

The Scrub Sire

Canada's Great Handicap in the Race for the European Meat Markets

CANADIAN Cattle have, during the past few years, increased in numbers to a point where advantage may be taken of the tremendous market for beef opening up in Europe. During the war, our exports grew, but to maintain and increase our present trade means that we must make a determined effort to bring about a general improvement in quality, and to provide in volume, beef of the standard demanded by this market. To effect this improvement, it is necessary to

Do Away With Scrub and Nondescript Sires

The Scrub Sire has undoubtedly done much to prevent a more healthy development of Canadian Agriculture. He is responsible for economic losses amounting to millions of dollars annually, for lean pocket books, unpaid mortgages and for much of the discontent upon many farms.

Good bulls are properly cared for, but Scrubs generally run at large and roam the country at will. By-laws will not keep them within bounds, fences are almost valueless and the only effective remedy is castration. Many men who would be raisers of good cattle are powerless to prevent their inroads and become discouraged. They become a very real public menace and a heavy "drag" upon the Live Stock Industry. Every intelligent farmer to-day owes it to himself and to the cattle business of the country to

Use a Pure Bred Bull— Blood Counts!

"A good bull is more than half the herd, but a scrub is mighty near all of it." This statement made by a practical stockman is correct. In all animal life the tendency is to revert to lower levels, but by the use of good sires this is not only counteracted, but improvement will result because of the impress the sire makes upon the progeny. If the sire be a Scrub the tendency to go back is intensified and in a very few generations herds deteriorate and become absolute nondescripts.

That "Like Tends To Beget Like" has been proved beyond doubt. Many great herds carry the marks of some noted bull. Conformation, thickness and evenness of flesh, uniformity and quality may be stamped upon progeny by a good sire whereas the very opposite characteristics follow in the path of the Scrub.

The world's valuable markets are captured and held by cattle bearing the characters mentioned. The great beef-producing countries are the shrewdest and keenest buyers of high class bulls. The Argentine, one of our chief competitors, does not hesitate to pay the price and as a result is able to hold annually the greatest bull show in the world. They are valued because their progeny produces a high quality beef product which is in demand upon the world's best markets. It has been demonstrated that "It Pays to Pay for Quality." Canada's future depends largely upon the development of the Live Stock Industry, consequently, The Scrub Sire Must Go. Therefore,

*conserve and build up the herds—improve
quality—finish thoroughly.*

Live Stock Branch

**Dominion of Canada Department of Agriculture
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