

THIS GROUP OF CITIZENS

has been at work for two years on plans concerning Canada's food supply. It now requests the co-operation of the Canadian public.

DOLLAR steaks and two-dollar roasts are not only symptoms of War. Nor mere problems of the household, but matters of Nation and Empire—the result of many years' neglect of a vital industry. Meat should have remained cheap in Canada. Canada should have been selling millions of dollars' worth of beef to foreign countries—yet our luxurious pasture tracts have produced crop after crop of hay, year after year, in vain. The small Canadian cattle-farmer has lacked money to "carry" his stock over the occasional periods of scarce feed. Lack of experience, lack of capital, lack of knowledge, lack of interest concerning the ranching possibilities of Canada, have contributed to the raising of beef prices beyond the reach of the poor.

The urgency of these facts so impressed a group of men meeting in Ottawa in 1914 that they formed The National Live Stock Association (now The National Live Stock Board) to consider practical means to relieve the meat shortage and to adopt "every honorable means toward making Canada the greatest live stock-producing nation in the world." Their first efforts were scattered and more or less casual, having to do chiefly with legislation and the gathering of accurate information. Finally, however, thanks to the generous co-operation of Federal and Provincial Governments, they were able to undertake to help into existence small ranching companies. Ten of these were assisted with their preliminary expenses and charter fees by the Association.

ON THE PAGE OPPOSITE TO THIS appears the first advertisement of a much larger ranching enterprise, the British Cattle Supply Co., Ltd. This company is the logical outcome of our Association's efforts to promote cattle-raising. Not one of the small ranching companies has earned less than 25 per cent. per annum. Their success makes clear the great possibilities for a wholesale ranching corporation. The President, General Manager and Board of Directors have been assembled from among the shrewdest and most experienced cattle and abattoir men in America. The company has acquired, with the counsel and co-operation of the Association, over half a million acres of the finest ranching lands in the Dominion, and 1,500 breeding cattle. These services have cost, and will cost, the British Cattle Supply Company nothing. Not one acre of land nor one animal has been subject to "profit-taking" by any middleman. In this new company there is no "promotion stock," and in placing its shares on the market the company pays no commissions. The British Cattle Supply Company will start operations with all its paid-up capital intact.

These being the facts, and knowing, as we do, the incomparable possibilities of ranching in especially on the scale proposed, we ask, without hesitation, the support of the Canadian investing public for the coming issue of the capital stock of the British Cattle Supply Co., Ltd. The company's advertisement appears on the opposite page.

NATIONAL LIVE STOCK BOARD

Chairman:
Peter Talbot

Vice-Chairman:
Nelson Monteith

Secretary:
R. H. McElroy