

## When One Cow Is Worth Two

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I KNOW a Wisconsin farmer who had a \$6000 mortgage on his farm. His herd was one of the poorest in the neighborhood and only produced an annual return over feed costs of \$43.87 per cow.

In the spring of 1921 he joined the local Herd Improvement Association a little reluctantly, for he had but little money and a heavy mortgage hanging over his head. At the end of that first year he knew which of his 23 cows were producing profits, which did not pay for their board, and which feed gave him the best results.

By 1927 he had sold his boarders and reduced his herd to seventeen good cows. And although he had seven less cows he raised his returns over feed costs from \$1000 in 1921 to \$1932 in 1927.

The other day a neighbor asked him why he did not fill his seven empty stalls and his reply was "I'd rather feed seven empty stalls than the seven poor cows I had in those stalls." It pays to keep only the best cows.

Today he is making almost twice as much money as formerly and has paid off his \$6000 mortgage. The Herd Improvement Association has helped him to greater profits just as it has helped thousands of other Wisconsin farmers . . . It will help you too.

**"For Farm Prosperity"**

**{Name of Your Bank}**