

DISCARD THE SCRUB.—It takes no more to raise a good hog or calf of one of the improved breeds than it takes to raise a poor one. The same amount of care and time is spent on the scrub that would be spent on a pig or calf raised from some one of the improved breeds of hogs or cattle, and when marketed the hog or calf from the improved breeds will bring from one-third to one-half more than the scrub. Besides all this there is the pleasure and satisfaction of handling this stock that you do not have in handling scrub stock. Every farmer should have pride enough about him to discard the scrub from his premises. Every farmer knows that the scrub is a failure. Then why persist in raising him? Why not make the farm profitable by raising the very best horses, cattle, sheep, swine and poultry obtainable? Select the best breed and discard the scrub. Select any breed rather than breed scrubs. Scrubs are hardy? So are the Indians of the western plains. Good stock always pays. Buy nothing but first class males. Don't try improved scrubs! though they may have a pedigree, that some second-rate breeders offer at scrub prices. Buy the best or none. The best only pays, and if you have been in the habit of breeding scrub or common stock you will be surprised at the improvement in your flocks and herds. Improved stock means improved feeding, improved owner, and a general improvement all round—in fact, an improved neighbourhood.

AS TO SPRING FARROWS.—In Eastern Canada, and localities of similar climate, I consider from the 15th April to the end of May the best time to have a sow farrow. My sows are bred from about the latter part of December till the first part of February and sometimes later, the older sows being bred first, and the maiden sows being left as late as possible. I have found that March pigs are not profitable and early April is even worse, for they require double the care that a May pig does, and very often in the fall the May pig will outweigh the March pig. A sow farrowing May 1st has had a taste of grass, and has her digestive organs in good condition, and as soon as her litter can run about is ready to be turned on the new grass, and will, aided by a little milk and middlings, push her progeny along very rapidly. The reason given for March farrowing is, at least, a selfish one. It is to get the spring pigs weaned off by the end of April so that the sow may be bred again for an early fall litter. The young March pigs never see the outside, nor taste a bit of grass before being weaned. They are also weaned quite young, as the owner has the fall litter in view. Such spring pigs never make good breeders. Choose a May pig if you want an animal that will make a satisfactory and profitable breeder.

AS TO ADVERTISING PUREBRED STOCK.—Many breeders of live stock stand in their own light. Some depend entirely upon local patronage, and never advertise at all. They cannot make it pay as well as it should pay, for their sales are too few, and at too low a price. They have yet to learn that only a small percentage of farmers buy purebred stock, and that, to secure a share of this patronage, they must make themselves known. There are other breeders who advertise occasionally or spasmodically. They do not get the patronage they would if they kept themselves in view all the time. It is the regular yearly advertiser—the one who keeps his card in first-class mediums every week when he has stock to sell—that gets the patronage. His card may consist of but a few lines—probably not more than one-half inch—and its cost is trifling, but readers become familiar with it, and when they want that kind of stock they know where to apply. When you have an animal to sell the sooner the sale is made the greater the profit; lacking a customer the keep will soon eat up the profit. The man who goes into the business of breeding purebred stock at all should go into it extensively enough to make it pay, and he cannot do this without advertising in reliable journals that are read by intelligent, progressive farmers—the only kind who buy improved stock and are able to pay for it. All things considered, the weekly is the cheapest medium, and, carrying your ad., each weekly visit into the homes of the farmers cannot fail, by reason of its frequency, of good results.

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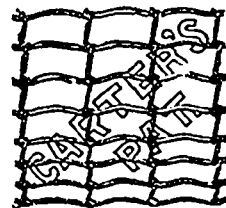


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