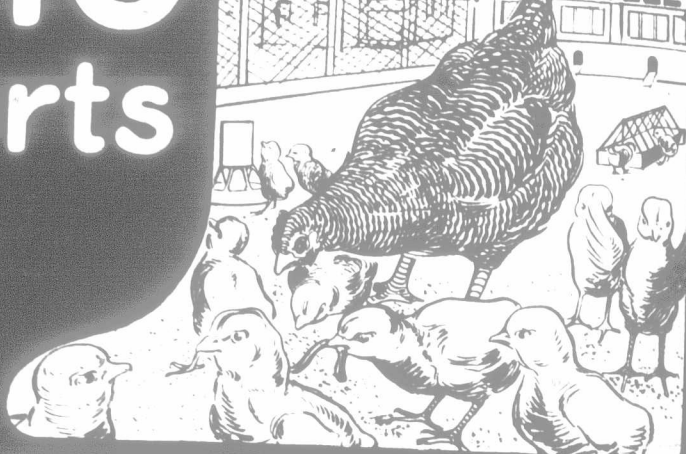


POORLY FED NEGLECTED
SMALL BROOD (DOESN'T PAY)



ONTARIO Now Exports Eggs

GOOD BREED-GOOD FEED
BIG BROOD (PAYS WELL)



Every Dozen of Eggs and Every Pound of Poultry Produced Above the Normal Will Have an Effect Upon the Food Situation in 1917.

The Home Market and the Demand In Great Britain, coupled with the dislocation of the world's trade, guarantees a firm demand for eggs and poultry during the next few years. Ontario can secure this trade and be of great assistance to the Empire if the flocks are doubled in 1917.

The poultry population of Ontario should be doubled during 1917 because:

The home consumption of eggs is rapidly increasing.

The export demand for eggs is very active.

At the present time it is patriotic to produce all the food possible.

It pays better to sell a finished product in an edible form than to sell the grain.

It is good business to convert grains and roughage into a live-stock product.

It is good agriculture.

If properly managed, chickens are profitable.

WHAT IS THE HOME MARKET?

Canada's population, from 1900 to 1914, increased by 2,371,599. In 1901 our average consumption per capita was 13.72 dozens of eggs.

In 1911 our average consumption per capita was 17.39 dozens of eggs.

During 1914 we imported 11,274,108 dozens of eggs.

During 1915 we imported 4,354,611 dozens of eggs.

During 1914 we exported 124,002 dozens of eggs.

During 1915 we exported 3,592,899 dozens of eggs.

During 1915 out of the exports 3,100,247 dozens were shipped to Great Britain.

We have become an exporter of poultry products.

We eat more eggs than formerly in Canada. Our poultry population has increased.

ONTARIO IS CANADA'S POULTRY CENTRE

In 1911 there were 29,773,457 chickens in Canada.

In 1911 there were 13,414,318 chickens in Ontario.

Despite a rapid increase in numbers of poultry kept, the flocks must be greatly increased if the export trade is to be retained.

GREAT BRITAIN IS OUR MARKET

The countries which supplied eggs to Great Britain in 1913:

Russia	114,532,750 dozens
Denmark	42,649,416 "
Egypt	10,965,416 "
Netherlands	9,773,500 "
Austria Hungary	8,836,500 "
Italy	8,457,916 "
France	7,022,833 "
Germany	5,137,416 "

Many other countries supplied smaller amounts.

Canada supplied 19,500 dozens in 1913 and 3,100,247 dozens in 1915.

Many of the sources of Britain's supply have been cut off. Canada can secure this market if the eggs are available.

This is Ontario's opportunity. Double the flocks. Give a little more care. Interest the boys and girls.

DRESSED POULTRY WANTED

Last year the demand upon the storage stock was heavy throughout America.

The high prices induced many to kill large numbers, and old hens were marketed in large quantities.

The dressed poultry market in 1917 and early in 1918 should be very attractive, and if the flocks are doubled the disposal of them for meat purposes should be profitable.

Arrange to set twice as many eggs. Set a larger number of hens at the same time. When the eggs hatch, perhaps 1/2 (one-half) the hens will brood the chicks; much labor is saved. Too often hens brood 5 or 6 chicks. Make every hen work to her full capacity.

Early hatched chicks make the winter layers.

Produce eggs when the prices are good. Keep hens that "lay while the others loaf." Too great a proportion of Ontario eggs are dumped upon the market in the spring. The ability of a hen to lay large numbers of eggs depends upon breeding and feeding.

Profits from flocks are attractive only when proper care is given.

QUALITY IS ESSENTIAL

When eggs become a commercial commodity quality is demanded.

Every egg should be guaranteed. All eggs should be clean and should conform to the recognized standards. They should be shipped in clean crates.

A great waste of good food would be prevented if more care were given to the handling of eggs.

Keep at least fifty hens and increase them to one hundred. Get good utility hens of a strain bred to lay.

Let everyone get interested in Poultry. It is called "the crop that never fails", and it need never fail if common horse sense is used in its care. There is money, good big money in eggs and poultry. Let our slogan be "double the flocks"—the Empire needs the food.

WILL YOU ASSIST?

Write us to-day for special Bulletin on Poultry, the Exports of same, etc.



ONTARIO

SIR WILLIAM H. HEARST,
Minister of Agriculture.

Ontario Department of Agriculture

G. C. CREELMAN,
Commissioner of Agriculture.

Double your Flocks and Increase our Exports