



DRUMMOND CUP WINNERS 1914

One million more sheep wanted from Ontario

Co-operative marketing of wool pays. The Provincial Department of Agriculture, through the Ontario Sheep Breeders' Association, is anxious to assist every sheep-grower to place this season's clip upon the market, so that it will bring the greatest return to the Producer, and will also be of the greatest value to the Manufacturer.

Quality and freedom from foreign material are the factors governing comparative prices for fleeces.

Modern methods of selling the product, breeding the sheep, and caring for the sheep, mean greater profits.

Ontario is the great sheep centre of Canada—the introduction of co-operative marketing of wool will arouse interest, and if other approved methods are adopted the sheep population will again rapidly increase.

Ontario now raises 1,000,000 sheep, and we should produce 2,000,000 sheep. Modern methods will supply the necessary impetus.

The consumption of lamb and mutton in Ontario is increasing—too great a part of this is imported. Too much cash is sent away for foodstuffs which should be raised in Ontario!

Every sheep-raiser is asked to co-operate in the movement for more sheep, and better sheep throughout Ontario.

Study these ideas for more profit in marketing wool:

Old Way—Wool was often tied with binder twine, yarn, cotton cord, wire, wool rope, and some was not tied at all.

New Way—Wool is all tied with paper twine, which disappears during the manufacturing process.

Old Way—Some sheep were washed, and many were shorn without washing, and in many cases the wool was tub-washed after shearing. Tub-washing actually decreased the value of the wool, because all the qualities of a single fleece became so mixed that sorting was impossible.

New Way—The sheep are not washed, and the wool is delivered just as it comes from the sheep.

Old Way—The wool of high grade was sold for the same price as that paid for low grades.

New Way—All fleeces are graded by an expert, and the quality determines the comparative price.

Old Way—The farmer did not know the real value of the wool. The purchaser assumed unnecessary risks.

New Way—The seller and the purchaser thoroughly understand the transaction.

Old Way—The farmer who bred good sheep, kept them clean, and fed them well, sold his wool at a disadvantage.

New Way—Breeding, feeding and care are paid for when the quality system is used.

Old Way—The actual value of the wool was decreased too often.

New Way—The actual value is increased, because the manufacturer has the opportunity to use every pound of wool for the proper grades of material.

Old Way—Distrust and suspicion were aroused.

New Way—Confidence and co-operation appear. The producer and consumer are drawn closer together.

Results on the Farm

- (1) Sheep raising will become more attractive.
- (2) In many cases sheep will be better fed and generally better cared for.
- (3) More pure-bred rams will be used.
- (4) The quality of the wool and mutton will be raised to a higher standard.
- (5) More farmers will consider sheep-raising as a part of the regular farming operations.
- (6) There will be less weeds to go to seed.

This is a farmer's movement. The sheep industry in Ontario has been growing smaller. Your support is necessary in order that this important industry will receive the impetus it deserves. Quality and quantity are the points of emphasis.

Conditions Under Which Wool Shall be Accepted by the Ontario Sheep Breeders' Association:

- (1) Application forms should be received in the Secretary's Office, Parliament Buildings, Toronto, not later than April, 23rd, 1917.

Ontario Department of Agriculture

Parliament Buildings, TORONTO
SIR WM. H. HEARST
Minister of Agriculture

G. C. CREELMAN
Commissioner of Agriculture



ONTARIO

(2) Shearing should be completed so that wool may be received at the Winter Fair Building, Guelph, between May 15th and June 11th, 1917.

(3) Wool must not be tub-washed, but shipped in the natural grease condition.

(4) The fleece should be placed with the clipped surface down. Then fold in the sides and roll from each end to the centre, after having carefully removed the dung locks, and then tie with paper wool twine. Never tie fleece with sisal or ordinary binder twine, and avoid tying with neck portion. The dung locks should be placed in a separate sack from the fleeces.

(5) The fleeces should then be packed in wool sacks, which, along with the twine, shall be supplied by the Association through the District Representatives, or some central agency.

(6) The wool must be kept in a dry condition, both before and after placing in the sack, or otherwise it will be refused by the Association.

(7) Shipping tags shall also be supplied by the Association, with consignor's name typewritten upon tags, and also destination of consignment. These tags must be firmly attached to the wool sacks before shipping, extra bags to be placed inside sack for identification purposes.

(8) The wool is to be sent by freight, prepaid, addressed to R. W. WADE, Winter Fair Buildings, Guelph.

(9) The wool will be graded by wool experts of the Live Stock Branch, Ottawa, and will be sold by tender, or otherwise, through the medium of the Ontario Sheep Breeders' Association, as early as possible after grading is completed, which should not be later than June 18th.

(10) The grader's grades and the Association weights must be accepted.

(11) A charge of 15c. per fleece will be retained by the Ontario Sheep Breeders' Association to cover expenses.

If you have not received a circular, enquire from your District Representative, or from R. W. WADE, Parliament Buildings, Toronto, Ontario

There is big money in modern methods