

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 sheepgrower 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, means 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 yearly imported. Too much hard cash is sent away for foodstuffs which should be raised in Ontario!

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

Study these ideas for more profits 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 the lower 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—Seller and 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 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.
- (2) Shearing should be completed so that wool may be received at the Winter Fair Building, Guelph, between May 15th, and June 11th, 1917.

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

Ontario Department of Agriculture

Sir Wm. H. Hearst,

Minister of Agriculture

G. C. Creelman,

Commissioner of Agriculture



ONTARIO

There is big money in modern methods