

Worth More in the Paddock Than in Bologna

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WE wouldn't sell a cow without knowing something about her value . . . then why do we beef young bulls when they may be worth many times that for breeding?

Yet that is exactly how thousands sell young bulls. In Wisconsin, only one out of every ten pure bred bulls is living when his value is known from his daughters' records.

Harvest Matador Douglas No. 381257 is just one of the bulls saved from the butcher. This seven year old sire's ten daughters averaged 3,379 pounds more milk a year and 114 more pounds of butterfat than their dams. Think of the loss his owner would have suffered by sending him to the block!

It's easy to keep the bull until his daughter's records are available, if you have safe, suitable quarters for him on your farm.

One of the best and simplest ways to keep the bull safe is to build a strong bull paddock to keep him in until he is 5 years old. At the end of that time his value will have been demonstrated by the production of his daughters.

A practical circular on building the bull paddock has recently been issued by the Wisconsin College of Agriculture, Madison. It's called "Build a Paddock and Save the Bull." Send in for it today. . . . It helps you get the fullest value from your bulls.

"For Farm Prosperity"

[[Name of Your Bank]]