



More choice cattle of recognized beef breeds are needed to replace scrubs.

Ontario Live Stock Breeders "CARRY ON!"

LIVE STOCK FARMS ARE PRODUCTIVE FARMS
AND
PRODUCTIVE FARMS ARE PROFITABLE FARMS



The products of first-class dairy cattle will always be in demand.

Through the period of reconstruction at the conclusion of the Great War good live stock will be, as it always has been, the basis of profitable farming in Ontario. Farmers of this Province should continue to place their confidence in high-class beef cattle, heavy-producing dairy cows, and sheep which are valuable for both mutton and wool, and

the long, lean bacon hog. To work the land to produce the feed for greater numbers of live stock more weighty, heavy draft horses will be required. Ontario Breeders will "carry on." The threshing machine stays longest on the farms which carry the heaviest stock, the granaries are better filled and the bank account of the farmer swells in proportion.

Prices for all classes of good live stock are likely to remain high in comparison with prices of grain and feed. Any shortage in grain may be made up much more quickly than the world depletion of live stock can be repaired.



Prices of weighty draughters are ready for an upward trend. Good horses are scarce.

The Stock Breeder who stays with the business, breeds well, feeds well and culls carefully always reaps greatest ultimate profit. Through ups and downs the man who "sticks" prospers. The in-and-outer is usually out of pocket.

The live stock of Europe has been depleted by millions of head. Breeding stocks of the beef and dairy herds across the water have been slaughtered promiscuously. Sheep flocks and swine herds are at a low ebb. Already Europe is calling to America for breeding stock. Not only must European herds be built up but the population must be fed in the meanwhile and, particularly, thousands of our troops must continue to be

fed during the extensive period of demobilization. Particularly must we produce meat and wool for the people of Great Britain and her Allies. It will take years to make up the world's deficiency in live stock. Herds and flocks should be strengthened rather than dispersed. Ontario Breeders never had such an opportunity. Breed for quality in all live stock that Ontario may do her part in establishing Canadian Brands on the British and European Markets.

If you are in the Live Stock Business stay with it. If you are not in, get in at once.
You can use the money and the world needs the meat, milk and wool.

ONTARIO DEPARTMENT OF AGRICULTURE
PARLIAMENT BUILDINGS, TORONTO

People have learned to eat more lamb and mutton. Wool is needed for clothing.



DR. G. C. CREELMAN,
Commissioner of Agriculture.



HON. GEORGE S. HENRY,
Minister of Agriculture.

Keep the Good Breeders
Buy more if you can feed them well
Cull out the Scrubs

This is Ontario's chance to capture the British market for the bacon hog.

