"The Lumsden Herd at Home," Aylmer Road, 4 miles from Ottawa City

Our Junior Sire

Baron Segis Alcartra This young bull is got by King Segis Alcartra Joseph, which is a son of King Segis Alcartra Calamity and Baroness Madeline, 34.48 lbs. of butter in 7 days, and 3 consecutive yearly records of over 20,000 lbs. of milk. The dam of Baron Segis Alcartra is Rosaline, a 30.78-lb. sister to Madam Posch Pauline, 34.28 lbs.

Six one-hundred-lb. cows

HELENA SYLVIA POSCH
Milk, best day.....117 lbs.
Milk, seven days.....787.7 lbs.
Milk, 30 days.....3,010.5 lbs.
Milk, 182 days.....14,093 lbs.

ELMDALE CHANGELING GIRL
Milk, best day.....104.2 lbs.
Milk, 348 days.....21,712.1 lbs.

CALAMITY JANE HENGERVELD
Milk, best day.....105.5 lbs.
Milk, 365 days.....21,998 lbs.

A
MERRY
CHRISTMAS
TO
YOU

now running on yearly test

HELENA BEETS POSCH
Milk, best day.....115 lbs.
Milk, 30 days.....2,924.6 lbs.
Milk, 90 days.....8,248.7 lbs.
Milk, 249 days.....18,233 lbs.

BELLA GRANT
Milk, best day.....100.00 lbs.
Milk, 365 days.....19,233 lbs.

JEAN F. DEKOL
Milk, best day.....102.3 lbs.
(Only beginning test)

We have a few young bulls of this breeding at all times and would be pleased to send particulars to those interested. Our herd is now entered under the accredited plan and is entirely free from tuberculosis. When in Ottawa plan to visit the farm. Visitors welcome at 21 times.

JOHN LUMSDEN, Prop. Bank of Hochelaga Building OTTAWA, ONT.