

Test Your Cows and Keep the Best—

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SELL your culls and feed the rest. Loafing cows often eat as much feed and take as much time to care for as hard working cows. We pay for them at every milking and feeding time, yet they produce nothing but empty pails.

Thousands of Wisconsin farmers are paying for the privilege of keeping loafing cows and do not know it. But by joining the local Herd Improvement Association they could easily prevent this costly loss and make the old herd produce more.

I know one farmer in Southern Wisconsin, and there are many others, who joined his local Herd Improvement Association rather reluctantly because he thought his was the worst herd in the county. At the time he joined he was making a very small profit from his herd. Today, his income over feed costs per cow is equal to the income from three cows kept six years ago when he first became a member!

Just as the Herd Improvement Associations have helped thousands of farmers to make more money, so your Association helps you . . . Join it.

Another article by Mr. Harris on herd improvement will appear in an early issue

“For Farm Prosperity”

[[Name of Your Bank]]