

Increase Your Profits From Horses

STRENGTHEN THE ECONOMIC POSITION OF THE PROVINCE—
BREED, THIS YEAR, EVERY *GOOD MARE OF PROPER*
TYPE IN ONTARIO. IT WILL PAY YOU.

Despite the disappointments in 1913—and since—this is a fact. Those disappointments may be analyzed—there were definite reason for them. There are reasons just as definite now for success. It will pay you—and the nation—to breed every good mare this season.

REASONS FOR PAST DISAPPOINTMENT

There are three of these all related. The period of unparalleled prosperity from 1901 to 1912 created an abnormal demand for horse flesh—and inflated prices.

The situation placed a premium on the scrub. Small misfits, the products of indiscriminate mating, brought from \$300 to \$400 a pair. Hence cheap sires—perhaps unsound—and equally inferior mares were too often used. It was a policy, wise perhaps for that time, but foolish for the future.

Then in 1913 the financial depression checked business development, construction work slowed down and the demand for horses fell away. Teams that in 1912 brought \$700, sold for \$350. And the scrub which abnormal prices had encouraged had little or no market. Buyers didn't consider him or the districts where he prevailed.

THE DEMAND STRENGTHENS NOW

Our home demand increases—will continue to increase. We must maintain production; wider machinery and more horse power will do it. Ontario will employ still more horse power during the war—and after.

British Army buyers are again buying; a couple of French commissioners continue to purchase horses.

Westerners are now buying our good horses. During the first four months of this year 8,434 horses were shipped to the St. Boniface Union Stock Yards. At least 60 per cent. of these were right good young breeding mares—the West has faith in the future of the horse industry.

The Eastern States offer market possibilities. Before the McKinley Tariff of 25 per cent. checked Ontario exportations, the commercial market lying east of Buffalo was a valuable outlet for our surplus. That tariff is now reduced to 10 per cent.—and the United States horse population is depleted, 1,000,000 horses have gone to the war.

Allied countries will buy our horses after the war. Large numbers of good breeding mares of France and England have been sacrificed while the Belgian horse industry practically has been wiped out. We must not overlook the after-war European demand.

Australia is looking to us for purebred foundation stock. She will be in market after the war for good Clydesdale stock—and the distance between Canada and the Commonwealth is much shorter than that to Great Britain.

OUR SUPPLIES ARE LOW

Many farmers have sold their mares and a serious depletion and a sure scarcity are before us.

Buyers who are looking for the big, good ones, complain that it is almost impossible to pick up anything, even in those districts where once a carload for the dray could be secured. A