

PATRIOTISM and PRODUCTION

Pin your Faith to Live Stock

The one outstanding feature of the world's farming is that there will soon be a great shortage of meat supplies. Save your breeding stock. They are today Canada's most valuable asset. If you sacrifice your breeding stock now, you will regret it in the near future.

Plan to increase your live stock. Europe and the United States, as well as Canada, will pay higher prices for beef, mutton, and bacon in the very near future. Remember that live stock is the only true basis of economic and profitable farming. The more grain you grow, the more stock you can carry. The more stock you keep, the more fertilizer for your fields. Mixed farming is real farming, not speculating.

BEEF. In ten years the population of Canada increased 34 per cent. while the number of cattle increased only 17. Moreover, the city and town population, which may be looked upon as essentially the consuming element, increased by 62.2 per cent. while the rural population, or the producing element, increased by only 17 per cent.

Study carefully the adjoining table which was prepared before the war. What does it mean?

Only one of these countries increased its cattle more than its people in the past ten years. And, in it (Australia) in 1914 there was a tremendous loss of live stock through an unprecedented drought—a fact which the table does not show. Do you need any stronger argument than

Country	Population Increase Since 1900	Cattle Increase Since 1900	Cattle Decrease Since 1900
France.....	2%	2%
Germany.....	16%	4%
United Kingdom	10%	4%
Austria-Hungary	10%	2%
European Russia	14%	12%
Canada.....	34%	17%
Argentina.....	40%	6%
Australia.....	18%	40%
New Zealand...	30%	16%
United States...	24%	30%

this table that there is bound to be an increasing demand for beef? Add to this condition, the destruction of live stock of all kinds, breeding stock and young stock included, in the several war zones.

Beef is the most important item in the British soldier's rations. He is allowed 1 1/4 lbs. of this every day. The daily demand for meat by the British, French and German soldiers is enormous.

The war has merely hastened the meat shortage of the world. When it is over, the farmer with live stock will continue to profit in the world's markets, and, in addition to having helped feed our soldiers at the front, will be in a position to reap a further reward for having stayed with the live stock industry.

Sheep, Swine, Horses, Dairy Produce

SHEEP. Canadian farmers have been losing great opportunities in sheep raising and sheep feeding. The demand for wool is increasing. Hundreds of thousands of sheep have been slaughtered to provide winter clothing for the soldiers of the different armies. Australia's losses, through drought, in 1914, were very heavy. Canada has been importing frozen mutton from New Zealand. In view of these conditions, wool and mutton should prove very profitable for Canadian sheep raisers during the next few years.

SWINE. Through the indiscriminate sale of swine in the Canadian West in the past three months, the supply in 1915 promises to be little more than half of 1914. Add to this the fact, that the British soldier is allowed 1/4 lb. of bacon per day, and that sausage is the principal meat food of the German soldier, and you will understand the outlook for the future. Those who stay steadily with swine, year in and year out, make money. Those who rush in and rush out

generally lose money. "Buy when others are selling, sell when others are buying," applies to live stock as well as to Wall Street stocks.

HORSES. The wastage of horses during the war has been enormous. The estimated life, at the front, of the cavalry horse is seven days, of the artillery horse thirty days. It is true the loss has been among light horses for which there has been a declining demand in recent years. But with thousands of such animals sent from this country, the tendency will be to live up the whole horse industry. The demand of the future will be for high-grade animals and farmers should be more careful than ever in breeding. Use only stallions enrolled and inspected under your Provincial Enrolment Act.

DAIRY. Milch cows increased in Canada from 2,408,677 in 1901 to 2,594,179 in 1911. This increase did not amount to 8% and was less than one-quarter of the population increase of Canada. At the same time, the per capita consumption of milk

by Canadians increased 30%. Is there any wonder we had to import 7,000,000 lbs. of butter from New Zealand?

The exports of Canadian cheese have been steadily declining for ten years. Look at the market prices today. Do they not suggest the advantage of increased production?

Through cow-testing, selection, and better feeding, the average annual production per cow in Canada did increase from 2,850 lbs. per cow in 1901 to 3,805 lbs. in 1911, but this is only a beginning. Last year one cow in Canada produced 28,000 lbs.

The dairymen of Denmark who supply Great Britain with butter and bacon are not satisfied unless their herds average 10,000 lbs. per cow. Let Canadian dairymen work to increase the productiveness of the milch cow. Breed for milk. Test your cows. Save your calves. Select your milkers. Feed for yield. Read the Agricultural articles in the daily and weekly press and in the Agricultural papers, and the Government bulletins on dairying.

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