DAIRYMEN constantly report these advantages of Cane Feed-Molasses in the ration: "Increases milk production at lower cost; aids in maintaining the health and vitality of the herd; and, when fed to calves in recommended quantities, stimulates their growth." * Cane Molasses is rich in vitamins and minerals.* * Order from your feed dealer or write to us for information.

*Independent laboratory tests. See booklet.

FREE This 28-pg. illustrated booklet. MAIL COUPON, postcard or letter to...The PACIFIC MOLASSES COMPANY, Ltd., 215 Market Street, San Francisco, S, California.

Name

Address

THE APPETIZING CARBOHYDRATE CONCENTRATE
Another Timely Purchase

We have made another valuable addition to our herd and this time we're proud to introduce into our herd the champion pen of five heifers under two years old at the great Ogden Livestock Show. They were entered by Baca Grant from whom we also purchased the promising sires, Baca R. Domino 1st and Baca R. Domino 2d.

STOP BY TO SEE THE NEW ADDITIONS TO OUR HERD
FRANKLIN PRODUCTS
Provide Dependable Defense
Against Many Invasions of Disease

The great share of disease loss suffered by the stockmen of this country could be avoided by the right FRANKLIN vaccine used at the right time.

We urge owners of livestock to study up on this subject—to get familiar with the newer forms of protection now available at small cost.

An examination of the FRANKLIN catalog can give help of great value along these lines. Your local FRANKLIN Dealer can also be of assistance.

Why not take a little time out and get better to do so may save you some costly and unnecessary losses later on.

PREVENT BLACKLEG LOSS
Users of Franklin Blackleg Bacterin have long had the benefit of the labor-saving that makes unnecessary the second vaccinating of calves against Blackleg. The powerful potency of the 10 to 1 concentrated bacterin assures practical protection with but ONE shot, even in very young calves. Franklin bacterin is dependable and economical. Its 20-year record of lasting immunity with but one dose stands unassailed in all the annals of veterinary science.

Price 10c a dose, less in quantities.

Conveniently located Drug Store agencies throughout the West.

WINTER DISEASES
Recommended protection against Hemorrhagic Septicemia in cattle is Franklin Pasteurella Pseudodiphtherium Bacterin which combines a full immunizing dose against Hemorrhagic Septicemia with killed cultures from cases of Pulmonary Edema, thus stimulating resistance against infections most commonly involved in so-called Shipping Fever.

10c a dose—less in quantity.

Do You Own Sheep?
A large share of sickness among sheep is a complication of infections associated with Hemorrhagic Septicemia. Franklin Ovine Mixed Bacterin is an aid in controlling the more prevalent types of such infections.

Preventive dose is 5c.

Double Protection
Protect against Blackleg and Malignant Edema in cattle. Very similar to blackleg, yet a different organism, in enteric septicaemia. So a dose for this deceptive disease is combined with an immunizing dose for Blackleg in Franklin Clostridium Chauve Septicus Bacterin. The result is double protection for the price of one.

10c a dose with liberal quantity discounts.

Get the Franklin Catalog
Dozens of other valuable aids in reducing livestock losses are shown in free Franklin catalog. Ask your local Franklin Dealer or write to the nearest Franklin office.

O. M. FRANKLIN SERUM COMPANY
DENVER KANSAS CITY EL PASO MARFA AMARILLO FT. WORTH
WICHITA ALLIANCE SALT LAKE CITY LOS ANGELES

Conveniently located Drug Store

VACCINES & SUPPLIES
FRANKLIN PRODUCTS PROTECT THE STOCKMAN'S PROFIT

LOS ANGELES OFFICE, UNION STOCK YARDS—Phone Lafayette 2043
SALT LAKE CITY OFFICE—42 West Broadway

FRANKLIN VACCINES & SUPPLIES
FRANKLIN PRODUCTS PROTECT THE STOCKMAN'S PROFIT
AMERICAN MEAT INSTITUTE will continue its meat advertising program during the war and in the post-war period as well. That is good news to all stockmen, feeders and farmers. Never was it so important to keep the public posted on the value of meat in the diet. Not only does government rationing serve to wean the consumer away from meat, but many powerful interests are attempting to educate consumers to a cereal diet. Every newspaper and magazine is carrying advertisements extolling the value of meat substitutes.

Originally, the industry’s advertising was designed to increase per capita consumption of meat. Of course, this objective is held in suspense during the war because the industry has no sales problem during these days of tight meat rationing.

The second important objective was to strengthen the competitive position of meat among all foods. This theme must be carried along through the war, for as the Institute points out, “we cannot afford to let people go into the post-war period with the feeling that substitutes are pretty good after all.”

Other highlights in meat advertising have been to inform consumers of the nutritional value of meat, erase prejudices against meat as a cause of certain diseases, show that meat is not “high priced” considering what you get out of it, and to broaden the housewife’s knowledge of meat—cuts, selection and cookery.

During the war, the industry has built its advertising around these themes, and has also graphically presented the meat industry’s effort to work with the government to help win the war.

Under impetus of war needs, the production of livestock and meat has been stepped up tremendously, so that advertising will be necessary to move the huge volume of meat that will be available to American consumers after the shooting is all over.

We Suggest that many readers of this Journal might again read the excellent, informative article in our November issue, “Cereals Vs. Meat,” by Col. Edw. N. Wentworth. We believe this to be one of the most instructive treatises on the value of meat in the diet that has ever been published. Colonel Wentworth has answered many a question that is brought up by advertisements on meat substitutes. This story provides much authentic data, presented in an interesting manner, which some of our readers might well use in talks to service clubs, women’s organizations, etc.

California Hereford breeders are putting on their an-

PAPER SHORTAGE

Because of WPB restrictions on the use of paper, the Western Livestock Journal this month was forced to omit several pages of paid advertising. We are cooperating with the government in these days of acute paper shortages and are determined to use no more paper stock than our quota permits. We regret the financial sacrifice forced upon us and we regret our inability to carry all advertising copy offered us.

The Western Livestock Journal, through the use of lighter weight paper stock and smaller page size, can still offer subscribers and advertisers a larger publication than in 1942. We do not intend to sacrifice editorial features and we intend to maintain a fair balance between editorial copy and paid advertising.

In this emergency, all regularly scheduled advertising will be carried. It seems likely that in each issue henceforth during the period of the paper shortage, some advertising must be omitted. We intend to treat every advertiser fairly and the only rule we can follow is—first come, first served. All advertisers are urged to get copy into our hands by the first of the month in order to assure publication.

The Publisher.
Useful Booklets

For Livestock Ranchers

Any of the booklets listed below will be sent free to any reader making the request by letter or by postcard to Western Livestock Journal.

**“KNOW YOUR NAME”**—tells the derivation and meaning of first names; something everyone should be familiar with—Ethyl Corp.

**“COW CARE”**—educational manual for dairymen, issued by Dairy Assn.

**“FARM ACCOUNTING”**—a 32 page record book prepared by experienced accountants and approved by County Agents—Keystone Steel & Wire Co.

**“HOME MEAT CURING”**—the finest home curing book ever published, with over 200 pictures, charts, etc. Postpaid 10c. Morton Salt Co.

**“QUESTIONS AND ANSWERS ON ENSilage”**—horse sleeping sickness is explained in this little circular by Cutter Laboratories.

**“KILLING CATTLE GRUBS”**—a circular by the manufacturers of the Automatic Curing Tier & Dipping Machine.

**“ELECTRIC FENCE”**—information for those wanting data on electric fence is found in this circular issued by Prime Mfg. Co.

**“1944 FEEDING PRACTICES”**—the latest booklet issued by the National Cottonseed Products Assn., contains splendid illustrations of 40 different breeds of livestock, as well as much valuable information on livestock feeding.

**“BILOGICAL MANUAL”**—by Franklin Serum Co., a booklet containing explanatory data on the Biologicals and their Formulation, Classification of Biological Products and their care; definitions of various biological terms.

**“LOW VACUUM MILKERS”**—folder by F. A. Milking Machine Co. on its single unit 15-cow machine.

**“FREE PASTURE BOOKLET”**—full instructions on land preparation; facts and figures on costs, pasturing rates, profits and land values.

**“DAIRY CATTLE BOOK”**—written especially for western dairymen, by Dr. Fenton’s Vigr-gon of Co. General information everyone should have.

---

The livestock industry can stand lower prices, if need be, with the days of peace and lower production costs.

Useless is the notion in the minds of many practical men as to whether we will see lower prices for a long time to come. Few people look for a continued foreign demand for U. S. livestock or farm products, but we can anticipate a huge domestic demand. And we can look forward to the greatest consumer buying power in all history, at least, for the balance of the war.

Post-war days will mean adjustments for workers, but just as rapidly as consumer goods can be manufactured, there will be a demand for them. Millions of automobiles that must be replaced as soon as new cars are available. And the same is true of almost every conceivable type of manufactured goods.

And think of the billions of dollars in War Bonds that will be cashed so that, in the days following victory, our people may enjoy the things they have gladly done without in the winning of the war.

We all gripe a lot and we kick about the professors and the economists and the bureaucrats, but that's okeh for it shows we still have a live democracy. We'll kick the bureaucrats out in 1944, anyway.

It's a good time to have faith in the future, and back up with our brains and our empty wallets. We have prosperous, happy days ahead when Tojo and Hitler and their legions are whipped—and that day is not far off.

Buyers gave the Los Angeles fat cattle sale exceptionally fine support and thus encouraged boys and girls in 4-H and Future Farmer activities to raise better beef for the ever growing population of the Pacific Coast area. A new high price for the grand champion steer at $3.10 a pound gives national attention to the demand for choice beef at the Los Angeles market and was a high tribute to the veteran Aberdeen-Angus breeder, Otto T. Battles. It is interesting to note that Battles started out as a 4-H Club exhibitor and as a breeder of Angus cattle when he was only 12 years old. He has stayed with Angus breeding covering all the years since and has become internationally known as one of the world's great breeders and authorities.

As our Country goes into the third year of our participation in World War No. 2, there are unmistakable signs that victory may be ours in 1944. Our armed forces in company with our Allies have won major campaigns during 1943 and have definitely assumed the offensive in all the theaters of this glorious war.

Intelligent Americans realize that there must be no let-up in the progress of the war and that victories must be followed up with sledge hammer blows by those of us who at home as well as those brave lads in uniform are fighting on the front line. But it is important to win the peace as well as the war—and the day of victory must also signal the day when we make America a better country in which to work and live.

Despite the huge national debt, and the cumbersome bureaucratic system of government that must work, there is every reason for optimism in viewing the future.

While government debt is great, the average American has the shape of the daily newspaper than in the closing days of World War No. 1. Most people in the livestock business are now virtually out of debt for the first time in more than 25 years. Prices of land have advanced but purchases have been and are being made on a cash basis. There has been none of the mortgaging of land in order to buy the California Hereford men. You'll see the results of intelligent breeding programs when the various California breed associations acquire more land at inflated prices, such as occurred in the other world war.

Post-war days will mean adjustments for workers, but just as rapidly as consumer goods can be manufactured, there will be a demand for them. Millions of automobiles that must be replaced as soon as new cars are available. And the same is true of almost every conceivable type of manufactured goods.

And think of the billions of dollars in War Bonds that will be cashed so that, in the days following victory, our people may enjoy the things they have gladly done without in the winning of the war.

We all gripe a lot and we kick about the professors and the economists and the bureaucrats, but that's okeh for it shows we still have a live democracy. We'll kick the bureaucrats out in 1944, anyway.

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In this issue, this publication gives special emphasis to the great and growing dairy cattle industry on the Pacific Slope. The dairy industry is the Pacific Slope's greatest agricultural industry in annual cash income. Like all other livestock agriculture on the fabulous Pacific Slope, the dairy industry is bright because of the constantly growing population, and recognition of the basic need of milk and dairy cattle for these men are doing a magnificent job of breeding for greater production and efficiency, and thus may be considered as forming the cornerstone of a profitable dairy operation. Because all good breeders of registered dairy seed stock keep accurate records on production, they are able to do a highly constructive job. In no other segment of our agriculture are breeders doing a more intelligent and constructive job than breeders of registered dairy stock.
CHRISTMAS GREETINGS

from the Staff of

Western Livestock Journal

Los Angeles • California
We're Selling 50 BULLS at RED BLUFF
Meet us also at DENVER

PERFORMANCES BEYOND AND FAR ABOVE THE ORDINARY...

$6,000
OGDEN TOP
HIGHEST PRICED HEREFORD BULL EVER SOLD AT AUCTION WEST OF DENVER

Bought from Us by Edward Friendly, Deeth, Nev.

We are proud to have this great bull, which we consider one of the greatest herd sire prospects we have ever produced, go to Mr. Friendly. We gave considerable thought to retaining him in our own herd but we have 300 of his half sisters and thus decided to part with him.

Mr. Friendly recently acquired an outstanding foundation of registered females, having purchased the entire registered Hereford herd from Nels Engman, Brady, Neb., comprising a total of 216 head. Two of the chief herd sires used by Mr. Engman were Advance Prince D 4th and Anxiety Mischief, both bred by Mousel Bros.

We are pleased to report that since the Ogden sale, Mr. Friendly has purchased two more herd sires from us—sons of WHR Real Domino 30th.

We're Selling 50 BULLS at RED BLUFF
Meet us also at DENVER

HEREFORDS OF QUALITY
PETE RSON BROS. . . .
AT HOME . . . we offer 300 long yearling and two year old Hereford bulls. See our ranches at OGDEN and DEETH, NEV.

OGDEN, UTAH

GRAND CHAMPIONS LAST MONTH IN OGDEN’S STRONGEST SHOW.

We're proud of our record in the strong Ogden show... In 1939, 1941 and 1943, Grand Champion Pen of bulls. In 1940 and 1942, Reserve Grand Champions. Top selling bull in 1942 and 1943. Highest average selling price of any exhibitor in 1939, 1941 and 1942.

OGDEN, UT

 Winners . . .

Other buyers of Peterson Herefords of Quality at Ogden included: W. W. CLYDE & SON, Springville, Utah; GO-BAR RANCH, Ogden; CLEO HARRROP, Lorenzo, Utah; R. C. WAKE, Malta, Utah; THOS. JONES, Malad, Ida.; REX WHITAKER, Circleville, Utah. We also appreciate other buyers of our bulls at Ogden and the many unsuccessful bidders.

At the Los Angeles Great Western, we are happy to report the following buyers of Peterson Herefords of Quality: TEJON RANCH, Bakersfield, Calif.; IRVINE RANCH, Tustin, Calif.; and C. L. NYE, Los Angeles.

We HUMBLY APPRECIATE THE RECOGNITION GIVEN BY BREEDERS AND RANGEMEN THRU THEIR BIDDING ON AND BUYING OF PETERSON HEREFORDS AT OGDEN, ELKO, TWIN FALLS, LOS ANGELES AND OTHER AUCTIONS, AS WELL AS AT OUR RANCHES.

OGDEN, UTAH

GRAND CHAMPION

These big, rugged, quality bulls at

December 15, 1943

Western Livestock Journal
Don't let "PINK EYE" PUT YOU IN THE RED

This New Discovery
SECURITY
PINK EYE
SOLUTION
WORKS WONDERS
Treats 50 to 60 cases $1.50

A quick healing power of this new "Pink Eye" liquid preparation will open your eyes. It's GUARANTEED to be more effective or your money will be refunded. It was developed from a remarkably successful treatment for human eye ailments and perfected for use in cattle, horses, sheep and other animals suffering from inflammatory conditions caused by "Pink Eye" infections, or for dusty, running eyes caused by fly bites, insects, scratches and minor injuries.

Mail the coupon with $1.50 for a 2 ounce bottle, if your dealer can't supply you with Security "Pink Eye" Solution. Post paid anywhere in the U. S. A.

Dealers: Be supplied with the new Security "Pink Eye" Solution to meet the requests of your customers. Write us today.

SECURITY REMEDIES CO.
Division of Security Seal Co., makers of the famous "Tamp-r-pruf" Ear-Seals for Livestock
144 West 27th St., New York, N. Y.

GUARANTEED EFFECTIVE—OR MONEY BACK

MAIL COUPON NOW

to Security Seal Co., 144 West 27th St., N. Y.

Name ____________________________

Street ____________________________

City ____________________________ State ____________

WLS 12-43

The quick healing power of this new "Pink Eye" liquid preparation will open your eyes. It's GUARANTEED to be more effective or your money will be refunded. It was developed from a remarkably successful treatment for human eye ailments and perfected for use in cattle, horses, sheep and other animals suffering from inflammatory conditions caused by "Pink Eye" infections, or for dusty, running eyes caused by fly bites, insects, scratches and minor injuries.

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Street ____________________________

City ____________________________ State ____________

WLS 12-43
W

With a total of 452 registered Hereford bulls and females passing through the auction ring in one day, new records were established Dec. 1 at the 18th annual Great Western Livestock Show at Los Angeles. A new high top for the Los Angeles sale of $3,550 was scored, but on the average, values were conservative and there were no really good cattle sold at bargain prices. Undoubtedly, there were too many cattle for a one-day sale, despite the throng of cattlemen and breeders who filled the sales pavilion at the Los Angeles Union Stock Yards to capacity. The management of the show was fully aware of the surplus of cattle for the one-day sale but efforts to reduce shipments from consignors were not successful, due probably to the relatively high scale of values established at the 1942 show.

A total of more than 500 registered Hereford cattle were sold during the week as a number of individuals and pens were sold at private treaty before the auction sale.

When Auctioneer Fred Reppert started selling cattle in the recently redecorated sales pavilion, the big structure was filled to capacity. There were more country visitors than at any previous show.

It was a great day for Alfred Collins of Baca Grant (San Luis Valley Land & Cattle Co.), Crestone, Colo. The Baca Grant grand champion pen of bulls contained the two highest selling bulls of the entire sale, and five head realized $9,650, an average of $1,930 each, believed to be a national record price for a pen of bulls.

Highest selling bull was Baca R. Domino 23d by OJR Royal Domino 10th, a May junior yearling out of a dam by WHR Reality 13th. With a number of breeders actively bidding, this outstanding herd bull prospect scored $3,550 on the bid of Winterton Bros., Kamas, Utah. Bidder up on this bull was H. G. Vincent, Glendale, Calif., one of the consistent buyers of high quality cattle throughout the sale. It happened that the Wintertons didn't get the bull he had selected, so the second choice in the pen went to Mr. Vincent at $3,300. This was Baca Reality 74th, calved April 16, 1942, by WHR Reality 13th and out of a Randolph Domino dam.

Mr. Vincent also bid at $900 another bull in the pen, Baca Royal 45th by Royal Domino 12th, and bought a pen of the Baca Grant bulls at $3,300 each.

J. B. Shamel, Sanger, Calif., took another bull in the pen at $1,100, he by Home Builder 77th. The other bull in the champion pen went to Todd Johnson of Beverly Hills at $800.

Earlier in the sale, a first prize individual junior yearling bull, Baca R. Domino 6th by OJR Royal Domino 10th, met spirited bidding, the final duel developing between Mr. Vincent and Orvin Mettler of Shafter, Calif. This outstanding young herd bull prospect scored $2,200, going to Em. H. Mettler & Sons, Shafter, Mr. Mettler was bidder up on the $5,500 bull sold to Tom H. Richards of Sacramento last summer.

The top female of the sale also came out of the Baca Grant consignment, this being Baca Heiress 60th, a senior calf by O JR Royal Domino 10th, going at $2,000 to Bob Macy, Monte Vista, Colo.

The fifteen head in the top pens of females averaged $1,930, an average of $124.80. It was the first time that a Baca Grant had consigned to the Los Angeles sale.

One of the favorite bulls in the entire sale was the California Futurity champion from the Sunland Ranch, Clovis, Calif., owned by T. L. Harper and managed by Clair Pollard. This grand young senior bull calf, Sun Stan Domino by White Mt. R. Stanway 13th, brought $2,500 and was considered a bargain by the buyer, Prof. C. W. Hickman, who purchased the bull for the University of Idaho and Gehring Bros., Keuterville, Idaho. This is the highest price ever paid at public auction in California for a calf less than one year old.

Interest in the choice females was intense and it was a certainty that the top pens of females would meet active bidding. The popular grand champion pen of open heifers, consigned by John Runner, Saratoga, Wyo., had many bidders but the fortunate buyer was James N. Clapp, owner of the Rolling Ridge Ranch, Pomona, Calif., where a great Polled Hereford herd is being developed.

Mr. Clapp paid $750 each for five heifers. They will be bred to the $3,300 Dingwall Polled Hereford bull purchased by Mr. Clapp at the Rancho Piocha sale last September.

Ten yearling heifers in the John Runner consignment went at $400 each to T. E. Leavely for his Pala Rey Ranch, Bonsall, Calif. Mr. Leavely has one of the outstanding registered Berkshire swine herds on the Pacific Coast.

But the highest selling pen of heifers were the reserve champions from the famous old Curtice Hereford herd at Stevensville, Mont. These choice heifers brought $800 each—for a pen of six—

A really notable concentration of cattlemen, together for some chat during a noon hour at the 18th annual Great Western Livestock Show. Left to right, R. Peterson of Peterson Bros., Hereford breeders of Ogden, Utah, and Starr Valley, Nev.; Jim Sted, operator of Nevada Hereford Ranch near Reno; G. E. (Buck) Logan, manager at Rolling Ridge Ranch, Polled Hereford breeding establishment near Chico, Calif.; Raymond Bogen of Franklin Serum Co., a well known Hereford authority and judge of the yard show at the Great Western; Herbert Chandler, outstanding Hereford breeder of Baker, Ore.; and E. T. Fields, prominent stockman of Los Alamos, Calif.
Bonnie Blacks invaded the 1943 Great Western Livestock Show as a part of their promotion program and captured their full share of objectives while establishing a solid beach-head which promises to carry the breed far up and down the West Coast cow country. Recruits were drawn from four states—Washington, Wyoming, Illinois and California. Their origin was broadened because of the sale feature that had a very fine influence on the display, adding that very essential utility aspect without which a show fails to capitalize on its full value.

The judging was in fact a parading of Scots before a Scot—Alex McDonald passing upon a breed with which he was familiar even in his boyhood days in Scotland. A large and interested ring-side followed the proceedings by which the following champions were named:

**Champion Bull**, Conway on Queenall 2d; Reserve, Conway on Blackcapmere 195th.

**Champion Female**, Battles on Pride of Rosemere 595th. Reserve, Battles on Blackcap of Rosemere 1939th.

The success of Jack Conway of Pacific Palisades, Calif., whose bull entries captured both purples, recalls that it was in the Great Western arena, back in 1939, that he selected his first Angus, starting with a trio purchased from Otto V. Battles of Rosemere fame, the man with whom he shared honors in the 1943 version of the Los Angeles show. The history of the champion bull, Queenall 2d, is illuminating. He was the result of the mating of Prizemere 481st and one of the pair of heifers with which Mr. Conway started his herd at All Hollows Farm. At the Great Western he was the undisputed king of the best assembly of Daddies yet seen there, and Angusmen familiar with the bull situation nationally feel that Queenall 2d could preside over a much larger contingent with equal success.

The pair of Rosemere females from Yakima, Wash., which won both the purple awards for Otto Battles, are half-sisters by Eileennore 246th, but the get of sire honors went to Conway on a group by Prizemere 481st.

While chief honors fell to the All-Hollows and Rosemere strings, the supporting competition came from such herds as A-Bar-A Ranch of Encampment, Wyo; Stanley R. Pierce & Sons and Ehlers Brothers of Creston and LaMolle, Ill.; and the California herds of Ed. Bingel of Cayucos, Robert Bell of Woodland, and Fred R. McCay of Cathay.

The West Coast sale at Galt last spring gave first public indication of the demand for Angus in California. The Great Western auction, the first one held in Los Angeles, reaffirmed that demand. Those who held ringside seats during the judging were in the sale pavilion when Fred Reppert mounted the auction box. They formed a group filled with human interest, bent on owning good Angus. The only barrier to sensational results was a sale list containing more animals of topmost quality and a grand champion bull. There is significance in the following averages:

<table>
<thead>
<tr>
<th>Category</th>
<th>Average</th>
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<tr>
<td>Top Angus</td>
<td>$8.25</td>
</tr>
<tr>
<td>Bulls</td>
<td>$4.87</td>
</tr>
<tr>
<td>4¼ Females</td>
<td>$5.02</td>
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<tr>
<td>56 Head</td>
<td>$4.92</td>
</tr>
</tbody>
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When it was over the man who had garnered more of the good ones than any other was Frank Morgan, screen and radio personality from Beverly Hills. He had already shown a preference for “blacks” when he established a superior Poland-China foundation on his Southern California ranch. Here he car-

(Continued on Page 28)
CONTINUOUS GROWTH

important in beef production

By H. R. GUILBERT, K. A. WAGNON and G. H. HART
Division of Animal Husbandry, University of California

Previous work and observations show the following primary requisites for efficient production of beef:

1. Efficient cattle.
2. High percentage calf crop and heavy weight at weaning.
3. (Co.) Continuous growth of young cattle to obtain efficient utilization of feed and to produce a desirable product.

Records on the San Joaquin Experimental Range since 1935 have shown that supplemental feeding to keep the breeding herd in good condition the year around and to maintain continuous growth of young calves resulted in 33 per cent more net returns than obtained from the control herd on range feed alone. About 75 per cent of this increase in net returns was due to saving a year’s maintenance cost. Supplemented steers have required about one year less time to reach 900 pounds than un-supplemented steers and body measurements after weaning, group 1 was required to increase weight and length, their heads became longer and to maintain continuous growth from the control herd on range feed was required through saving a year’s maintenance cost.

The economy of continuous growth has been further studied during the last two years. In 1941, 16 steer calves were selected at weaning time in July and divided into eight pairs matched as closely as possible for age, weight, previous gains, sire, grade and body measurements. After weaning, group 1 was fed supplements during the dry feed and winter season (July 6, 1943) and the other two groups (Group 2, limited supplements, Group 3 liberal supplements) were sold as feeders at the end of the good feed season (July 6, 1943) in amounts to produce a gain of 1 to 1.25 pounds daily. The third lot was fed to gain 1 pound daily. During the green grass season none of the groups received concentrates. Group 1 (limited supplements) was sold as feeders at the end of the good feed season (July 6, 1943) and the other two groups (Group 2, limited supplements, Group 3 liberal supplements) were fed full on grass (starting the latter part of May with the idea of producing approximately an equal finish at time of marketing. Sixty-five days were required to fatten group 1 sufficiently to grade “A” (4 carcasses graded “AA”, 8 graded “A”, and 1 graded “B”). One hundred days were required for group 2 which produced 2 “AA” and 13 “A” carcasses according to OPA graders. The live weight price was $14.00 per hundred weight for group 2, compared with $15.00 for group 3 marketed earlier. The yield was about the same, 58.9 per cent for group 2; 59.1 per cent for group 3.

Again the total concentrate feed required was nearly equal (1600 pounds for group 2, 1668 pounds for group 3). Those that received a greater proportion of the feed to promote more nearly normal gain at the younger age (group 3) produced 37 pounds more live weight, required a shorter finishing period and because of more bloom and higher selling price returned $12.62 more over feed and carrying cost than group 2.

Group 2 made $4.39 less return over feed and carrying cost than group 1 sold as feeders while group 3 made $8.23 greater return.

A parallel may be drawn between these experimental groups and the treatment of stocker calves and yearlings generally. Calves and yearlings both natives and those shipped into California, commonly either mark time or lose weight on dry feed or short green feed from August or September to February. The dry feed on most ranges in the fall is too low in protein to promote gains particularly in calves. The early green feed though supplying sufficient protein and minerals for growth is so high in water it is impossible for the animals to eat enough of it to furnish energy for good gains. In other words, the “soup is too thin.” Feeding 1 pound of cottonseed cake or its equivalent to calves and 1½ pounds to yearlings will remedy the protein and phosphorus shortage of dry range feed. The total feed should be brought to 3 or 4 pounds daily by the addition of cheaper grain or other carbohydrate feed at the time of the first rains when a tendency to shrink is greatest. The amount can gradually be decreased as the forage improves.

Similarly in colder areas where cattle are wintered on hay, calves, and yearlings frequently weigh no more and

(Continued on Page 30)

This Shorthorn steer shown by Jack Talbott of Guthrie, Okla., was Future Farmer champion and went on to become grand champion of the entire show at the American Royal Livestock Show in Kansas City this year.
The Influence of Good Bulls Lasts for Years

Good Bulls Are Like Old Friends
They Are Invaluable

We Have 150 Good Bulls... Look
Them Over Carefully... You’ll
Buy Them and Be Proud
of Them

Watch Our Cattle at Red Bluff
January 28th-29th

30 Coming Two-Year-Old Bulls
10 Coming Three-Year-Olds
Bred Heifers

Blood Lines... Quality
Conformation

They Are
Tops

Cattle may be inspected in our pastures at Broderick,
just across the M Street bridge from Sacramento.

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H. M. Harter
Sacramento, California

Tel. Sacramento 25681 Telephone Dixon 11
**2 WAYS TO GO TO MARKET**

Your grocer stocks cheese... probably carries from 8 to 16 different kinds.

And the average grocer stocks about 12 different flour items, too.

And some 20 different tomato products.

All in all the average grocer stocks a total of about 2,500 items.

Question is: How do all these 2,500 items get to the grocer?

This is the old-fashioned way it was done. Frequent calls by many competing suppliers. On the average about 60 different trucks called on a grocer, each truck bringing a part of the items he needed.

We Safeway people have worked hard to perfect a more efficient way...

Our idea is to get ALL the items together first... and then have them go out to our stores regularly, all together.

You can see this cuts out a lot of costly waste motion.

It saves manpower; frees men to help build ships and planes—and to work on farms.

It saves vital equipment.

And saves a tremendous number of truck tires.

By eliminating needless marketing costs, the Safeway method has helped increase the farmer’s share of the consumer’s dollar. Boosted consumption. And offered consistent savings to consumers.

Today, this more efficient food distribution system is a national asset. In war or peace, everybody benefits by the straightest possible road between farmer and consumer.

**SAFEWAY**

P.S. You buy foods as well as sell them. We invite you to shop at your Safeway grocer’s for one full month... and compare what you save.

For 27 years Safeway people have worked to improve methods of food distribution.

**LAY AWAY A BOND TODAY!**
WHETHER it's a crop production or livestock loan, you can get action—pronto—at your nearby Bank of America.

When you do business with Bank of America, the local manager knows you. And because he knows you and talks your language, he would rather say "yes" to you than "no."

In peace and in war, in good years and bad, he's there to help you set up your budget and then to see you through the season.

Naturally, when you sell your crop, you deposit the cash in a bank. Naturally, you'll find it handier and quicker—and usually cheaper—to do your borrowing at the same place.

For complete and economical livestock financing, use your local Bank of America, or apply at the Livestock Loan Dept., 600 So. Spring St., Los Angeles, or 23 New Montgomery St., San Francisco.

Bank of America
NATIONAL ASSOCIATION

So. California Steer Ranch Sold
The famous 6000-acre Santa Ana Canyon Ranch in Orange County, Calif., has recently been sold to Mr. and Mrs. Louis E. Nohl of Pittsburgh, Pa.

The ranch for nearly a century was owned by the Jonathan Bixby family, being sold about four years ago to Walter M. Petitfils, who in turn has sold it to the Nohls. It is well known as a steer ranch and exceptionally well equipped for the production of fat cattle. In addition to well kept ranch buildings, corrals, etc., an attractive California ranch home was recently completed by Mr. Petitfils. The Nohls plan on making their permanent home on the ranch and will stock it with Hereford commercial cattle plus a small purebred herd of registered Herefords.

Price of the ranch complete with equipment, furniture and other additions is reported at $240,000. The deal was handled through Seamans Ltd. of Los Angeles.


Feb. 6-7—Southern Arizona Horsemen's Association show, Tucson.


Left to right, the champion and reserve champion bulls at the Northwest Hereford Breeders' Association show and sale Nov. 15-16 at La Grande, Ore. The champion was shown by Jaeger Bros. of Condon, Ore., and sold for $1375 to Jack, Eva and Lester Hibbs of Grass Valley, Ore. The reserve champion from the Earl Hibbs herd at Pullman, Wash., was bid in by K. S. Munno of Prescott, Wash., for $900.

Here are the champion and reserve champion females at the Northwest Hereford Breeders' Association annual fall show and sale, Nov. 15-16 at La Grande, Ore. Left, the champion female shown by J. R. Morton of LaGrande, Ore.; right, the reserve champion shown by William Duff of Adams, Ore. The champion sold for $1100 to Mrs. Muriel Smith, Montesano, Wash., while the reserve champion brought $550 from George Webb of Mayville, Ore.
When America's sons come home

SOME DAY, he's coming home to stay. Some bright morning he'll be up there sleeping for the first time since Victory in the room at the head of the stairs—the room that was always so much his—and always will be, to you!

And what a day it will be! Come when it will, that day will wear its own special air of Christmas...of life and hope...of good things yet to be...of peace on earth and answered prayer.

Maybe you've already thought how you'll go up quietly and look in on him...a boy no longer...a man now...one who risked much to bring back to you and all of us the priceless gift of Freedom.

GENERAL MILLS folks are doing their utmost to hasten this great day...and in none of their many and varied war activities do they take greater pride than in the contribution they are making to our country's huge requirements of commercial feeds for nearly every type of livestock...feeds that mean milk and meat and eggs for fighters and workers throughout all the free world.

And General Mills folks look forward to the responsibilities they will face when Victory comes. Throughout its nationwide organization, they are protecting and maintaining the places of hundreds of employees now in uniform. And they are thoughtfully planning ways to help make tomorrow's world a better one...a world that will not squander the dearly bought liberty for which so many already have died. General Mills believes it can best help to build that new world by continued adherence to the great fundamentals of hard work...of thorough, unceasing research...of quality...of integrity...of honest service to America.

Larro "Farm-tested" Feeds are made in conformity with America's nationwide Protein Conservation Program.

GENERAL MILLS

Commercial Feeds

DETOIT • MINNEAPOLIS • KANSAS CITY • SAN FRANCISCO
In the early days of the war when Allied supply lines were still uncertain... a stirring pledge came back from the fighting forces: "Give us the tools and we will finish the job."

Food and equipment from American farms and factories are now flowing steadily to every front. But to continue winning battles, campaigns... and eventually the war... the boys making good their pledge must have more, more and still MORE of everything. If there must be shortages anywhere, let them be here at home—never in the battle lines.

The gigantic task of stocking supply lines has brought two-fold responsibility to us at Allis-Chalmers. We have built—and will continue to build—every single farm tractor, harvester, implement and repair part permitted by our allotments. In addition to producing standard war materials, we have developed special new war machines and are building them in volume. Our monthly war production alone multiplies by several times our highest peacetime record. This we say not in a boastful way but as our pledge to the boys who must have both food and bullets to win.

Our war leaders tell us that 1944 must be this country's greatest food production year of all time. That can be accomplished only by bringing every usable farm machine into top working condition. Your Allis-Chalmers dealer is prepared to help you now! See him right away... Let's finish the job!

Great Western Hereford Sale
(Continued from Page 11)

from Em. H. Mettler & Sons, Shafter, Calif. The balance of the Curtice Herefords, 11 head in all, went at $625 for five and $650 for six head, to Don Smith, president of the Federal Termite Control, Los Angeles, for his Elk Creek Ranch near Medford, Ore.

Other highlights of the Hereford sale:
The first $10 head of bulls sold in the morning averaged $619.

Herbert Chandler, Baker, Ore., received $1,000-for his heifer, Miss Advance 22d, calved May 2, 1942, on the bid of B. M. and Raymond Thomas, Madera, Calif. This outstanding daughter of Advance Domino 120th will be bred to the greatest sire of high priced herd bulls on the Pacific Coast, Jr. Domino 160th, owned by Mr. Thomas and his son.

Mr. Chandler also received from Mr. Vincent of Glennville $725 for Donald Debonair by Donald Domino 16th—a bargain price for a promising two-year-old herd sire prospect.

E. B. Coffin, Hidden Valley Ranch, Susanville, Calif., received $600 for the herd bull prospect, HV Col. Woodford by Lorena's Domino 19th, the buyer being Howard Hatler, Milton, Calif.

The 10 choice, bred Hereford heifers consigned by Cowden Livestock Co., Willcox, Ariz., realized $435 each on the bid of J. E. Frame, Porterville, Calif.

Heinz Hereford Ranch, widely known herd of Henry, Neb., made the first appearance at a Los Angeles show, bringing out a choice consignment. J. B. Shamel, Sanger, Calif., paid $255 for Lady Tone, a two-year-old cow by Masterpiece; the Mettlers paid $625 for Real Princess 163d, two-year-old cow with calf at side; A. H. Karpe, implementation dealer of Bakersfield, paid $400 for the junior yearling bull, Bocaldo Don H 22d; and Mr. Shamel paid $310 each for a pen of five yearling heifers.

John Hill, Drummond, Mont., had the first bull in the ring, an attractive two-year-old by Hill's Promise 22b, which went at $850 to C. Ray and John Robinson, Merced, Calif. The Robinsons also bought at $750 and at $450 two other junior yearling bulls, Strathearn Bros., Moorpark, Calif., paid $465 each for a pen of six Hill bulls and $350 each for a pen of six yearling bulls. Another Hill bull sold at $625 to Mr. Vincent of Glennville.

L. J. Horton's pens of bulls proved popular, the third prize pen of yearlings going at $350 each to J. E. Frame, Porterville; and the fifth prize pen to Arnold Valentine, Pomona, at $500 each.

Mountcrest Ranch, Hilts, Calif., received $155 for the outstanding herd sire prospect, Mountcrest Stan 27b, a senior calf by WHR Stanway Domino, the buyer being H. D. Robinson, Canoga Park, Calif.

Painter Hereford Co., Roggen, Colo., winners of grand champion bull honors in 1941 and 1942, had to be content with second place to Baca Grant this year, but their bulls had many friends and scored $900 each on the bid of Wm. H. Noble, Burrel, Calif., a previous buyer of many Painter bulls. The individual herd bull in the Painter consignment was sold at $300 to J. E. Frame, Porterville, Calif., a previous buyer of Painter Herefords.

Jack Haley, famous star of stage, screen and radio, bought for his ranch...
'There is never a year when all types of farming are unprofitable; and never a year when all types pay.'

You can say that about the departments of Swift & Company as well as about the business of farming.

We diversify our operations, just as some farmers diversify theirs, to make an over-all profit more likely—even though some products may not be profitable in any one year.

So, over a period of years, there has never been a year when some departments did not make money and some lose. For example, the less favorable earnings of our fresh meat departments during 1943 were offset by improved earnings in the non-meat departments.

**Diversification and Research**

Planning and research are necessary in farming and in our business if we are to get the most out of diversification. Farm planning must include:

1. As large a proportion of profitable crops as possible,
2. Protection of soil fertility, and
3. Sufficient volume of work to allow efficient use of labor, power and machinery.

Our planning is similar — just substitute a few terms such as products for crops and you have it.

State agricultural colleges and the U.S. Department of Agriculture conduct experiments and furnish information to farmers and livestock producers. Swift & Company depends upon research to develop new products and methods. Thus research makes practical diversification possible. Research and diversification provide more and better outlets for the producer's livestock, and improve living conditions for consumers.

**Partial List of Products of Swift & Company's Diversification**


**SWIFT & COMPANY**

**CHICAGO 9, ILLINOIS**

Through many years, Swift & Company's net profits from all sources have averaged but a fraction of a penny a pound.
PAINTER
HEREFORD BULLS
Set New High
ON PEN OF FIVE BULLS
SOLD AT OPEN AUCTION
SALE AT LOS ANGELES!
A REPEAT SALE . . .

Wm. H. Noble, Burrel, Calif., purchased our pen of 6 yearling bulls at the Great Western Sale at $900 each, highest price ever paid in the west for a pen of Hereford range bulls, all going to one buyer! Mr. Noble has been using PAINTER BULLS for three years.

Our thanks also to a new buyer of PAINTER BULLS at the Los Angeles sale . . . JAMES BECKER, Chino, Calif., who purchased the herd sire prospect, Advance Prince 1st at $800.

BUY PAINTER BULLS JAN. 29th
AT RED BLUFF!

PAINTER BULLS MEET TODAY'S NEEDS TODAY!

PAINTER HEREFORD COMPANY, ROGGEN, COLO.

Earl O. Walter
Livestock Auctioneer
“A WESTERN MAN . . . FOR WESTERN SALES”
Write, Phone or Wire for Dates
FILER, IDAHO

Parker Registered Herefords
Raising rugged, heavy-boned, quality bulls for range men and breeders. Herd Sires: Domino Mixer Plus, King Domino 55th, Advance Mischief 20th and M.S.C. Advance Mischief.

PAINTER LIVESTOCK CO. • GEO. M. PARKER, Owner • WILSALL, MONT.
Another Front Line

Tonnage of livestock hauled from farms to market by truck reached record proportions in 1942. Trucks delivered 62.8 per cent or nearly two-thirds of the cattle, hog and sheep tonnage. A total of 9,250,850 tons of meat animals was marketed by truck, a gain of 866,190 tons over the previous year. It is estimated that 3,144,161 truck loads or $2,195,000,000 worth of cattle, hogs and sheep were trucked to markets. While hogs lead in numbers, cattle tonnage is nearly twice as large...

Motor trucks have won a secure place among livestock farmers because of advantages in marketing cattle, hogs and sheep and in their adaptability to the many farm transport needs. The truck brings markets and trading centers within quick and easy reach. Feed and feeding stock, as well as materials and supplies, are conveniently hauled with the truck from the nearby trading center, or from more distant points. The motor truck, because of its flexibility, is put to innumerable uses on the farm, including crop production and harvesting...

If the farm is to continue to function at anywhere near capacity, the motor truck must be kept in operation.

INVEST IN VICTORY ... BUY MORE WAR BONDS

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General Motors Corporation

Home of GMC Trucks and GMC Coaches ... Volume Producer of GMC Army Trucks and "Ducks"

December 15, 1943
NORTHWEST HEREFORD BREEDERS' ASSN.

Announces its...

Annual Spring
HEREFORD SALE
MARCH 3rd
(Show on March 2d)
at SPOKANE, WASH.
(Old Union Stock Yards)

Entries Close Dec. 28, 1943

"The Best in the West Will Be Offered Here"

IMPORTANT: Make your hotel reservations NOW
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BOB TEALE, Sales Manager
Bollinger Hotel, Lewiston, Idaho

Northwest Hereford Breeders' Association

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Registered HEREFORDS
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Write or wire me about your next sale.
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DOUBLE REGISTERED
POLLED HEREFORDS FOR SALE
LAWRENCE A. KELLEY
Uno Rancho Bueno, Santa Ynez, Calif.

the Great Western this year registered a
d big advance in matters of quality and
finish. This resulted from a lifting of the re­quirement imposed last year that all
breeding cattle on exhibit be sold
through the auction. This change of pol­icy made Los Angeles a magnet which
drew many professionally fitted cattle.
True, only a limited number of the tops
from such show herds were offered in
the sale, but enough were listed to swell
the number of top selling entries.

Judge Emil Rezac of Tabor, S. D.,
officiating at Los Angeles for the second
time, started his work with the Futurity
classes made up of calves which paid a
fine tribute to California breeders. Sun
Stan Domino, son of White Mt. Stanway
13th, headed the bull class for the Sun­
land Hereford Ranch and Miss KC Dom
13th led the heifer division for Capt.
and Mrs. E. S. Pillsbury II.

It seldom happens in such company
that two herds so thoroughly dominate
a show as was the case with Herbert
Chandler and Baca Grant. With one ex­ception only, all firsts went to these two
exhibitors. Chandler entries had the bet­
ter of the bull division, winning every
first but two. To that exhibit went the
championship on Mark Donald Jr., sum­
mer yearling, while reserve was placed
on the senior calf from Baca Grant,
known as Baca R. Domino 33d. Baca
Grant entries seemed to have the ad­
vantage in the female classes, winning
both the championships on senior and
junior heifer calves, half sisters by OJR
Royal Domino 30th, the sire of all the
Baca Grant entries in the breeding show.

The Chandler winnings pointed with
customary distinction to two sires, Mark
and Donald Domino 16th. In a
very definite sense it was a contest be­
tween sires for dominion. It
appeared as if only one mould had been used, so
marked was the uniformity in every
characteristic.

The Yard Show

It was the largest pen show yet seen
on the coast with a comparable increase
in quality and breeding value over pre­
vious years. Seventy pens of five were
entered, nearly half of them heifers.
Baca Grant yearlings from Crestone,
Colo., were made the champions, second
in class going to a pen of Painter bulls.
Calves from Winterton Bros., Kansas,
Utah, won the reserve, rated over sev­
eral pens from A. R. Schlickau of Kan­
sas. In the heifer division the champion­
ship went to yearlings shown by John
Runner of Saratoga, Wyo., second in
class to the Curtice Ranch of Stevens­
ville, Mont. Curtice calves won the re­
serve, placing over a pen from Mount­
crest Ranch, Hilt, Calif.

Interest in this division of the show
mounted in keeping with the breeding
worth of the pens. Out of them came
heard bulls and foundation heifers of un­
mistakable value. When Judges Ray­
mond Husted and C. W. Hickman
finished their work it was apparent that
the quality of this phase of the show
would enable some new history to be
written in the auction. There the prices
paid substantiated all claims and the
choice of the judges.

Editor's Note: For complete list of awards
in Hereford breeding classes, see the Weekly
Western Livestock Journal of December 7.

The redwood tree, Sequoia Sempervirens, is found only in the Coast Range of California.
TO THIS little lad, held man-high in big, firm hands, his father's arms are the symbol and source of power that protects and provides. The father is flattered but not fooled. He knows that no nation can be protected by the strength of human arms, nor any people provided with good living from the power of human muscles.

From oars to sail to steam . . . from push-cart to wagon to motor-truck . . . from hand-hoe to horse-team to tractor, the path from slavery to freedom, from privation to plenty, always has been a path of POWER. Because his brain is greater than his brawn, man has learned to multiply his strength with Power, first from the sinews of beasts, then from the forces of fire.

For sixty centuries that farming was done by hand, food always was scarce and famine frequent. Farmers prospered only with slave labor; without slaves farmers were no more than peasants. In a single century has come the miracle of Power and the machines to apply it.

Today the farmer who is master of power can produce more food and provide his family a better living than could the master of a hundred slaves working with no more power than their own aching arms.

Throughout the century which is the measure of the machine age in farming, Case has furnished ways for farmers to use more and more Power—first from horses, then from steam, now from internal-combustion engines in tractors, combines and hay balers. For a hundred years it has been a Case habit to make machines strong, simple, and long-lived.

Now that extra endurance in Case tractors is helping countless farmers to push their work along faster, to get things done with less help, to see things through with little time taken for attention, little expense for upkeep.

In every job where Power has replaced muscle, children have been set free from farm toil. There is no child-labor problem in farming except in operations still done by hand because machines have not yet been devised or adopted.

Granted the American freedoms of unfettered enterprise and unhampered employment, American industry and ingenuity will set Power to work on more farm jobs, set more farm children free to enjoy better education, and put more material blessings into their homes. In the future, as in the century past, Case will play a worthy part in the further advance of Power.

J. I. Case Co., Oakland, Los Angeles.

Earmarks of Case farm power are Endurance and Economy. It is endurance that enables Case tractors to hold their swift, steady stride through heat and cold, soft footing and hard pulling, throughout long days and long seasons. It is endurance that enables them to give extra years of use with little upkeep. From this endurance comes low cost per year of use. Fuel economy comes both from ability to burn low-cost fuels and from power-saving transmission.
Offers for Sale

Registered
HEREFORDS
Herd Bull Prospects
Range Bulls Ready for Service

Registered
POLAND-CHINAS
Foundation Breeding Stock
of Most Popular Bloodlines

THOROUGHBRED AND
PLEASURE HORSES

LITTLE PEBBLES at stud to approved mares. One of the best
dispositioned horses in the country. Superior conformation.
Available Now: Brood Mares, Green Colts, Pleasure Horses.
Finished Hunters and Jumpers. Cow Horses.
These Thoroughbreds are bred to win at the races and in
the show ring. From one of the leading stables of Hunters
and Jumpers on the Pacific Coast.

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Be sure...

All the essential B Vitamins give You a full day's work

If you would be active, productive and of good morale, a new shift of wonder workers must report each day for duty in your diet. These wonder workers are the mighty B vitamins and there are more than a dozen besides the well-known B1. Whether obtained from your food or from other sources, they spend the day improving your efficiency and keeping your wits sharp. Then they vanish mysteriously... and must be replaced.

Nature is none too generous with these essential vitamins in the food that comes to your table. Besides, the best of cooks can easily destroy them. That is why more and more people are supplementing their daily diet with the B Complex vitamins in concentrated form.

The Home of Budweiser is one of the world's biggest sources of natural B Complex Vitamins. They are produced from brewer's yeast. We supply food and pharmaceutical manufacturers with a huge volume of this vitamin yeast each year. They in turn supply our armed forces and civilian population with millions of vitamin units. This contribution to your welfare resulted from years of research, laboratory and clinical work in quest of better methods and facilities for brewing the world's most popular beer.

Budweiser

TRADE MARK REG. U. S. PAT. OFF.

In addition to supplying the armed forces with glider parts, gun turret parts and foodstuffs, Anheuser-Busch produces materials which go into the manufacture of: Rubber • Aluminum • Munitions • Medicines • Hospital Diets • Baby Foods • Bread and other Bakery products • Vitamin-fortified cattle feeds Batteries • Paper • Soap and Textiles—to name a few.

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ANHEUSER-BUSCH • SAINT LOUIS

December 15, 1943
NEW HIGHS FOR FAT CATTLE

Great Western Records Shattered at Sale

A steer that brought almost as much money as the top breeding bull sold—that was the keynote which told a story of the highest prices ever paid in the history of the Great Western Livestock Show for fat cattle.

The steer was the grand champion, an 1110-lb. Aberdeen-Angus from the Rosemere herd of Otto V. Battles, fed to a superb finish by Roland Ehlers at the Maquoketa, Iowa, farm of the Battles blacks. When he reached the sale ring, he brought the topping bid of $3.10 per lb. from Cornelius Packing Co.

It was by far the most complimentary price ever extended a grand champion at the show. Previous high had been $2.50 per lb. paid in 1931 for a steer from the Baldwin Ranch of Pleasanton, Calif.

Bidding on the black champion started at 25 cents per lb. and built up rapidly in a flurry of offers hurled at Auctioneer Fred Reppert. As the prices reached the top bracket, the buying duel took the form of a contest between the gen-

1. Mr. Battles received a total of $3441 for the steer, plus $90 in prize money, bringing total proceeds from the steer to $3531, or just under the $3550 price which was paid for the top bull in the Great Western Hereford sale featuring some of the greatest whiteface breeding stock ever offered in the West.

But the fat cattle sale was not great merely from the standpoint of the one sale. Indeed there have been few steers in the West to bring as much as the reserve champion of the show and grand champion of the junior division, which followed the Angus champion into the sale ring. The steer was a 1035-lb. Hereford, shown in the 4-H division by Miss Elizabeth Griffin, whose father is manager of the well known Taylor Ranch at Ventura, Calif.

He was a California range calf and a proud king of the junior show and he finally brought $1.36 per lb. from the Huntington Hotel at Pasadena. Again the House of Murphy was the contending bidder.

In fact, Mr. Murphy proved a strong influence on the sale, bringing out top prices time after time. During a lull in the sale he entered the ring, took over the microphone and made a little speech, reminding bidders that before long "we won't need so many welders, ship builders and mechanics, but we will need plenty of these youngsters out on the ranches producing food." He urged the spending of more money on the fat cattle as an encouragement to the 4-H and FFA youngsters, and he followed his own advice to the real advantage of the junior exhibitors.

Some of the most complimentary prices paid went to Howard Vaughn of Dixon, Calif., who has been an exhibitor of fat stock at the Great Western for several years. His open division Hereford champion went to Cudahy Packing Co. at 36 cents per lb., his grand champion carload of steers brought 26½ cents per lb. from Coast Packing Co., his champion load of Angus steers brought 20½ cents per lb. from Coast, his reserve individual Angus sold at 22½ cents per lb. to the House of Murphy, and his first prize carload of Hereford steers went to Coast for 19½ cents.

Other good prices paid included: 25 cents per lb. for the FFA champion Angus shown by Ralph Burdick of Bakersfield, sold to House of Murphy; 25 cents per lb. for the open division Short-horn champion shown by Jack Labbee of Yakima, Wash., sold to Clougherty Bros.; 26 cents per lb. to George Vaugh of Cal Poly, for his open division Hereford, sold to Perry Gordon; 30 cents per lb. to Helen Olsen of Buttonwillow, Calif., for her first prize 4-H Angus, sold to House of Murphy; 26½ cents to Ronald Hutchings of Bakersfield for his FFA first prize Angus; 24½ cents to Richard Brozman, Bakersfield, for his FFA first prize Hereford; 23½ cents to Jimmy Carlisle, Ducor, Calif., for his first prize 4-H Hereford, sold to Crown Hotel Supply; 26 cents to Wayne Collins, Cal Poly, for his first prize Hereford, sold to House of Murphy.

And so it went with prices never going below 19 cents per lb. on individual steers and a score of packers, meat markets, restaurants and individuals taking part in the bidding. It was by far the greatest of Great Western fat stock auctions.

Quality ~ Type ~ Uniformity

The Get of Two of Our Herd Bulls

Reserve Champions 1942 Arizona Breeders' Show

PINNACLE 55th by WHR Pinnacle 20th

The sires of these reserve champions are also the sires of our entire offering at the Tucson Show and Sale, Feb. 5, 1944.

Las Vegas Ranch

John A. Thompson

Jack Thompson

Prescott, Arizona
YOUR marketing problem is simple when you make full use of the marketing facilities provided at the Los Angeles Union Stock Yards—the great Central Market.

The Central Market provides a "hotel" for livestock in a central location, adjoining the greatest slaughtering center in the West, where there are always many buyers ready and anxious to bid on your livestock. That means competition for what you have to sell.

The Federal Market News Service quotes the conditions as seen by the market reporter each market day. This daily market service is provided by your government, and is based entirely upon sales at the stock yards. Remember that the only yardstick of values of livestock is measured by trading at the Central Market.

Your Commission Man follows your orders and the Account of Sale given you shows the actual weights, sale price per cwt., name of buyer or buyers, and your net returns.

There's nothing complicated about the Central Market—it's as simple as the three R's!
BLACK PROGRESS
(Continued from Page 12)
ried out the color scheme and selected 11 heifers, the three tops being the champion and reserve champion heifers from Otto Battles at $1550 and $1125 respectively and a top heifer calf from Jack Conway’s All-Hollows Ranch. It is interesting to note that one of the final contenders for these champion heifers was Woodrow H. Mower, who operates the Santa Fe Bus restaurant in Turlock.
The Twails Company who bought the Guttridge Estate and herd at Prairie City, Ore., renamed Oxbow, bought several including a bull calf and a heifer calf from Rosemere at $700 and $800 respectively. Jim and Marien Jordan, known to millions as Fibber McGee and Molly, got a Pierce heifer at $600 to add to their already sizable herd at Woody in Kern County. Incidentally, they now own Prizemere 48ist, sire of the grand champion bull, Queenan 2d.

Throughout the sale Bruce Borror, Future Farmer from Springville, was a contender for many of the good ones and got a Pierce heifer at $575. His uncle, Dale Borror of the Holstein firm of F. S. Borror & Sons, paid Bell Brothers $525 for their best bull. Dave Hay of Firebaugh, one of the most respected cowmen of Madera County, bought eight head.

James Ralph III of Redwood City made one of the best buys of the auction when he got the champion pen of heifers from the A-Bar-A consignment at $325 each. These were all by one sire and most uniform in type. A younger pen, identical in breeding and from the same consignment, was purchased by the Matthews Stock Farm of Fresno at $490 each.

The West Coast Angus Association is rapidly filling the purpose for which it was organized, in sponsoring such events as the Great Western sale.

Chandler Heifers to Pullman
Recent sales from the Herbert Chandler herd at Baker, Ore., included 12 heifers sold to L. C. Staley, Pullman, Wash. Seven are daughters of Donald Domino 16th, two by Mark Donald and one each by Advance Domino 120th, Mark Domino 100th and Mark Domino 88th.

You can have cheap, dependable water!
Water from any good well can be cheap and dependable. The JENSEN Water Well Pumping Unit will see to that.
Water should cost you very little, and it should be one thing you never have to worry about.

We can help you. Pumping equipment has been our job for 25 years.
Write now for your free copy of Bulletin No. 26.

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ABERDEEN - ANGUS
REGISTERED
Cows — Heifers — Bulls
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REDWOOD CITY, CALIF.

FOR VICTORY
Buy United States War Bonds and Stamps
Another Reason for Angus Popularity

...Grand Champion Steer at Los Angeles!

ANGUS CHAMPIONSHIPS have become almost universal in fat stock shows, due to packer preference based on superior carcasses and high dressing percentages. For the third year in succession at Los Angeles an Angus won—MIDNIGHT from Rosemere (above)—sold in the auction to Cornelius Packing Company at $3.10 per lb., establishing a new Pacific Coast record. And in the Future Farmer division an Angus steer enabled Ralph Burdick of Bakersfield, Calif., to win the FFA Championship.

THE FIRST SALE of breeding Angus held at Los Angeles was a most encouraging demonstration of the growing demand for good Angus cattle on the Pacific Coast. Buyers were both numerous and prominent. The top ten head averaged $825; the 56 head brought an average of $493, a figure that exceeds all previous sales of breeding cattle at Los Angeles.

AS AN INCENTIVE to the juniors who show steers at Los Angeles, our organization will donate two steer calves to the owners of Angus champion in the 4-H and FFA divisions at the 1944 Great Western Livestock Show.

PACIFIC COAST ABERDEEN-ANGUS ASSOCIATION

Otto V. Battles, President, Yakima, Wash.
Ed. Biaggini, Vice-President, Cayucos, Calif.
Mrs. Kernick Smith, Secretary-Treasurer, Selma, Calif.
Perhaps the Best-Headed

Bull in California...

Prince Domino Mixer, Jr.

His Sire is the Second Leading

Bull in the Hereford Register of Merit;

His Grand sire is the Leading Bull

AT KINNYBROOK FARM, we have for sale 35 bulls sired by Prince Domino Mixer, Jr., 15 coming two-year-olds, and 20 weaners. These are out of cows springing from such great sires as Patrician, Bocaldo, Beau Blanchard, Foster Anxiety, Prince Domino, Onward Domino, Superior Domino, and Dandy Domino.

From this registered 100 cow herd, we have also for sale 6 coming two-year-old bulls, and 22 weaners sired by Pueblos B. B. Adow 4th and Brae Mixer 75th. A limited number of two-year-old, long yearlings and weaner heifers are also available, the two-year-olds bred to CBQ Real Silver Domino 2nd.

KINNYBROOK FARM

WESLEY COBLENTZ, Manager

Kenwood, Sonoma County, Calif. - On Highway 12, Halfway Between Sonoma and Santa Rosa - 11 Miles from Each City.

Please Mention Western Livestock Journal When Writing to Advertisers.

Continuous Growth

(Continued from Page 13)

sometimes less in the spring than at the beginning of winter. Unless the hay is of especially good quality, containing over 8 per cent protein and other conditions favorable, calves frequently will not gain a pound daily on hay alone. Two pounds of equal parts cottonseed cake and grain with low protein hay or 2 pounds of grain with all the alfalfa they will consume are practical and proven ways to secure cheap gains.

Whatever the feeds or methods used, the objective should be to secure 1 to 1.25 pounds of gain daily for the period whether it be wintering in the higher altitudes or on range in the foothills and valleys.

Two to three hundred pounds of concentrates used in this way when the impulse to grow is greatest will generally result in 100 pounds or more increased weight and yet not detract from economical gains on grass. Every 100 pounds additional weight obtained on grass will save $1.00 to $1.50 per pound of high priced and high labor cost feed in the feed lot.

These tests, moreover, show the possibility of finishing more cattle on range and pasture, with saving of feed, labor, and transportation requirements that are particularly critical in wartime production. Promoting continuous normal growth as calves and yearlings will result in a good percentage of "A" grade two-year-old beef directly off grass or after a short feeding period. On the poor soil and feed of the San Joaquin Experimental Range, 60-90 day finishing period and a lifetime total of 1,200 to 1,400 pounds of concentrates have been required to produce two-year-old "A" grade carcasses. A total of 1,100 to 1,400 pounds of concentrates has produced commercial to good long yearling steer beef; 1,400 to 1,700 pounds produced strictly good yearling steer beef. Heifers require considerably less supplemental feeding than steers to make the same market grade. Thus on poor range the total concentrates required to produce grade "A" beef at the long yearling stage has not been in excess of that required in the feed lot for 120 to 150 day periods to finish cattle of similar age that have not been supplementally fed on the range. Good feed ranges could accomplish the same result with less concentrates and with supplemental feeding for shorter periods.

This type of production should have a real place in our war economy, because it actually produced more beef on the same feed by using it more effectively at earlier ages and because it saves in addition large quantities of harvested, baled, transported and milled roughages necessary in feed-lot operations.

The difficulty of supplementary feeding on many ranges with large pastures and the difficulties and costs of obtaining feeds are recognized. Since the desirability has been so clearly demonstrated, it should be every stockman's responsibility to attack the problem of how it can be accomplished practically.

The implications of this discussion and these data under war conditions are obvious. If a stockman is not producing 65 calves from each 100 breeding cows, if the calves do not weigh 450 to 500 pounds at 7-8 months of age and if the competitive feeders are to succeed in the war economy, it will be necessary to produce more beef at a smaller investment. The time has come to promote "A" grade beef at this stage of the war economy.

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Red Brand

So, in 1944, let the Keystone Record Book and other leading farm authorities keep it. It was designed by experienced accountants and approved by County Agents. When income tax reporting times come around next year, you should be able to put your finger on the facts quickly and easily. Or when you deal with banks and government agencies, you must show them in black and white exactly how you stand.

When income tax reporting times come around next year, you should be able to put your finger on the facts quickly and easily. Or when you deal with banks and government agencies, you must show them in black and white exactly how you stand. This 32-page farm record book is easily kept. It was designed by experienced accountants and approved by County Agents and other leading farm authorities. So, in 1944, let the Keystone Record Book help you keep tab of your farm business. Send for your FREE copy today!

War Bonds for Victory

KEYSTONE STEEL & WIRE CO.
846 INDUSTRIAL ST.
PEORIA, ILLINOIS

Buy War Bonds for Victory

Northeastern Montana Hereford Sales Make a Good Start

The first annual bull sale held by the Northeastern Montana Hereford Breeders Association at Malta made a very good initial start on Oct. 25, when 26 bulls brought an average of $513 and a top of $1450.

The pre-show champion, Penn Domino, son of Penn's Anxiety 153d, dam by Charles Domino 20th, from the herd of Steve Holman, Dodson, Mont., brought the highest price of the sale, $1450, going to Chas. Fenton, Havre.

Both show and sale were well attended and bidding was keen throughout the entire sale.

Mehlhorn Bulls for Reservation

Result of a recent transaction, 26 yearling Hereford bulls from the Albert Mehlhorn Ranch, Halfway, Ore., have been sent to the Owyhee Indian Reservation where they will serve on the large commercial Hereford herd there. Reported price was $300 per head.

Establishing Hereford Foundation

Jess Rodman Hereford Ranch, Fresno, Calif., recently sold a group of good Hereford heifers to J. D. Imperatrice of Fresno, who is founding a registered herd for his 15-year-old son on a ranch near Clovis, Calif.

The average haul of a ton of freight is now 460 miles.
Washington Cattlemen Get Response from Solons

Recognizing the unsatisfactory livestock market situation in the state of Washington, particularly the difficulty of getting full value out of hogs and thinner grade cattle, the Stevens County Livestock Protection Association asked for a reduction in point value of meat, abandonment of the permit system of farm slaughter, improvement in the labor situation in packing plants, and encouragement to local slaughtering and packing plants to operate to capacity. This resolution was backed by the Washington Cattlemen's Association, and individually by numerous stockmen of the state.

Within a two weeks period the permit requirement for farm slaughtering of hogs was temporarily suspended, the point rationing value of pork was reduced, and really vigorous efforts were put into effect to improve the packing house labor situation in the northwest.

A Sketch of...

FRANK A. RICHES, Buena, Wash.
Director of the Washington Cattlemen's Association

The fact that Frank A. Riches has recently been re-elected president of the Northwest Hereford Breeders' Association certainly demonstrates the regard with which this young man is held among cattlemen of the great northwestern beef country.

Mr. Riches operates an irrigated farm of 240 acres at Buena, Wash., near the center of the productive Yakima Valley. Two states removed from its namesake, he calls it California Ranch.

He started from scratch a few years ago to get into the purebred Hereford business and he has already developed a splendid herd of registered whitefaces. The growth and present quality of his herd demonstrate he is a breeder well worthy of the name, for the development of the herd has been through the purchase first of a few good animals, then by the hard but sure method of buying good sires and keeping the best females.

The present Riches herd sire is Herbert Belmont III. This is the good bull which became champion at the

FRANK A. RICHES
Spokane show in 1940 and at the Central Washington Fair in Yakima in 1941. Popularity of Riches California Ranch Herefords is growing from year to year and more is destined to be heard from this popular young Hereford aggregation.

Victor Domino 75th

We offer two groups of good bulls of short yearling and long yearling ages, and three sound older bulls. Also, 12 lately weaned heifers and 12 brood cows.
Our West Coast Organization

Field Representatives
San Joaquin Valley—E. W. Anderson, 223 Vernon Avenue, Modesto, Calif., Ph. 1483-J.
Sacramento Valley & Bay District—Wm. B. Stout, 209½ W. Lodi Ave., Lodi, Calif., Phone 1354-J.
Arizona—G. L. Wright, Route 2, Box 272, Phoenix, Ariz.
Oregon—P. O. Leitherer, 5412 S. E. Powell Blvd., Portland, Phone SV 2409, and A. O. Hulse, Enterprise, Ore.
Nevada—H. W. Hussman, Gardnerville.

California Distributors
Fresno and Madera Counties—Valley Feed & Fuel Company, Fresno and Madera, Calif.
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Economy Products are Products of Quality
This enviable service to stockmen is founded on the fact that ECONOMY PRODUCTS are products of quality which have filled a need in livestock production, else they would not have survived the test of time.

On the books of this company are customers who have been continuous users of ECONOMY PRODUCTS for a quarter of a century and who still use them consistently.

Conditions imposed by the war—the need for food production accompanied by a shortage of livestock feeds—make it all the more imperative that animal health and condition be safeguarded and that valuable feeds be conserved and made to go as far as possible.

In this situation the quality of ECONOMY PRODUCTS becomes a matter of first importance as assurance of the best results to those who use them, the kind of quality that is remembered long after the price is forgotten.

Rely for results on ECONOMY PRODUCTS—Condition Powders, Mineral Feeds, Disinfectants, etc.—and take full advantage of our service representatives in the use of products of proven quality and character for hogs, dairy cows, beef cattle and sheep.
We Believe in California Bred and Raised Herefords.

We Believe in California Cattlemen and the future of our Hereford Industry.

We Believe that all California cattlemen would benefit by giving first opportunity to California breeders to sell breeding stock at home. Then, if they do not find what they want, buying elsewhere. We know that many California Cattlemen will benefit by closely inspecting the many fine breeding herds in this state. Sometimes we answer the lure of "east of the Rockies" and travel a long way to find that which exists in our own backyard.

We Believe California Herefords are equally as good as any cattle in the country. Why not give your Hereford breeders a break? Fresno and Madera counties have at least ten outstanding range and herd bull, cow and heifer breeders, all located within 25 miles of each other. You may not find what you want at Circle M Hereford Ranch but come and see for yourself. We are more than apt to have exactly what you want, but if we don't, there are many other good breeders very close to us who might.

— AL MENDEL

WE OFFER FOR SALE . . . Two outstanding range bulls. Priced right for their quality at $500 each. One by WHR Constellation, one by WHR True Mold 15th.

AL MENDEL
P. O. BOX 1782
FRESNO, CALIF.
We Wish to Congratulate
Buyers of Our 1943 Sale Offerings

at Cal-Oregon Sale, Nov. 1st at Klamath Falls:

King Dominator 116th, bull, March 14, 1942, by Real Prince D. 192d, to Howard Mayfield, Redmond Ore., $710.
King Dominator 110th, bull, March 20, 1942, by Real Prince D. 192d, to Harvey Smith, Ione, Ore., $435.
King Dominator 122d, bull, March 6, 1942, by Real Prince 46th, to L. S. Kandra, Merrill, Ore., $1000.


... at La Grande Hereford Sale, Nov. 16th:

JHR Real Promino, bull, March 27, 1942, to Burns & Nelson, $500.
JHR Beau Promino, bull, Feb. 12, 1942, to Pat Mann, Adams, Ore., $575.
King Dominator 107th, bull, March 10, 1942, to L. A. McClintock, $400.
King Dominator 111th, bull, March 3, 1942, to L. E. Standley, La Grande, Ore., $500.
King Dominator 118th, bull, May 15, 1942, to L. A. McClintock, $400.

... at Los Angeles Great Western, Dec. 1st:


KING DOMINATOR 108th, Champion bull at the La Grande Hereford Sale, sold to Jack, Eva and Lester Barnum, Grass Valley, Ore., for $1375.

JAEGGER HEREFORD RANCH
Henry & Walter Jaeger Owners
CONDON OREGON

December 15, 1943
CATTLE GRUBS

Cattle grubs (ox warbles) prevent fattening—contaminate beef—damage hides—reduce milk flow. Don't accept these pests as a necessary evil—kill them with Berako!

Berako—a ROTENONE liquid—is being used with great success by many dairy and beef cattle raisers. Berako is easy to mix and apply as a wash or spray. A treatment costs only a few cents per head.

When grubs appear in the backs of your cattle—use Berako!

THE LAND OF ARGENTINA

By OTTO V. BATTLES

WHAT is the Agricultural land of Argentina like? Why does Argentina have a white European population instead of a pig and cattle grubs (ox warbles) prevent this from happening? Why is Argentina's chief source of wealth?

These questions, and similar ones, are asked of me so frequently that I am convinced that there is a real desire, on the part of many, to know the answer.

Argentina is one of the wealthiest agricultural countries on the globe, but its great farming wealth is produced by less than ten percent of its total area, approximately sixty million acres. In fact, the life and wealth of the nation is concentrated in an area not larger than three of our most important Corn Belt States. This is the expanse of almost unbelievably fertile plains that have become famous as the pampas, in song and story, as the Pampas. These verdant, treeless plains, without stone or gravel, and with a top black soil of an average depth of twelve feet, extend in a semi-circle around Buenos Aires (the second most important seaport in the Western Hemisphere, excelled only by New York) with an average radius of three hundred and fifty miles. When it is known that this rich area is served by a network of excellent railroads (principally British owned) which reach a half of the United States, this peculiar fascination about the Pampas, stretching, level and uninterrupted, to the horizon in every direction, all testify to this. And the foreigner visiting this enchanted land, particularly after he learns to drink mate as the criollos drink it, is likely to have difficulty in getting the spell of this environment out of his blood.

Once the geography of Argentina is fixed in one's mind, it is easier to fully comprehend its agricultural possibilities, so let us first analyze that.

Argentina is more than one-third the size of the United States, and occupies the entire southern half of the South American continent, except for the narrow strip west of the Andes, which is Chile, and the very small Republic of Uruguay on the east. If Argentina were placed on the North American map in reversed position, corresponding to the reversed latitudes, and seasons, it would extend from tropical Southern Mexico to bleakly cold Winnipeg, Canada, and Buenos Aires would be on the latitude of Cape Hatteras. And, as is not generally known, the entire country of Argentina lies east of the longitude of New York City and the Andean border is directly south of Boston. But, perhaps, the reversal of latitudes and seasons south of the Equator, of some consequence, in a geographical sense, between our two countries. It is difficult for us to think of Christmas in mid-summer! Easter at the beginning of Autumn! And the Fourth of July in mid-winter! Then try to visualize, if you can, these contrasts. In Argentina, it is from the North that the hot winds blow in Summer and, from the South, the cold winds of Winter. The September Equinox introduces Spring, with its profusion of flowers, and its golden Summer sunshine at its height, and during sultry December, the streets and beautiful Avenuas of Buenos Aires are crowded with gay Christmas trees, because the city dwellers, who can afford it, have sought the cooler air of the famed seaside resort, Mar del Plata.

Argentina is one of the wealthiest agricultural countries on the globe, but its great farming wealth is produced by less than ten percent of its total area, approximately sixty million acres. In fact, the life and wealth of the nation is concentrated in an area not larger than three of our most important Corn Belt States. This is the expanse of almost unbelievably fertile plains that have become famous as the pampas, in song and story, as the Pampas. These verdant, treeless plains, without stone or gravel, and with a top black soil of an average depth of twelve feet, extend in a semi-circle around Buenos Aires (the second most important seaport in the Western Hemisphere, excelled only by New York) with an average radius of three hundred and fifty miles. When it is known that this rich area is served by a network of excellent railroads (principally British owned) which reach a half of the United States, this peculiar fascination about the Pampas, stretching, level and uninterrupted, to the horizon in every direction, all testify to this. And the foreigner visiting this enchanted land, particularly after he learns to drink mate as the criollos drink it, is likely to have difficulty in getting the spell of this environment out of his blood.

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world's largest serum producers
100 Arizona Hereford Candidates for the
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AWARD

17 HEIFERS

50 RANGE BULLS

Will Be Sold at AUCTION
FEB. 5th at TUCSON

This offering will be judged by Herb Chandler at the Tucson Livestock Show, Feb. 4th, and sold the next day at public auction by Art Thompson.

Under management of the
ARIZONA HEREFORD ASSN.

E. B. STANLEY, Sales Mgr. University of Arizona, Tucson

PLAN YOUR TRIP TO INCLUDE

WORLD CHAMPION QUARTER HORSE RACES
Rillito Race Track, Tucson
(Sponsored by Southern Arizona Horse Breeders' Assn., M. H. Haskell, Sec.)

SUN VALLEY HEREFORD RANCH SALE
Phoenix, Ariz.

FEB. 6th
FEB. 7th
Consignments from These Breeders:

Lewis J. Whitmore, Pomeroy, Wash.
J. L. Jacob & Sons, Malin, Ore.
A. B. Hoy, Weed, Calif.
E. B. Coffin, Susanville, Calif.
Floyd Bidwell, Cassel, Calif.
H. C. & Floyd Need, Taylorsville, Calif.
Herbert Chandler, Baker, Ore.
L. E. Wheelock, Durham, Calif.
Western Hereford Cattle Co., Sacramento, Calif.
Peterson Bros., Ogden, Utah
L. J. Horton, Klamath Falls, Ore.
Stearns Cattle Co., Prineville, Ore.
Albert Mehlhorn, Halfway, Ore.
Jaeger Hereford Ranch, Condon, Ore.
John R. McArthur, McArthur, Calif.
Walter C. Dale, Paynes Creek, Calif.
Pollock Hereford Co., Sacramento, Calif.
Wixson & Crowe, Milford, Calif.
Homer L. Sanborn, Meridian, Calif.
Curtice Herefords, Stevensville, Mont.
Fred Buckingham, Paradise Valley, Nev.
Hunt Bros., Millville, Calif.
Painter Hereford Co., Roggen, Colo.
Hidden Valley Ranch, Colfax, Wash.
Mountcrest Ranch, Hilt, Calif.
Flounce Rock Ranch, Prospect, Ore.
John Hill, Drummond, Mont.
Carson Estes, Burney, Calif.
C. E. Louesen, Susanville, Calif.
To the Cow Men of Northern California and Southern Oregon:

When members of the Tehama County Cattlemen’s Association held the first Red Bluff Hereford Sale in February 1942, it was with the feeling that they might be sponsoring a Natural.

That sale and the subsequent one held in January 1943 indicated that assumption to be correct.

Now, on the home stretch of the third Sale, the Association’s Committee is astounded at the unprecedented interest and enthusiasm being shown the 1944 event.

Such confidence in our endeavor not only amazes us, but whets our sense of responsibility too.

It provides us with another reason for wanting to do a good job and makes us feel that if we do, our Sale may be destined to become the premier event of its kind on the Pacific Coast.

Some of the reasons which give us confidence in such an assumption are as follows:

1. —The Sale is sponsored by commercial cowmen whose only interest is to make it convenient for buyers to purchase bulls of desirable age, breeding and conformation.

2. —Red Bluff is in the heart of the Coast’s largest cow country with good highways centering there from the Coast to Nevada and from Southern Oregon on the North to the whole of California on the south.

3. —Sufficient bulls will be offered to make it practicable for big operators to buy as well as cowmen needing only one bull. In addition consignors will be encouraged not to over fat range bull consignments.

4. —The Sale is the last on the State Circuit. The cowman who hasn’t found what he wants up to that time, will find it at Red Bluff.

And then, of course, there is the urge on the part of Tehama Cattlemen to play host at least once each year to the cattlemen of the North, a heritage derived, no doubt, from 30 years of highly successful Red Bluff Roundup promotion.
Hector Guerrero, near Mar del Plata, but during my most recent visit to Argentina, I was a guest at an Estancia with an even more extensive planting.

This was the Estancia of the famous Pereyra-Treola Family, known as San Juan, just fifteen miles from the outskirts of Buenos Aires. Amongst other things, this Estancia is noted for its outstanding herds of Hereford and Short-horn Cattle, many of which have won top awards at Palermo shows down through the years. On this beautiful estate, there are over six million hand-planted trees which comprise nearly every variety known. As this is one of the show places of Argentina, which is easily accessible to Buenos Aires, distinguished visitors from other countries are often invited there so that they may obtain a glimpse of the rural life of the country, and a number of these visitors have been asked to plant a tree while there. At the time of my visit, I saw trees that had been planted by Edward VIII, when he was Prince of Wales, President Franklin D. Roosevelt, Theodore Roosevelt, Clark Gable, and other world celebrities.

During the latter part of the Nineteenth Century, Estancia owners imported trees from Europe by the millions, and set them out on their Estancias. Beautiful Palermo Park, which includes the Palermo Show Grounds, was once an Estancia belonging to the Dictator Rosas, and most of its thousands of new beautiful trees were imported from Europe, and planted there by him.

I have elaborated quite extensively on the tree phase of Argentine rural life because, next to rich farm and pasture scenes, trees hold the greatest interest for me, in a landscape panorama.

**Breeder Tom Richards**

The livestock business, particularly the purebred division, has the magnetism to attract the interest and participation of personable characters from the business and professional worlds. A case in point is Tom Richards of Sacramento who entered the Hereford lime-light when he purchased the $5500 Beau Zento 5th to go to the head of an excellent band of heifers which had been brought west by the Western Hereford Company from the Troublesome Valley herd of Colorado, the John Heinz and the George Christenson herds of Nebraska, all old established and highly respected breeders. He has acquired and has under development and improvement, properties at Nicholas, Wheatland and Oregon House, and when new building can be resumed the plan is to build a headquarters place near the packing plant in Sacramento.

Speaking of fruit canning, Mr. Richards is a member of the firm of Bercutt & Richards, an enormous plant operated with the greatest efficiency and doing a volume business. For example this plant processed 50,000 tons, valued at four million dollars for the account of the Army this season. His ranch properties will be improved with pastures, grain production, suitable buildings and fences in order that the development of the purebred Hereford herd may go forward and provide him with a new interest to occupy his time and thus afford an escape from the pressure of business.
LIVESTOCK MARKETS

EXTREMELY heavy receipts of cattle, hogs and sheep continue to pour into the central markets of the United States and slaughter records are being broken month after month as proof of the livestock industry’s cooperation in “Food for Freedom.” November hog slaughter in the United States was 33% above a year ago and by far the largest for any one month on record. Cattle slaughter continues at or near record proportions. Sheep and lambs continue to be liquidated. It remains to be seen whether or not the heavy liquidation of breeding stock will work out to best advantage of the national economy, all depending upon the duration of the war. If widely circulated peace rumors are substantiated by an early end of the European conflict, it is probable that present liquidation of hogs, ewes and cows may result in a rather favorable post-war livestock market picture.

In the far western country, liquidation of sheep and hogs continues at a startling rate. The Pacific Northwest is reported through reliable sources to have already sold off 50% of its ewes. All through the past several years of the west, an unfavorable feed ratio on hogs has caused extremely heavy liquidation of sows, gilts and pigs.

Somewhat belatedly, the government recognized heavy hog marketing by increasing value of meat ration stamps on pork; in December, OPA announced substantial increases in civilian allowances of beef and lamb, providing civilians with approximately 30% more meat in December than in previous months of meat rationing. OPA officials announced that they wouldn’t require as much time to make ration point adjustments in the future and that hereafter, the more flexible point rationing system first promised to livestock growers had been worked out so that after government demands are met, balance of meat supplies henceforth would be available to civilians.

Continued heavy marketing and signs of an early peace combine to focus the spotlight on extremely large stocks of food now in warehouses under government ownership. It is claimed that some of this food is likely to spoil and create another national scandal. Great quantities of government-held food are already being released to American civilians. Some skeptics publicly indicate that even greater food supplies may be released to consumers as the 1944 national elections draw near.

Congressional battles over food subsidies continue and reports from Washington indicate possibilities of a compromise program calculated to provide more equitable returns to farmers and stockmen, yet serve to prevent undue inflation. A study of the comparative price table accompanying this review graphically proves that inflation in livestock prices has been checked. Livestock feeders don’t need a comparative price table to know that they have suffered heavy financial losses as a result of gov-

December 15, 1943
Comparative Stock Prices

Following are top and bulk prices paid for livestock at the Los Angeles Union Stock Yards, with comparisons, as compiled by Western Livestock Journal.

<table>
<thead>
<tr>
<th></th>
<th>Week Ending Dec. 10, 1943</th>
<th>Week Ending Nov. 8, 1943</th>
<th>Week Ending Dec. 10, 1942</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Steers</td>
<td>$15.50</td>
<td>$15.00</td>
<td>$14.50</td>
</tr>
<tr>
<td>Bulk Native Steers</td>
<td>12.25 to 14.25</td>
<td>12.00 to 14.00</td>
<td>12.50 to 14.00</td>
</tr>
<tr>
<td>Top Heifers</td>
<td>14.85</td>
<td>14.25</td>
<td>14.00</td>
</tr>
<tr>
<td>Top Cows</td>
<td>12.25</td>
<td>12.75</td>
<td>11.35</td>
</tr>
<tr>
<td>Bulk Cows</td>
<td>9.00 to 11.50</td>
<td>9.00 to 11.50</td>
<td>9.50 to 11.00</td>
</tr>
<tr>
<td>Top Bulls</td>
<td>11.25</td>
<td>11.25</td>
<td>11.50</td>
</tr>
<tr>
<td>Bulk Bulls</td>
<td>10.00 to 11.00</td>
<td>10.00 to 11.00</td>
<td>10.25 to 11.00</td>
</tr>
<tr>
<td>Top Vealers</td>
<td>14.50</td>
<td>14.00</td>
<td>16.00</td>
</tr>
<tr>
<td>Bulk Vealers</td>
<td>13.00 to 14.00</td>
<td>12.50 to 14.00</td>
<td>12.50 to 15.00</td>
</tr>
<tr>
<td>Top Hogs</td>
<td>15.00</td>
<td>15.25</td>
<td>14.95</td>
</tr>
<tr>
<td>Bulk 190-250-lb. Hogs</td>
<td>14.75 to 15.00</td>
<td>14.00 to 14.60</td>
<td>14.65 to 14.90</td>
</tr>
<tr>
<td>Top Lambs</td>
<td>14.50</td>
<td>14.00</td>
<td>14.25</td>
</tr>
</tbody>
</table>

Trade are doubtful if any substantial price improvement would be justified.

Two loads of good to choice 1107-1112-lb. New Mexico fed steers scored $15.85, and bulk of medium to good commercially fed steers cleared at $14 to $15.50. Stockmen and packers insist that the cumbersome program is unnecessary, unworkable and discriminatory, and would add chaos and confusion to the entire livestock and meat picture. Packers insist that provisions of the program, as outlined in the November issue of Western Livestock Journal, would serve to permanently "freeze" their operations on a basis of financial loss and force many packers to close their plants.

Most pressing problem in the meat packing industry today is labor shortage. Plants are forced to operate with reduced personnel despite the heaviest marketings in history. American meat packers simply haven't the skilled labor necessary to slaughter and process the huge volume of livestock now going to market. Unfortunately, because of feed shortages, costs out of line with livestock prices, and inability to feed livestock with any fair opportunity for profit, all too many unfinished animals continue to go into immediate slaughter channels instead of into feedlots.

In the large feedlots in the Los Angeles area, about a normal number of cattle are on feed, mostly in the hands of meat packers. Arizona's cattle feeding is reported to be only 50% as large as a year ago. Imperial Valley has far fewer cattle than usual but is reported to have more than 100,000 lambs on feed.

The Hog Market

Hog prices have advanced substantially over the low time a month or so ago and packers must now pay a minimum of $14.75 for good and choice 200 to 250-lb. weights. Bulk of these weights cleared at $14.75 to $15.50. Latter price the top 270 to 300-lb. hogs $13.50 to $14.25, 360-lb. weights $13.25; 150 to 180-lb. unfinished lights $13 to $13.50; sows mostly $11.50 to $12.25, stags $12.25; feeder pigs were running at $12 to $13.25, according to weight and quality.

Sheep and lamb receipts have been of small volume. Good and choice woolen lambs are quoted at $13.50 to $14.50; medium to good ewes $8, culls $2.50 to $3 a cwt.

Cattle Market

With receipts running around 6000 to 10,000 weekly, the Los Angeles area has been slaughtering more cattle than at any recent time. Towards the middle of December, a slight reduction in cattle receipts helped to strengthen the market and prices generally are somewhat stronger than a month ago. A large part of the receipts at Los Angeles consist of stocker and feeder cattle for which demand has been rather narrow, due to shortage of concentrates and continued dry ranges. General rains undoubtedly would stimulate demand for replacement cattle but members of the government appearance of organized labor by forcing livestock prices below costs of production.

The vigorously opposed government “price ceilings on beef” program, which was to have become effective Dec. 1, was postponed to Dec. 15. Stockmen and packing industry today is labor shortage.

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As Owner of the
DIAMOND M HEREFORD RANCH
LOSTINE, OREGON

I wish to take this opportunity to express our appreciation of the purchases you made from us at the La Grande Hereford Sale.

Dandy D., bull, Aug. 23, 1942, to Tony Veg, Echo, Ore., $700.
Miss Diamond M. D., 160th, cow, Feb. 18, 1942, to Mrs. Muriel Smith, Montesano, Wash., $1100.
Lady Rupert 3d, April 24, 1942, to W. C. Perkins, La Grande, Ore., $900.

The Diamond M Hereford herd is just getting under way. Top quality Herefords from many of the West's best Hereford breeders are our foundation. You are invited to inspect them at your convenience.

Diamond M Hereford Ranch
J. R. MORTON, Owner
Lostine, Oregon

December 15, 1943
Registered
Polled Hereford
Cattle

Also,
Registered Arabian Horses and Jersey Cattle

Ralph S. Vanderhoof
Mesa Ranch
414 East Garvey Boulevard
Covina, California

Phone: Covina 12264

Montana Type Polled Herefords
Means Quality and Weight for Age
Pleasing to the eye... the longer you look the better you like 'em. OUTPUT 400 per year means more and better. What an opportunity for selection—THINK!

Roberts Loan and Cattle Co. • Wm. Spidel, Pres. • Roundup, Mont.

ANNADEL CORNERSTONE

Annadel BEEF Shorthorns

Our Bulls are finding new homes at a most complimentary rate, five going to Tice Valley Land Company of Walnut Creek, four to the Taylor Ranch of Ventura, and one to Leonore M. Fairbanks of Willits. Breeders and ranchers like our modern type, established through a long-time breeding program and the use of such bulls as "Cornerstone."

J. J. Coney, Owner • L. P. Joerger, Supt. • Ben McRobb, Herdsman

Annadel Farms • Santa Rosa, California

What's to Be Done About
Farm Machinery?

By WILLIAM SHAW

It was milking time, but this Iowa farmer stopped on his way to the separator with a bucket and answered two or three questions.

"If I hadn't had machinery that would do the work fast and well, I'd have been licked here this summer," he said. "It was 'jump into the fields, jump out again,' it rained so much. I had to make terrific use of the few good days we had around here.

"I hate to think what it would have been if I'd been farming with the equipment I had to use in my horse-and-buggy days. I don't know what I could have done. Why, the machines I have on the place here paid for themselves just this year, and they would have even if they had cost me as much as twice what they did!"

The Iowan had a lot more to say, but he said it after the milking had been finished, and everyone had eaten supper, and it does not need to be quoted here anyway.

The point is that in the time it took to grow and harvest an acre of corn 25 years ago, a man now can take care of two acres. He can produce more than three acres of soybeans in the time it took him to produce an acre 25 years ago—if he was raising them then. With wheat, it is almost four-to-one. In Iowa experiments, and under ideal conditions, corn has been grown and harvested with less than three minutes of a man's time per bushel. Through the states where corn is a principal crop, the average is less than 30 minutes per bushel.

All such changes and improvements in farming methods and equipment have come about so smoothly that it is not easy for anyone to have full understanding of how greatly they have progressed. We have to be jolted into realization by being told, for example, that if the South today had to handle a cotton crop as it did before the invention of the gin, it would take 33,000,000 men, working eight hours a day for 300 days, to separate, by hand, the seed from the cotton itself.

If we had to go back to farming now as everyone farmed in 1820, it would mean moving 17,000,000 additional persons back to our farms, to get all the extra work done. Then, it took 83.1% of all those gainfully employed, to run the farms, to feed the United States. Those doing all other forms of paid work thus were less than 20% of all. Now those proportions are just about exactly reversed. Fewer than one-fifth of our workers are needed now for the farms. Industry takes all the rest, more than four-fifths.

This profitable reversal was for the good of farm and urban industry alike but it could not take place until many men could be released from the necessity of raising food for the few. To free the many of the hand slavery of tilling the soil, there came the beginning of the farm machinery and equipment industry.

When the whole farm operating industry proceeded to mechanize itself, it

WESTERN LIVESTOCK JOURNAL
learned quickly that this enabled it to
discharge several new responsibilities. It
discovered that it could produce the food
and the raw clothing material required
for the needs of those who were ceasing
producing for themselves and were leaving
the farms to go into urban industry.
It, too, was equipping itself with
time-saving machinery.

Farm production was booming; farm
income was climbing; city industry thus
could boost its production, too. More
factory production meant more and
more factory wage earners with steadily
increasing power to buy the products
of the farm. More machinery in town
meant something more, too. New
industries and occupations could be set up,
still wider use began to be made of the
products of the farm and of older town
industry.

Thus the whole reciprocal seesaw of
cause and effect got under way, bettering
of rural and urban industrialist
alike.

This never should end, because ever-
increasing efficiency in urban industry
means that only compensatory continued
progress in farm methods and produc-
tion can assure the farmer an even exchange when he uses his products to
buy the products of city industry.

At this proposition of doing more
work in less time, which is what machinery makes possible for any intelli-
gent user of it, the farmer by all odds
seems to have it all over his city cousin.
Who but he has been so successful in
using inadequate amounts of equipment,
as he has done, to cope with manpower
shortage, material shortage and every
other problem which lately has been
badgering and hampering all producers,
this, of course, in addition to his having
to confront and defeat the various haz-
ards distinctive to his own particular
business of farming, set in his path by
the unpredictable workings of Nature
herself?

Who but the farmer, as someone has
asked, would dare to try running a fac-
tory which has no roof?

The Incentive

The incentive in all producing, for the
farmer as for the city man, is profit.
When a farmer buys an up-to-date ma-
chine he buys it for the same reason
that a city industrialist gets rid of an old one. Each likes to do things which will make
money. Each has been doing pretty well
at it, too, in spite of the bungling and


with an air of ending the whole silly session, why farmers could not send their family washing to the laundry! Anything was to be expected after that.

Failure of a Washington farm implement and equipment rationing is a calamity too well known to need recounting here. It directly handicapped the national war effort by cutting the production of foods urgently needed for both the military and civilian populations.

"A farmer without the proper equipment is a bombardier without a bomb!" one farm machinery authority summed it up.

No "Go" Signal

Thus a sorely tried industry maintained all permitted output for farm use and held itself ready, as well, for the "Go!" signal which would let it enter into gravely needed additional manufacturing for farmers—a green light which Washington never flashed.

Simultaneously, moreover, the industry performed a splendid job of converting much of its immense resources to producing for war needs. This was a feat of which next to nothing has been told, and yet one company hired and trained 3000 green hands and put them to work in buildings which had to be re-equipped throughout. Another company using the same methods on behalf of Uncle Sam which the industry always has used to cut prices for the farmer to improve quality for him or to do both, was able to reduce the cost of a gun-mount almost in half as greater and greater production was achieved. It cut the price of an anti-tank gun carriage by a third. It made a sharp reduction in the original cost of a cannon. The savings were passed back to the customer, destroying the ability of that town or rural industrialist to proceed with the orderly conduct of his business. Worse yet, it is destroying his right of freedom of initiative and freedom of enterprise.

These freedoms until within the past 10 years, everyone agreed, were the inalienable rights of every American citizen, farm and town worker alike. Such freedoms give full play to the ideas and energy of man. Under them, industry and the farm alike have been able to reduce costs, improve quality, increase production and make more money for themselves and those they support.

It was only by a great industry's having mechanized the farm, thus freeing men for fighting and for factories, that our country has been made ready and able to win this war. The combine and the plow, like the bomber and the battleship, hold the balance for us, between defeat and victory.

Annadel Shorthorns
Finding New Homes

Of the Shorthorn bulls offered by J. J. Coney from the Annadel herd at Santa Rosa, Calif., five have gone to the Tice Valley Land Company of Walnut Creek and four to the Taylor Ranch of Ventura, Calif. These are sired by such bulls as Annadel Cornerstone, Annadel Grand, Annadel Raider, Roble Arch and Roble Major, all bulls which have figured prominently in the Annadel breeding and showing career. Furthermore, all carry a concentration of the blood of Princeton Leader, regarded the most potent sire of the breed used in the West in decades.

"In case you're shipped out... be sure you have a shot of CUTTER PELMENAL'

Not just shipping—but any condition that has a tendency to weaken an animal and lower its resistance to disease—can make it a prey to the organisms of so-called "shipping fever." Severe climatic changes on your own range—hard drives from range to range—or drastic changes in feed can do it.

Vaccinate routinely, whether you're shipping or not—with Cutter Pelmegal! Pelmegal contains both the organism which causes true hemorrhagic septicemia and the one to which pulmonary infections associated with shipping fever are often ascribed.

And, like Blacklegol, Pelmegal contains Cutter's special chemical fortification—a aluminum hydroxide adsorption! This fortification holds the vaccine in the animal's tissues, releasing it slowly. It acts like small repeated doses of ordinary vaccines. Use Pelmegal!
Our Readers Say...

From the South Pacific

I get the Western Livestock Journal from 30 to 60 days after it is mailed but airmail gets through in 10 to 15 days which isn’t so bad, considering the distance. I am working in the commissary, taking care of fresh meats, vegetables and fruits. Just about the same as running a grocery store.

We get very little pork out here but quite a lot of veal and beef. Things are pretty quiet here now but there was plenty of noise not so long ago and it quieted a lot of veal and beef. Things are pretty quiet here now but there was plenty of noise not so long ago and it almost made me think it was the 4th of July!

We make our own ice cream and ice. Everyone works seven days a week out here. We haven’t time to take a day off. Most of the boys are high in spirits and morale. But when they get their papers from home and read of strikes they have there, they really get mad and would like to load the strikers up and bring them out here a while.—C. J. "PETE" GLAVES, care of Fleet Postmaster, San Francisco. (Pete Glaves is a member of the firm of A. D. Glaves & Son, breeders of Poland China hogs, Porterville, Cal.)

Dairying in the Argentine

In looking over your October issue I was quite interested and impressed with the short article, "Dairying in the Argentine," and the accompanying photographs. I spent a good deal of time, in fact about three months, on a large "tambo" in Argentina three years ago where 2500 cows were milked and became quite familiar with its operation. I also had an opportunity to travel with Paul Nyhus for some time, and as you probably know, he is very highly respected by the Argentines and certainly has a good understanding of their agriculture situation.

As I glance through my notes I thought you might be interested in some additional information on the "tambores." On the property I became acquainted with each man and his family lived on about 250 acres of land and kept about 100 cows. These were milked once a day when the calves were small, and twice a day when the calves became older. Usually the entire family helps milk, including sons, daughters and wife. The quantity of milk delivered varied from 180 to 500 liters per day per family. Payment to the family was made on the basis of butterfat content of the milk, 50% going to the milker, and 50% to the estanciero who owned the property and the livestock. Percentage of butterfat varied from three to four percent, averaging about 3.75%. In 1940 each "tambores" wage amounted to 180 to 210 pesos per month. Currency exchange at that time was about 4.20 pesos for one dollar. Cows milked on this property were Shorthorn.—EUGENE HAYWARD, Bell Ranch, N. M.

Kansas Farmers Having Tough Time, Too

Enclosed find check for $3.00 for renewing my subscription to your valuable paper, which includes more general information and livestock news than any market paper I ever read, so keep it coming.

The FFA boys at our high school are on your subscription list, which I think speaks well for the Journal, as we are located in about the geographical center of the United States, hence you are covering a wide scope of territory.

We are surely busy trying to keep up with all the government regulations and red tape that we are forced to comply with in order to operate our livestock and farming operations nowadays. If Washington can find time to throw away more monkey wrenches into the production machinery, I wish they would get it done so we can finish up going crazy and get free board at our state sanitarium and get out from under all the worries of mounting taxes and other headaches brought on by the New Dealers in Washington, D. C. If they can think up any more hindrances to our operations, I will have to quit trying to get any sleep at all as I am now only getting about four or five hours a night and just about holding my own, as it is almost impossible to get any farm help.

We had our first snow yesterday, Nov. 19, and that is extra early for us to get it here, so perhaps we will have a long, hard winter, which we haven’t had for several years, but do get occasionally. If we do, it sure will increase our feeding costs, as lots of hay has been shipped out of our territory to the southeast of us, some going as far as Tennessee, where they experienced drought this summer. We may run out of hay before spring, but then we have bigger worries than that right now as we haven’t been able to buy a sack of coal in our town for the past week and no assurance of

How Can It Be Determined

whether an abortion is due to ABORTION DISEASE or to other causes?

- What is the best means of cleaning up abortion disease in an infected herd?
- When is testing an unnecessary expense?

Abortion control in dairy and registered beef herds is quite routine procedure—but in many range herds, abortion disease losses are still accepted as an act of ill-natured Providence.

How much of your calf crop were you robbed of last Spring?—losses that vaccination with Cutter Abortion Vaccine might have prevented!

Cutter Abortion Vaccine is prepared from living cultures of the Brucella abortus organism. While incapable of causing the disease, it helps the animal to produce an immunity against it.

For practical answers to most-asked questions about abortion control, address Cutter Laboratories, Berkeley, Calif., or your nearest office listed below.

If your local veterinarian or drug store cannot supply you, order direct from nearest Cutter branch...

Los Angeles • Seattle • Ft. Worth • San Antonio • Denver • Calgary • Regina • Vancouver • Winnipeg

December 15, 1943
any soon. Thanks to big labor leaders, many people are going to suffer in our big cities this winter from the lack of sufficient fuel. In closing, let me leave this thought, for God's sake when will the people of our good old U. S. A. wake up? — W. J. Heywood, Leavenworth County, Kansas.

Grass Starting
In North Africa

Just a line or two from North Africa. The Western Livestock Journal is coming in fine shape though usually it takes a couple of months for the monthly issue to arrive. Even so, I derive great pleasure from its pages.

I especially enjoy Frank King's articles and those in particular dealing with our enemies. They sure hit the nail on the head.

Another thing I can't see is why they don't let experienced cowmen run the industry, instead of the ones trying to do so now. I say trust a good cowman for sound judgment, otherwise he would not be a good one.

Grass is starting here and the grain is up three or four inches which sure looks good. Saw a note in the Hereford Journal where my lifelong friend John Gilli saw a white faced bull over here. I haven't seen any as yet. Most cattle I've seen are just oxen type which are used mostly for plowing. I note with interest the demand there seems to be for good cattle.

My friend, Glen Record of Posey, Calif., is buying some purebred heifers for me, and we have in mind maybe raising a few bulls to sell.—Sgt. Fred Harmon, A. P. O., New York City.

Nevada Brand Inspection

Find enclosed check for $3.00. It might interest you to know that the Brand and Theft Committee of the Nevada State Cattle Association passed a recommendation at our last convention November 4 and 5 asking Senator McCarran to draft a national Horse and Mule Theft Act, similar to the cattle act, making it a criminal offense to steal a horse or mule and take him across a state line.

President Gilmer is also to appoint a committee to meet with Clyde Harris at Sacramento to work out some plan whereby California will inspect Nevada cattle going to the different markets in California.—Earl Wright, Elko County, Nevada.

Let's Not Lose Our Freedom

We enjoy your paper very much, especially your editorial comments. If some of our government leaders would take notice of these views and try to put the people's wishes into practice instead of imitating England, much of the confusion and bungling could be done away with. Our forefathers left England to establish a free country; let's not lose that freedom. If some of the bureaucrats in Washington were put in the army or into war jobs, much expense could be saved and the war won a lot faster.

We are enjoying some grand fall weather here. It has been a dry fall and although we had some storms, it was not nearly enough for the range and pastures. Cattle look good though. Keep up the good work in your paper.—J. T. Bath, Modoc County, Calif.
The pioneer cattlemen and cowhands of yesteryear are gettin' along in years, and most of them have rode to their last roundup, but the ones who are left, though not now with age, ain't giving up. There ain't any "quitters" among them. Now you take my old time friend Rube Pankey of Hot Springs, New Mexico, who started ridin' and was out as soon as he could climb on one of them old Texas cow horses. He drifted in and out of the deer in the early Eighties, where I first met him in 1885, when I was riding as a boy in the west for him. Now he owns part of the spread on the Rio, the late Ike T., in those days for any cowhands to own with age, ain't giving up. There the county seat of Lincoln County, but the ones who are left, though melted the same roundups and went to see life, especially after he reached New teen year old cowboy came by the west for him. Now he owns part of the west for him. Now he owns part of the runs several thousand head of good cattle, with them all clear of indebtedness. Rube is not only a tophand cowman, but is a keen business man. He has made a financial success. He came to New Mexico as a young cowboy 61 years ago, and though time has slowed him up somewhat he still manages his big cattle spread. He is no quitter.

He was unable to attend the New Mexico Cattle Growers' Association at Albuquerque last September 27, 1943. He is a charter member of the association and one of its strongest supporters, so as a response to the address of welcome he wrote a letter, which was published in the New Mexico Stockman, managed by H. B. Hening, who has written me permission to print it in my Longhorn Section of Western Livestock Journal, the story was sent to me by my friend Bob Royal of Silver City, and here it is like Rube wrote it as follows, to-wit: Quote:

"(Note: Following is the response to the address of welcome at the September 27 meeting of the New Mexico Cattle Growers' Association; written by R. P. Pankey, veteran Sierra County cattle grower and one of the few surviving charter members of the Association.)

' Mr. President and to the Members of the Cattle Growers Association:

'I certainly appreciate your special invitation as a charter member to attend this meeting, and I am sorry to say that owing to my ill health and feeble condition, bad eye sight and bad hearing, it will be impossible for me to attend. However, I will try to express my sentiments by letter in the best way I can."

'The many things when New Mexico was young, and the big round up was still in action, and I guess there was fifty head of cattle to where there is about one now, no wire fences and a cow boy may have $30.00 to $35.00 per month, worked 15 to 16 hours per day and rode everything the boss drug out to him and never looked back, a little hand-ful of us oldtimers met in Silver City under the leadership of Victor Cuberson and W. S. Hopewell and organized this association. It has been a great pleasure to me to see it grow by leaps and bounds into such a great and useful institution. I can recall only about three of these old members that are here to tell the story. The rest, with their life work done, have passed over the Great Divide into the Far Beyond.

"It is the young man's job now to carry on this great work, and New Mexico can boast of having many brilliant and keen minds that were raised here in New Mexico, that know the conditions thoroughly and are perfectly capable of carrying on this work. And let me say this, too much praise and credit can't be given to our Presidents and Boards for their hard work and efforts in making our fights and working out the hard problems for the benefit of all cowmen and for all concerned.

"Let us one and all encourage membership in this association. Anyone in this audience that is not a member, and has only just a few head of cattle, join, and join now. You will never regret it— for 'Once a cowman, always a cowman,' and for the few dollars it will cost you, you will be kept in the cattle business in the future. Let us one and all share alike in shouldering the burdens of this great work. For without its protection we would be a blown-up bunch and for one of the greatest enterprises of the West, The Cow Business at present has a dark and gloomy outlook. First we are confronted with a cruel and expensive war. Second one of the hardest drouths that I have ever experienced in my 61 years in New Mexico, high prices of feed and no buyers for what you have to sell, no feed to go into the winter on and no place to go to-wit. Quote:

"It

Frank M. King

Flying H outfit. Jimmy Dolan was principal owner of the spread on the Rio Felix, 30 miles south of Lincoln, the then county seat of Lincoln County. Rube N. M. Rube was riding for an outfit on the east slope of the Sacramento Mountains, where we met the first time and have been friends ever since. We attended the same roundups and went to see the same girls, but never had any arguments over any of them.

Them boys in the early days of the West nearly all started out ridin' after them old Texas Longhorn cattle at right and Col. Murphy, who headed the fight against John S. Chisum in that mix-up, left the bunch and established a ranch in the Orgon Mountains of Luna and Sierra Counties. Rube Pankey was the manager for Riley for many years, and drove several trail herds to great north-west for him. Now he owns part of the Riley lands, where he has around two hundred thousand acres under fence, and runs several thousand head of good

R. P. PANKEY

December 15, 1943

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thing I want to say is this, count your dollars carefully. Buy War Bonds with every dollar you can spare in assisting Uncle Sam in ending this war so soon as possible in putting those Japs and Hitler where they belong. What a glorious day it will be when these gallant boys come marching home to the arms of these old fathers and mothers. But many thousands will be in the bloom of life to be placed in unmarked graves in a foreign land, giving up their lives on a cruel battle field, for what? For our Freedom and Liberty, that we are enjoying at home today. No sacrifice can be too great to render them all the assistance we can in winning this war, which we are bound to do.

"Now, friends, I have tried to express myself in the best way that I know how. I hope it does not meet with too much criticism for, remember, it comes from an old worn-out cowman that has spent his life in the saddle and who was never blessed with an education. The few months schooling I did get, did not get me up the line very far, but when I was a little boy growing up, there were no schools to go to. Only in the towns and they were far between on the frontier of Texas at that time. Those old pioneer Texans were not very long on education and it was the best way. They would get a boy over the hump was to make him sit straight in that saddle and learn to do plenty of hard work. But I left home when not yet sixteen and went up the Trail with a herd of Texas Longhorns which were delivered to the Circle Dot Ranch near a little town called Hugo, Colorado. This was the spring of '79 and it was 46 years before I ever returned to visit my boyhood home in Burnet County, Texas, and I am now fast approaching my 80th birthday and 61 years of that time. New Mexico has been my home, and as a range man, I think I filled all the capacities, from horse wrangler, cow boy, trail driver, ranch foreman, to a very respectable little spread of my own. But in those years I have experienced many hardships and plenty of hard work in fighting droughts, low prices, alkali, dust and many other troubles that always come up on a ranch. Sometimes it looked like I was going to starve an awfully good woman and four little boys to death, but just keep diggin' in, never quit, and you will win out. For a quitter has nothing coming anyway.

"Now, friends, I want to say a few words for the early pioneer that has written a page in our history that nothing will ever replace. They left their footprints across the unbroken plains of the West, through the hills and valleys and mountains, that time will never erase.

"Now, my friends, I will bring this letter to a close. I regret very much that I am not able to attend this meeting and hope that the many hard problems that confront the cow man of today will be threshed out for the benefit of all concerned, for this dark and gloomy future that lays stretched out before us today, with its uncertainties does not look bright to me. And at any time any of you old cow hands are passing over Highway 60 miles north of Hot Springs is the Pankey Ranch, and the latch string always hangs on the outside, and will be glad to see you any time.

"I will close with best wishes to all.

"Your humble servant,

R. P. PANKEY,
Hot Springs, New Mexico."

"Just a Little Poetry I Want to Add"

"When the final taps is sounded
And I lay aside my cares,
I am coming out a horseback
And ride up the Golden Stairs.

When the Angels bid me welcome
And the harps begin to play,
I'll draw a good sized check
And spend it in a day.

Then Saint Peter will greet me
Loudly with a yell,
And say, 'Just take a front seat, Rube,
For you've spent your time in hell!'

You have helped me drive the long-horns
Over the Dreary Trail,
Stood guard around them
In the rain and in the hail,

You have made many roundups
Yes, more than you can tell,
And worked that long cut
To a long and lonesome farewell.

You have dragged a thousand cord of wood
For the cook to stew your beans,
Stood guard around a million cattle
With their horns long and keen.

You have ridden many broncos
That jumped high above the ground
And worked some of the roughest range
This side of Hades, I know it can be found.

You have ridden a million mules
And made a thousand camps
And pulled ten thousand cactus thorns
Out of your cowboy pants.

You have slept out with the rattlesnakes
With them on the ground.
And done your soundest sleeping
When the pole cats prowled around.

"But now you have made your last roundup
Also your last drive,
So come on and accompany me,
Your cowboy pals are all up No.
R-Five."

"But I never did know what became of the Hoss,
But I think he was turned wild aloose
With a drag rope on!

WESTERN LIVESTOCK JOURNAL

Three Breeds on The Mesa Ranch

On his properties in the San Gabriel Valley east of Los Angeles, Ralph S. Vanderhoof of Covina follows the same management practices that does his brother Fred who is prominently identified with the breeding of Polled Herefords at Woodlake, Calif. Except for the use of commercial beef cattle during grazing seasons these men confine their operations to established breeds of registered livestock and in addition to Hornless Whitefaces they own Arabian horses and Jersey cattle.

Ralph Vanderhoof controls properties on Covina Pass, the Walnut Creek bottom and the one facing the highway that traverses Covina Boulevard, the latter known as Mesa Ranch, a mile south of Covina, where the family resides. Such acreages will be employed for livestock until the encouraging population and the demand for small properties forces movement to more distant places.
ELLSWORTH COLLINGS of the University of Oklahoma, at Norman, Oklahoma, recently wrote me asking me for a pencil sketch of the cattle brand used by Jesse Chisholm. He states that the University is making a collection of old cattle branding irons, and also asked me if I could tell him where Jesse Chisholm ranches were located. He states that they are attempting to get a record of the old ranches of Oklahoma and would appreciate any information that I can give them along that line. He says, in part: "I believe a record of the old ranches and brands will be of valuable information in the future, and for that reason, we are, here in the University of Oklahoma, attempting to make such record. I read with a great deal of pleasure, your articles in Western Livestock Journal, and we also have enjoyed reading very much. I hope it will be possible for you to give us another book, because the information you write down is authentic in every way." Unquote.

For the reason that many of our readers will be interested in the facts that I gave Mr. Collings, I am letting you all read the letter I wrote him as follows, to-wit: "Dear Mr. Collings: I have your letter of November 9, asking about the brand used by Jesse Chisholm during his lifetime. The branding iron of Jesse Chisholm was the letter 'E,' adopted from the family name of his first wife, Eliza Edwards, whose father James Edwards owned the trading post on the banks of the Little River, about five miles from the present town of Holdenville, Oklahoma. Later he and Jesse Chisholm were partners. The 'E' brand was kept for many years till the death of Jesse Chisholm. After his death, his son William E. Chisholm adopted the same brand and kept the old brand going. Thomas William E. Chisholm, son of Jesse, the letter 'E' is now in the James Chisholm Hall of Frontier Times, Bandera, Texas.

Jesse Chisholm's sister, Martha, was my maternal grandmother, and William E. Chisholm was my mother's first cousin. Jesse Chisholm's mother was Martha Rogers, great aunt of Will Rogers, great aunt of Will Rogers, and my maternal grandmother, and William E. Chisholm's ranch on the Canadian River. He had a lot of farming land along the river at that time and also ran about 1500 cattle packing the 'E' brand on the left hip. I have helped put that 'E' brand on a lot of calves during 1875 and most of 1876. We left there in the winter of 1876 and went to Henrietta, Texas, where I went to riding for Curtis Brothers Diamond Tail outfit in the spring of 1877, when I was considered a tophand at the age of 14 years. The reason I mention my relationship is to show why I was personally acquainted with the Chisholm 'E' brand.

"You ask me where Jesse Chisholm's ranch was located. He was not a cattleman, but an Indian trader, though he kept some cattle at his trading posts that were taken care of by his own and adopted children, and he used the 'E' brand on the cattle. Jesse Chisholm was a trader and owned a number of trading posts. His main trading post was located on the south bank of Little River, a branch of the South Canadian near what is now Holdenville, Oklahoma. This is the original Edwards store site, which Chisholm took over after the death of his father-in-law James Edwards. There was another one of Jesse's trading posts two miles east of Asher, one at Council Grove, a few miles west of the present Oklahoma City, one near Purcell, and another one on Chouteau Creek in what is now Cleveland County, near Lexington, Oklahoma.

"The cattle ranch of Jesse's son, William E. Chisholm, was on the Canadian River in the Chickasaw Nation about 12 miles below Johnson's store at the crossing of the Chisholm cattle trail. Jesse Chisholm never drove any cattle over the many trails named for him, but he did break those trails with his wagons in hauling to and from Indian camps on the plains of Texas, Indian Territory and parts of Kansas. He knew the plains and as his ox and mule and horse teams had to work on grass for food, he picked the best routes for feed and water, so when the Texas cattlemen began driving their herds to northern markets, they followed Chisholm's wagon trails and..."
We Appreciate...

The many complimentary expressions about our cattle exhibited at the Great Western Livestock Show. These 10 choice heifers, bred to Real Onward 34th, one of the greatest herd sires we have ever used, were purchased by Mr. J. E. Frame, Porterville, California.

Heavy demand for Cowden Herefords makes it difficult to supply bulls and females in quantity, but we appreciate inquiries and usually have good foundation stock available at modest prices.

Cowden Livestock Co.
Box 1550, Phoenix, Arizona
Ranch at Willcox, Norman Palmer in Charge

I have just read "Prairie Flower," the latest book written by my good friend, Harry H. Halsell, of Lubbock, Texas. Mr. Halsell is of the famous Texas cattle family, all male members were also trail drivers. He was born in Texas Oct. 1, 1860, followed the cattle trails as long as they lasted, and now for the last few years he has been writing books, preserving the old west as he knew it from childhood. Among his books are "Cowboys and Cattleland," "Romance of the West," "The Ranger," and now his latest, "Prairie Flower," which is a fascinating story of a beautiful Indian maiden, daughter of a great Cheyenne chief who he met on the wild western prairie of Wyoming in the year 1882, at the end of a trail where he went with a herd of longhorn Texas cattle. The story is historical fiction, very delightful reading. The book is beautifully bound, and contains 30,000 words of good reading, and sells by H. H. Halsell personally for $1.50 per copy, postpaid. His address is 2708 - 20th Street, Lubbock, Texas.

My educated friend, Stan Adler, bard of the Huachucas, over there in Cochise County, Arizona, sent me a clipping from an Arizona paper, but did not give me the name of same. I think it was from the Tucson Star. It was a report about the 59th annual meeting of the members of the Arizona Historical Society. Most of the names mentioned are all oldtime friends of mine, but I was on Arizona soil ahead of all of them, on account I passed through there with a herd of cattle. I will let you all read the report of the recent meeting, as follows to-wit. Quote: "Nearly fifty members of the Arizona Pioneer Historical Society from Tucson and Phoenix met on Saturday in the University of Arizona stadium headquarters for their 59th annual gathering. Biannual election of officers took place."

"Last year's president was Benjamin J. McKinney of Tucson, and feature talks on the early days of the Arizona territory were given by pioneers, and a buffet luncheon was served. Introduced by McKinney, Mrs. J. A. Rogers presented to the society a biography written by Mrs. Gladys Gibbs Jones, which included the story of early education in Tucson and the work done by Mrs. Rogers during her 30 years of teaching in public high and grammar schools since 1900. Mrs. Rogers read to the group her impressions in verse of Tucson at the turn of the century and those of the present
Edward’s Wolf and Coyote Exterminator Capsules got nine coyotes one night that brought $121.50. Free formulas and instructions. Get Edward’s real Coyote Scent.

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Our Fancy Boots Have Gone to War...

But... Our high standard of Quality and Workmanship remains at home. Made to your order and measure. Fit guaranteed.

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Our high standard of Quality and Workmanship remains at home. Made to your order and measure. Fit guaranteed.

Send for our order blank

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P. O. Box 1270
TUCSON ARIZ.

"A great deal of the research work done by Mrs. Jones for the book was accomplished in the Pioneer society’s quarters. Dave Cochran, for many years a resident of the city, was another speaker on the afternoon’s program, recalling his experiences in old-time Tucson. I’ve lived here for 45 years, he said, ‘and I’ve never regretted coming to Tucson.’

“A paper on the early music of Tucson written by Fred Ronstadt was read to the group by Mrs. C. E. Leonard. In it Ronstadt explains the organization of the early band in Tucson sponsored by the Southern Pacific Railway, and the forming of the Philharmonic Club. Ronstadt has been a resident of Tucson since 1882, and played the clarinet in the S. P. band.

‘Dr. Robert H. Forbes, formerly dean of the university’s college of agriculture, spoke on the program.

‘Reports of officers were included in the program. Other officers of the group, for the past year were John C. Etchells, treasurer; Jefferson D. Milton, sergeant-at-arms; Mrs. George F. Kitt, historical secretary. Some financial support from the state legislature has been given the society, which was founded in Tucson in 1884. The group is otherwise supported by memberships of pioneers. Their activities are dedicated to a program of the acquisition of historical archives and relic materials, to education and research work, and to some philanthropic work among pioneer families.” Unquote.

Kootenai Valley Shorthorns Bring an Average of $641

The dispersion sale of Kootenai Valley Shorthorn herd took place at the Old Union Stock Yards, Spokane, Wash., Nov. 1st, and under the ministrations of Auctioneer D. C. “Sandy” Keith, brought the highest prices for registered Shorthorns ever paid west of Denver. Nine bulls averaged $608 and 22 females, $655. The 31 head were distributed throughout Washington, Idaho, Oregon and Montana.

Cruggleton War Bond by Cruggleton Perfect, imported in dam from Scotland, topped the sale at $1400, paid by Mark Smith, Odessa, Wash. Second high bull was Golden Clipper Star by Balthayock Golden Citron, selling for $1075 to Kenedry Gimlin, Pullman, Wash. Two females were also in the four-figure list, Orange Sylvia by Imp. Calrossie Graduate selling for $1175 to Frank Anselmo, Priest River, Idaho, while Edellyn Violet 8th by Edellyn Scottish Leader went to Earl Harper, Johnson, Wash., for $1100. The herd was founded at Bonners Ferry, Idaho, by Byron Hawkins in 1930, and the dispersion was made necessary when Mr. Hawkes sold his holdings.

Recent Oregon Hereford Sales

The Royaldel Farm herd of Chester Chase at Springfield, Ore., reports recent sales of bulls to Leroy Chase, Springfield; Charles Page, Fall Creek; and S. Slocum, Eugene, while Clay Nichols, Lebanon, bought three four-year-old cows. All of the buyers are in Oregon.

We’re speaking of Battle Spartan 16th, our aristocratic champion at Denver in 1942, and Advance Domino 140th, our chunky, prepotent bull. Through their calves, they’re perpetuating their top qualities.

May we wish you all a Merry Christmas and a Happy New Year.

* Visitors Always Welcome

R. E. LEONE, Mgr.
DAYTON, WYOMING

Bear Claw Ranch

Great Sires —

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SAN GABRIEL, CALIFORNIA
All kinds of supplies for horses, cattle, sheep and hogs.

A. S. WESTON, Manager
Announcing
Our First Annual Sale at home ranch
in MAY — 1944

50 HEAD OF OUR TOP CATTLE
12 HERD BULLS — 38 FEMALES

Wixson & Crowe Herefords
550 REGISTERED

Sires in Service:
DANDY D. 307—By Dandy D. 66th, by Dandy Domino 104th.
BRAVO DOMINO—By Bill Domino, by Dandy Domino 46th.
COUNT DOMINO 16th—By Count Domino, by Dandy Domino 46th.
DANDY D. 5th—By Dandy D. 307th.
DOMINO PRINCE 5th — By Domino Prince, by Dandy Domino 46th.

For Sale . . .
at present, weaners and yearling bulls of size, bone, and uniformity developed by 11 years of selected breeding and culling from production records by C. A. Hufford, and the adding of better herd sires of the good Dandy Domino 46th breeding.

Our aims are to continue the development of this fine herd.

WIXSON & CROWE RANCH
18 Miles East of Redding, California

H. N. STONE—Manager
T. L. WOLTERS—Herdsman

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An interesting booklet for the Beef, Dairy, Hog, Sheep and Poultry Rancher.
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Better Names for Registered Herefords

Walter E. Holland, owner of Rancho Sacatal, Paul Spur, Ariz., has addressed a letter to directors of the American Hereford Association, asking that the present limit of 15 letters in naming registered calves be increased to at least 20.

"A good name for a herd bull, especially a name that ties up with ancestry, is a real asset in advertising; but under the present 15-letter ruling of the American Hereford Association, it is often impossible to assign a good, original name," says Mr. Holland. Abbreviating the name is not the answer as most such abbreviations are ambiguous or unintelligible and, after all, the real name of the animal is just what is written on the registration certificate."

Those who do not understand American Hereford Association's 15-letter rule probably have wondered about the abbreviated names given registered Herefords. Sometimes a breeder wishes to indicate the name "Stanway" in the breeding, so he used the abbreviation "Stan." In order to signify "Domino" breeding, the letter "D" or abbreviation "Dom" must be used. And so it goes.

Mr. Holland is not the only Hereford breeder who would like permission to use more letters in naming animals. He suggests that members of the association who feel as he does should take the matter up with directors of the association.

Kinnybrook Herefords

A new name has appeared on the Hereford map—Kinnybrook, owned by Henry Q. Hawes, an advertising executive of San Francisco, and located near Kenwood in Sonoma County, Calif. This is the same property that some years ago was widely known as the Kenwood Ranch. Visitors will find it a beautiful ranch with its balance between trees and grasses, hills and lowlands, facing Sonoma Highway on the north between Santa Rosa and Sonoma.

Now this property is dotted with registered Herefords—females carrying the blood of Prince Domino, Bocaldo, Beau Blanchard, Foster Anxiety, Onward Domino, Dandy Domino and other sires of like influence on the progress of the breed. A master stroke was in putting into service a bull known as Prince Domino Mixer Jr., a double Prince Domino, out of a dam by Mischief Mixer by Beau Mischief. He carries a second cross of Beau Mischief through a granddam of Beau Aster. Thus he not only springs from good ancestry but from Register of Merit ancestry.

As a sire this bull is doing an unusual job, marking his calves with uniformity of type and character. His sons are now offered for sale. While some three years have passed since the founding of Kinnybrook, the interim has been used in building both the herd and the ranch to the point where it would command respect as a source of good Herefords. Wesley Cobleintz is in charge as manager, a man of invaluable experience in the practical world as a graduate of the Kansas State College at Manhattan. Visitors to Kinnybrook will always be welcome.
Leading all other counties in the nation for the quantity of milk produced, dairymen of Southern California’s Los Angeles County also have some of the most attractive barns, homes and grounds to be found anywhere. This dairy, typical of many to be found in the milkshed, belongs to Cornelius Strunksman of Artesia. Three brothers, Louis, Henry and Harold, also have attractive dairies in the same area.
SENIOR HERD SIRE (IMPORTED)

OUR CHAMPIONS of the GREAT WESTERN LIVESTOCK SHOW

MARIE'S BOY DESIGNER, first prize two-year-old bull, senior and grand champion. He has been classified Excellent and is out of the Excellent imported daughter of Imp. MARIE'S BOY—namely, MERRYVALE ISABEL MARIE who has just completed a Silver Medal record of 687 lbs. fat as a four-year-old.

CLOVATE, first prize aged cow, senior and grand champion, is an Excellent imported daughter of LA SENTES DRACONIS OK. CLOVATE is now on test and will finish a record of approximately 700 lbs. fat.

ORANGE BLOSSOM BASILEUS, first prize junior yearling and junior champion bull, is a son of the celebrated BRAMPTON BASILEUS and out of the great cow, BRAMPTON STANDARD BELLO, a Medal of Merit, Excellent daughter of STANDARD OF OAKLANDS.

Orange Blossom Jerseys
HOME OF THE DOMINOS...DEDICATED TO THE IMPROVEMENT OF TYPE AND PRODUCTION
ONTARIO, CALIFORNIA

MAJOR C. C. MOSELEY AND FAMILY • • • • • • OWNERS

PAUL SPARROW, MANAGER
BENNIE DRISCOLL, HERDSMAN
Mastitis is any inflammation of the udder or mammary gland. Garget is a term used to indicate swelling of the udder or an abnormal condition of the milk, such as the occurrence of a watery secretion or the appearance of clots, shreds or flakes in the milk. Garget is a symptom of mastitis and develops when the inflammatory process becomes active. Mastitis may exist without a marked manifestation of garget if the herd is well-cared for; on the other hand, in a poorly managed, infected herd, a high incidence of garget will occur.

Mastitis is primarily an infectious disease, caused by specific disease-producing germs entering the udder through the teat opening. After the infection gains a foothold, certain physical factors play an important role in determining the severity of the disease. Failure to strip after machine-milking or incomplete hand-milking of infected cows will have a tendency to aggravate the disease and bring on attacks of garget. Drying-off infected cows too rapidly, prolonged exposure of infected animals to rain and mud, leaving milking-machines on infected udders too long and using too high a vacuum are factors which tend to cause flare-ups of garget. Mastitis is a smoldering disease which gradually destroys the milk-secreting tissue. Destruction of udders is much more rapid in herds where the disease is kept in an active state through poor management than in those where it is kept more or less quiescent by proper udder care.

Mastitis is prevalent wherever dairying is concentrated, and it causes the industry an inestimable loss through lowered production and premature slaughter of cows. Since it is mainly a hidden disease, dairymen usually are not aware of the true extent to which their herds are affected. Through control of mastitis, the average productive life of cows can be increased, a higher milk yield can be obtained, and, since fewer replacements will be required, less heifers need be raised. The financial returns from a mastitis-free herd will more than justify the expense of eradicating the disease.

Is There More Than One Kind of Mastitis?

Mastitis is classified as acute or chronic. The primary cause of either form is an infection. Several different germs may produce the disease, but investigators throughout the world are agreed that the bacteria called "Streptococci" are by far the most frequent cause and that "Staphylococci" are next in importance (Fig. 1). One germ, Streptococcus agalactiae, is responsible for from 70 to 90% of all udder troubles. The disease it produces is mainly chronic in nature. The first streams of milk from the infected udders intermittently may be watery or contain clots, shreds or flakes, while the remainder of the milk drawn looks quite normal. The infected quarters often become swollen and filled with pus when the cow is being dried-off or such an animal may freshen with swollen quarters, and usually several weeks of careful milking are necessary before the secretion becomes normal enough to permit placing the cow in the milk line. Cows affected with chronic mastitis will show symptoms of garget off and on throughout life and finally they are sent to slaughter because the milk-secreting tissue has been destroyed beyond the point where the animal can produce economically. Chronic mastitis rarely becomes acute enough to cause the cow to go off feed or show other symptoms of a generalized reaction.

The Staphylococci are the principal cause of acute mastitis. Fortunately the acute type is comparatively rare, for it usually causes complete destruction of the affected quarters and, in some instances, it kills the animal. The cow suddenly develops a swollen, painful udder from which only a small amount of yellow or bloody fluid can be obtained. It goes off feed, runs a high temperature, becomes stiff in the hind legs and loses weight rapidly. In some instances, the affected quarters turn black or blue in a few days and, if the cow does not die, these portions of the udder slough away and a long period of healing follows.

Knowledge is limited concerning the origin, mode of spread, and methods of control of staphyloccoccic mastitis, while these phases are well understood with regard to the more prevalent chronic or streptococcic mastitis. The remainder of this discussion will be limited to chronic mastitis.

How Chronic Mastitis Spreads

Streptococcus agalactiae, the cause of chronic mastitis, multiplies only within the udders of infected cows. It is shed with the milk and, in this manner, gets on the milkers' hands or the teat cups of milking-machines from whence it is deposited on the teats of other cows. In dairy herds where no effort is made to control the spread of the disease, the
Lone Oak Jersey Farms

Wish You All a

HAPPY CHRISTMAS

and a

PROSPEROUS NEW YEAR

* *

SPECIAL BULL OFFERING
FOR THE NEW YEAR

A son of the Two-Star Viola's Trigle Gamboe 4055578, and out of Forster's Coronalio Lemon, 1257204, whose two-year-old record was 460 lbs. fat in 305 days, 5.8% test, and is now milking as a three-year-old and has a total of 381.7 lbs. fat, 5.7% test, in 191 days. This bull was dropped May 21, 1943, and is as smooth a bull as you'll find anywhere.

Price: $200 f.o.b. Farm!

Other sons of Viola's Trigle Gamboe also available from high record dams.

1942-43 herd average 471 lbs. fat for 30 cows (14 of these were 2-year-olds)

Lloyd "Bud" Forster

A. R. Forster & Sons

Manager

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GOOD JERSEY CATTLE

Offering Choice Bull Calves Sired By:

Volunteer Lorna Banner 399-455, Four-Star;

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There's a Reason WHY

a Beef Rancher telegraphed: "Cattle sold. swamped with phone calls, stop further advertising, letter follows."

Sherman Stock Farm

A Breeding and Testing Farm

For the Development of

BETTER JERSEYS

* * *

Gold Star Herd  Ton o' Gold Cows

Medal of Merit

Gold & Silver Medals

Breeding Matrons

Tested Sires Superior Sires

* * *

If you need a bull to build

a better herd, write:

Mr. & Mrs. C. W. Sherman

ST. HELENS SCAPPOOSE

OREGON OREGON

teats of the noninfected cows are daily exposed to *Streptococcus agalactiae*. The teat opening is supplied with a muscular closing mechanism, called a "sphincter," which acts more or less as a natural barrier to bacteria (Fig. 2). Conditions which interfere with proper functioning of the sphincter or favor the retention of bacteria around the teat opening enhance infection with mastitis organisms. Some of the conditions which may affect the teat and favor infection are shown in Fig. 3. In a herd where infected and noninfected animals are milked side by side, sooner or later in the lifetime of every cow conditions will arise that favor the penetration of the mastitis germs into one or more quarters of its udder.

While the milking act provides the most important channel for the spread of mastitis, infection may take place to a limited extent through association of infected and noninfected cows in muddy and insanitary corrals and by flies carrying the *Streptococcus* to the teats after having fed on infected milk (Fig. 4). Heifer calves, fed milk from diseased cows, may transmit the streptococci to the udders of their penmates if permitted to suck each others' teats. The streptococci usually remain dormant in the immature udder and, when the heifer fresher, they are shed in the milk—this may or may not be immediately accompanied by visible symptoms of garget.

How Prevalent Is Mastitis?

In a study of 24 California dairy herds, totaling 2346 cows, in which nothing was being done to control mastitis, the incidence of infection with *Streptococcus agalactiae* varied from 7.0% in a small herd to 75% in a 300-cow dairy. The average infection was 53.2%. From this study, it can be seen that chronic mastitis is very prevalent in California dairy herds. It has been estimated that milk production may be reduced as much as 25% by the presence of chronic mastitis. By eradicating this disease from our dairy herds, the industry would be going a long way toward meeting the demand now being made upon it for increased production.

What Can a Dairyman Do to Control Chronic Mastitis?

In badly diseased herds, it was found that one-fourth of the heifers became infected during their first lactation period, and the incidence of mastitis increased with each succeeding lactation so that, by the end of the third period,

Indeed they are! At any rate, those in a position to know, say so. And what they say is that California has become THE Mecca of fine Jerseys; that in this Golden State more people are buying more top ones than anywhere else.

They also say that at, or through, Faith Farm it is possible to get Jerseys varying from modestly priced, good producing but not so "smooth" ones, up to those which carry the breed's most noted bloodlines, are outstanding producers and that are of Grand Championship caliber. Folks say we save them time, travel, expense.

The best deal we know of at present (and it's the best one we expect to hear of in a long time) is a herd of 40 cows, 30 heifers and two excellent sires. This is a Complete Herd with everything eliminated except high class animals. Many have good production records and when the herd was classified for type the average was over 86! Purchase of this complete herd will give the new owner high rank as a Jersey Breeder, an established milk check, a good revenue from offspring, plus a great breeding program already recognized as one of the best!

Neil McPherson of

Faith Farm

Route 2, Box 271
Telephone: Chino 6455

Chino, Calif.

(Farm located approximately 5 miles South of Ontario on Euclid Avenue)
Welcome to

VANN RANCH
REGISTERED JERSEYS & ABERDEEN-ANGUS

Scion!

Scion of Superior Sire BRAMPTON BASILEUS whose twenty classified daughters have an average of more than 86%. Grandson of BRAMPTON BASILUA, World's Jersey Champion.

Brampton Basil Dariol
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Herd Sire

Valiant!

Winner!

Orlando's Silver Fairy
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In her test just completed she produced 15,172.4 pounds of milk, with 750 pounds of butterfat, in 270 days. In her first four months she produced over a ton of milk a month.

Royal Lucky Noble Design
400216
A many time first prize winner. Sire: Royal Wexford Golden Noble 379402. Dam: Lucky Lad's Design 1146991. Fine example of the Jersey breed of good size and eminent heritage.

A Noble Aim for a Noble Breed

Not merely to build a profitable herd, but to endeavor to advance the breed both in quality and production is the aim of the true Jersey breeder. Here at Vann Ranch we pledge ourselves to this aim and to share with other breeders any success that may come to us in its fulfillment.

Young Bulls Available

"Breeding Today for Champions of Tomorrow"

Charles S. Vann
Route 2, Palmdale, California
Leona Valley... 3 miles West of Bouquet Canyon

F. V. Springer
Business Address: 1303 Wilshire Boulevard
Los Angeles 14, California  DRexel 7222

December 15, 1943
Coronation Volunteer Lad

This group of illustrations shows our senior sire and his four daughters which won for him first position in the Get-of-Sire Class, the most coveted award in the Jersey Division of the Great Western Livestock Show in Los Angeles.

Other Winnings:
Junior Champion Female on Splendid Financial Alma.
1st Prize Produce of Cow on Virginia Fern Coronation and Day Dream Memory.
2d Prize Aged Cow on Virginia Fern Coronation.
1st Prize Four-Year-Old Cow on Standard Volunteer Sybil’s Fairy.
1st Prize Three-Year-Old Cow on Coronation Fashion Lucile.
1st Prize Two-Year-Old Heifer on Coronation Golden Ruby.
1st Prize Senior Yearling Heifer on Splendid Financial Alma.
1st Prize Aged Bull on Wonderful Design Advanced.
1st Prize Junior Bull Calf on Jester Standard Glory.

Select Heifers
Now for Sale
With over 200 head in the herd we are in a position to offer highly desirable foundation heifers, bred or open.

How to Reach Meadowsweet
The most direct route from Los Angeles is Highway 60 to Archibald Ave., east of Ontario, then 3 1/2 miles south to the farm.

C. T. & W. P. STOVER, Route 2, Chino, California
Clair Smith, Manager  •  Phone: Ontario 616-090
Wilber West, Herdsman
one-half of the cows were affected and, by the end of the fifth, from 80 to 100% had the disease. When a dairyman milks his old cows first, middle-lifers next and heifers last, he is carrying the infection through the herd to the young stock. By merely milking in reverse order, much can be accomplished toward retarding the spread of chronic mastitis.

By daily use of a strip-cup to examine the first streams of milk for clots, clumps, or flakes, many infected cows will be detected much earlier than would otherwise be possible. A strip-cup is a container having a removable 100-mesh screen in the top. Solid particles will be held back by the screen as the milk is drawn through it into the cup. Cows showing visible particles should be regarded as infected and should be milked with the last group. In chronic mastitis, particles appear in the milk at irregular intervals, but the streptococci are shed irrespective of whether or not the milk is visibly altered—therefore, an animal must not be regarded as recovered when symptoms of garget disappear.

To eradicate mastitis, it is necessary to find all of the infected cows so that they may be milked last and so that specific treatment may be given to remove the infection from their udders. Since many infected animals do not constantly show garget, special tests must be employed to detect the causative germs in the milk. A combination of the Floris and microscopic tests for mastitis is recommended for use in field laboratories. A veterinarian should be employed to make these tests, advise on the proper milking sequence and administer treatment to the infected animals. The tests are made on milk samples which must be drawn from each cow in a sterile manner. To initiate a mastitis control program, samples should be taken every 30 days for three months. This will provide a sound basis for classification of the cows. A herd test should be made every three months thereafter until the disease is eradicated. In the average herd, a minimum of two years will be required to completely eliminate chronic mastitis. It is only through such a program that a dairyman can hope to completely eradicate chronic mastitis from his herd.

Up to a few years ago, streptococci mastitis was considered to be an incurable disease. It is now known, however, that it is possible to eradicate mastitis from a herd provided that the necessary steps are taken.
**Ashburn Farm Jerseys**

**TON O' GOLD**

Our belief in **CONTINUED** high production is verified emphatically by the five credits transmitted by any cow that has qualified for this coveted award.

For credit value, a Ton o' Gold cow exceeds even a World's Record cow or the President's Cup winner.

We will have cows of this quality freshening during 1944 to the services of Gamboge Ashburn Baronet, Silver Medal Superior Sire and his paternal brother Sybil Ashburn Advancer. Their calves, if bulls, will rate as high as 5 STAR.

J. M. DICKSON & SON

SHEDD, OREGON

**Sunshine Jersey Farm**

E. E. GREENOUGH

Merced • California

Starts TWO New Foundations and
Four Future Farmer Projects

You Too Can Find What You Want
At Sunshine

Two daughters of Twinkle Volunteer, one by Blonde Golden Lad 2d and one by Brampton Brun Basil to Mr. and Mrs. R. L. Thomas, Sanger, Calif.—commercial dairy folks establishing a purebred foundation.

Twelve young daughters of Twinkle Volunteer, Brampton Brun Basil, Blonde Golden Lad 2d and Diplomat to D. Sidney Longacre, Poland-China breeder of Lindsay, Calif. This new herd will be operated at Alta Vista Ranch east of Porterville.

Seven heifers to Gonzales Future Farmers: A bred daughter of Diplomat to Jerome Pure; a daughter of Blonde Golden Lad 2d to Leslie Rosenblatt and a daughter of Diplomat to Frank Hook. These three lads now own their first purebreds. Their instructor, Jim Pappas, who has some 15 head of registered Jerseys of Sunshine and Shields breeding, selected four excellent heifers. We are proud to report sales of this character. They are indeed a compliment to Sunshine Jersey type and production.

Please Mention Western Livestock Journal When Writing Advertisers

**VENADERA JERSEYS**


"Tested Superior Sire" is the leading herd sire. We have cows classified Excellent and Very Good. Heifer calves and star bull calves generally for sale.

Guy H. Miller, Route 2, Modesto, California

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*From a report on mastitis treatment:*

That from 50 to 90% of the cows infected with *Streptococcus agalactiae* may be cured by injecting specific chemicals in the diseased quarters. Five distinct medicinal agents are available for this purpose and each has its own specific indications. These agents are irritating to the udder tissues and, when used by inexperienced persons, much damage may be done and, for this reason, dairymen should not attempt to treat their cows. Staphylococcal mastitis does not respond too well to treatment and the more irritating drugs should not be used at all as they may cause the infection to become more severe.

The percentage of cures that may be produced in a herd depends on a considerable measure upon the severity of the disease. In general, udders showing little or no tissue damage are more readily cured than badly scared ones. The advantage of having a herd under the supervision of a veterinarian employing the Hotis and microscopic tests for mastitis is that the infection can be detected early and at a time when it can be more easily cured. These tests will also reveal whether the mastitis is due to streptococci or staphylococci, and a proper choice of medicinal agent can be made.

Cures may be produced by treating either during lactation or during the dry period. In some instances, treatment during lactation will result in a diminished milk flow for the remainder of the period. Usually more treatments are necessary to bring about a complete cure during lactation than when the injections are made in the dry period. It is advisable to administer treatment during lactation only to relieve symptoms of garget, and to defer the attempt at producing a complete cure until the animal is dry.
Observations under controlled conditions have revealed that approximately twice as many cures can be obtained during the dry period by making the injections from 30 to 60 days prior to calving as compared with treatments given close to freshening. Cured cows are susceptible to reinfection if exposed to diseased animals. It is necessary, therefore, to test treated cows to determine if a cure has been produced and, if successful, they should be milked with the noninfected animals.

Based on the foregoing discussion of chronic mastitis, the following procedures are essential for control of the disease:

1. Feed calves pasteurized milk; or, if raw milk is fed, prevent them from sucking each other's teats.
2. Milk the cows in proper sequence according to the condition of their udders. If they have been classified by microscopic and Hotis tests, milk clean cows first, suspicious cows next, and positive cows last. If it is not feasible to apply these special tests, milk the heifers first, middle-lifers next and old cows last, and use a strip-cup daily to aid in detecting any infection among the young stock.
3. After each milking, disinfect the teats of all cows by immersing them in a freshly-prepared solution, containing from 250 to 400 quarts per million of available chlorine. A cupful of this solution should be used for each udder, after which it should be discarded.
4. Do not reclassify cows on the basis of an apparent recovery from garget in the absence of treatment. For such animals are usually still infected and are shedding streptococci in their milk.
5. Do not milk abnormal udder secretions on the floor as this tends to spread the infection.
6. Milk by hand the cows that show garget and practice complete milking.
7. Eliminate the infection as rapidly as feasible by having a veterinarian treat the positive animals and by selling, for slaughter, the cows proving to be incurable. Treatment is not practical unless the foregoing suggestions for controlling the spread of the disease in the herd are first put into practice.

Woodill Purchases
McComas Jerseys

With the exception of a few heifers, the Locust Acres herd of Modesto, Calif., has been sold to A. H. Woodill of Santa Ynez, Calif. This is the herd built by Harry McComas, one of the oldest breeders in the Stanislaus Jersey Association and as such one of the most consistent exhibitors of ten cows in the series of Modesto Spring shows. Some have exceeded the 6,000-lb. fat mark.

It is understood that this deal involves 32 cows from the herd that has a seven-year herd average of 415 lbs. fat. All are daughters, granddaughters or great-granddaughters of Sans Alois Noble Hero. Some are by the 750-lb. Volunteer Signal Knight which Mr. McComas purchased from the Penal Farm in Tennessee. His dam being a daughter of Estella's Volunteer, she is a sister to the 943-lb. Brampton Basileus and to the 945-lb. Estella's Bouncing Bet.

The first step in a Herd Check is to get these facts about each cow: her weight, milk production and butterfat, amount, kind and quality of roughage consumed, and amount of grain being fed.

Now, suppose a cow weighing 1100 lbs. is making 45 lbs. of 5 1/2% milk and getting 20 lbs. of good hay and 16 lbs. of Larro daily. Using the Larrometer, a special calculator developed for Herd Check work, you find that this cow might eat 27 1/2 lbs. of good hay and should, on that amount, make approximately 13 lbs. of milk from roughage alone. It is, therefore, cheaper to provide this cow with all the good roughage she will eat and feed only 12 lbs. of Larro to do the same job. This is a saving of 4 lbs. of grain per day against an increase in home grown roughage.
Americans are butter hungry
by *LESTER F. ZIEGLER*

The history of dairying and milk production extends back beyond written record. Long before modern civilization, the dairy cow and the products of her milk were well known and appreciated. Cows being milked, and butter being churned are pictured on Egyptian monuments. Excavations made on the site of Babylonia indicate that milk and butter were recognized items of diet before 2000 B.C.

Throughout the centuries, the production and consumption of butter has constantly increased as new methods and machines have made this possible, until today—particularly in America and among English speaking people—butter is a symbol of health, nourishment, good living and prosperity.

Made from the “most perfect of all foods,” milk, butter is Nature’s masterpiece of fats. A 100% product, butter is found in the virtues of natural vitamins and it holds other still mysterious food elements which science has not completely fathomed. Experiments have proved beyond the doubt that unidentified “X” exists in butterfat and in butterfat alone. No other fats or refined oils remotely compare or match those abundantly present in butterfat.

Butter has a beauty that lures the eye, a flavor that delights the palate. A guardian of growth, butter is a builder and his play. Truly, its place in the life of man is symbolic of health, nourishment, good living and prosperity.

In recent years the production of quality butter has risen to new heights. Beginning with the development of dairy herds, the milk cow today is a different animal from that of even a few years ago. Sanitation programs on farms have reduced the bacterial potential to a minimum, while refrigeration, and modern equipment have gone a long way toward improving the quality of the milk.

Churning operations, too, have been revolutionized. Formerly, all butter was churned from sour cream, but today perhaps most butter is made from cream as fresh and sweet as that which you would use on your own table.

During most of 1943, 50% of all butter produced in the United States was automatically set aside for the government and, in an attempt to regulate civilian demand and use, a program of rationing was instituted. This effort, while perhaps conscientiously designed, failed completely to ration fairly the available supplies of butter, and control of distribution and use was never accomplished. For a program of this sort to perform justly and efficiently, there must be a separate ration stamp on butter that will assure every person an equal share of whatever amount is available for civilians.

In the rural areas—close to points of production and manufacture—butter was plentiful. This was due to the creameries’ tendency to supply their local outlets first. Further aggravating this condition, rural people were in a position to raise much of their own meat and poultry, thereby having a surplus of “red” stamps which could also be used in purchasing butter.

It is a disconcerting reflection to observe throughout this period of butter shortage that many people living in metropolitan areas were unable to purchase even a quarter-pound of butter for weeks on end, while their country cousins at all times had an abundance of this essential food.

There are many other factors that are directly responsible for the acuteness of the butter shortage. The stress placed upon production of cheese, powdered milk and other products for governmental use, diverted huge quantities of milk away from the churns. Still further, particularly in Pacific Slope areas, the tre-
mendous influx of population that swarmed to the high paying defense projects sharply accentuated the demand for fluid milk. These thousands of new residents along the coast wanted milk and lots of it. This additional and abnormal demand robbed the churns again, and there are many creameries in the West where churning has been discontinued completely. These creameries, formerly churning thousands of pounds of butter daily, are now converted to the production of fluid milk for our cities and military personnel.

During periods of normalcy, the production of butter follows a pattern of production peaks and slumps. Throughout the spring and early summer seasons, the heavy milk production and subsequent churning builds up stocks of butter far in excess of consumer demand. This surplus butter is placed in storage, and held as a backlog against future sales. As the reserve stocks to govern the production of butter are available throughout the year—during normal times.

Storage butter during 1943 suffered a severe blow when the “roll-back” in prices was established early in the year. With this rolling back of price, holders of storage butter were quite naturally reluctant to sustain a loss of 5 cents a pound, so organizations everywhere immediately sold their reserve stocks to governmental agencies. With this single turn of events, one hundred million pounds of butter disappeared from normal civilian channels and from that date to this, the shortage of butter has been at a point of crisis.

At the time this is written, there are approximately 160,000,000 pounds of butter in storage reserves in the United States, but this is of slight interest to civilian consumers, as practically every pound of this stock is owned by Federal agencies, and will be used for military and Lend-Lease consumption.

Butter is perhaps the most discussed food in America today, and rightly so. Americans know the nourishment and taste satisfaction that is found only in butter, and despite past inequities in distribution and shortages that encouraged the use of substitutes as an emergency measure, American consumers know that nothing but butter is butter, and want it. More than ever today, and with reason, Americans are butter-hungry.

---

**Here is Why the De Laval Speedway Method of Milking is Sweeping the Country**

Many dairymen throughout the country are now using the De Laval Speedway Method of Fast Milking with splendid results. It combines fast milking with improved sanitation and effective mastitis control. It saves time and labor ... results in healthier udders ... and reduces the amount of strippings.

**More Milk**

The De Laval Speedway Method of Fast Milking removes the milk from the cow during the 3-4 minute period when the process of milk ejection is at its peak.

**Time Saving**

In many cases total milking time is reduced by one-half ... or more ... over older methods of handling the milk. Frequently the number of operators is likewise reduced.

**Healthier Udders**

Fast milking conforms with the natural process of milk ejection in healthier udders. The better sanitary control likewise assists in this respect.

---

**Less Strippings**

The De Laval Speedway Method of Fast Milking usually results in reducing and frequently eliminating amount of strippings.

**Mastitis Control**

The close and frequent observation of udders, the fast milking and better sanitation of the De Laval Speedway Method help provide effective mastitis control.

**Better Sanitation**

The De Laval Speedway Method of Fast Milking includes steps that result in greater cleanliness and better udder and machine sanitation.

---

**Finish the War Faster Too - Buy War Bonds**

**De Laval Pacific Company**

61 Beale Street • San Francisco

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**Bramarán Jerseys**

**The Home of ROBIN’S LUCKY LAD**

One of the two bulls in Southern California that has classified Excellent. Now well on his way to acquire his Fourth and Fifth Stars, with 18 credits already established. His dam, Cock Robin’s Dream, is a Gold Medal cow that classified Excellent and has a production of 783.6. Here he is being mated with select cows including a group of Sybils.

Bradford H. Miller, 9360 Farralone, Chatsworth, California

**PHONE SUPERIOR 82845**
Stanislaus Jersey
Futurity Stakes

Guy H. Miller, secretary, Stanislaus Jersey Breeders' Association, Modesto, Calif., reports on Futurity Stakes 14-B and 15. This is a special classification for two-year-old heifers which are nominated as calves. They must freshen before 28 months of age. They are milked twice daily, 305 days. The contest is based on butterfat production.

With respect to Stake 14-B, Mr. Miller reports that other heifers failed to freshen in time, died or were sold before freshening. In Stake 15, other heifers did not produce sufficient fat, freshened too late or were sold before freshening.

STAKE 14-B

First award to Lucerne of Venadera, 473 lbs. fat. Sire, Venadera Volunteer. Owner, Guy H. Miller, Modesto.

Second award to Napoleon Betsy of Elmwood, 411 lbs. fat. Sire, California Nick Bobby. Owner, V. J. Lancaster, Turlock.

Third award to Napoleon Alma of Elmwood, 408 lbs. fat. Sire, California Nick Bobby. Owner, V. J. Lancaster, Turlock.

Fourth award to Sunbeam of Venadera, 343 lbs. fat. Sire, Venadera Volunteer. Owner, Guy H. Miller, Modesto.

STAKE 15

First award to Stockwell Rosalie of Lone Pine, 368 lbs. fat. Sire, Stockwell Signal Volunteer. Owner, Vernon Thornburg, Turlock.


Third award to Heifer Tattoo 328, 377 lbs. fat. Sire, California Choice Dan. Owner, Mer-riam Brothers, Hickman.


Fifth award to Treasure of Venadera, 342 lbs. fat. Sire, Patriotic of Venadera. Owner, Guy H. Miller, Modesto.

Ashburn Farm News

Most important bull transaction reported recently from the J. M. Dickson & Son Jersey herd at Shedd, Ore., is that of a young sire prospect just acquired by Leslie E. Hermann of Broadway, Ore.

The young bull is a son of Sybil Ashburn Advancer and out of the triple Silver Medal, Star cow, Lulu Leona of Ashburn. Her records show 565 lbs. fat in 365 days starting at one year 11 months; 560 lbs. fat in 305 days starting at three years; and 396 lbs. fat in 305 days starting at four years one month. "Leona" will soon qualify for a Ton o' Gold award, according to Mrs. C. C. Dickson.

Venadera Bull for Allen Herd

Asa W. Allen of Fresno, Calif., recently selected from the Venadera Jersey herd of Guy H. Miller, Modesto, Calif., the bull calf Venadera Royal Observer, by the three-star bull Aster Royal Sir, a son of Draconis Royal and Aster's Design breeding.

The dam of the calf is Alzorina of Venadera, a mighty promising daughter of California Design. Her dam is Zora of Venadera, one of the "Very Good" daughters of the superior sire Venadera Volunteer. Zora now has a record of 539 lbs. fat in 10 months and is expected to qualify as a Ton of Gold cow by New Year's Day.

IT PAYS TO USE A GOOD MILK COOLER

Temperature is the most important factor in controlling the length of time milk will retain its sweetness, quality and palatability. The careful dairyman cannot afford to chance spoilage. He uses a Cherry-Burrell Bestov or Oriole Farmer's Tubular Cooler.

The Bestov is a high quality cooler with an extra coating of pure tin on the cooler sections to make it give much longer service without retinning.

The Oriole is a low priced cooler made of high grade materials, which makes it possible for the smallest dairy to enjoy the advantages of a genuine tubular cooler.

Ask for Bulletin G385.

CHERRY-BURRELL CORPORATION

"Everything For The Dairyman"

SAN FRANCISCO 7
777 Folsom Street

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432 Eleventh Avenue

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4621 Pacific Boulevard

 Associate Distributors: Dairy Machinery Co., Seattle and Spokane; Monroe & Crisell, Portland and Salt Lake City
Nuevos Jerseys Worth Watching

Jerseymen in Southern California may well keep their eyes on the records to be made by a group of heifers in the San Jacinto Valley during the next year.

They are 14 daughter of Volunteer Sybil Standard, two of which have recently freshened and with the others coming in soon. They are being milked at H. H. Wyman’s Nuevo Jersey Farm at Nuevo, Calif., and they will constitute the first extensive test in this part of the country of a sizable get from a son of Nelly’s Standard Volunteer, highest tested sire of the breed.

The Wyman bull, Volunteer Sybil Standard, is 75% the same breeding as his illustrious sire. He is sired by Nelly’s Standard Volunteer and out of a daughter of Nelly’s Standard Volunteer—Volunteer’s Nelly Dora with a record of 681.05 lbs. fat in 305 days at three years of age. The pedigree of this bull from the L. A. Hulburt herd at Independence, Ore., also shows him to be a great-grandson on the maternal side of Sybil’s Ashburn Baronet, former world record sire in the J. M. Dickson & Son herd at Shedd, Ore. Some of the heifers to freshen soon are out of cows from the Coppini herd at Ferndale, Calif., while others are from top Oregon Jersey families.

Mr. Wyman started his registered Jersey herd at Waco, Texas, 50 years ago. Later he moved to Oklahoma and 20 years ago shipped a carload of Jerseys into the San Jacinto Valley to start his present herd there. His was one of the first registered Jersey herds in Riverside County and from it have come foundation animals to start a number of other good Jersey herds.

Only 100 tons of explosives were dropped by American planes on enemy lines in the 47 days of the Meuse-Argonne battle in World War I.

Blue diamonds weighing from one to three carats were found in Nevada in 1892, but the deposit was subsequently covered by shifting sands and has never been rediscovered.

December 15, 1943
SAFER MILK FILTRATION

...IF COWS
COULD USE
SOAP, WATER
AND TOWELS...

New Improved
RAPID-FLO
FILTER DISK

NOW FIBRE-BONDED FOR
SAFER MILK FILTRATION

- Channeling, fibre separation or distortion, common faults of old style filter disks unnoticed by producers, frequently cause rejected milk, permitting dirt to “wash” through the disk with the milk.

Fibre-bonding, an exclusive Johnson & Johnson Patented Process, overcomes these hidden saboteurs of clean milk production. For the first time producers have a safe filter disk which traps the dirt. More and more farmers are recognizing the value of the new J & J Fibre-Bonded Rapid-Flo filter disk as a dependable “farm sediment test” indicating causes of dirt which can be corrected.

Give your producers this two-way margin of safety in clean milk production. Keep them well supplied with the New “Grand Champion” filter disk. Filter Products Division, Johnson & Johnson, 4949 West 65th Street, Chicago, Ill.

FOR CLEAN MILK PRODUCTION
FIBRE-BONDED
RAPID-FLO
FILTER DISKS—ROLLS—STRIPS

WESTERN LIVESTOCK JOURNAL
ONLY $2.00 A YEAR

Low Jerseys
HERD SIREs: Noble Faovic Design, (Shields); Venadera Faovic Design, (Mil ler); Elmwood Choice Buster, (Lancaster). Their bull calves for sale from our best cows only.

M. C. Stotts, Manager
Low Ranch Hughson, Calif.

Jerseys Opened Great Western Dairy Show

Senior and grand champion bull, Marie’s Boy Designer, shown by Orange Blossom Farm, Ontario, Calif. Junior champion, Orange Blossom Basileus, shown by Orange Blossom Farm.

Senior and grand champion female, Clovate, shown by Orange Blossom Farm. Junior champion, Splendid Financial Alma, shown by Meadowsweet Farm, Chino, Calif.

A capacity Sunday crowd looked on as Jerseys opened the revived session of the dairy department in the 1943 Great Western Livestock Show in Los Angeles. It was the kind of an opening that allayed all doubts about the demand for a dairy division at Los Angeles. Moreover, it was an event filled with interest. New breeders with new cattle were meeting on the fairgrounds for the first time. It was strictly a Southern California show. In fact, most of the cattle came from three herds in the Ontario-Chino section—Orange Blossom, Meadowsweet and Faith Farm. Both Stover and Chase cattle were shown under the Meadowsweet banner.

The peak of the show was reached in the aged cow class, when Judge G. E. Gordon stated publicly that he has never passed upon a class of such uniformity. Clovate was ripe that day and went through to the grand championship for Major C. C. Moseley of Orange Blossom. The junior championship was properly placed on the truly Splendid Financial Alma, senior yearling from Meadowsweet.

Orange Blossom cattle stood first in the Young Herd and Graded Herd groups. Meadowsweet taking the lead in the Produce of Cow and Get of Sire classes. Meadowsweet won the Get class with heifers recently arrived from Iowa with their sire, Coronation Volunteer Lad. These were the personal selection of Manager Clair Smith.

In the bull division, both champions went to Orange Blossom entries—the senior on Marie’s Boy Designer, who met his chief competition from Wonderful Design Advancer from Meadowsweet, while the junior was placed on the promising junior sire, Orange Blossom Basileus.

The third prize junior yearling heifer from Faith Farm, known as Bryn Derven War Gift, was shown in the name of Fred Vanderhoof of Polled Hereford farms at Woodlake, Calif., who is establishing a unit of high-class purebreds.

And at the conclusion of the show Neil McPherson announced the sale of Regal Aim Betsy, first prize heifer calf, to Mrs. Joe Menne of Ductor, Calif., for presentation to her niece, Jolin Flynn. The Vanderhoof heifer is a daughter of Brampton Sporting Standard. The Menne heifer is a granddaughter of the great sire now in use in Pennsylvania—Wonderful Aim.

EDITOR’S NOTE: Complete Jersey awards were printed in the Weekly Western Livestock Journal of November 30.

By pushing a button or a lever, a tower man can set up an entire route for the movement of a train through the maze of tracks and switches in a terminal, automatically interlocked so that no other conflicting route can be set up at the same time.
New Milking Barn at John Hanks Jersey Farm

A new milking barn will soon be christened in creamline milk from the outstanding registered Jersey herd of John Hanks, Jr., at Ellensburg, Wash., according to word from the farm.

The new unit will include a modern 12-cow milking parlor, a “zero room” 10 x 12 feet in size for sharp freezing, a 32-degree room for milk storage, built-in feed bins and a wash room for milkers. The entire structure will sit on a solid concrete floor. From this, walls of hollow tile will rise four feet, with wooden construction above. The entire structure is being designed on an easy-to-clean basis and to provide the utmost in efficiency during the daily round of chores.

A recent sale from the Hanks herd saw a top heifer go to Frank Phipps of Granger, Wash., as foundation for a Future Farmer project.

J. K. Fraser Gets Proven Jersey Sire

J. K. Fraser of Denair, Calif., has recently purchased the eight-year-old bull Wallflower Signal from D. T. Welland of Valley Home, Calif. This bull is a proven sire through Cow Testing Association records, which give him a high rating. He was bred at Shelby County Penal Farm in Tennessee and is sired by the well known superior sire Signal Estella’s Volunteer. He will head the foundation herd Mr. Fraser is assembling.

The first mass flight from the mainland to Hawaii was made by six Navy planes which left San Francisco on Jan. 10, 1934, and reached Pearl Harbor 24 hours and 56 minutes later. Such flights are now commonplace.
Registered Guernsey cows, bred heifers, open heifers, and heifer calves good enough to meet the increasing demand for foundation stock.

These prospective buyers want production records, and good type and breeding that will keep them in the business as satisfied customers.

Many of them failed to find enough cattle in competition with the 42 buyers who bought the 83 head in the P & M Rancho Dispersal last month for an average of $354.75, including 19 calves under ten months of age. Others are people who recognize that the demand for good Guernseys is based on their economical production of high quality milk that always finds a market, with or without subsidy. Their demand piles up faster than the supply. Send complete information on good cattle you can spare.

```
401 California Fruit Bldg.  
Sacramento 14, California
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**HAPPYHOLME GUERNSEYS**

*Where Proven Bloodlines, Plus Transmitting Ability, are Resulting in Greatly Increased Production*

### We Offer for Sale

**HAPPYHOLME NANN'S DEFENDER**  
Born Oct., 1941

<table>
<thead>
<tr>
<th>Sire: Happyholme Defender</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 A. R. Daughters</td>
</tr>
<tr>
<td>10,632.3 m — 573.4 fat Cl. G</td>
</tr>
<tr>
<td>10,816.7 m — 601.2 fat Cl. F</td>
</tr>
<tr>
<td>(Others on test)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dam: Escalon Royal Nan</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Highland Royal Prince Daughter)</td>
</tr>
<tr>
<td>6,770.7 m — 360.0 fat GGG</td>
</tr>
<tr>
<td>8,234.0 m — 422.2 fat FFF</td>
</tr>
<tr>
<td>11,690.7 m — 607.5 fat DD</td>
</tr>
<tr>
<td>13,698.3 m — 681.7 fat AA</td>
</tr>
<tr>
<td>1 A. R. Daughter</td>
</tr>
<tr>
<td>7,492.2 m — 514.1 fat GG</td>
</tr>
<tr>
<td>Other daughter</td>
</tr>
<tr>
<td>7,445 m — 388.9 fat DHIA</td>
</tr>
<tr>
<td>8,662 m — 426.0 fat DHIA</td>
</tr>
<tr>
<td>9,281 m — 461.9 fat DHIA</td>
</tr>
</tbody>
</table>

### At Service-Age

**HAPPYHOLME BETH'S ROYAL**  
Born June, 1942

<table>
<thead>
<tr>
<th>Sire: Escalon Hilda's Royal A. R.</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 A. R. Daughters — 12 records average</td>
</tr>
<tr>
<td>10,799.0 m — 536.9 fat G</td>
</tr>
<tr>
<td>12 in immature — 3 triple letter Cl.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dam: Happyholme Prince's Beth</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,641.4 m — 331.2 fat GGG</td>
</tr>
<tr>
<td>10,092.4 m — 449.4 fat EEE</td>
</tr>
<tr>
<td>14,920.7 m — 702.7 fat CC</td>
</tr>
<tr>
<td>10,031 m — 486.9 fat DHIA</td>
</tr>
<tr>
<td>1 daughter sold State Sale 1941</td>
</tr>
<tr>
<td>1 daughter to freshen April, 1944</td>
</tr>
</tbody>
</table>

All Triple Letter Class and DHIA Records are made on two milkings daily. Ask for extended Pedigrees and Prices.

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Happyholme Farms  
Lodi, California

Geo. W. Emde, Owner  
Albert Deboy, Herdsman

---

**Guernsey Tops at Los Angeles**

**CHAMPIONS**

- Senior and grand champion bull, Eldor of Adohr Farms, shown by Adohr Milk Farms, Tarzana, Calif.
- Junior champion, San Carlos Donna, shown by San Carlos Dairy, Santa Barbara, Calif.
- Senior and grand champion female, Boulder Bridge Maxine, shown by San Carlos Dairy. Junior champion, Adohr Eldor Kenise, shown by Mrs. Kenneth Fitzpatrick, Encino, California.

The Guernsey show was made chiefly by Adohr Milk Farms at Tarzana, herds from Santa Barbara County including Doty Brothers of Goleta, San Carlos Dairy of Santa Barbara and the newly founded Rancho Santa Ynez of Santa Ynez. It was unusual that a bull in his ninth year would receive the grand championship but Eldor of Adohr was so honored and his get won heavily, including the junior get of sire group and the produce pair, the latter out of the famous National Dairy Show champion, “Dimples.” Eldor was also the sire of the junior champion heifer, Adohr Eldor Kenise, purchased from Adohr by Mrs. Kenneth Fitzpatrick of Encino as a baby calf.

The “Coronations plus Coronation” from San Carlos won the senior “get” honors on Gayhead’s Monitor, a quartette headed by the junior champion, San Carlos Donna. Further evidence of the soundness of the San Carlos breeding program developed when a daughter of San Carlos Gaylad, winning two-year-old son of “Monitor,” headed a class of nine junior heifer calves. The grand champion cow, Boulder Bridge Maxine, also came from San Carlos.

The show was greatly strengthened by the exhibit from Rancho Santa Ynez, a herd founded only last summer. Senior and junior heifer calves by their Foremost May Valor were much in evidence, indicating the promise which is already developing in the Rancho Santa Ynez breeding program.

Manager Hill of Rancho Santa Ynez announced that he has secured the services of R. A. McGuire, the herdsman who did such a splendid job of preparing the P & M Ranch herd for dispersion.

Eboro’s Note: Complete Guernsey awards were printed in the Weekly Western Livestock Journal of November 30.
In these wartime days of labor shortage, the wisdom of Mrs. Lela Rogers, motion picture producer, and her famed daughter Ginger, in choosing JAMESWAY streamlined construction and JAMESWAY equipment for their dairy buildings at Rogers' Rogue River Ranch, Eagle Point, Oregon, is strikingly apparent.

The Rogers ranch is no plaything or hobby farm. The fact that it pays its way these difficult days proves this. It also performs a vital wartime service, supplying soldiers at nearby Camp White with 150 gallons of milk daily from the big Guernsey herd.

Aiding in these accomplishments is a complete JAMESWAY streamlined ironclad farmstead set-up of buildings and equipment, including 12-cow milking parlor, 40-cow feeding barn, 8-stall hospital barn; silo to store 150 tons corn silage and hay-keeper with capacity of 100 tons chopped hay. Efficiency and easy-to-clean features of this installation have made possible economical production of high quality milk. Bacteria count, for instance, is almost unbelievably low—900 to 1200 on raw milk.

The Rogers also look to post-war days when the ranch may become a truly great breeding establishment for Guernsey cattle and of immeasurable value in developing yet better dairy herds throughout the Pacific Slope.

*Don't Forget to Buy War Bonds*
Chapter Two of a Guernsey Story

By Rancho Santa Ynez

The purchase of the Sonoma Guernseys from V. W. Jorgensen of Sonoma, California, gives us another family large enough to continue as a separate breeding program. Most of them were by the two proven bulls, Chicona Sonoma and Coronation Fearless, or by their daughters. The foundation females of this group included several of Chicona breeding, bringing in the dependable Langwater Traveler blood. There are two great families descended from Highland Royal Prince, the bull that left 108 A. R. daughters at Happyholme. The herd includes:

24 daughters of Chicona Sonoma A.R.; who is by Chicona Alaska, son of Langwater Traveler, and out of Avalawn's Marie (15793.4 m., 973.2 f., class C, world record when made).

Coronation Fearless A.R. and 25 of his daughters. He is by Green Meadow Coronation Prince and out of a daughter of Green Meadow Coronation King. He is proven for an increase of 1331 lbs. milk and 39 lbs. fat over the dams of his daughters.

Sonoma Magician and 13 of his daughters. He is by Coronation Fearless and out of Avalawn's Marilady (12110.5 m., 640.3 f., class A, 305 days), and she is a maternal sister to Chicona Sonoma.

Somebody's Future Herd Sire Is For Sale; Sonoma Gold Dust, six months old. By Coronation Fearless and out of Sonoma Galandrina, who traces three times to Highland Royal Prince. Her records are: 427.0 fat, class GGG (2 years), 503.5 fat in class EEE, 521.7 fat in class CCC (4 years), 625.2 fat in class AAA (5 years), and 491.1 fat in class AAA (16 years). All records made in 305 days on twice daily milking. See him and you'll buy him.

RANCHO SANTA YNEZ, Santa Ynez, California
George A. McKenna, Owner
B. H. HILL, Supt.
R. N. McGurer, Herdsman

Matapa Guernseys

A breeding program blending Langwater blood through Santa Cruz Hollliston Valent and Klondyke Kornegay. Located half mile west of Centerville on Ventura Avenue. Visitors welcome.

Visitors welcome.

W. B. DOTY
P. O. Box 88
FRESNO, CALIF.

Winnings of San Carlos Guernseys at the Great Western Livestock Show

1st Prize Two-Year-Old Bull—San Carlos Gaylord.
1st Prize Senior Bull Calf—San Carlos Donnie.
1st Prize Junior Bull Calf—San Carlos Max.
Junior Champion Bull—San Carlos Donnie.
1st Prize Aged Cow—San Carlos Pat.
1st Prize Four-Year-Old Cow—Boulder Bridge Maxine.
1st Prize Two-Year-Old Heifer—San Carlos Gypsy.
1st Prize Junior Yearling Heifer—San Carlos Lady Princess.
1st Prize Junior Heifer Calf—San Carlos Carmelita.
Junior and Grand Champion Female—Boulder Bridge Maxine.
1st Prize Young Herd.

The Petan Investment Company
Rancho San Carlos
Santa Barbara, Calif.

Matapa Guernsey Sales

John Equi, from the new home of Matapa Guernseys at Penngrove, Calif., writes that he has sold Stanley C. Bengston of Sebastopol a successor to his Reamer's Rose Anchor. The bull in this transaction is Matapa Delia's General Patton, son of Zeke's Delia awarded the Goldie Trophy at the last California Club sale, now in the Erwin Muller herd at Los Altos. Since this young bull had been retained for use at Matapa, certain rights were reserved. Stanley Bengston was a State Farmer in 1935 and American Star Farmer in 1937, now operating his own herd as one of the many boys who have passed through the Santa Rosa High School's vocational department.

Another bull calf, known as General Eisenhower, has been sold to M. E. Potterton of Santa Rosa. His dam is Lou-Boy's Selma, now on test. She in turn is a daughter of Zeke's Sally in the U. S. Naval Prison Farm herd on Mare Island. The next dam is Troumtere Sophie, 725.9 lbs. fat, now owned by Dick Raven of Santa Rosa.

Tidmarsh in the Army

Santa Barbara County members of the Dairy Herd Improvement Association have keenly felt the absence of their former tester Gene Tidmarsh who is now a Staff Sergeant in Bat B, 121st C.A. (A.A.) Bn., Burbank, California. In a letter to the California Guernsey Cattle Club written while on leave at his home in Corning, Calif., he reports that his present location permits him to get a chance to see some good Guernseys once in a while. At his home farm they are gradually working into a Guernsey herd with 11 head of grades and a purebred bull. He writes that they will want to get a couple of purebred heifers within a year. His herd average for the past year was 320 lbs. of fat on 11 head of which nine were first-calf heifers.

Some of these heifers were daughters of the bull Escalon Fawn Prince which Sgt. Tidmarsh secured from Allen Lestor of Gridley for Tom Peterson of Solvang when Tidmarsh was testing the Peterson herd. Sgt. Tidmarsh will be glad to hear from any of his friends.

Gridley Guernsey in Top Spot

Larnigan Bonita, purebred Guernsey cow owned by Allen Lestor of Gridley, Calif., has been distinguishing herself recently by consistently leading all other cows on test in Butte County.

During September, latest month for which returns are official, this Guernsey produced 111 lbs. of butterfat. Her records are proudly pointed to not only by her owner but by C. W. Welt of Live Oak, Calif., who has headed his herd with a son of this outstanding producer. Mr. Welt operates Ak-Sar-Ben Dairy at Live Oak.

Happyholme Sales

Alvin J. Sylva, Jr., Sonoma, Calif., has purchased two outstanding heifer calves by the Happyholme junior sires from George Emde, Lodi, Calif.

The United States has provided its allies in the war with more than 100 million lbs. of vegetable and cereal seeds.
Rogue River Renovation

By BOB ROBERTS

For many a year, the small herd on the place had been milked in the old, dilapidated, drifty frame barn. Chickens had gone to roost under the eaves of the dark and aged poultry shelter, with the moon on clear winter nights throwing jagged silver darts through cracks where shingles and siding had warped apart. Howling wind and snow in winter and driving rain and hail in spring and fall had run a seasonal relay race—their goal to whip any stray vestiges of paint from the ranch house.

All in all, they were not a particularly inviting set of buildings which greeted Mrs. Lela Rogers some four years ago. She had to draw on her theatrical background and use plenty of imagination to visualize the ranch as it might appear with the right set of props moved onto the scene. But she did picture that place as she would want it to look and as she knew her daughter, Ginger, would want it to look—and the picture was a pleasing one.

Down below the brow of the bluff, atop which the buildings were located, the Rogue River lived up to its mischievous name, bubbling, roaring and eddying in varying moods as it followed its course past the bottom land pasture. The pines and spruce on the edge of the bluff and rising thick from the hills across the river murmured in a breath of breeze—talked of four-point bucks on the hillside and trout in the river below.

That farm was the first thing Mrs. Rogers could remember that Ginger had really wanted to own. She had wanted it by a river and with wooded hills around it and broad fields of feed crops and pasture for a herd of dairy cattle. Here was the place that could become that farm they had pictured. The shopping was over and the farmstead became Rogers Rogue River Ranch.

What a difference, the Rogers Rogue River Ranch of today. The old barn and chicken house and the other outbuildings may have been picturesque, but they weren't practical in that Southern Oregon country. The old house was a part of the place. Sturdy of build and of an earlier period of architecture, it fitted into the wooded surroundings. It breathed the spirit of a real American ranch house but it took a complete rebuilding job to put it in good repair and enlarge it into a ranch headquarters and foreman's home. A shake-built fishing shack on a wooded hill near the ranch...
Brown Ranch
Guernseys

Barometer
of
Production
indicating
daughters
of
HOLLISTON
ROYAL OF
ROCKINGHAM
with records
above 700
lbs. Fat.

★
C A P I T O L A
California

ALLAN K. BROWN
Owner
LYLE STREVER
Herdsmen

Elm Lane
Guernseys

ELM LANE
VALOR'S SUPREME
Bred at McDonald Farms. Sired by Supreme Blend, grandson of Langwater Valer, whose dam is Supreme's Janice 857.9 lbs. fat average for three lactations. Dam, McDonald Farms Evangelina, in the Elm Lane foundation, is a daughter of McDonald Farms Master who is out of Supreme's Janice, thus giving this junior sire, now in service, a double infusion of the blood of the great Janice.

ELM LANE FARM
MRS. LEONA H. TODD
EAST OLIVE AVE., FRESNO, CALIFORNIA

We're Ingenious

We have figured out and manufactured a good many gadgets to make milk production and processing easier, quicker, cleaner, cheaper, for the dairy industry.

We Are Still At It

Coming Up!

We have two or three new bright ideas that we are testing out in our shops right now. Just as you are doing, we are doing our part to WIN THE WAR!

A SON of SIR
JOHN OF CLOVERTOP
for YOU!

Dropped October 9, 1943, Out of Troublemere Athalia, daughter of Shuttlewick Dreadnought with an AR record of 12,184.4 lbs. milk, 615.6 lbs. fat, Class AA. Here's type and production difficult to duplicate.

DESIREE M. PETERSON
Clovertop Ranch
Newcastle, Calif.
Spotted Polands, too

Boyd Farm Guernseys

For Sale: Young bulls all by AR sires and out of officially tested dams. Held at prices any dairyman can pay.

Jack Hale, Mgr.
Yuba City, Calif.
Ranch and he watched the selection of foundation animals for the Rogers herd with a personal interest.

A little over a year ago, Mr. Elliott knew he must leave the Puget Sound country for a different climate. Although he had grown up in that green grass country and lived there practically all his life, the damp weather had eventually taken its toll. Aching joints and other signs of rheumatism came as a warning that he had probably stayed his stay in the region. He sold his herd, disposed of his farm, banked enough to assure himself a new start in a warmer climate and headed for California.

He's still a few miles short of his goal, for on the way he stopped coin on his way from Medford and made for a detour to Eagle Point to look over the Rogers Guernseys. Mrs. Rogers was staying at the ranch then and she needed help. She talked with Mr. Elliott and asked him to remain as manager, at least until ranch affairs could get on a more even keel.

Things are going along pretty smoothly now, considering wartime conditions which make feed supplies and labor rather doubtful items, but Mr. Elliott is still there. He shares with the Rogers family the enthusiasm for building an important breeding herd which will take its place among the nation's finest after victory is won.

The Rogers herd is 90% Langwater breeding. The influence of old Langwater Traveler from the nationally known herd of Albion Gile at Chinko, Wash., importer of the Traveler and founder of the great bloodlines which he heads. Now in use as herd sire is another young bull from Valley Pride Farms.

It should be evident from this barest of outlines as to what is going on along the banks of the Rogue River that the Rogers ranch is no glamor spot, hobby farm or overly-endowed philanthropy. It is being developed along practical lines and it is paying its way, even in these difficult times.

What splendor there is on the farm is centered around the dairy buildings. It was fortunate that they were completed before Pearl Harbor. They are a preview of the sort of dairy buildings many more farms will erect when they are again able to build the permanent, practical structures their operations really require. From the long-time standpoint they are no luxury. The relative freedom from fire risk afforded by the modern construction is worth much in itself. And in these wartime days of labor shortage the easy-to-clean features of these buildings—with no rafters and corners to collect dust and cobwebs—have been worth much more. The construction of the buildings helps promote that stress on sanitation which is a keynote of Mr. Elliott's management policy. The fact that his bacteria count last month was 150 and his milk has a 5% fat content indicates he is off the quota but is working in the right direction.

It's better for cows and cheaper for you to forestall trouble here—an application of Bag Balm may be the "ounce of prevention" when irritations retard the milk flow or infections threaten. Bag Balm brings effective antiseptic protection and quick healing aid to cuts, chaps, injuries; helps to keep milk organs clean, pliable, healthy; valuable for massage in treating caked bag. Firm textured and economical, Bag Balm spreads right and stays on. At most stores.

The fact that his bacteria count last month was 150 and his milk has a 5% fat content indicates he is off the quota but is working in the right direction.
The only good that can come out of looking backward is to measure what we have done. Have we gone ahead? Have we just marked time? Have we slid back?

The dairy industry generally has done an amazing job, for it has turned out milk and butterfat, processed and distributed it, in the face of a feed shortage, a labor shortage and inadequate pay.

This isn't something to brag about, but there is a feeling of satisfaction—in accomplishing what seemed to be impossible. Probably the children of Israel felt the same when they made bricks without straw.

We have that same feeling. Within the past year this dairy department has increased in size, has been consolidated in a definite section of Western Livestock Journal, has widened its scope and now has assumed a name of its own—Western Dairy Journal.

So we have tried to show that we are neither blushing violets nor brazen sunflowers. We have had our look backward and it has been encouraging. Now we should look ahead.

We have made up at least one of our New Year's resolutions. It is that we shall do our level best to more nearly represent and help the entire dairy industry.

There is something about this butter business that we do not like. We are told that "properly fortified" substitutes are just as good as butter. If that is true, why not send the substitutes overseas and keep the butter at home? Can a soldier fight better on butter, while a farmer can plow as well on a substitute?

If we are told that to give up butter to our fighting forces is a worthy and proper sacrifice, that's fine. We will be willing to surrender it to them, and to our allies, and to starving people all over the world, and do it proudly.

OPA announces that up to five million pounds of butter are to be released to hospitals from stocks held or set aside for FDA. There it is again; if the "properly fortified" substitutes are just as good, why feed butter to sick people? This bland mode of reasoning seems to indicate that the powers that be think we will accept any statement, whether it is sensible or not.

At the same time we are informed that available butter for civilian use will not increase during the next few months. It is expected to be about four pounds short of that bought per capita before the war.

Well, we know that "the other fellow" is always to blame. Finding fault is a democratic custom and has its uses, but let us not lose our clear thinking while doing it.

They Bought Another Kanowa Holstein!

Not that this is a rare occurrence in our experience, for most users of Kanowa blood do return for more, but the circumstances surrounding our dealings with Mr. & Mrs. J. W. Taylor of Visalia, Calif., give cause for special elation.

It's an old story now, how these people from Taylaker bought our "Gigi" cow that topped the Stanislaus County Sale of last May at $875. The new portion of it relates to their purchase of her daughter in the Western States Sale last month at $900.

The implication is that the Tays were well pleased with their original purchase and are now adding to that family. To please people, who know so well what they want and who use such discretion in their purchases, is to us a compliment.

In the same sale at Tulare another old friend and user of Kanowa blood bought our bull calf, Kanowa Royal Highness. He went to Henry Claussen of Gonzales who has used two sons of Man-O-War 59th to increase the test in his herd. One of them was a son of Lanore Duchess.

And to continue, our pair of heifers in the Tulare sale went to an entirely new man, M. J. Dill of Chowchilla, Calif., starting a new herd and buying these as his first purebred females.

We wish all the patrons of Kanowa success with their selections, plus a Happy New Year.
LEADERSHIP

Showing the type of heifers that were sold in our Young Holstein Sale in November. This one purchased by Leo Hedegard. Photo the courtesy of C. N. Vickers.

As our Holstein breeders of Stanislaus County enter their twenty-fifth year of cooperative action, this important announcement is made:

The rounding out of a quarter of a century in the improvement of the Holstein breed will be commemorated by a VICTORY SALE in the fall of 1944.

It has long been recognized that the generation of the greatest amount of interest comes through the working together of the largest number of participants. On that premise the Stanislaus Holstein Community has been built. As our organization grew in numbers and influence it has likewise grown in service. This development has been accompanied by a notable increase in Holstein interest within the county, reflected in marked improvement in type, production and quality of our member herds.

And as our average standard of quality improved the natural reward was an expansion in the market for foundation stock, resulting in sales to breeders and dairymen in distant sections of the state, which we construe as a compliment to our sincere efforts in making Stanislaus a noted Holstein community.

On behalf of each member of our organization, we here express our gratitude and appreciation to the many buyers who patronized our two association sales in 1943, as well as those who purchased privately, and wish them the best of success with their selections.

At the same time our members pledge their best efforts always to advance the cause of the Black and White Cow.

Season's Greetings to All Our Friends and Customers from the

STANISLAUS COUNTY HOLSTEIN BREEDERS' ASSOCIATION

. . . An Organization of More Than 50 Members . . .

Milton Kidd, Pres.
L. D. Thompson, Secy.
Modesto, California

STARKSFORD EMPRESS ANA. A. in the herd of Ray Stark of Fresno, Calif., now in the service. This heifer made 93.7 lbs. fat in the first 30 days of her second lactation, just before picture was taken. She is held by Ray's father, E. B. Stark.
Frank Hopkins, Route 3, Box 169, San Jose, California

Here the Los Robles herd and breeding program, intensifying the blood of King Pietertje Lyons Ormsby, will be carried on as usual and where our friends and customers will be welcome as always. You'll find us on the southeast corner of King and Story Roads, within sight of San Jose, phone Ballard 6571. We take this opportunity to express our appreciation for the fine reception given our entries in the Western States sale held recently at Tulare and pledge our best efforts in producing many more of the same quality.

Note: The bull pictured above is Lyons Ormsby Prince, proven three-quarter son of KPLO owned by B. H. Dibblee of Planada and used at Los Robles from time to time on an exchange basis. Our present herd sire is Los Robles Ormsby De Kol, a son of KPLO.

"I'm Happy and Complimented"

Pleased that my PRETTY GIRL heifer in the Western States Holstein sale was purchased by Arch Medlin of Visalia and complimented through the price she brought. At Colma she will have a chance to make good.

R. L. Duran, Visalia, Calif.

Sleepy Hollow Holsteins

Six year average on official herd test—528.9 lbs. fat. Foundation females for sale.

Sleepy Hollow Certified Milk Co.
PETALUMA, CALIFORNIA

Wascal Holsteins

Nothing for sale except baby calves. Drop in when passing this way. Ranch half mile east of town on the Highway.

AGE ABMA • Wesco, California

MALTESE VILLA

Home of Mendocino Katinka

Paternal Sister to MENDOCINO JULIETTE

$2500 top cow in the Western States Classic

KATINKA'S lifetime production:
3,657.2 lbs. fat in six lactations which average 698.9 lbs. 341 days. In the last two she exceeded 700 lbs., 305 days—703 in 1942 and 725.2 in 1943, 2X.

THROUGH the cooperation of Frank Hopkins, who permitted us to use his sire, Los Robles Ormsby De Kol, while awaiting the development of a younger bull from Los Robles, we are now privileged to offer some of his calves from dam with 2-X production up to 665 lbs. fat. This bull, a son of King Pietertje Lyons Ormsby, is the sire of the three Hopkins heifers so well received in the recent Western States Sale at Tulare.

TRINDADE BROTHERS, Route 1, Box 96, Merced, Calif.

KPLO
HOLSTEINS

Are Now In Their New Quarters Near San Jose

here the Western States Holstein brought. At chance to make good. complimented through the price she purchased by Arch R. L. Duran, Pleased MALTESE KATINKA'S lifetime production: THROUGH at Tulare. MENDOCINO JULIETTE 3,657.2 lbs. fat in six lactations MENDOCINO JULIETTE 78

WESTERN LIVESTOCK JOURNAL

Pregnant Cows

By DR. C. L. RANNEY
Excelsior Ranch Co., Garden Grove, Calif.

In the November issue of the Western Livestock Journal there appears an article that should be of paramount interest to all cattlemen, dairymen and veterinarians.

This article was written by George H. Hart and Kenneth A. Wagon, in reference to the culling of pregnant cows in beef cattle.

As superintendent and veterinarian of a ranch containing over 2,000 beef and dairy cattle, I have given a great deal of thought and have attached much importance to the subject of marketing pregnant cows and the breeding efficiency of a herd.

In our beef cattle, we started about five years ago, a program, of examining for pregnancy all cull cows and have found it so valuable that I have often wondered why there was not more of it being done. In our herd all the dry cows, including three year old heifers that were barren the preceding summer, are examined for pregnancy, and those that have conceived early in the breeding season are kept over. Open cows and cows early in the gestation period are sold. This group will generally make up about twenty to thirty percent of the total that would ordinarily have been culled. The seventy to eighty percent carried over will have big, early and thrifty calves that will be far superior to the calves from an equal number of heifers that would necessarily have been bred to take their place. It also eliminates the risk taken when a heifer has her first calf.

Another advantage we find is that we have to keep-over only a small percentage of the heifer calves and we can select only the choice calves to add to the breeding herd. The heifers not needed for breeding may be sold as veal or as fat two year olds, depending on the market or feed conditions. In our plan we spay the surplus calves and carry them over with the steers, fattening them as two year olds.

In our dairy operations we also have a program worked out that seems quite satisfactory to us. We keep accurate breeding records on each cow and after a cow has been bred seven to eight weeks she is examined for pregnancy. About ten to twenty percent examined will be found open. These open cows are bred to take their place. It also eliminates the risk taken when a heifer has her first calf.

It is my opinion that the expense involved in this program will be paid back many times over by the increased efficiency of the herd as a whole as well as the saving of many top breeding animals from having to go to the butcher or be carried over a long dry period.

In discussing this program with several individuals, one big objection is getting the satisfactory veterinary service to make the rectal examinations. It is true there are some veterinarians that have had considerable experience and some that have had very little. From the range men's standpoint my suggestion would be for a group of cattle men, in a certain locality, and interested in
such a program to collectively hire an experienced man to do all the examinations in one short period of time. It has been my experience that if the proper chute is used and plenty of help available it is possible to examine fifty cows per hour. Under these conditions an experienced veterinarian could come from a considerable distance and still not make the cost per animal excessive.

I feel Drs. Hart and Wagnon have done a real service to the cattle industry if they have stimulated some interest along this line. This is just one more step in the direction of lower production costs and I predict that routine pregnancy examinations in the better beef and dairy herds will become an accepted and general practice.

Montana Holstein Breeders Elect New 1944 Officers

J. C. Steiner of Billings, Mont., will head the Holstein breeders of that state during the coming year.

Mr. Steiner was elected at the annual meeting of the Montana State Holstein-Friesian Association, held at Helena on Nov. 24. Other officers chosen for the coming year are R. J. Pasha, Bozeman, vice-president; H. A. Shumate, Helena, secretary-treasurer; Wesley Lea, Stevensville, and E. F. Lyman, Great Falls, directors.

Attending the meeting were Glen Householder, extension director of the Holstein-Friesian Association of America, and C. N. Vickers, western Holstein fieldman, who presented a type classification program at the Shumate Dairy as a feature of the session.

Brought out by Mr. Householder was a fact of which Montana breeders of black and white cattle can well be proud—that Montana ranks second in the nine western states in the amount of herd test work being carried on.

Arthur A. Pearson Buys Hopkins Farm

In connection with the announcement that the Frank Hopkins of Modesto, Calif., are now established near San Jose with their KPLO herd of registered Holsteins, the Hopkins Ranch on Carpenter Road is now occupied by Arthur and Mrs. Pearson of Patterson and Turlock.

They purchased the property and have moved in with their herd of some 66 head of registered Holsteins, all the females but three being of Pearson breeding and sired by two herd bulls, one of them a full brother to King Inka Julia, chief sire in the Freeman herd. Incidentally, this particular bull must be sold for the reason that there are so many of his daughters in the herd that he cannot be used longer to advantage. Watch for an announcement giving more details about this bull, the production of his daughters, etc.

"With all due deference, my boy," said the Briton, "I really think our British custom at the telephone is better than saying 'Hello' as you do."

"What do you say in England?"

"We say, 'Are you there?' Then, of course, if they are not there, there is no use in going on with the conversation."
A TRIUNE-JULIA WINS AGAIN!

WE have long felt that public appraisal was the best determiner of values. If this be true, our pride in the bulls chosen to sire sons from our good females is pardonable. In 1932 we purchased the California State Sale top, a Triune-Julia whose paternal brother was already in service in our herd and whose son she was then carrying has since sired daughters that have produced as much as 100 lbs. fat a month under the two-time milking conditions practiced in our own herd.

In 1926 a paternal sister to the above mentioned cow, a Triune-Julia, topped the California State Sale, going to an Eastern herd.

In 1941 a Triune-Julia topped the Cow Palace Classic, going to Ravenglen. Her son by the six-times All-American, King Bessie Senator, has been returned to California for service in the herd of her breeders, Freeman & Son, and in our own herd.

In recent days Triune-Julia females were top and second top in the Stanislaus Sale, while one of our Royal Canadians from a Triune-Julia cross topped the bull division.

More recently another Triune-Julia, Mendocino Juliette (above), topped the Western States State Sale, going to H. G. Fawcett of Los Banos. We congratulate him on his good judgment. The second top female, another Triune-Julia, went to our neighbors-Leo Hedegard and Walter Kling. The $1850 top of the bull division was likewise a Triune-Julia.

In view of these developments it appears we chose wisely when we put "Juliette's" son, Mendocino Sir Julio, in service in our own herd.

KIDD FARMS (Hubert, Milton and Herman Kidd) MODESTO, CALIF.

The HARDWARE DISEASE

DO your cows grunt when suddenly moved? There is a grunt that is characteristic of "hardware disease." Can you hear a splash in their pericardial sac? Can you hear frictional heart sounds? If you can, it is very likely that they have been swallowing miscellaneous hardware.

Just why a cow seems to be fond of metallic objects has not been determined. Some believe she needs minerals and actually likes the taste of metal. Others think it just goes to prove that her mental equipment is about that of a newly born infant, that grabs anything handy and shoves it into its mouth.

No matter why, the fact remains that a great many cows die every year because they have swallowed a lot of metal objects inside. Some of these may do no harm, but the ones with sharp or pointed ends or edges will bring on all sorts of disorders and finally death.

A list of the things which have been found in the stomachs of cows suffering from this incurable disease reads a little like a catalogue of a hardware store. The commonest are baling wire, nails of all sorts, barbed wire, tin clippings, coins, metal tags, badges, keys, key chains, watch chains and parts of watches, buttons, beads, charms and necklaces. "Don't leave your watch where the cow can get it; she may want to eat it," said L. T. Giltnert and John A. Patton, of the U. S. Bureau of Animal Industry.

After she has downed some wire and a few fence staples and horseshoe nails, a cow may have a wide variety of symptoms besides those already given. This isn't strange, for these sharp articles may wander around inside her and deliver an attack in any one of a number of places.

Down they go! The baling wire in her first stomach or rumen may stab through the stomach wall. But generally it passes on into the second stomach or reticulum and there penetrates the surrounding tissues. Cases have been known where nails have worked out through the skin. Sometimes a nail or wire goes toward the liver and injures that organ, but the most common direction is forward toward the heart. Perhaps the chest action causes this forward movement. The pericardium lies close to the pericardium or heart sac, and is separated from it only by the thin diaphragm.

If this foreign metal article penetrates the heart, tissue trauma pericarditis sets in, and a train of symptoms and complications follow. There is apt to be digestive disorder, colic pains, fast pulse, short, difficult breathing, lack of ruminations, distended jugular vein, rise in temperature, dropsical swellings and many attendant ills. The animal may live for several months or several weeks, but natural recovery is rare.

Medicinal treatment is just a waste of medicine. Skilled veterinarians have operated with success when they got the...
case soon enough. In the case of a valuable animal this appears to be the only resort.

And “hardware disease” is no respecter of valuable cows. Indeed dairymen say that it seems to them it is always the best cow that swallows the baling wire.

Most of the hay grinding mills, custom or private, are now equipped with magnets, and those who use them regard them as worth all they cost. However, some cows will smell out and pursue a nail into the pasture.

Some dairymen complain that hay balers have been known to bale wire ties along with the hay. The man who uses a hatchet or an axe to cut the wire on a bale of hay is apt to provide his cows with a lethal dose of iron. Plans to discard baling wire in favor of cord would undoubtedly help.

Control measures for “hardware disease” include thorough and systematic gathering of all sharp metal pieces about the place. If these are harvested, consistently and stored in the scrap box the next scrap drive will be glad to get them. That this careful detailed ingathering of wire of all sorts and nails pays is borne out by one large dairy.

Traumatic pericarditis was very frequent there before a definite plan was inaugurated to gather the metal daily around the feed racks, corrals and barns. Since this system was put into effect this trouble has disappeared entirely.

New Location for KPLO Holsteins

The KPLO herd of Holsteins is now to be found near San Jose, Calif., for Frank Hopkins has left the old Los Robles location near Modesto, where he had carried on his program of intensification of the blood of King Pieterje Lyons Ormsby for many years, and is now established in Santa Clara County. There he has taken over the management of Unit One of Victory Farms, a grade herd of some 175 cows, in the ownership of which Harry Riano of Gilroy is one of the principals. The location is at King and Story Roads southeast of San Jose and within a mile of the city limits.

Arrangements were made by which the Los Robles herd could be located on the same property, meaning that Frank Hopkins can carry on his work with the tribe founded on King Pieterje Lyons Ormsby for many years, and is now established in Santa Clara County. There he has taken over the management of Unit One of Victory Farms, a grade herd of some 175 cows, in the ownership of which Harry Riano of Gilroy is one of the principals. The location is at King and Story Roads southeast of San Jose and within a mile of the city limits.

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The Future Sire at June Acres has been born!

MENDOCINO JULIETTE, above, the $2500 top of the Western States Sale, has given us a son by Mendocino Magaphone. With the 1120-lb. fat state champion record made by his dam and the better than 900-lb. record just made by the dam of his sire, this youngster is the logical selection to continue our line-breeding program for our present sire, Mendocino Sir Triune Mercedes, is a paternal sister to “Juliette”.

H. G. Fawcett • June Acres • Los Banos • Calif.

BULLS FOR SALE

Gerald W. Heil, Owner
El Nido, Merced Co., California

TAYLAKER HERD PROSPECTS

Starksford Gettie Ormsby Loretta, picture taken as she finished her third lactation with 658.8 lbs. fat in 305 days and 787.1 lbs. in 365 days to become the high cow in the herd at this time in which eleven in milk in November averaged 56.1 lbs. 2-X. Loretta is out of Sylvia Empress, the granddam of the young bull sold to F. F. Pellissier & Sons of Whitter, Calif., and named Starksford Pansco.

JUNE ACRES • WESTERN LIVESTOCK JOURNAL

Starksford Herd Bull Prospects

Pansco Charlotte Fairmount

His son, Pansco Exchange Plus, now junior sire in our Holstein herd, is out of a dam with 996 lbs. fat in one year and a total of 3199 lbs. in four lactations, 3.8% test. Better reserve one of his baby sons.

F. F. Pellissier & Sons
WHITTING • CALIFORNIA

Sons of Taylaker Ormsby DeKel Laddie, whose eleven paternal sisters average 592 lbs. fat.

One out of Taylaker Segis Empress Twink, four-lactation average of 479 lbs. fat, and in 206 days had 363.4 lbs. to her credit. One of our best families.

One out of Taylaker Thunderbolt Posch, 285 lbs. fat in 161 days, present lactation, she a daughter of Taylaker Thunderbolt.

One out of Taylaker Ormsby Wayne, the dam of the FFA champion bull owned by John Wackerman of Tulare, Calif.

We have never offered more promising bulls. Contact:

E. E. STARKS
Cor. Oliver & Backer, Phone 50664
Box 1803 • Fresno, California

Sharing Scarcity Instead of Producing Abundantly

Sharing scarcity—instead of stepping up food production and distribution—is moving the nation “in the direction of a diet of ‘roots, fodder and substitutes.’” O. M. Richards, general manager of the American Dairy Association, said before the Grocery Manufacturers sales executives.

“We are not a starving nation but we are rapidly becoming a hungry America,” he said. “We see ham and eggs, butter for bread, steak and beef roast gradually shrinking.” On such basic foods as meat, butter, cheese, milk, fruit, vegetables and grains, he continued, today’s price relationship and net farm income on these products are unbalanced, with the result that production of low farm income products naturally suffers. Neither price ceilings nor rationing is a solution to shortage problems, he said.

“To meet today’s situation is to turn to production—production and then distribution of foods in keeping with the American way of doing things,” he said. “This is where postwar planning begins and begins now. Waiting until ‘it’s too late’ may be another Pearl Harbor—too late and too costly, too. Food habits might be permanently changed. American memory and appetite might be divorced from all we know in the food business. The diet of ‘roots, fodder and substitutes’ of international planning might be forced upon this country in place of the American dishes of meat and potatoes, bread and butter, ham and eggs, desserts and the good things of life. ‘Sharing scarcity’ is the road away from the American way of life. Production of plenty is the insurance and protection.”

Mr. Richards urged the food industry to get some phases of its postwar planning under way now, in order to hold public preference for accepted products by trade name and reputation; to win a better public understanding of the industry’s wartime problems; to guard against undermining economic forces and movements designed intentionally or otherwise to destroy the American way of life; and to make it easy for the country to turn once again to free enterprise—the 8th freedom.

Report on a Kling Holstein

Cerutti Brothers of Newman, Calif., purchasers of a Colony Vrouka Koba Sir Romeo heifer as a calf from Walter Kling of Modesto in the Stanislaus County sale of 1941, report that she has finished her first lactation with 497 lbs. fat in 10 months, 2-X. This heifer promises to live up to her production heritage, for in addition to the influence she received from her paternal grand sire, Sir Mildred Calantha 6th, the Canadian Century Sire, she is out of a daughter of the 608-lb. Maida Quality in the Sequoia herd of F. S. Borror & Sons.

Rastus—Where you goin', boy? (This is Rastus’ first talking.)

Sambo—I’se going down to git myself some tuberculosis stamps.

Rastus—What is dey? I aint never heard tell of it.

Sambo—Well, every year I gits myself 50c worth of dem tuberculosis stamps and sticks dem on my chest and I aint never had tuberculosis yet.
Good Holsteins

Our Congratulations To Excelsior Ranch

on the splendid showing of the offspring of Show Boy Inka Valdessa at the recent Great Western Livestock Show. His dam, Carnation Inka Nellie Valdessa, with 824 lbs. fat, 2-X, 346 days, 4.3%, is still going strong in our herd. A full brother to "Show Boy" and a three-fourths brother, sired by Carnation Governor General Superb, are in service here at Weary River Ranch. The latter bull is the sire of the heifer purchased from us by Trussell Brothers of San Marcos at the Western States Sale held at Tulare.

Weary River Ranch
C. L. Good & Son • Santee • California

Kenmere Holsteins

WE acknowledge and appreciate the confidence displayed in our cattle in the Stanislaus County and the Western States sales where purchases were made by:

Chas. Mettler, Lodi
Theo. Heinrichs, Kingsburg
Larry Bennett, Chico
C. L. Good & Son, Santee

Three are new buyers. The Goods' had previously bought a ¾ sister to their last purchase that made 460 lbs. fat, first calf, 10 months. All but one of the above by Sleepy Hollow Julia Prince; the other by his son.

A. P. Fosberg & Son • Turlock • California

Please mention Western Livestock Journal in writing to advertisers.

From Clarks to Longowna

W. W. Long & Son, Longowna Farm, Tulare, Calif., have once more called upon CLARK HOLSTEINS.

This time for a Junior Sire: King Bessie Vera Ormsby. He is an inbred son of King Bessie Vera out of Altha Mead Ormsby 2d, 663.9 lbs. fat, first calf, 365 days, 670 lbs. fat, second calf, 326 days, 4% test. Full brother to King Altha Vera Pride in service in Clark herd.

THANKS and the best of success to W. P. Roduner of Merced and Chas. L. Good & Son of Santee who purchased our entries in the Western States Sale.

Mrs. G. U. Clark & Son, Hanford, Calif.
ECONOMICAL large-scale production of pork forms the objective here—breeding and developing the kind of breeding stock whose progeny will serve commercial producers best in the feedlot.

This means large litters of uniformly well-made pigs—producing the kind of barrows that will win the favor of pork producers whose one return is the margin of profit that passes over the scales.

For the moment we offer ready-for-service boars and boar pigs, Goldenrod breeding through sires and dams, sons of Golden Gift, Robin Adair, Broadway Captain, etc.

H. S. Harcourt, Manager • San Miguel, Calif.
Mrs. Raymond Willms is one ranch woman who believes in going "just a little bit farther" in the job of providing more wartime meat for Victory.

Mrs. Willms is the wife of Raymond Willms, son of the well known cattleman Arthur Willms who is co-owner of Willms Land & Cattle Co. at Oakdale, Calif.—and her pet project is rescuing and raising the weaklings in the litters of pigs on the ranch; pigs that would otherwise die.

Mrs. Willms got started on her swine nursery early in November of 1942 when she came to the aid of "Berkie," the smallest, coldest and weakest of a litter of 11 Berkshire pigs. She took him into the house and with exacting and patient care put pork on this runt of the litter.

At birth, "Berkie" was the smallest pig Mrs. Willms had ever seen, weighing less than one lb. She got him started on a bottle and he came along quite well for a little while, then developed rickets. He could hardly get around in the advanced stages of these rickets but Mrs. Willms didn't give up. She got him to take cod liver oil and it pulled him through. He always retained a slight limp, but after the rickets had been licked he really began putting on weight.

Raymond Willms made a self feeder for "Berkie" which held the bottle in a nursing position and saved a lot of work and time. By the time he had been weaned, Mrs. Willms was getting such a kick out of her pig raising project that she had rescued other litter runts and the bottle was kept busy. "Berkie" never really turned his back on the bottle, however, and long after the weaning period he would crowd the smaller pigs away and go back to nursing.

"Berkie" became the "best mannered" pig on the place, Mrs. Willms reports, and a real mascot for the whole crew. By the time he was eight months old, tipping the beam at 254 lbs. and considered ready to go to market and help feed the armed forces, there was real grief around the ranch. But Mrs. Willms had those other rescued runts coming along and "Berkie" left to do his duty.

Just before he took that last trip, Mrs. Willms offered him the bottle and he went right after it. He hadn't forgotten the glass sow that had pulled him out of a pretty puny start in life.

Sale of "Berkie" brought Mrs. Willms $36 and, without charging for her time, she figured her profits were just about the amount of a $25 War Bond—which she bought, thus making "Berkie" do double-duty in behalf of the American war effort.

New Herd Boar for Lone Oak Berkshires

Lloyd (Bud) Forster, manager of Lone Oak Farms at Tangent, Ore., announces the purchase of a new "head man" in his herd of registered Berkshires.

The young boar, farrowed in March of this year, was bred by C. E. Lewis of Aumsville, Ore. Named J. L. Prince, 493056, he is sired by Marchon Leader, by Prince Leader 8th and from the sow Grandview Royal Lady, a granddaughter of Broadview Fashion, one of the greatest of Berkshire boars.

Dam of the new herd boar at Lone Oak is True Lass 6th. She is a full sister to such well known boars as the following: Fairholme Champion, grand champion at the 1941 American Royal; Millionaire, first prize junior boar at the American Royal in 1941; The Bomber, which sold for $1500 and was twice Nebraska grand champion boar; and Black Bomber, sire of the reserve grand champion sow at the West Central National Show.

Around the Jersey barns on the other side of the Lone Oak Farms, there is also much excitement these days as the first daughter of the Two-Star sire Viola's Trixie Gamboge has recently freshened and shows excellent promise of what may be expected in the way of real production and type as others of his daughters make up and take their places in the milking herd in the next few months to come.
Movement of Monache Polands

R. Palla of Bakersfield recently visited the Monache Poland Farm of Porterville, Calif., and bought an April boar sired by Ben, the boar that now heads the Longacree herd. This boar is to be used in cross-breeding, but at the same time Mr. Palla purchased a gilt bred for spring farrow to the new Chief of Staff boar, Constellation, which furnishes the nucleus of a purebred foundation in connection with pork production and purebred Herefords.

Other recent California buyers are Wm. E. Barrington, Jr., Lomor, Calif., who bought a weanling Royal Purple-Golden Glory boar, and Clarence Gibson of Porterville took five open gilts for his purebred herd, four of them by Golden Glory. A service-age Royal Purple-Golden Glory boar has been shipped to the Double R Ranch at Reno, Nev., on mail order.

At this time Rolla Bishop is featuring daughters of Golden Glory in pig to the two new Eastern boars, both sons of Chief of Staff, the top selling Poland boar of 1942.

Developments at Glaves Poland Farm

Early in November the Poland firm of A. D. Glaves & Son, Porterville, Calif., sold on the Los Angeles market a load of 213-lb. purebred barrows at the top of $15.10 and on the same day disposed of a barren sow weighing 885 lbs. for a gross of $102 and got $92 for an 869-lb. stag.

Recent sales of breeding stock include a boar and gilt to Alvin Pierce of Chino for his son, and boars to A. W. Strine of Visalia and W. E. Woody of Strathmore, Calif. In addition a boar has been shipped to John W. Sheaday of Yerington, Nev.

New Boars for Mill-Farms Polands

On a recent trip to the Cornbelt, attending auctions of Poland-Chinas, A. Buckland, manager of the swine department of Mill-Farms at South Dos Palos, Calif., selected two young herd boars. From the Armstrong sale he got a March pig by Rea's Thunder, grand son of North Star. The dam of this pig is a daughter of Sugarfoot, the boar that sired Master Special, junior champion of Nebraska in 1942; second dam a daughter of Pure Gold.

From the Huber sale came a pig by Chief of Staff, the top selling pig of a year ago, this one out of a grand daughter of Golden Rod. He is a litter mate both to the top of the sale that brought $805 and to Constellation, selected by Rolla Bishop for Monache.

These two young boars are being used to continue the program of line-breeding to Goldenrod and Pure Gold, since the foundation gilts, with one exception only carry this same blood through such sires as California Chief, Gold Gift, Golden Eagle and Golden Glory.

The WACS have lowered their height and weight requirements to recruit an all-Chinese unit in San Francisco.

Mill-Farms Poland-Chinas

This is our first announcement about registered Polands. Through the purchase of foundation gilts from some of the leading California breeders we now have for sale from their fall litters choice boar pigs by such sires as Royal Purple, Livingston's Golden Flash, Livingston's Yankee Boy and Golden Eagle. All these descend from Goldenrod, the line-breeding program to be followed here. Write or see:

A. Buckland, Swine Manager
South Dos Palos, California

Fremont Trail

Poland-Chinas

C. H. Kinsel & Son
RFD 1, BOX 362 • LINDSAY, CALIF.

VANN POLAND-CHINAS

Bred Gilts For Sale
Daughters of Jr. Golden Glory, California junior champion, bred to Golden Gift 2d, full brother to Livingston's Golden Flash. Good enough to please anyone.

Seymour G. & Max Vann, Jr.
Williams, Calif.

Flaugh's Durocs

Two good spring boars for sale as west sired by General Doug, 1942 All-American. Eighty good fall pigs by "General", Black-Buster, Billrite, Master Orin, Fancy Model and Cherry Lady Lad, new blood for Western breeders. We invite you to visit us—1 1/2 miles east of town.

O. K. Flaugh & Son
TURLOCK, CALIF.
1944 Pattern

Agricultural Production Is Estimated for Coming Year

After a cooperative study of agricultural production, U. S. Department of Agriculture has made an analysis of present conditions on farms and ranches of the nation, and has attempted to present the pattern for the coming year.

It states at the outset that food requirements will keep on rising, and while military demands may grow, they will be at a diminishing rate of increase. Lend-Lease will grow if enough ships are available. Relief needs may rise. In the list of staple foods, not one will be below 100% of 1943 so far as requirements go.

Briefly, it is believed that the broad production plan for the coming year will show increased acreage in staple vegetables. Soybean, peanut and flaxseed acreage will be greater than in 1943.

Sugar beet acreage appears to be stabilized at near the present level, but may be enlarged if there is adequate labor.

Probable wheat acreage for 1944 is estimated from 65 to 70 million acres, with 68 million acres as the goal. A slight acreage increase in cotton is estimated with total of 95 million to 100 million acres. The barley acreage is expected to be approximately that of the present year, from 17 to 18 million acres.

Plains for an increase of alfalfa hay indicate this crop on from 16 to 17 million acres in 1944. Cotton is expected to be about what it has been for the past two years, from 20 to 23 million acres.

The livestock picture seems fairly plain—there is not enough feed in sight to maintain the present livestock population. Just how any reduction is to be accomplished, and which classes of livestock will be on hogs, as they are more dependent upon grain than on roughage. Less loss would be experienced by reducing hog population than by contracting any other class of livestock, it thinks.

With beef, it is believed that there will be less feeding, but reduction of numbers will be less pronounced than with hogs.

If some of the problems of the dairy industry are solved promptly, there is a probability of increased numbers of young dairy stock, and the poultry outlook is for even more egg production.

The following table is based upon the assumed conditions:

<table>
<thead>
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<th>Number of Farms on Jan. 1</th>
<th>1942</th>
<th>1943</th>
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<tr>
<td>Add 600</td>
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</tr>
<tr>
<td>Milk cows</td>
<td>26,328</td>
<td>26,946</td>
<td>27,500</td>
<td>28,000</td>
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<tr>
<td>Other cattle</td>
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The average weight of hogs slaughtered is given as 245 lbs. in 1942, 255 lbs. in 1943, and from 225 to 235 lbs. in 1944 and 1945.

Water production was figured at 119,240 million lbs. in 1942, 118,925 million lbs. in 1943, and from 120,000 to 125,000 million lbs. in 1944 and 1945.

The estimates made and the conclusions drawn by the Department statisticians are cautious, with the admission freely made that their accuracy must depend upon the progress of the war and its probable conclusion, upon the weather of coming crop years and other in calculable things.

New Barn for Crinklaw Polands

Except for a coat of paint one of the modern hog barns yet devised has been completed by Wm. D. (Bill) Crinklaw for his Polands at King City, Calif. It is primarily a farrowing house with feed storage, office, and bathing pen. The first hog to set foot on these new promises to enjoy the wash rack was very appropriately the new pride of the Crinklaw herd—Royal Glory—a pig about which much is certain to be heard in the future.

In the Opinion of Many Stockmen

ROYAL GLORY has the Greatest Future of any Young Boar in California

THIS great young boar is a son of Rolla Bishop's Royal Purple, he by Royal Mail, one of the top senior pigs of Iowa in 1941, linebred to the Iowa Junior Champion, Paragon, and out of Lady Mixer, Reserve Junior Champion of Iowa in 1941, carrying the blood of Columbia Farms' Mischief Mixer. And through his dam ROYAL GLORY in-

<table>
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<tr>
<th>Gifts Bred to ROYAL GLORY</th>
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<tr>
<td>Make your selection from thirty head, mostly by California Gold and out of Pioneer 1st dams. Also for sale, the tops from 294 fall pigs, mostly by Golden Flash and Yankee Boy and out of California Gold and Pioneer 1st sows.</td>
</tr>
</tbody>
</table>

Wm. D. (Bill) Crinklaw
King City, California

December 15, 1944
SPECIAL OFFER
On selected Gilts by Golden Glory bred to these two sons of Chief of Staff, if taken by Mid-January. Also, boars of service age and fall pigs for sale.

Season's Greetings

ROLLA L. BISHOP
Box 213, Porterville, Calif.

CALIFORNIA ALL-BREED SWINE SALE
50 Bred Gilts
Madera, California, Saturday, February 19
Sponsored by CALIFORNIA SWINE BREEDERS' ASS'N.
For catalogs write A. H. Simons, Sec'y., Chino, Calif.

FRANK MORGAN RANCH ANNOUNCEMENTS

The Poland-Chinna Herd is being strengthened by the purchase of MADE JUST RITE, Illinois grand champion boar, at $2,500, thought to be the top price commanded by a boar of the breed during the present era.

The Morgan Ranch has added Registered Angus Cattle through the purchase of eleven top heifers in the Great Western Sale, Los Angeles, including the champion and reserve champion from Rosemere at $1550 and $1125 respectively.

Watch for further announcements in January.

BUSINESS ADDRESS:
247 South Beverly Drive, Beverly Hills, California
Phone: CRestview 56119

Fat Lambs
Fat Hogs

At the Great Western Livestock Show

Prices of $1.30 per lb. for lamb, 50 cents per lb. for pork on the hoof—these were the premiums packers paid for grand champions in the fat lamb and hog shows at the Great Western Livestock Show the first week of December at Los Angeles Union Stock Yards.

The grand championship awards were especially complimentary to the California Polytechnic Institute at San Luis Obispo, for it was two of the boys from Cal Poly who gathered in the purple rosettes in the sheep and hog shows respectively.

Wilbur (Bud) Davis showed his 95-lb. crossbred to grand championship and to a price of $1.30 per lb. from Swift & Co., in the sheep division. Erwin Turek brought his 225-lb. Poland China barrow along to become grand champion in the

These were the champions among fat lambs exhibited at the Great Western Livestock Show in Los Angeles. Top: Wilbur (Bud) Davis of Cal Poly school at San Luis Obispo and his grand champion of the show, a 95-lb. crossbred sold to Swift & Co. for $1.30 per lb. Below: Melvin Desfani, FFA boy from Kern County Union High School at Bakersfield, and his 85-lb. crossbred grand champion of the junior division. Mayor Alfred Seaman of Bakersfield paid 80 cents per lb. for this lamb.

WESTERN LIVESTOCK JOURNAL
PLEASANTFIELDS
Registered
BERKSHIRES

For Sale:
Weaned Pigs
Bred Sows, Gilts
Popular Blood
Modern Type

T. M. Frost • J. M. Frost
Box 26
Poway, California

TUDOR
HAMPSHIRES

WE'RE SOLD OUT!
Breeders have taken all available boars, but we will have more in February. We still offer some of the most beautiful gilts you ever saw—bred or open.

TUDOR ORCHARDS, INC.
Robt. H. Dart, Pres.
Box 866, Sacramento (4), Calif.

ALTA VISTA
POLANDS

For Sale: Excellent spring boar; promising fall pigs.
Springville road 2 1/2 miles east of Porterville.

D. SIDNEY LONGACRE, Lindsay, Cal.

Berkshires
WORTHINGTON RANCH
Bakersfield, Calif.

HACIENDA
BERKSHIRES
Season's Greetings to all our old friends and customers and to the many new patrons of 1943. Selections of breed gilts may now be made from fifty head, highly qualified for foundation use.

Visitors always welcome
A. H. Simons • Chino, Calif.

December 15, 1943

swine show and to win a bid of 50 cents per lb. from Coast Packing Co.

But the show was by no means a Cal Poly event. There was lots of competition from the lads in the Future Farmers of America chapters and the 4-H Club members, both masculine and feminine. There was also a deal of competition from adult feeder with entries in the open division.

Second highest prices in both hog and sheep categories went to junior division champions. Melvin Destefani of Kern County Union High School at Bakersfield, Calif., showed his FFA crossbred weighing 85 lbs. to junior championship and a price of 23 cents per lb. from Mayor Alfred S. Seaman of his home town. His classmate James Morgan had the junior champion barrow at the show, a 240-lb. Duroc Jersey which sold for 40 cents per lb. to the Bakersfield Garage.

Four-H champion lamb and hog also brought real prices. The top club lamb was a 90-lb. crossbred shown by Joe Strieff of Wasco, Calif., and bought by the Vernon Lions Club for 30 cents per lb. The champion 4-H hog was a 230-lb. crossbred shown by little Barbara Olsen of Buttonwillow, Calif., and bringing 29 cents per lb. from the Burnett Tire Co. of Bakersfield.

The three Southdowns which made up the grand champion pen of lambs at the show weighed out 270 lbs. and were shown by Howard Vaughn, well known feeder of Dixon, Calif. They sold for 35 cents per lb. to Cornelius Packing Co.

Grand champion pen of hogs was made up of two Duroc Jerseys, weighing 455 lbs. and shown by James Morgan, the FFA boy who had topped the junior division in the same show. They sold to Swift & Co. for 25 cents per lb.

The sale was conducted under the hammer of Fred Reppert, auctioneer of the Great Western show. Bidding was fast with most of the major packing companies in the Los Angeles area being represented.

In the sheep sale, 148 head went over the auction block at a total weight of 13,450 lbs. and for a total price of $2675.33. This meant an average price paid of $19.92 per cwt.

In the hog sale, 190 head were sold, weighing a total of 42,580 lbs., and bringing a total of $7094.46. Average price paid was $16.66 per cwt.

California All-Breed
Registered Swine Sale

In keeping with a new plan adopted by the swine breeders of California, the fourth sale sponsored by the state organization will be held at Madera, Calif., on February 19. By this plan, instead of holding all sales in Los Angeles, the winter sale will be held in the San Joaquin Valley as a matter of convenience to a great number of consignors, but more especially to take the sale nearer a new field of buyers.

The offering will be restricted to top quality gilts bred between November 7 and December 7, which means they will all carry their own guarantee. A dinner will be held the evening previous to the sale to which all interested in swine production will be welcome. It will be followed by the usual annual meeting and election of officers.

For further information contact the secretary of the California Swine Breeders' Association — A. H. Simons, at Chino.

CGJ Ranch Polands

The Governor, Chief Sire

This boar, whose paternal grand-dam is a daughter of Goldenrod, heads a herd in which every sow and gilt carries the same Goldenrod blood. Thus a herd linebred to Goldenrod whose history appeared in the Western Livestock Journal for October. While I'm in the Navy, contact my father, Dr. A. C. Jones, 253 Jefferson, phone 23730. A few young boars for sale.

Gayle D. Jones
Bakersfield, Calif.

The
Porterville Herd
of Poland Chinas

For Sale: Two service age boars; gilts bred to Broad's Kayo 1st and Gloves Selectee, and fall pigs by B & G's Defender, Devil Diver and Broad's Kayo 1st.

A. D. GLAVES & SON
Porterville • Phone 36-W-1 • California

The kind we breed and sell

YOUR OPPORTUNITY to put foundation stock or new blood in your herd—70 bred gilts sired by PACIFIC CHERRY KING and SCARLET THICKSET and bred to LAKESIDE DIAMOND and REDMAN. Ranch located 6 miles north and two miles east of Corona. Telephone: Corona 8740-1-2.

Dudley-Parker River Ranch
Route 1, Box 180
Riverside, California
Breeders of Quality Durocs

Page 89
PLEASANT HILL, OHIO

> Pleasing the Pinto Horse in this Christmas Issue, we present as Horse of the Month—Apache, the Pinto stallion owned by Carl Allen of Artesia, Calif. We tell it to illustrate just one of the ways that so-called “pleasure horses” make themselves useful around the farms and ranches that are their homes.

Mr. Allen is superintendent at the big Western Consumers commercial dairy and Guernsey breeding establishment at Artesia. Apache is regularly used in herding cows around the lots there.

One day recently, Mr. Allen was having an unusually troublesome time persuading a big Guernsey bull that he should walk up a ramp into the back of a truck. After a half hour of repeated failure in getting all of the bull in the truck at the same time, he sought the aid of the Pinto.

Apache was saddled and ridden around to the front of the truck. There, Mr. Allen dismounted and left the stallion standing while he got a rope over the bull's horns, then led it over the top of the truck cab and across the front of the truck to be tied on.

Pinto owners are enthusiastic regarding their new association and look to it as a force which will accomplish much in the improvement of type in these popularly marked horses.

HORSE OF THE MONTH

Honoring the Pinto Horse in this Christmas Issue, we present as Horse of the Month—Apache, No. 109 in the registry of the Pinto Horse Society, owned by Mr. and Mrs. Carl Allen, dairy ranchers of Artesia, Calif. He is three years old, stands 14.2 hands and weighs 1000 lbs. He is well broke and perfectly manageable. Apache is popularly marked chestnut and white. 14.2 hds. 900 lbs. Well broke and gentle. Price $150.00.

L. C. Smith

FOR SALE

Palominos
Arabians
Morgans
Reasonably Priced

Redding, California

OFFERING

FOR SALE


L. NOTTINGHAM

425 E. Center St.
Norwalk, Calif.

KITCHEL’S LINIMENT
Efficient and Economical
FOR SPRAINS - BRUISES - MUSCULAR SORENESS
Used and recommended for over 50 years.
At your druggist
S. B. KITCHEL
Coldwater, Mich.

ANNUAL STALLION EDITION
JANUARY 1944
BE SURE TO LIST YOUR STUD
IN THIS ISSUE
FORMS CLOSE JAN. 5

Western Livestock Journal
When Came the...

TESORO PINTO STALLION AT STUD
UNDEFEATED 1941 BREEDING CLASSES. Fee $20
"SUN DOWN" MORGAN STALLION
Reg. No. 7288 FEE $25
MERLE H. LITTLE
1457 S. Mountain, MONROVIA, CALIF., Phone 9252

FREE LAWRENCE SADDLE CATALOG
Pictures, descriptions, prices on Lawrences saddles...standard equipment of Western riders since 1857. Write for your free copy.
SOLD ON EASY TERMS
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PIDGE'S VETERINARY OIL
Aids effectively in the healing of cuts, rope burns, harness galls, etc. Stimulates growth of hair—definitely antiseptic. Reduces soreness and swelling in sprained muscles, ligaments and tendons.
ELMER D. PIDGE
6912 N. Figueroa St., Los Angeles, Calif. Phone Cleveland 6-1925
"WRITE FOR PAMPHLET"

FOR SALE
If you are looking for a top show horse, here is a champion. Beautiful chestnut 5-year-old, 5-gaited gelding, 16 hands, finished and ready to show. Has a beautiful slow gait and can fly on the rack. Sire: Edna May's King. He is a full brother to the great Anacacho Hills, which sold during the World's Fair Horse Show for $8,500. . . . Or will trade for good Hackney pony and equipment. For information, write:
ROBERTS STABLES
3950 Sebastopol Road
Santa Rosa California

CARRIAGES
of Every Description
3 and 4-seated station wagons, buckboards, opera buses, dog carts, phaetons, Victorias, broughams, pony basket carts, Meadowbrook carts, 4-wheel pony wagons, pony harness, buggies, surreys, rumble seats, farm wagons and farm carts.
The Above Carriages Built by Brewer, Healy, Demarest, etc. Sleights of All Kinds
WRITE FOR FREE CATALOG
J.WAINNESS
427 East 90 St. N.Y.

WHENCE CAME THE...

THE staid and sober citizen, the man of affairs, dresses himself sedately in garb of subdued cut and color which does not attract attention. He regards this as decent. But the gay, light-hearted cavalier decks himself out extravagantly in all the hues of the rainbow to echo his character and suit his sense of extravagant color.
As with their clothing, so with their horses. A person would look strange astride a paint pony, while a Sioux warrior would lose half his fierce glory and appeal to his braves if his steed was a sober gray. The prancing and snorting go with a bold display of contrasting colors.
The horse breeders of this country have paid less attention to color than they have to performance, but the Arabs, developing the Arabians through patient centuries, overlooked no item in their search for perfection in a horse. Thus they developed families which had not only fire, speed and bottom, but beauty of conformation. They had families of horses that were all black, or all bay, or all white.
Perhaps this is the reason that there is a current belief that solid colors indicate pure blood. And so it was natural to conclude that strange and startling color designs were the result of various crossings, out of which have come the peculiar patterns found on the coat of the Pinto. In spite of this popular assumption, there is some evidence that perhaps Pinto markings are genuine and original with the horse, and that the solid colors are the result of long and painstaking breeding.

Maybe the original horse was a Pinto, marked by Nature's brush with a color camouflage like that of the leopard's spots and the zebra's penitentiary stripes.
Perhaps Jacob, in his struggle with his uncle, Laban, during which he suggested that his share of the flocks and herds should be those individuals that were ring-streaked and spotted, had discovered some secret of the genes that he used so successfully. If he did discover it, he kept it a secret.

Maybe the immediate ancestors of the modern horse did sport gay and eye-arresting markings, and maybe they are the real pure blood horses that still persist in bearing these color patterns, and the prosaic blacks and bays and...
A promising stud colt owned by L. Nottingham of Norwalk, Cali., out of a Standardbred mare and by a Pinto stallion known in that area as the Hellman horse.

chestnuts and roans are offshoots resulting from many out-crossings.

Because the Pinto is so common and because he appears without man's premeditation, many of us have thought of him as a North American product. This is not the case. The "paint horse" was known in early times, at least on the Iberian peninsula, and because the Spaniards have always regarded color as important, the Pinto was prized. These broken designs were encouraged, for they lent themselves to gay pageants. During the sixteenth century Pintos were the fashion in Spain, and considerable attention was paid to their development, particularly for saddle horses.

Historians of Mexico state plainly that during the conquest of that country, Cortez had Pintos in his remuda, and these were the first horses to land in America from Europe. From them came our bands of wild horses that spread over the arid lands of the West and proved their innate powers by enduring in a hard land.

They grew up and multiplied on the range, first as wild horses, later as Indian ponies, and finally became the cow ponies of cattlemen, with a goodly percentage bearing the Pinto markings. In common with their soberer brethren, they have all the qualities that such work entails.

Early in North America their striking appearance, their intelligence and spirit

A "R A 81

H. O :RSES and CO.L ·TS ·for ·SALE

HIGHWAY 39, in West Covina district.

COVINA, CALIFORNIA

THE PINTO HORSE SOCIETY

Founded 1941

To register a Pinto:
Apply for forms. Fill in to best of knowledge and belief and return. If horse is not eligible for registration the fee will be returned.

OFFICIAL YEAR BOOK and REGISTER
Per Copy $5.00

GEORGE M. GLENDENNING, Registrar
THE PINTO HORSE SOCIETY

Enean Theater Bldg. Concord, Calif.
marked them for the circus where they adapted themselves to the big top and did their share in this flambouyant form of amusement.

Here in the western part of the United States we have not studied the Pinto. We accepted him, with some contempt because he was so common, and we rather reluctantly admitted that a Pinto horse might be a good horse notwithstanding. It remained for the horsemen of Argentina to study Pinto markings with a judicious eye, and to seek to fathom any natural laws which might account for them.

Two Pinto Designs

In Argentina, students of horses have discovered two well defined patterns, and these have been named the Overo and the Tobiana. Their breeders have discovered that these patterns remain constant, and should an Overo and a Tobiana be crossed, there is no confusion in pattern, but one of the two is carried on while the other remains recessive until some future generation brings it out again.

In the Overo, the white markings always have their origin on the belly, and extend upwards. The back, mane and tail are dark and seldom are the legs all white. The spots are irregular. This Overo, often known as "the Calico horse," is found especially in the Oregon and Washington country, although it appears indiscriminately over the West. The Overo is expected to be a small, fine-featured, enduring saddle horse, and in South America they are highly prized and respected.

The Tobiana has its own distinctive pattern in which the white originates on the back and splashes downward. It appears as though somebody had upended a bucket of white paint, which spilled and ran down its sides. Often the Tobiana has white spots in mane and tail and sometimes both mane and tail are solid white. White stockings are common among them. The borders of the markings are generally smooth and often quite regular. The name is said to have come from Brigadier Rafael Tobias who introduced them in 1880. They are

At Stud

APACHE

Red Sorrel and White
White Mane and Tail

3 yrs. old, 14.2 hands, 1000 lbs.
Sire King No. 105 P.H.S.
Dam Smokey No. 64 P.H.S.

His sire was out of a Morgan mare, and his dam was half Arabian and was shipped here from Colorado. He is a well broke stock horse, gentle, and has perfect manners at all times. He has Quarter Horse conformation.

Fee $25 to Approved Mares

CARL T. ALLEN
Mgr. Western Consumers Dairy
Artesia, Calif.

Phone Torry 52259
often larger and heavier than the Ov­eros, but they are still saddlers and many of them are fine boned. The Tobianas are most common in the United States.

On Sept. 1, 1941, a number of ardent admirers of the Pinto horse decided that the time had come to give him a chance to occupy his true place among horses and to dignify him with a breed all his own. On that day the Pinto Horse Society was formed at Pittsburg, Calif.

It provides for the registration, preservation, perpetuation, improvement and development of Pinto horses and maintains pedigrees for this maligned servant of man. The list of members showed over 60 breeders, and while naturally, a good many of these are of California, members of Oregon, Washington, Nevada, Idaho, Montana, New Mexico, Colorado, and farther east in Missouri, Minnesota, Michigan, Ohio, Illinois, Arkansas, Nebraska, West Virginia and New Jersey are found, along with one in Canada. Well over 100 Pintos have been registered, according to the 1942 official stud book.

The Pinto Horse Society is a member of the Horse and Mule Association of America, Inc.

No society was needed to perpetuate the Pinto; he has shown himself fully equal to the task, in spite of all the obloquy that has been heaped upon him. But the organization does recognize him as a member of a breed, perhaps one of the oldest in existence, and the work it has set itself to do may well become one of the most fascinating of all the horse societies in existence.

Alongside the Quarter Horse, whose type and conformation is the same, and many of whose members bear his distinctive patterns, the Pinto now emerges from obscurity to its rightful place.

Fagan Sells Horses

Three recent sales are reported from the Jim Fagan stables at Reseda, Calif.

Mrs. Ethel Murphy of Novato, Calif., has purchased a two-year-old sorrel registered Arabian stallion by Chepe Noyon. R. W. Casper, of Pasadena, Calif., has secured a Palomino gelding. Dr. R. W. Cosby of Burbank, Calif., has purchased a Palomino filly, sired by the outstanding Fagan stallion, The Har­vester.

War requirements for butter from Feb., 1943, through to March, 1944, are figured at 456 million lbs.
The Market Place

DAIRY CATTLE

SELECT BREEDING STOCK for sale at all times—Guernsey and Holstein cattle, Poland-China, Durce and Berkshire swine, Hampshire, Brabant and Southdown sheep. Throughout 20 years in breeding live-stock this department stands for accuracy and integrity., which meets a satisfied customer. In 1939 our 30 Guernsey cows in the school milked over 40 gal. CTA, Keri. County High School Agricultural Department, Bakersfield, California.

CATTLE FOR SALE

WELFORD ANGUS — REGISTERED BULLS ready for active service. Highest Quality — Reasonable Prices — Dr. A. W. Henry, San Leandro, Calif.

CATTLE FOR SALE

500 Cross-Bred Brahman steer calves for sale. E. J. McDermott, Phone 3257. P. O. Box 622. Phoenix, Arizona.

HEREFORDS

10 PURE BRED unregistered Hereford short yearling bulls. Odell Ranch, Ukiah, Calif.

SHEEP

WRITE FOR BOOKLET on Corriedales, the wool and mutton breeds. NATIONAL CORRIE DALE SHEEP ASSN., 509 Exchange Ave., U.S. Yards, Santiago, III.

DOLLAR BILL BRINGS YOU hundreds of profitable sheep raising ideas, year’s subscription to monthly magazine. Write SHEEP BREEDER, Stockyards, Chicago.

KARAKUL SHEEP

KARAKULS — Bay top quality registered breeders now from California’s largest and best farming, having full facilities for Assn. Breeder. Write or see H. K. Hemingway, owner, Karakul Fur Farm, Box 96, Upland, Calif.

ABORTION VACCINE: Califirth vaccination, Government licensed strain 15, Free Literature, Kansas City Vaccine Company, Dept. L, Stockyards, Kansas City, Mo. Dr. Oesterhaus, owner.

CATH POWDER

SCOURS IN CALVES — One trial convinces anyone, 5c to 25c per calf, HEATH’S CATH POWDER, Price $2.25. Ask YOUR DEALER or write Bovine Specialty Co., P.O. Box 25, Hines, Calif.

FORAGE

VOLNEY M. DOUGLAS Range Forage Consultant 1967 Marengo Ave., South Pasadena, Calif. Rt. 2 Box 641, Phoenix, Ariz.

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Smilo Perennial bunch grass. Grows successfully on dry range or irrigated pasture. Sweet, green, uniform. When kept below two feet not affected by frost. Free from rust, smut, and eye. Write for prices. C. J. Chubb, Coarse Gold, Calif.

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GOATS

REGISTERED NUBIAN MILK GOATS—Correspondence invited. Mark Hunt, Sandpoint, Idaho.

HELP WANTED

FULTON PARK DAIRY, Hillsdale, Portland, Oregon, wants experienced land milkers, above average, single. Room and board, $130 to $140 a month.

MAN WANTS 28 years farming experience wants nocturnal or household work for buying and operating $25,000 to $30,000 cattle ranch. Must be intelligent, clean, and honest. No smoker or drinker. 3524 Riverside Drive, Spokane, Wash.

HORSES FOR SALE

FOR SALE—150 brood mares, Percheron, Belgian, Arabian, and Quarter horses. The draft horses are all bred up and the best jockeys on the Pacific Coast. Part of the saddle stock is bred for our Quarter horses and the others to Lion Cub, a government Thoroughbred. These mares are proved to sell, including the Jacks and Quarter horse. They can be seen at our ranch in Poe Valley, near Klamath Falls, Oregon, Liel's Bros., Route 2, Box 795, Klamath Falls, Ore. Phone 1974.


FOR SALE—18-month-old stud colt by Sundown Morgan. Sorrel with freckle mane and tail, white legs and blaze face. Registered. Pictures on request. P. O. Box 305, Alhambra, Calif.

BELGIAN DRAFT horses, registered and graded, Stallions, mares and geldings, Odell Ranch, Ukiah, Calif.

REGISTERED POLLED Herefords, registered and graded. Have three Arab wanneled sires and some brood mares for sale. R. S. Vanderhoof, Mesa Ranch, Covina, Calif.

HOGS

DOLLAR BILL BRINGS YOU hundreds of profitable hog raising ideas, year’s subscription to monthly magazine. Write HOG BREEDER, Stockyards, Chicago.

JACKS FOR SALE


MULES

FOR SALE—Fine span of mules, can be worked single or double ridden or packed $400. Odell Ranch, Ukiah.

TAXIDERMIST

GILBERT H. JONES, Southwest’s leading Taxidermist, tanner, mounted bucking horses, steers, for show purposes, Navajo, horse, calfskin, jackets, vests, made to measures. For Sale, Antelope deer heads, rare Texas longhorn steer heads. Enormous spread, 650 Isleta Highway, Albuquerque, New Mexico.

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### CALIFORNIA CATTLE RANCH BARGAINS

<table>
<thead>
<tr>
<th>Number</th>
<th>Cows/Heifers/Lambs</th>
<th>Price</th>
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<td>No. 1</td>
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<td>$3000</td>
</tr>
<tr>
<td>No. 2</td>
<td>750 HEAD 2500 COWS</td>
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<tr>
<td>No. 3</td>
<td>1000 HEAD 3000 COWS</td>
<td>$10000</td>
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**CAPACITY 750 HEAD CATTLE**

Central Calif., near Oakdale. 750 acres deeded, 2849 acres leased and Forest Permit for 300 head, 1000 acres wild hay land, balance foothills. With new Spanish type home with 7 bedrooms, 5 baths, heat, electricity, dance hall, office, fully furnished with $15,000 worth of nearly new furniture. This home cost $150,000 to build. Also an older home of 3 bedrooms with 2 baths, blacksmith shop, store, up to 6 bedrooms and other buildings. 500 acres high land and strong feed. Range well watered and fenced, School houses and close to good town. Ideal climate. Nearby lakes and streams afford good fishing and boating. Good building lots. Hard surfaced road. This outfit and the above No. 1 listing could be operated as one unit, which would afford green feed for 3 months and would make the finest census ranch in the West.

**CAPACITY 400 TO 600 HOGS AND 600 LAMBS**

Central Calif., near Oakdale. 450 acres deeded, 600 acres irrigated. Paradise Valley. 10 acres home. This outfit and 6000 acres of upland with an estimated worth of livestock and carried 1000 head of cattle. Rent $5000 per year or 9% net interest on secured lease.

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**ALFALFA FEED RANCH**

320 acres rich Yolo soil with all but 50 acres under deep ditch water with no bonds, assessments. Excellent irrigated. 1500 acres new alfalfa going into 2nd year with averages 14 to 16 tons cutting per acre, usually six cuttings. Another 50 acres for sugar beets where 8 year alfalfa was just plowed up. Balance in oats. 200 acres of large grass hay. 100 acres grass hay and railroad spur track comes onto ranch to warehouse. 300 acres new alfalfa field, nearly built of iron and cement with open center to store 300 tons hay or 20,000 bags grain. Electric water. Cattle chute and corrals. Many small feed barns, good fences. Modern 5 house home, good barns, corrals, custom work and buildings.

**GRADE A DAIRY**

315 acres alfalfa, clover, grain and pasture. Excellent modern buildings including "Grade A" equipment. 113 head dairy cattle, 6 horses, 2 tractors, full outfit of tools, 200 head stock. Price $100,000, but for years to come. This home cost $200,000. Information solicited; same will be given our prompt and careful attention.

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**BEAR CAT 2A Feed Grinder and Chopper with 30 hp engine.**

A complete feed outfit for a 125 head cattle outfit. 400 gal. tank with motors and pump and electric motor. A complete feed outfit including ground tank, pump and electric motor. A complete feed outfit including tank, pump and electric motor.

**HERDSMAN**

Wants some of great-est. Will work for $1000. Seeks employment in California. References. Jack Ward. 100 N. Bonnie Beach Place, Los Angeles 33, Calif.

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**AS MANAGER of ranch, either livestock or grain operation.**

A capable man seeks employment in California. References. Jack Ward. 100 N. Bonnie Beach Place, Los Angeles 33, Calif.

**AS RANCH MANAGER or superintendent with either commercial or purebred herd or both.**

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**As Ranch Manager or Superintendant with either commercial or purebred herd or both.**

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HARDING GRASS—Phalaris Tuberosa

NATIVE OF—Origin unknown.
ANNUAL OR PERENNIAL—Perennial, winter grower.
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SOIL—Good, light, sandy loam to heavy clay.
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NATURE OF GROWTH—Grows in bunches 3 to 6 feet high.
PALATABILITY—High.
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POPULARITY—Seed supply is limited and very expensive, therefore has retarded popular use.
WHEN TO SOW—Fall, winter, spring.
SOW PER ACRE—10 pounds.
REMARKS—We have had little success under irrigation when planted in mixtures, but it does very well in mixture or alone when grown on good land without irrigation with an annual rainfall of 8 inches or more. Excellent for green winter feed on the dry range on good land.

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PURCHASE EARLY
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It is suggested that the most effective gains during the shortage, may be made by restricting the feeding of Digesta-Bone to young animals immediately after weaning, and to mature stock for speedier weight building just prior to marketing.

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