

# 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.

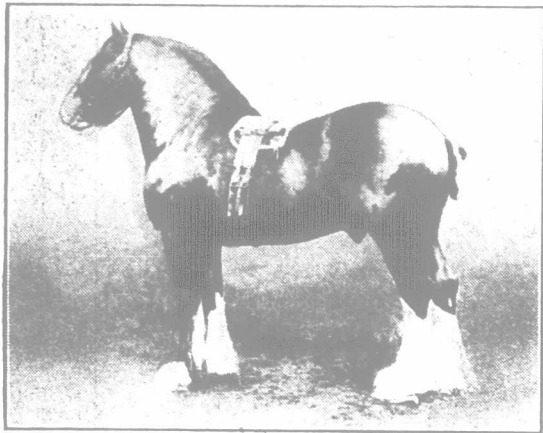
Despite the disappointments in 1913—and since—this is a fact. Those disappointments may be analyzed—there were definite reasons for them. There are reasons just as definite now for success. IT WILL PAY YOU—AND THE NATION—TO BREED EVERY GOOD MARE THIS SEASON.

### Reasons for Past Disappointment

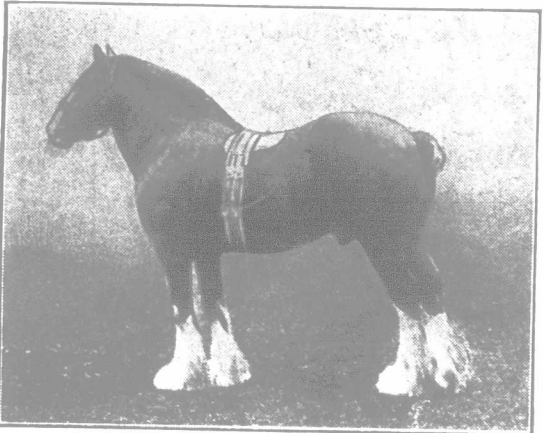
There are three of these—all related. The period of unparalleled prosperity from 1901 to 1912 created an abnormal demand for horse flesh—and inflated prices. This situation placed a premium on the scrub. Small misfits, the product of indiscriminate mating, brought from \$300 to \$400 a pair. Hence cheap 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!

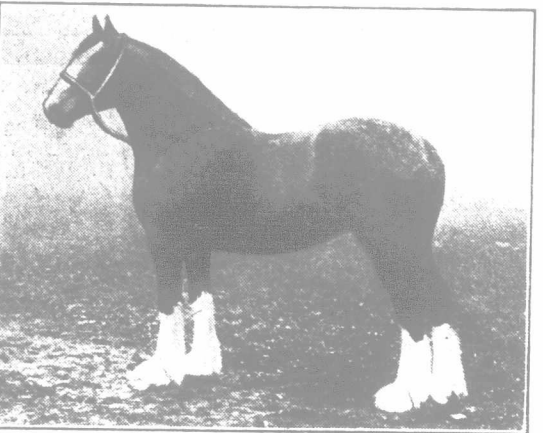
Our home demand increases—will continue to increase. We must maintain production: wider machinery and more horse-power will do it. Ontario will employ still more horse-power during the war—and after. British Army buyers are again buying: a couple of French Commissioners continue to purchase horses.



Sire of Dam (Baron's Pride)



Sire (Hiawatha)



Daughter and Granddaughter (Boquhar Lady Peggy)

These results cannot be obtained by indiscriminate breeding. The best blood consistently mated will do it—and nothing else. It has made the Clydesdale Breed what it is. It has made every other breed what it is.

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% 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% checked Ontario exportations the commercial market lying east of Buffalo was a valuable outlet to our surplus. That tariff is now reduced to 10%—and the United States horse population is depleted; 1,000,000 horses have gone to the war.

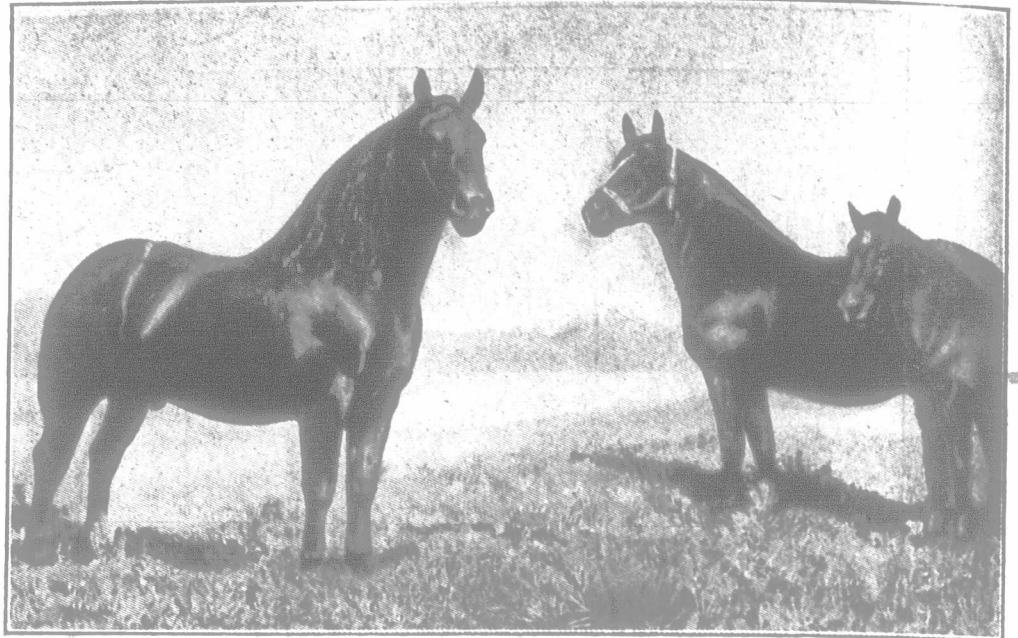
Allied countries will buy our horses after the war. Large numbers of good breeding mares of France and England have been sacrificed, while the Belgium horse industry practically has been wiped out. We must not overlook the after-war European demand.

Australia is looking to us for pure-bred foundation stock. She will be in the 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: 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 year for the dray could be secured. A scarcity exists, also, of good, clean, sound agricultural horses, ranging from 1,000 to 1,500 pounds.



A PERCHERON FAMILY

There will always be a profitable market for stock of this TYPE and CONFORMATION

A surplus of horses exists, it is true, in many districts but they are not wanted by buyers—they are small misfits that have no profitable markets under any but abnormal conditions.

### Ontario Can Make Good

Because the quality of stallions is steadily improving. Because, despite the scrubs, Ontario has the reputation of being a Province which breeds the finest types of high-class horses.

Because Ontario still has a great deal of high-class foundation stock, both imported and home-bred.

Because with this stock Ontario can supply exactly what the market demands.

### The Definite Market Demand

- (1) The good draft horse, sound, of good conformation and of great weight.
- (2) The clean, well set up farm horse of from 1,400 to 1,500 pounds.
- (3) The big, square, trotting roadster, of from 1,050 to 1,250 pounds.
- (4) A limited number of good hunters and saddlers.

### How to Supply Demand

Breed only for the drafter or utility horse—the former preferred. Breed that type consistently which best agrees with the conditions of farm and community, the character of the soil and the necessities of the home work—but always have the market demand in view.

In heavy clay districts the drafter will be preferred: on lighter soil, more mixed with limestone, the utility horse will be chosen.

Community breeding always makes for keener interest, better horses, more ready sales and larger profits.

### The Stallion That Pays

Use only that stallion which is pure-bred, a proved breeder, sound, of good breeding and marked individual excellence—the best, in short, in the district.

When in doubt of breeding ask for his enrollment certificate.

Beware of the grade stallion. His offspring may look well as yearlings—but as three-year-olds they usually fail. They haven't the blood, and blood always tells—figs can't be gathered from thistles.

A saving of \$5 in the service fee usually means a loss of \$40 in the foal.

### The Mare—As Important

Every good, sound, young draft mare should be bred this season. It will pay.

Not a single mare should be bred this season that is unsound, faulty in conformation, worn out or of nondescript type and breeding. It will not pay. The good influence of the high-class sire will be minimized or obliterated when mated to such a mare.

Don't cross the breeds. If Clydesdale blood predominates in the mare, breed her to a Clydesdale Stallion; if Percheron blood, use a Percheron stallion; if Shire blood, use a Shire Stallion or failing that a Clydesdale.

Crosses are uncertain and lead to disappointment. Return her consistently to stallions of the same breed—and stick to one breed. Increased profits will be the reward.

The 1,400 or 1,500-pound mare should be bred to a draft stallion in every case where draft blood predominates in her breeding, but to a stallion of a light breed where light blood predominates.

The light mare should be bred to a stallion of the light breeds—never to a heavy draft stallion. Violent crosses bring disappointments.

Again—be consistent, stick to type, don't cross breeds recklessly; choose pure-bred stallions always—the best in the district; never breed the scrub, unsound or worn-out mare under any consideration.

### This Is Not Enough

It guarantees only the breeding of the foal. The latter may have every hereditary advantage and still be a failure. The environment—feeding, care, management determines development.

Horses of good inheritance are made or marred by the usage they receive until they reach maturity. Good feeding and management must follow careful mating to produce the outstanding profit-making horse.

For timely, practical information regarding any of the above points, or any points relating to the horse industry of Ontario, write to the office of the **Ontario Department of Agriculture** for Ontario.

**The Ontario Department of Agriculture**  
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ONTARIO