



"and they cost me less per pound gain"

CAN you imagine a manufacturer in the city feeding costly raw material into a machine without precise figuring of costs and the most careful selection? Can it possibly pay the "manufacturer" of bacon to feed hogs on the old-fashioned plan, without knowing the cost per pound gain? Decidedly not, in these expensive times.

Our experts have done the figuring for you. They have found out that certain feeds, combined according to known feeding values, will get a hog off to market in far less time, with more marketable, good, firm bacon on him, and at less cost per pound gain.

Monarch Hog Feed

is the cheapest feed you can buy—if you reckon by market results, and that is where your profits come from! Why try to figure out rations? Why worry about providing various feeds? Why waste precious time mixing up feeds? That was all very well when there was no such thing as Monarch Hog Feed available. Nowadays everything must be done expertly if it's maximum profits you want.

It's quality bacon that captures the best prices; Monarch gets the quality—good, firm, hard bacon—at less cost.

Monarch Hog Feed is a true balanced ration; it supplies every nutrient the growing hog demands—no more, no less. Its just right for maximum production, without waste of feed.

It has all the nutrient qualities of shorts, corn products and digestive tankage (rich in flesh-forming materials). Combined as a properly balanced ration they are easily digested; Monarch is palatable; hogs thrive on feeds they relish. Monarch can always be relied upon for best results.

Give Monarch Hog Feed a good, fair trial. Order a ton from your dealer; you can always depend upon getting it; should your dealer not be handling Monarch Feeds, send us his name and address, and we will see that you are supplied.

Monarch Dairy Feed

is a properly mixed balanced ration of oil cake meal and cotton seed meal combined with corn meal and bran; guaranteed analysis is 20% protein and 4% fat.

Sampson Feed

A general purpose feed with same ingredients as Monarch Hog Feed, excepting that oil cake meal is used instead of digester tankage; effective for both cattle and hogs; guaranteed analysis—10% protein and 4% fat.

The Campbell Flour Mills Co. Ltd., Toronto, Peterboro, Pickering

Canada Food Board License, 6, 7 & 8.

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FEEDS

We Sell—Linseed Oil Cake Meal, Cotton Seed Meal, Gluten Feed (23% protein) Bran, Shorts, Feeding Corn Meal, Feeding Molasses, (in barrels), Dairy Feeds, Hog Feeds, Cracked Corn, etc. Car lots or less.

Our Poultry Feeds are the best on the market, and the prices are just right. Ask for quotations.

We Buy—Hay, Straw, Oats, Buckwheat, Mixed Grains, etc.

CRAMPSEY & KELLEY
Dovercourt Road - Toronto.

JUST JERSEYS

Baldwin's
REGISTERED
COATICOOK, QUE.

Twenty-five Years Breeding Registered
Jerseys and Berkshires

We have bred over one-half the world's Jersey champions for large yearly production at the pail. We bred, and have in service, the two grand champion Berkshire boars. If you need a sire for improvement, write us for literature, description and prices.

HOOD FARM Lowell, Mass.

City View Ayrshires

Write or come and see. We have them milkers, heifers, and young bulls; all tracing to the best Canadian records. James Bagg & Son, ST. Thomas, Ont.

Choice Offerings in Ayrshires

AT SPECIAL PRICES. Several young bulls of serviceable ages. All from R.O.P. sires and dam. Come and see them. JOHN A. MORRISON, Mount Elgin, Ontario.

PROSPECT FARM JERSEYS

Torono of Prospect Farm—12094—, one of our herd sires, is sired by Lou's Torono 106614, whose dam and two g-dams have R.O.M. records of 14,261 lbs. 4 ozs. milk, 966 lbs. 13 ozs. 85% butter. Lou's Torono has a half-sister, Figgis Beulah 309530, with a Record of Merit record of 1,047.47 lbs. of 85% butter from 14,223.3 lbs. milk. Lou's Torono's first four daughters to come into milk averaged 602.71 lbs. 83% butter, 9,450.9 lbs. milk at an average age of 1 year 11 months old. The dam of Torono of Prospect Farm is Keetsa—333656—, a daughter of Hood Farm Torono 35th, who has 17 daughters with first calves, as 2 years old averaged 600.01 lbs. 85% butter, 8,746.2 lbs. milk. Keetsa, as a 2-year-old, has a R.O.M. record of 10,027.1 lbs. milk, 617.47 lbs. 85% butter. Torono of Prospect Farm 12094 is a big, splendid type of a Jersey bull.

We have for sale choice young cows and heifers, fresh, or to freshen soon. Pure-breds and high-grades. Ideal family cows. Cut the H. C. O. L. in two by buying a Jersey cow.

R. & A. H. BAIRD, New Hamburg, Ont.

WE WILL NOT EXHIBIT at London or Ottawa this year. If you wish something to complete a show herd for either of these exhibitions we have it for sale.

Our new importation sailed from Bristol on June 25th. To make room for it we are offering special bargains in cows and young bulls.

B. H. BULL & SON. BRAMPTON, ONT.

The CANADA'S MOST BEAUTIFUL JERSEY HERD

Woodview Farm

JERSEYS

London, Ontario

JNO. PRINGLE, Prop.

Herd headed by Imported Champion Rower, winner of first prize with five of his daughters on the Island of Jersey, 1914, second in 1916, and again first in 1917. We are now offering for sale some very choice bull calves, ready for service, sired by imported bulls and from Record of Performance imported prize-winning cows. Also some cows and heifers. Prices right. We work our show cows and show our work cows.

WESTSIDE AYRSHIRE HERD

I have two extra choice March bull calves from heavy-milking, high-testing dams, one dark and one white in color. Also a few good females, one just due to freshen. Write, or come and see. Middlesex Co.

DAVID A. ASHWORTH, Denfield, Ontario

Edgeley Bright Boy

—Bred and raised by us; won the championship at Ormstown Fair, Quebec, for Messrs. G. and F. Holden & Sons. His sire is Edgeley Bright Prince, son of Sunbeam of Edgeley, champion cow of Canada. We have a few young bulls under one year, sired by him out of R. O. P. cows. Anyone interested, write us, or come and see our herd.

James Bagg & Sons (Woodbridge C.P.R.) Edgeley, Ont.

Homestead Farm R.O.P. Ayrshires

—At the head of our herd at present we have a grandson of the great Jean Armour. He is being used on the daughters of our former sire, Garlaugh Prince Fortune (imp.). Young cows freshen this fall and winter.

MACVICAR BROS., 'phone 2253 Harrietsville, Belmont, R. R. No. 1, Ont.

When writing advertisers please mention Advocate.

How Carnegie Did It.

FROM "THE INDEPENDENT."

Andrew Carnegie, who was born in a Scotch cottage, inherited nothing but poverty, health, and a Scotch spirit of thrift; at twelve years, a child labor victim earning \$1.20 a week; a stoker at thirteen; telegraph messenger at fourteen; a private secretary at twenty-one; a railway superintendent at twenty-six; and who died worth \$500,000,000, after giving away nearly \$400,000,000, is referred to as having a typically American career.

The characterization is apt, for except in magnitude of result, his record is not exceptional. He did on a large scale what thousands of other poor boys, to whom the republic gave a chance to rise, have done and are doing on a smaller scale. Others, like him, whose personal qualities are seemingly not remarkable, have struck the rock of opportunity, and streams for their enrichment have gushed forth.

Recently many Americans have lost conceit of mere wealth, have seen that the public was a silent partner that did not always get its fair share of dividends, and a nation that is supposed to worship the Almighty Dollar has been sharply critical of the Dollar's possessor. Andrew Carnegie shared this feeling vociferously, and hence his famous saying that the man who died rich would die disgraced.

The amasser of this huge fortune had practically no education except that acquired outside of schools. He invented nothing and discovered no new ideas. Besides telegraphy he had no intimate knowledge of any business. He was not an ironmaster except by ownership, for his relations to the great industry were chiefly those of investor and promoter. Only in his early years was he industrious at particular tasks, afterward devoting a large part of his time to travel, to entertainment, to miscellaneous activities. He came to the iron business when the field was apparently fully occupied, and his original ventures in it were not profitable.

How then did he do it? His first great quality was his unconquerable optimism. He believed in the future of America and of the undertakings in which he participated. He had imagination and faith and an unceasing restlessness and vivacity of mind. Next and almost equally important was his willingness to trust other men. He had the gift of wisely picking his associates and then letting them alone and generously dividing. He did not seek to do everything himself—thus early disclosing that mysterious something that is called executive ability. He laughed at the "young geniuses," as he called those with whom he had surrounded himself, but they pitchforked him, often against his grumblings and protests to amazing heights. It has been said that practically every major decision which brought in millions was personally opposed by the "old man," but he let "the boys" do as they wanted.

Next, Scotch caution and caniness entering here, he insisted on keeping 51 per cent. of the stock. His generosity, his trust, his willingness to take advice never induced him to go so far as to surrender the power to have his own way if he cared to exercise it.

Finally, having a fancy for ideas and picking them up with quickness and shrewdness as he wandered about talking and theorizing, he fed into his plants a never-ending stream of suggestion. His first large venture came from talking with an inventor, on a train—Woodruff, Pullman's sleeping car rival—and his adaptability and the plasticity of his mind he kept until his closing days.

In business he was a strong believer in single and unified ownership and management. Thus he had no confidence in the trust principle when it began to be applied. He loudly predicted the failure of the combinations. They could not succeed, he contended. There is reason to think that the bottom reason why he conveyed his properties to the Steel Corporation was that he would not enter an organization of whose soundness he was skeptical, and yet had no desire for the death grapple which was being forced on him, even if he felt he would win it. It is highly significant that he would accept no stock—insisted on bonds which were a first lien on the property he surrendered as well as on the properties joined to it.

It certain quarters it has been customary to smile incredulously at Carnegie's professions of liberalism. His derision of the protective tariff while enjoying its shelter, his support of income

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