

One million more sheep wanted from On

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 earing for the sheep, means greater profits.

Ontario is the great sheep centre of Can ada—the introduction of co-operative mar-keting of wool will arouse interest, and if other approved methods are 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 mutten in The consumption of tamb and mutten 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 thed with binder twine, yarn, cotton cord, wire; wool rope, and some was not tied at all.

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

Old Way—Some sheep were washed, an many were shorn without washing, and in man anest the wool was to be washed after shearing. Fub washing actually decreased the value of the wool, because all the qualities of a single feece became so mixed that sorting was im

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 solor the same price as that paid for the lowe

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 purchases roughly understand the transaction.

Old Way-The farmer who bred good sheep, ept them clean, and fed them well, sold his cool at a disadvantage.

NEW WAY-Breeding, feeding and care are paid for when the quality sys-tem is used.

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

NEW WAY—The actual value is in-creased because the manufacturer has the opportunity to use every pound of wool for the proper grades of material. Old Way-Distrust and menicion were acquired NEW WAY-Confidence and co-operation, appear. The producer and con-sumer 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 amaller. Your support is necessary in or der that this important industry will recove 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.

- (3) Wool must not be tub-washed, but shipped in the natural grease condition.
- (4) The fleece should be placed with the elipped surface down. Then fold in the clipped surface down. Then fold it the sides and roll from each end to the centre after having sarefully re-moved the dung locks, and then the with paper wool twine. Never the fleece with sisal or ordinary binder twine, and avoid tying with neck portion. The avoid tying with neck portion. The ate 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 destin-ation of consignment. These tags must be firmly attached to the wool sacks before shipping, extra tags 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.
- The wool will be graded by wool ex-perts 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 5c. 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,

Ontario Department of Agriculture

Sir Wm. H. Hearst, Minister of Agriculture G. C. Creelman, Commissioner of Agriculture



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