Wyoming Angus Ranch

We have 100 cows to offer you now at
private treaty. See them at the ranch.

Wyoming Angus Ranch
MARK T. COX III - BOX 57, CHEYENNE, WYOMING
IT'S LUCKY when you live in America

Yes, it's "Lucky" when friends and neighbors have fun together... it's Lucky Lager for the best in refreshment. Taste for yourself the smoother, mellower flavor of age-dated Lucky Lager beer. And you'll know why millions of Americans agree: "IT'S LUCKY when you live in America!"

LUCKY LAGER
ONE OF THE WORLD'S FINEST BEERS
Glory in accomplishment is one compensation for the man who breeds better livestock. And just to see modern-type, thrifty whitefaces on lush, well cared-for pasture is a thrill for any follower of the Hereford. An extra thrill comes to the Polled Hereford breeder upon feasting his eyes with such a scene as on this issue's cover. A trio of bovine beauties from the Foley Farm Polled Hereford herd at Santa Barbara, Calif. Photo by Western Livestock Journal.
THIS HAS BEEN AN AMAZING YEAR in the livestock business. Week after week, USDA reports show that cattle slaughter has been running 35 to 50% higher than a year ago and, more important, that the huge extra volume of meat has been going directly into consumer channels. It proves an important point: That the public likes meat and that, as far as the consumer is concerned, there is no surplus. It's true that the large volume of beef consumption has been accomplished through lower prices but there are many smart merchandisers who believe that, with a broad-scale advertising program, people would pay fair prices for all of the meat that can be produced.

LOWER PRICES FOR CATTLE have caused some stockmen to seriously question the attitude of the major cattle organizations in holding out against beef price supports, largely on the basis that the cattleman is standing almost alone in his independent attitude, while the grain that goes into meat production is supported at artificial and unrealistic levels. The one big factor that these cattlemen fail to take into consideration is that cattle prices have never dropped much below 90% of parity and that at this time perhaps cattle are selling slightly above parity.

THE IMPORTANT THING for cattlemen individually, now as always, is to study production costs and see how beef can be produced more economically. One of the best ways to lessen cost of cattle is to increase the percentage of calves dropped and weaned. With present high costs there is a lot of difference in the cost per calf on a 90% calf crop against an 80% crop. Cattle feeders are going heavily into the feeding of green chopped alfalfa, supplemented with a minimum of concentrates. This has sharply reduced the cost of fattening steers, in many instances.

SUCCESSFUL RANGE OPERATORS tell us that the one sure way to increase calf crop percentages is to use plenty of bulls. One oldtime Arizona cowman is now using a bull for every 10 cows and says the practice has really paid big dividends in increasing his calf numbers. With high quality, registered range bulls much less costly than in recent years, he figures it's the time to pick up good bulls. We've cut sharply into the U. S. cattle inventory. It's unlikely that dire prophecies of further increase in cattle population will be borne out.
"...THE MOST EFFECTIVE WEAPON IN THE BATTLE AGAINST FLIES KNOWN TO THE CATTLE INDUSTRY"

"Fly-Proof" Your Livestock Automatically
...for as little as 75c per head per day!
Install HESSPRAYER in any dry lot or near watering place or salt lick on the range...cattle do the rest—it's fully Automatic.
Treadle pumps insecticide from 30-gallon drum...spray nozzles give complete coverage of head, back, legs and underside as cattle rub or walk through. Cattle Like it! Keep your cattle contented—free from Flies, Mosquitoes, Gnats—with HESSPRAYERS and HESSPRAY Insecticides.

WRITE FOR FREE FOLDER TODAY!

Newport, Nebraska
May 16, 1953
The Hesse Company, Sioux City, Iowa.

Gentlemen:
It pleases us to report to you, the operation of the Hesse Sprayer Installed in our Show Cattle pens.
The sprayer supplies the spray uniformly and entirely over the animal. We are convinced that this machine is one of the most effective weapons in the battle against flies known to the cattle industry.
We are today moving several bunches of our cattle to pasture and will be ready for the necessary machines to be installed in the various pastures, as the fly season is now at hand.
We recommend your sprayer to anyone in the cattle business.
Sincerely,
Thompson's, Inc., by V. E. T.
Victor E. Thompson

FOR CRIMPING OATS or CRACKING CORN
—WHEAT—BARLEY or OTHER GRAINS

The Allen Grain Buster CAN'T BE BEAT
Built to do a better job
Built to stand up under heavy use.
Used and Recommended by the greatest Breeders and Showmen in the fitting show cattle.

CHECK THESE ADVANTAGES
★ Sixty bushels per hour with one horse power motor on 110 volt circuit.
★ Greater capacity with larger motor, pulleys, etc.
★ Lever changes from fine to coarse or for different grains—no tools required.
★ Ball bearing construction—Aluminum hopper.
★ Hardened steel cylinders—not plated.
★ Magnetic hopper for removing nails and metal—to protect machine and your livestock.

Write for pamphlet giving complete information and list of nationally known users.

Allen Engineering Co.
464 YORK STREET
DETOIT 2, MICHIGAN

FOR LIVESTOCK MARKETS

By BOB SKAU

HEY say that variety is the spice of life, and the mixture of prices that prevailed in the livestock market during the month of July certainly gave the farmers and ranchers a busy time. As the month opened, markets were in the doldrums with quite a bit of pressure being brought to bear for lower prices. However, by mid-July the picture brightened considerably and some wild upturns were made, but especially within the cattle trade.

It was the bovine stock that again took the spotlight last month with price fluctuations at some market points the sharpest on record. For instance, in three days of trading killer cattle prices gained from $4 to as much as $8 per cwt. to put a lot of fat cattle on a paying basis whereas a few days before the advance the same cattle would have lost money.

The markets reacted from the high time and then appeared to settle down to a fairly steady basis. The range of prices widened out considerably, with sharp premiums being paid for finished stock. In the meantime, hog prices were able to work to better levels, but sheep and lambs were somewhat lower for the period.

Market Opinion. It is the opinion of a good many cattlemen throughout the country now that the market for the balance of the summer may be fairly well established around current levels. According to a number of recent surveys it appears that the supply of long-fed cattle in all sections of the country is fairly well used up at the present time. On the other hand, marketings of cows have gained and there is also a good supply of grass cattle arriving. Some of this increase in supplies of the lower grades is due in part to drouth conditions over a large area of the Southwest. If these marketings continue at a fairly heavy pace the range of prices will not doubt continue wide.

Fed cattle in most areas of the country are at the best levels since early this year and quite a few are selling on a money-making basis. But the majority of cattlemen always have an eye
BEEFMASTER PLAN

FREIGHT ALLOWANCE

leads the way to better breeding all over the U.S.A.

Last month we announced a revolutionary plan which has the effect of equalizing the delivered prices of BEEFMASTERS to any point in the country. For each calf purchased under the 1953 BEEFMASTER Plan, The Lasater Ranch will deduct 5c from the price for each official highway mile within the continental United States from the distribution center to the post office nearest the purchaser's ranch.

No matter how far away you live from our ranches, you can now own BEEFMASTER breeding stock. Through your own purchases or by pooling purchases with your neighbors, you can easily get an allowance large enough to pay all transportation costs for your BEEFMASTERS. Eight calves would bring a rebate of 40c a mile—enough to hire a commercial truck to haul the calves.

If this plan is adopted generally by other breeders—as we believe it will be—it will improve the quality of all beef cattle throughout the country. Then the cattleman would no longer be restricted to selecting his breeding stock from nearby herds. He could select from the best herds from coast to coast with delivered prices equalized by the mileage allowance.

This mileage allowance went into effect for the first time in our recent cow-and-calf sale at Matheson, which was a complete sell-out to cattlemen in three states.
Stop these costly invaders!

BLACKLEG • ANTHRAX

SHIPPING FEVER • BRUCELLOSIS

MALIGNANT EDEMA

Lederle
Don't let costly, preventable diseases invade your herd! Keep them out! Act early—vaccinate all stock—the right way at the right time! Cost is little—saving big! Use Lederle's dual-and-triple-purpose bacterins—they're time-proved. You provide animals with maximum protection against profit-robbing diseases—with minimum time and effort on your part.

For prevention of blackleg, malignant edema, and shipping fever (hemorrhagic septicemia): CLOSTRIDIUM CHAUVEI-SEPTICUS PASTEURELLA BACTERIN (Alum-Precipitated) TRI-BAC* Lederle.


For prevention of blackleg: BLACKLEG BACTERIN (Alum-Precipitated) Lederle.

For immunization of cattle against anthrax: Anthrax Spore Vaccine No. 3 CARBOZOO* Lederle.

For prevention of shipping fever (hemorrhagic septicemia): HEMORRHAGIC SEPTICEMIA BACTERIN (Alum-Precipitated) Lederle.

For immunization against brucellosis: BRUCELLA ABORTUS VACCINE (Vacuum-Dried) Lederle.

Lederle's biologicals are world-famous for high quality and effectiveness.


Animal Industry Section

LEDERLE LABORATORIES DIVISION
AMERICAN Cyanamid COMPANY

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Vaccinate early and routinely with Lederle

BACTERINS and VACCINES
to the future and their thoughts are to the coming fall market.

The record slaughter of cattle in the first six months of 1953, totaling almost 8,000,000 head — 2,000,000 head greater than in the same time of last year — has no doubt made sharp roads into cattle numbers throughout the country. The July 1 estimate of cattle on feed in the Cornbelt showed an 8% increase from last year which was estimated that for the country as a whole feeding was about 4% greater than a year ago. This is a marked reduction from the heavy supply on feed April 1, but the current total is still about 190,000 greater than a year ago.

California feeding operations on July 1 were just about the same as a year ago. On the other hand, feeding in Colorado is down about 30% from a year ago.

Questions About Fall. But what about marketings this fall? Will there be a lot of calves and yearlings sold? Will cows be liquidated as has been suggested so many times? Will lower grades be in large enough supply to bring pressure on fed cattle? These are the questions that are uppermost in the minds of most industry members.

It appears to many in the trade that the cattle liquidation that has taken place in the last six to eight months has stopped the sharp increase in cattle population in recent years. It is now estimated that if marketings continue at the same rate or a little larger than a year ago the population figures at the end of this year will be only slightly larger than a year ago. Marketings of cattle are expected to continue at a heavy rate for some time to come, but if conditions remain near normal the supply will not reach levels such as have been seen in the first half of this year.

The government support program for the drouth areas has no doubt been responsible for some of the recent recovery in prices. The USDA has promised to buy about 200,000,000 lb. of beef in an effort to absorb the large numbers of thin cattle that are being forced to market by the lack of feed. As the program got under way prices on the lower grades of cattle showed marked improvement. The buying has absorbed a lot of the low grade cattle and may also reduce the supply for markets for later this year.

Choice Cattle Up. In the meantime, live cattle prices worked to the best levels in almost six months, but some classes reacted sharply, which left quotations badly mixed. Demand was broad at all times for the choice fed offerings and very uneven for grassers and cows. Quotations on the latter worked consistently lower in the final two weeks of July so that closing quotations were at the lowest levels in years.

Real choice fed steers sold largely from $24 to $25.50 at West Coast markets, a few loads making a high of $26. At the same time Midwestern markets
Your cows need Ful-O-Pep's
added nutritional strength
to build sound, sturdy calves!

ADDED VITAMIN "A," and other vital vitamin values, are supplied in Ful-O-Pep by Concentrated Spring Range*—a special "green grass" vitamin boost. Sure boosts cow health . . . breeding condition . . . and milk flow.

EXTRA PHOSPHORUS and calcium, provided by dicalcium phosphate, plus added trace minerals in extra-nutritious Ful-O-Pep Range Cubes, promote top body condition . . . help build big, strapping calves.

NUTRIENT BALANCE helps cows utilize grass and roughage efficiently. Actually, Ful-O-Pep's bristling with proteins, vitamins and minerals!

HIGH PALATABILITY and digestibility of vitamin-rich Ful-O-Pep Range Cubes make them go farther with less waste than ordinary or single protein supplements.

NOW IS THE TIME to plan for your full winter supply of production-powered Ful-O-Pep Range Cubes. You'll find 'em hard to beat, for economy . . . for efficiency . . . for ease of feeding!

See your Ful-O-Pep man!
In terms of the cost of your complete irrigation system, you can afford to buy only the best pump—a Peerless Pump.

LOOK TO THE LEADER
LOOK TO PEERLESS
for Quality and Service

A good well deserves the best pump, and the cost of the best pump—a Peerless pump, is only a fraction of the total cost of developing your water supply. Protect your investment with a Peerless pump—America's largest selling pump, and with Peerless' service, America's widest and most comprehensive pump service. Scores of thousands of Peerless pump owners will endorse Peerless quality, economy, efficiency and long life. And there's no economical substitute for Peerless factory branch and factory-trained distributor service, located nearby in nearly all deep well irrigation areas. Benefit from many money-saving advantages of doing business with Peerless. Write today for free illustrated bulletin, or see your Peerless distributor, today.

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Food Machinery and Chemical Corporation
301 West Avenue 26, Los Angeles 31, Calif.

It's a priceless national asset

NEW!
Spray
whitewash
and wettable powder without wear!

Spray corrals, barns and trees in record time with this NEW low cost spray kit. Designed to pump Bordeaux mixture, whitewash and even sand without wear. No gears—no greasing—fits any tractor. P. T. O. Write for prices and detailed information.

FARM & GROWER EQUIPMENT CO., Distributor
P. O. BOX 5948
SAN JOSE, CALIFORNIA

Top cattle reported up to $30.50 at the high time while late in the month the tops ranged from $27 to $28. These comparatively high prices in Midwestern markets put an end to beef and cattle shipments from outside states and packers had to depend upon West Coast cattle to fill their orders. With the supplies of finished cattle small in both California and Arizona the market for choice grades was firm most of the time.

Killers took the bulk of good grading kinds at $21.50 to $23.50 while commercial and lower grading kinds sold mostly from $15 to $20, common offerings at $14 and down. It was the widest range of prices seen on steers and yearlings in months.

Heifers, Cows. Heifer numbers were small with prices following the same pattern as steers. Choice kinds hit $25 in a limited way while plainer kinds went down from $13. Cows showed the sharpest fluctuation of any grade of cattle. Early in the month good fat cows were selling at $16 and $16.50, but at the close only odd head were going at $14.

Supplies were increasing every week and the buying side had much the upper hand. Government buying orders for canned meat and gravy were helping the situation to some extent, but there wasn't enough buying volume to bolster the market. Some low grade canner and cutter cows were selling from $7 to $10.

Other classes of cattle sold fairly well. Bulls were little changed with top grades of bolognas going at $19. A few weaners sold from $22 to $24 at West Coast markets with the bulk of calves at $19 and down. Stocker and feeder buying was light and supplies were limited. A few yearlings sold up to $20, but most sales were from $15 to $18.

Hog Market Higher. Small receipts of hogs featured this branch of the livestock trade with prices working to the best levels in about five years. Top butchers sold at $28 at Los Angeles while up at $28.50 was paid at Portland. Most butchers sold upward from $25, big weights going down to $21. The bulk of packing sows sold from $18 to $19, light weights up to $20. Feeder pigs went in a range of $25 to $35.

Sheep and lamb prices weakened as consumer demand narrowed up. Choice lambs sold at $24 to $24.50 at the high time of the month, but most offerings were going at $23.50 and under at the close. Slaughter ewes bulked down from $7.

Rain!!

By B. COURTNEY LORENZEN

A dicket, a docket, I ordered a rocket
To make our clouds give more.
A clap of thunder rent them asunder——
But it all came down next door.
A GREAT MACHINE GROWS GREATER!

Now, the NEW

UNI-FORAGOR

makes the MM UNI-FARMOR

a better-than-ever buy!

gives you FAR MORE

for your money!

PULL-BEHIND

FORAGOR

ALSO AVAILABLE

HARVEST GRAIN, SEED, AND BEAN CROPS

Mount the MM Uni-Combine on the Uni-Tractor for a big-capacity, self-propelled combine with all these advantages: Variable-speed drive; Uni-Matic header control; cylinder speed variable from 300 to 1600 rpm; famous MM one-piece steel concave and grate; high-speed auger unloader.

How you can get

the extra profits of MM Uni-Farming

With MM Uni-Farming, the basic Uni-Tractor works all season long, on crop after crop, mounting harvesting attachments to suit the job. This exclusive MM system slashes machinery costs, offers big-capacity, low-cost harvesting for all crops.

Quick, easy conversion saves precious harvest-season time, too. For example, just two bolts and two pins mount the new Uni-Foragor on the Uni-Tractor, for a self-propelled forage harvesting unit. These MM advantages cut work and assure a fast, clean one-trip job: Adjustable, spring-loaded upper feed roll and rough-surfaced lower feed roll for smooth, positive feed; reversing lever for feed rolls; heavy-duty cutter with four 16" hardened steel knives; powerful blower and large diameter pipes for big capacity. Get complete facts on high-profit, high-efficiency MM Uni-Farming with the basic Uni-Tractor and Uni-Foragor, Uni-Combine, Uni-Huskor, and Uni-Picker Sheller attachments.

HAY and ROW CROPS...UNI-FORAGOR HANDLES BOTH!

This hay pickup does a fast, clean job of picking up windrowed crops — in any field! Features: 56"-wide drum, raker-bar feed; two speeds for green or dry hay.

Row crops go from field to cutter knives in jig time with this row crop head. Simple height adjustments get more of your crop. Positive feed keeps the cutter filled.

FILL YOUR SILO FAST ... WITH THIS MM FORAGE BLOWER

Here's the powerful new MM Forage Blower designed to get forage into the silo at its fresh and nourishing best! The 12" feed auger and 40½" blower handle up to 25 tons of hay and 40 tons of silage per hour.

GET THE FACTS ON MM UNI-FARMING FROM YOUR MM DEALER, SOON!
Meet Vitamin and Protein Needs plus Minerals with
NEW LARRO SURECATTLE 32

Larromin in SURECATTLE 32 Supplies Every Known Mineral and Trace Mineral Cattle Need!

Now ... in one bag ... you can feed a cattle supplement containing the vitamins, proteins and minerals cattle need. Yes, because Larro SURECATTLE 32 contains Larromin, General Mills own mineral and trace mineral formula, every need for feeding extra mineral is eliminated!

This saves both money and extra work. With SURECATTLE 32 containing Larromin, you fill the mineral needs of cattle without the bother and waste of keeping mineral in boxes open to the wind and weather. And because the minerals and trace minerals are built-into SURECATTLE 32, every animal on SURECATTLE gets the amount it needs for health and sound condition.

Ranchers write that SURECATTLE 32 is the ideal supplement for range cattle. By feeding just 1 to 2 lbs. per head daily plus roughage, cows calve easily, clean quickly and supply lots of milk. Heifers make good growth, are bigger than average for their age, when fed SURECATTLE 32. Cattlemen also say that SURECATTLE 32 makes cattle good roughage rustlers. Yes ... there are plenty of reasons why Larro SURECATTLE 32 is rapidly becoming the supplement successful cattlemen choose. Get the full information by visiting your Larro Sure Feed Dealer next time you’re in town or write the nearest office of General Mills, Larro Sure Feeds.

SURECATTLE 32 is also used most successfully in feedlots coast-to-coast. Get details from your Sure Feed Dealer.

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Be sure to listen to the Johnnie Lee Wills' radio show, America's finest Western Recording Band. See your local paper for time and station.
THE foot-&-mouth mess in Mexico might be worse: the disease could be in this country by now.

That is about the best that can be said for the situation. Fact is that the U.S. has been summarily ousted by Mexico from the quarantined zone of infection. American aftosa fighters are sitting on the perimeter of the zone, in a buffer area, where they carry out routine inspections, and do little else but twiddle their thumbs.

All that could be changing as you read this. As this issue went to press, the U.S. was preparing for delicate negotiations with the Mexican government to put into effect a new plan for combating the disease.

The objective, in a nutshell, was to put the Joint U.S.-Mexican Commission—that is to say American foot-&-mouth experts—back into the business of fighting the disease south of the border. More specifically, the plan this country hoped to sell aimed at these two major objectives.

1. Slaughter of herds in which infection may be found anywhere outside the quarantine area, including the buffer zone.

2. Return of joint commission aftosa fighters into the quarantine zone itself to carry out a program of gradual liquidation of infected herds.

It is touch-and-go as to whether Mexico will go along with the U.S. plan.

After cooperating with the joint commission to slaughter some 750 animals, subsequent to rediscovery of the infection last May 21, Mexico's new minister of agriculture, Gilberto Flores Munoz, suddenly changed tactics. The commission was ousted from the quarantine zone, and vilification of Americans began.

The U.S. has been charged with "Gringo imperialism," and intentions to ruin the Mexican economy to save its own cattle herds.

***

BIG issue between the two countries is whether infected herds should be slaughtered, or simply vaccinated. Mexico insists the latter is enough. U.S. experts believe slaughter is a must to eliminate the disease, and that vaccine often serves only to mask its spread.

The disagreement is more than technical. It has become a red-hot political issue throughout Mexico, where there has been a meat shortage.

Politicians in Mexico, having

---

Armco slide headgates

...for water control from reservoirs, streams, canals and ditches

Quick, easy operation—practical water-tightness—long service life at moderate costs—these are the qualifications of Armco Slide Headgates.

These inlet gates control flow of water up to a maximum 20' head. Slide is guided by angles in perfect alignment with seat; surfaces are machined smooth. Pull-machined cut threads on stem permit rapid slide operation. When closed, cover seats tightly against seating ring.

A complete line of types and sizes of Armco gates are available to meet all farm needs.

Armco Drainage & Metal Products, Inc.

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3441 Iowa Avenue, Seattle 6, Wash.

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January 15-23, 1954
Denver, Colorado

the West's most useful livestock event

• Beef Cattle • Junior Show • Aberdeen Angus
• Sheep • Wool Show • Pure Seed Show
• Hogs • Short Horns • Poultry & Rabbits
• Horses • Herefords • Auction Sales
• 2000 Purebred Bulls in Stockyards • Fat & Feeder Cattle Carloads

featuring
The National Shorthorn Show & Sale

For Ticket Orders, Premium Books, Entry Cards, and Sale Information,
write to:
JOHN T. CAINE III,
General Manager
National Western Stock Show
Denver 16, Colorado
There will be plenty of feeder calves available this fall with better-quality calves moving to butchers and feeders. But there may be little, if any, demand for "tail-enders."

If these tail-end calves sell at all, they will probably go at a sacrifice. This year more of the spring calf crop may fall in the tail-end group, for feeder buyers are likely to be choosy. I’m speaking of calves weighing from 225 lbs. to 350 lbs. and falling into the low grades. Late-dropped calves might fall in this group, too.

So the question is, “What to do?” Purina’s Fat Calf Feeding Program offers a solution to this problem. By topping out the better calves, these “laggers” can be fed on Fat Calf Chow up to 120 days, depending on market strength and outlook. I’d suggest that the feeder continually top his calves if the market is favorable.

A fat calf weighing above 400 lbs. is in demand for slaughter and will go as block beef if he’s carrying the grade and finish. Here’s the substance of a report from a leading auction market which illustrates my point:

Demand is good for heavy calves from 400 lbs. up. Go through your herds and sell fat calves that will weigh 400 lbs. and up. The calf run will soon be starting. When every market is having lots of calves, the price will not be as good as it is now. Leave the half-fat ones on your pastures, give them a little supplement on your pastures. Try to make them grade in the top brackets... these are the ones that are bringing good prices.

We’ve run on-the-farm tests on more than 850 of these ordinary calves. They were on feed an average of 126 days, making an average daily gain of 2.15 lbs. And it took an average of only 5.7 lbs. of Fat Calf Chow to make a pound of beef.

Some feeders made a pound of beef on less feed. Others used more. But good, fair and poor feeders averaged only 5.7 lbs. of Fat Calf Chow. With good management you should be able to do as well or better.

The chart below shows starting and finishing grades on our field-tested calves. See how these calves upgraded on Fat Calf Chow!

<table>
<thead>
<tr>
<th>GRADE</th>
<th>AT START</th>
<th>AT FINISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime</td>
<td>0</td>
<td>25</td>
</tr>
<tr>
<td>Choice</td>
<td>1</td>
<td>321</td>
</tr>
<tr>
<td>Good</td>
<td>87</td>
<td>363</td>
</tr>
<tr>
<td>Commercial</td>
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<td>140</td>
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<tr>
<td>Utility</td>
<td>327</td>
<td>8</td>
</tr>
<tr>
<td>Canners</td>
<td>46</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>865*</td>
<td>857*</td>
</tr>
</tbody>
</table>

*Difference due to take-outs and death loss.

I’m glad to pass these facts along to you. It may help you and other cattlemen this fall. Prices aren’t what we’d like, but economists tell us this storm will pass. Until it does let’s not take it lying down... let’s not flood the market with low-grade calves. We must do a sensible job of culling... improve our range management practices... get on a good program and stay with it.

ASK YOUR PURINA DEALER TO TELL YOU MORE ABOUT FAT CALF CHOW NEXT TIME YOU’RE IN TOWN.

In one of our tests this calf weighed only 312 lbs. at the start...

But take a look at the same calf 118 Fat-Calf-Chow-days later. He finished at 605 lbs., making a daily gain of 2.48 lbs.

RALSTON PURINA COMPANY

Los Angeles • Oakland • Stockton • Visalia

WESTERN LIVESTOCK JOURNAL
kicked out the Americans and turned to vaccine instead of slaughter and burial of animals, point out that they have thereby added to the available meat supplies. It's a good story on which to stand for re-election in Mexico, and a tough hurdle for U. S. experts.

Fact is that U. S. has given up hopes for prompt and outright slaughter within the quarantine zone of heavy infection. What they are after, now, is gradual liquidation of affected herds within the area, a 20-by-30 mile zone in Veracruz some 400 miles from Brownsville, Texas. This would be achieved by return to the zone of joint commission experts to carry out inspection, and to supervise processing and movement of livestock products.

* * *

HOW about pulling out of Mexico to the border?

The U. S. is now moving to firm up border control. Plan is to restore the border air patrol. Legislation for a fence at the border, introduced in Congress this year, is likely to receive serious consideration on Capitol Hill next winter.

Such actions would help, but they could not be expected to solve the problem. U. S. retreat to the border, some experts believe, would be tantamount to deliberate introduction of foot-and-mouth into U. S. herds.

The outlook, at best, is not good.

If Mexico accepts this country's plan to salvage the joint commission, the control program still will be much weaker than the U.S. wants. Without even this watered-down program in effect, there would be good reason to think the disease never will be eliminated in Mexico.

U. S. cattle herds, in this event, would be under constant threat.

* * *

YOU can discount rumors that legislation will be passed granting 90%-of-parity support to cattlemen. The bill put in the hopper by Southwesterners is frankly exploratory— even its sponsors don't look for passage.

They are hoping, however, for serious consideration at some later time. They expect such a bill would get eventual approval in case markets fail to improve.

Pressure for supports for cattle is being turned on by a new cattlemen's association, the United Livestock Producers Assn. It purports to represent smaller producers.

* * *

FARM groups in Washington were optimistic, as this issue went to press, that Congress would pass triple-leasing legislation before going home to repair fences. The bill would limit authority of the Interstate Commerce Commission in regulation of vehicles carrying farm commodities. Farm leaders figure it could save agriculture millions of dollars annually that are now needlessly lost.

**PASTURGRO can make grass pay $7 for $1**

Swift's Specialized Pasture Maker has been used for two years in north, south and western areas. From these areas come sensational reports! They tell of returns of $7.00 for every $1.00 invested in plant food for grass . . . of grass that produces over $150 an acre in beef and milk.

Here's what they say . . . More beef, say cattlemen! More milk, say dairymen! More grass means more money, say all of them! It's the best and cheapest feed in the world for beef and dairy herds.

**Developed to meet local needs.** PASTURGRO is Swift's Specialized Pasture Maker. It supplies the nutrients needed so that the combination . . . your soil plus PASTURGRO . . . assures your pasture grasses and legumes all of the nourishment needed to produce big yields of top-quality forage. Here is plant food especially prepared to help you make pastures provide you with more income. PASTURGRO does this by helping to provide your stock with an abundance of more nutritious grass and legumes.

**Chemically hitched.** Like all Swift's Plant Foods, PASTURGRO is chemically hitched by complete mechanical mixing plus complete chemical processing. It is free-flowing, easy to handle, and distributes uniformly through your machines. For profitable pastures, order PASTURGRO from your Authorized Swift Agent or dealer.

**Blenn & Brimm** are Swift's specialized crop makers, with fortified growth elements for high-income crops. Ask your Authorized Swift Agent or dealer about BLENN and BRIMM and what they can do for your crops. Be sure to order early!

**RED STEER**

Swift's famous Red Steer Brand Plant Food comes in many analyses to help you get bigger, better crops from every acre planted.

**Buy at the sign of the Red Steer**

*PASTURGRO is Swift's new brand name for a plant food specially formulated for pastures.*
If you want pastures that will carry more stock and feed them better — invest your fertilizer dollars in Shell NH₃ Service.

Because it has made western pastures more profitable, and has simplified the buying and applying of fertilizer, hundreds of western stock men now prefer Shell NH₃ Service to any other method of fertilizing.

No one else offers you fertilizer service like this

ECONOMY — your money is not tied up in fertilizer “inventory.” You pay for this low-cost nitrogen only as you use it.

LABOR SAVING — little or no work for you or your help with Shell NH₃ Service.

EQUIPMENT — supplied by your Shell NH₃ dealer. No money tied up in special rigs.

EXPERIENCE — over a half-million applications in 20 years assure scientific treatment for all types of crops ... every type of soil.

VALUE — the cash value of every major western crop has been increased by Shell NH₃ Service.

SERVICE — that’s fast, complete — a phone call does it all.

You’ll find the name of your Shell NH₃ Service dealer in the “Fertilizers” section of your phone book.
Feeder's View Presented—

I AM not an editor so my words will not be in the right place, but I would like to give you my opinion of the cattle situation from a feeder's view. In my opinion the cattle industry is suffering from five major points:

1. Too much politics in 1951 and 1952.
2. Too many cattle, resulting from item No. 1.
3. High subsidies on grain.
4. Price of cattle credits, or offal.
5. Competition from broiler chickens.

No man can feed cattle to a choice grade and make a profit today. I don't care how efficient he is. I think the cattle industry is entirely wrong in telling the government to leave it alone. Every other major industry is hanging on to the government's coat-tail and I, for one, see no harm in the cattlemen doing likewise.

Secretary Benson said in a speech not long ago that it would be a mistake to sell grain to cattlemen below support as it would only make more beef. My answer to that would be this: supporting wheat at $2.20 per bushel only makes more wheat!

I note a great many congressmen are afraid to tackle the wheat problem for fear they will lose their jobs. I think there are a lot more people who don't raise wheat than do—so the congressmen might lose their jobs anyway.

With good top quality cows selling for 10 to 12 cents at this time of year and cattlemen electing to follow F. E. Mollin's advice and sell heavy this fall, I think the cattle industry is in for a hard winter—unless it changes its mind.—Ernest Myers, Outlook, Wash.

Range Life Did It—

I APPRECIATE your publication and want it to continue coming as long as I live. And my doctor says I stand a good chance of being an old man yet. I'm only 88 and feeling fine—70 years of range life did it for me. In '81 I was a 112-lb. delicate Montana homesteader.

It has been a very interesting life and I'm still looking for a little more of it under the modern system of permanent pasture etc.

I like your system of visiting and comparing notes with neighboring stockmen. I'm glad to see that the Los...
What to Do About Shipping Fever!

There are ways of avoiding nearly all losses from so-called Shipping Fever. Death and shrinkage from this source has become so extensive that it is now rated as the number one livestock health problem.

FAMILIARITY WITH THE SHIPPING FEVER COMPLEX SHOWS IT TO HAVE SEVERAL ASPECTS

The cause may be a virus (for which no prevention is presently known), Pasteurella organisms which cause Hemorrhagic Septicemia; or a combination of a virus and Pasteurella organism. Still other disease germs may cause secondary infections further complicating the condition.

Preventative measures consist of the use of bacterin to prevent Pasteurella infection (Hemorrhagic Septicemia), and good management practices to maintain the strength of the animals to provide resistance against virus infection.

Vaccinate the calves at least two weeks before weaning or shipping. A second dose should be given a week or ten days after the first. For calves vaccinated in the spring against hemorrhagic septicemia the one fall "booster shot" should build up adequate resistance against Pasteurella infection.

Pneumonia, considered to be caused by a virus, is usually an important factor in Shipping Fever. This is more difficult to cope with as there is no known preventative against such virus infection. The only proven present means known consist of maintaining the strength and condition of the animal.

Good management practices and proper nutrition can help maintain the animal’s normal resistance to infections.

There is danger in severe handling of the calves during weaning, and in dusty, crowded corrals. To avoid chilling after overheating it is preferable to handle and ship in the morning or middle of the day. Exposure to cold and wet is a hazard to be avoided so far as possible. Provide ample feed and water during weaning and shipping. Watch calves closely for appearance of symptoms and treat promptly. (See this space next month for further details).

FRANKLIN Corynebacterium Pasteurella Bacterin

—is widely acclaimed as unsurpassed for protection against the hemorrhagic septicemia factor of the Shipping Fever complex.

This product has a long record for providing strong resistance against infection from these deadly organisms.

REMEMBER: Best results in protecting calves against Shipping Fever are obtained by vaccinating to immunize against the hemorrhagic septicemia factor which is but one of the complicating conditions. Then careful handling to avoid lowering their natural resistance to the infection of virus, and to other predisposing factors.

The leading Drug Stores in each locality is usually the local Franklin dealer. If you will drop a card to any Franklin office we’ll send you name of the dealer nearest to you, and mail you a free copy of the 80-page illustrated Franklin Catalog.

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Billings - Calgary

Livestock Supply Department of Schulz Drug Store,
Morrill, Nebraska.
Hawaiian Grasses, Legumes—

The scientific names of Hawaiian grasses and legumes requested by your readers are as follows:

Spanish clover—desmodium uncinatum
Sensitive plant—mimosa pudica (commonly referred to as "hilahila")
Koa haole—leucaena glauca
Algaroba or kiawe—prosopis chilensis

You will no doubt recall that this last one is the tree which produces a bean-type pod which falls to the ground and provides considerable feed for cattle in our dry areas during the summer months.—Harvey M. Vollrath, extension animal husbandman, University of Hawaii, Honolulu, T. H.

Finds Much of Interest—

I found much of interest in the August issue of Western Livestock Journal and I was particularly impressed by the article by Richard Schaus entitled "32% More Beef!"

I was also very much interested in the July issue which carried Mr. Crow's "Report from Hawaii." My wife and I are going out there, sailing on the Lurline Aug. 17, and we expect to see some of the ranches which he discussed.—Thomas R. Armstrong, President, Santa Gertrudis Breeders' International, Armstrong, Texas.

Will Furnish Brahman Blood—

Congratulations on your August Brahman-Crossbreed issue. This issue certainly shows that many of your advertisers are enthusiastically proclaiming the value of the Brahman cross, even though they are mounting a Brahman steer and hurriedly riding in all directions. It has been proved that they will need the infusion of more Brahman blood sooner than most of them realize.

We are continually improving our Better Beef-Bred Brahmans and will stand ready to come to the rescue of the Brahman crossbreeders. Eventually Brahman breeders will be in a position...
best fitting pair you'll ever wear!

'WAY BACK IN 1850...Levi's originated that low-waisted, snug, trim Western cut that fits better and feels better than any other overalls made!

WEAR BETTER, TOO...for Levi's are made of the toughest and heaviest denim loomed, reinforced with Copper Rivets, and guaranteed - a new pair free if they rip!

LOOK FOR THE RED TAB ON THE BACK POCKET

* THE NAME LEVI'S IS REGISTERED IN THE U. S. PATENT OFFICE AND DENIM OVERALLS AND OTHER GARMENTS MADE ONLY BY LEVI'S STRAUSS & CO., MAIN OFFICE: SAN FRANCISCO.

Nothing else like Jacuzzi for your home and livestock

There's a rugged Jacuzzi pump to give you that pressure and pressure needed for irrigating permanent pastures, washing down dairies, feeding livestock, and for household use.

Jet pumps, centrifugal, submersible. See your nearest Jacuzzi dealer or write to:

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Richmond, California
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PINE-TREL 1065 DEHYDRATED PINE TAR OIL

BLOW-FLY REPELLENT; ANIMAL WOODB DRESSING


The Perfect Wound Dressing

SOLD UNDER PROVISONAL - BACK GUARANTEE

AMERICAN TURF TERRITORY & TAR CO., New Orleans, La.

For well groomed stock

WESCO SHAMPOO

Pine, non-irritating, liquid all soap. Cleans coat and skin thoroughly. Gives coat silv, silky appearance. Pt. 50c, Qt. 85c, Gall. $1.50 (postage extra).

Weston COAT BLOOM

Oil dressing, properly blended to give coat glossy, natural appearance. Non-sticky, easy to apply. Pt. 10c, Qt. 35c, Gall. 85c (postage extra).

Students' Cattle Win—

Our Hereford breeding cattle did well for us at the Pleasanton fair. The cattle were fitted by our students in our practical training program, which includes training in all phases of cattle raising.

We showed the champion Hereford bull, reserve champion Hereford bull and reserve champion female. We showed firsts in senior yearling bulls, junior yearling bulls, summer yearling bulls, senior bull calves, junior yearling heifers, group of three bulls and get of sire on the get of Domino Prince D 3. The string also took eight second places.

Students who fitted the cattle were Travis Wisener, Madera; Ronald Loub, Kerman; Doreen Wolfsen, Mariposa. The students were supervised by Bill Verdugo, herdsman, and myself. Principal competitors were Exmoor Hereford Ranch, San Martin, and Galli Hereford Ranch at Tracy—Edwin J. Rousak, chairman, animal science dept., Fresno State College, Fresno, Calif.

Good Year in Oregon—

We are in southwest Oregon in Josephine County and had a very good season for grass and for feeds. Hay crops were good and the weather fine for drying and curing. Range cattle are looking fine. Water is more plentiful than last year to use for irrigating now that it is getting pretty dry.

I am well pleased with your papers and magazines and the articles related to livestock and crop production. I look at the editorial and the dressed meat quotations first. They usually foretell the trend.—Earl Brooks, Selma, Ore.

No Time for Panic—

There seems to be a regular stampede on the part of some purebred breeders to go out of the cattle business. This applies to some breeders. The drought through some of the central-west states, particularly Texas and Oklahoma, may be justification for some men selling out or drastically reducing their breeding herds.

I cannot see why there should be any drastic reduction in the number of purebred bulls purchased this year by commercial cattlemen except in the drouth areas. The price on purebred bulls is naturally lower now and will continue to be low this fall and early

to furnish other cattlemen purchased Brahman beef animals in large numbers at a price the commercial beef producing cattlemen can afford to pay.

This will supply a beef producing Brahman carrying all the advantages the crossbreeder is seeking without spending a lifetime trying to build a new beef breed.—Afton Burke, Burke Bros., Corsicana, Texas.
Meat on the move

Again this fall thousands upon thousands of meat animals will be on the move. They may come from the high grazing lands of the Big Horn country, from the great hog-producing Corn Belt, from the rolling Sand Hills, from the High Plains, from all the famous areas where cattle, hogs and sheep begin. Many of the cows, ewes and sows will be carried over in breeding herds and flocks. Younger animals also may be kept as replacements, or to expand herds or flocks. Stockers and feeders will find new homes. Some will go to be fattened in the grain-rich Corn Belt and elsewhere . . . some on short feed, others on long. Grass-fat cattle, sheep and lambs will find their way to the pens in stockyards at local and terminal markets.

From these markets our meat supply must continue to move . . . through the plants of 18,000 meat packers and other commercial slaughterers. Fresh beef, pork, lamb and veal are perishable and must be sold in ten to fourteen days . . . only a small per cent is ever frozen and held. It must move to the consumer through about 300,000 retail stores and to even a larger number—375,000—public eating places.

The livestock and meat industry which brings meat to America's millions is our largest single industry. Think of the millions of separate business transactions! Think of the feed, labor and transportation required! Think of the competition in buying and selling . . . the perishability of our products and the speed with which meat is moved into America's forty million kitchens.

This flow of meat is the end result of decisions made three to five years ago by the people who raise the nation's meat animals.

PRICE OF LIVESTOCK

Each morn, as day begins to break, the nation's stockyards come awake. Some days the "runs" fill every pen . . . on others, hardly one in ten. To balance big or small "supply" against "demand" is what we try. And that is mighty hard to do because we cannot say to you, "Ship in a lot of beaves right now—folks are buying meat—and how!" Nor can we say to people, "Pray, don't ask your store for meat today, but keep your order cut down low, 'cause livestock shipments are quite slow!" What buyers buy and shippers ship makes livestock prices rise or dip. And here's a fact on which to bet—It's always true: the price we get for meat we sell (by-products, too) governs what we can pay to you.

Animal Fats and Proteins Make Big Difference in Livestock Feeds

by Dr. O. H. M. Wilder, American Meat Institute Foundation

Feeds rich in animal proteins are also rich in animal fats. And both protein and fats are very important to the growth and gain of meat animals, according to recent findings of experiment stations, and of research conducted by the American Meat Institute Foundation, under contract with the Eastern Regional Research Laboratory—U.S.D.A.

At the University of Missouri they produced a hog that weighed 201 lbs. at exactly four months! Other pigs in the litter were close behind. Tankage was an important item in the ration of the sow and her pigs . . . tankage containing 60% animal protein and about 8% fat.

Tallow pellets with roughage were fed to steers at the University of Nebraska. These pellets contained ground corn cobs and 5.5% tallow. Weight gains were made by steers on those pellets at less cost than by any other group in the test.

Reduced cost of production is very important to feeders. It can be achieved by judicious use of animal by-products in feeds. Getting pigs off to market earlier or reducing cost of gain on steers are good examples.

Important new developments are indicated by field reports of large cattle-feeding operations where meat scrap has been used at a 10% level in the feed. The meat scrap contained 50% protein and 10% fat, and feeders claim excellent results in leaner meat, faster gains and lowered costs.

Use of animal protein and fats in more feeds benefits the feeder in many ways. In addition to the advances cited, it creates a larger outlet for animal by-products. The livestock producer gains in two ways . . . better feeds, and broadened markets for the animal by-products.

Soda Bill Ses:

Men who make "dough" know that word begins with DO.

8,000 Centuries of Know-How

800,000 years! That's the combined years of experience and effort of the 76,000 men and women who work for Swift & Company. They work in meat packing plants, in dairy and poultry plants, in wholesale branch houses, in plant food factories, in oil mills. They are meat cutters, livestock buyers, salesmen, engineers, research people and office workers . . . they have a hundred and one different skills and abilities.

The people who have these 8,000 centuries of varied know-how combine into a smooth-working team—Swift & Company. A team which processes your livestock into meat and by-products . . . which buys dairy and poultry products and other agricultural raw materials, and turns them into food and other useful commodities . . . which produces plant foods and feeds for your use and distributes all of these products throughout the nation. Ours is a big, complex job which takes all the experience we can muster. Even 800,000 years are none too much.

Toni Stage
Agricultural Research Department

Martha Logan's Recipe for POT ROAST AND BROWN BEANS

3 to 5 pound pot roast 1 No. 21/2 size can tomatoes
1 1/2 cups brown beans
2 tablespoons fat 1 tablespoon chili powder
6 small whole onions 2 teaspoons salt
2 tablespoons salt 1/4 teaspoon pepper
1/2 cup beans, overnight in water to cover. Brown roast on all sides in fat. Add beans, onions, tomatoes, chili powder, salt and pepper. Cover and cook over low heat 2 1/2 to 3 hours, or until meat is tender and beans are done. Yield: 6 to 8 servings.

Swift & Company
UNION STOCK YARDS, CHICAGO 9, ILLINOIS

Nutrition is our business—and yours
PREPARED FOR AIR TRIP—Flying Tiger Air Line employee Al Huey (left) at Hartford, Conn., puzzles over last-minute details as Tom Stephens, manager of the Palomar Angus Ranch, Pala, Calif., and his 2-month-old Angus heifer charge prepare to leave on their 3,000 mile air trip to Southern California. The young calf, sired by Homeplace Eileenmere 999-35th and out of a 14-year-old cow, Schoonhoven Eriskay 3rd, purchased by Palomar Angus Ranch last October, was shipped from the East Coast by owner H. N. Berger in July. A nurse cow trucked up from the Pala ranch was at the Los Angeles airport to meet the new arrival.

Photo by The Hartford Courant

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with Wade Rain

POWER-ROLL

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Sprinkler Irrigation on wheels ... entire sprinkler line moves to new position under its own power — in minutes. No need for expensive trained irrigators.

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Makes the Difference

Features that reduce crop production costs — make irrigation faster, easier.

WESTERN LIVESTOCK JOURNAL
GET
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HAMMON
HEREFORDS

The strong breed character evident in the heads of the herd sires pictured is typical of our bull battery. This breed character and other improved breed characteristics are being transmitted to each calf crop. Each calf crop is the result of planned matings—bringing together top individuals of the breed so that buyers of Hammon's Herefords are assured the highest quality at reasonable prices.

At the ranch we have for sale herd bull prospects and an excellent group of range bulls. You are cordially invited to visit us and make your selections at an early date.

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HEREFORDS
WAYNE H. HAMMON, OWNER
806 CITY NATIONAL BLDG., WICHITA FALLS, TEXAS

Annual Sale
NOVEMBER 13, 1953
at the ranch

RANCH LOCATED SIX MILES EAST OF WICHITA FALLS ON HIGHWAY 287
These moderate-price wheel tractor tools now make you the boss of defiant soils, heavy cover crops, threatening weed infestations. Each implement is carefully engineered to meet the more rugged demands of western soils, tillage practices and crops. High-strength steels make possible unusual simplicity of design for long life and easy control. Bolts and members at key points are heat-treated. These are the tougher "muscles" that deliver a new high level of tillage results. Your Allis-Chalmers dealer is ready to show you the difference on your land.

Subsoiling to depths of 18 inches (main illus., above) — a wheel tractor achievement made possible by the Traction Booster system of WD and CA Tractors. Subsoiler standard can be equipped with slip-on ditcher wings or root lifters. Deep Tillage lines also include chisel cultivator; rear-bar scraper; lister; coil shank cultivator; border ridger; bedding disc; furrower.

Six-foot mounted Offset Disc Harrow (left, top) for the WD Tractor can be matched to individual conditions with cutaway disc blades on both gangs, smooth blades on both gangs, or cutaway on front and smooth on rear. Gangs roll easily on anti-friction bearings.

Two-Bottom, Two-Way, Spinner-type Plow is available with 12-inch or 14-inch bottoms for CA Tractor, 14-inch or 16-inch bottoms for WD Tractor. Close-coupled for quick maneuvering, high clearance, exceptional ease of handling.

Six-Foot Hydraulic Offset Disc Harrow is a rugged, heavy weight harrow for thorough work. Also available in lower-cost mechanical-control models. Disc gangs never require lubrication between blade changes.

Heavy-duty, High-Clearance Vegetable Cultivator for CA (illustrated) or WD Tractors. Front tool-bars can be interchanged for bed or flatland work, Remarkable rigidity and stability for precision weeding!
the something or other in your magazine.
We have subscribed to your magazine for over 10 years and watched it grow ($5 please). We have several dozen old issues we will gladly loan to you if you want some good reading. We still get them out and read them, especially those nice articles like "The Cow Horse," "Little Steve, Early Quarter Running Horse," "Training the Rope Horse" and numerous nice pictures and stories of hogs, cattle, dairy cows and sheep—all good reading.
Your weeklies aren't so bad, but get up some morning and read John Chobis in the cold light of early dawn—awful, isn't it?
So, you may as well discontinue sending your magazine as of right now to our house as we only use it to prop up one leg of the table which is too short.—Mr. and Mrs. Glen Fields, Bonanza, Ore.

Calling All Shutterbugs—

One day while camping in Paradise (about 15 miles north of Santa Barbara, Calif.) I noticed some cattle nearby and thought they would make a good picture. The calf was all pink "around the edges" and must have been newly arrived. He was indeed beautiful. I approached them inch by inch so as not to disturb them and finally got the picture (see cut above). I am on the staff of the Santa Barbara public library. To tell the truth, I didn't like the cover picture on your August issue, so am sending you this one. Photography is one of my hobbies; mountain climbing another.—Mrs. Violet Maunten, Santa Barbara, Calif.

(Ed. note: WLJ invites all subscribers to submit suitable ranch and livestock scenes for publication. We will pay $1 for each picture used by us. Please give a brief description of the picture and mail it to Western Livestock Journal, 4511 Produce Plaza, Los Angeles 58.)
Parasite Problems—
Irrigated Pastures Ideal For Disease Developments
By JACK S. DUNLAP, D.V.M.
Washington State College, Pullman

IRRIGATED pastures are a boon to many Western livestockmen. But forage yield isn’t the only thing that increases under irrigation. Much to his dismay, many a stockman has discovered that his parasite problems are multiplied, too. In his rogue’s gallery can be found hookworms, stomach worms, lung worms, and liver flukes.

The warm, moist conditions of irrigated pasture are ideal for the development of eggs or larvae of these parasites. The egg or larva comes from the droppings of cattle or sheep in the first place. The young forms develop and then crawl up on blades of grass. When the cow or sheep eats the grass it also takes in the parasite. Other parasites get inside the animal by going through the skin. The liver fluke in particular likes irrigated areas. It is dependent on a certain small snail for part of its life. And these snails are commonly found in places where the water stands for a few days. After the young forms have been on the snail awhile, they leave it and get on the grass and enter the animals with the grass.

Methods of Control. In order to control these parasites the stockmen must first discover which parasites are present. This can be done through your local veterinarian and the county agricultural agents. Control methods which apply to most parasites are:

1. Divide the pasture into two, three, or more fields.

   This will allow you to graze your pastures without too much moisture. Many young parasites climb high upon the blades of grass when moisture is present. When this layer of water is lacking the larvae remain on the ground. Therefore, they will pick up fewer parasites.

2. Follow an irrigation and grazing schedule.

   This will allow you to graze when the growth of the grass is best and when the land is the driest.

3. Have plenty of pasture for each animal.

   This will keep the cattle or sheep from grazing the grass too close to the ground. Therefore, they will pick up fewer parasites.

4. Irrigation systems must be maintained.

   With surface irrigation, main ditches and laterals should be fenced. Keep the ditches clear of vegetation. Provide adequate watering troughs with floats or overflow drains for the livestock.

Follow Directions. The use of drugs for control of parasites should only be done upon the advice of your veterinarians or other trained persons. The directions given must be followed at all times. Drugs used to control parasites

**Put the Pressure on Pests!**

**BES·KIL**

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BES·KIL really pours it on! You can spray your whole herd in the time taken to treat a few head by other methods. Effective, too. Full atomization of spray assures uniform distribution—gives penetration clear to the hide. BES·KIL uses high nozzle velocity to atomize…

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**Parasite Problems—**

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Chevrolet’s striking Bel Air Sport Coupe. With 3 great new series, Chevrolet offers the widest choice of models in its field.

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Drive a new Chevrolet over a pitching, dipping gravel road. Try it on a paved highway. Take it into town where the traffic’s thickest.

You’ll find out some wonderful things about Chevrolet. Some are big things, some small—but they all add up to easier driving for you.

Take Chevrolet’s smoother, softer ride, for example. And the new roominess and greater visibility of the beautiful Body by Fisher. The responsive high-compression power of both the mighty 115-h.p. “Blue-Flame” engine teamed with Powerglide* and the advanced 108-h.p. “Thrift-King” engine in gearshift models. Then there’s new Power Steering*—to mention just a few.

In addition, you’ll find many more new features ... little conveniences that make your motoring easier whether you’re traveling across country or county.

But, the important point is this: All these conveniences could have been developed only by people who know what you want—and know it very well. Continuing research helps Chevrolet build exactly the kind of car you want, with the features you want. And isn’t it logical that, as the world’s largest car producer, Chevrolet has the facilities to build and sell that car at lower cost?

That’s why the new Chevrolet is both the finest and lowest-priced line in its field. See these great cars at your Chevrolet dealer’s showroom. Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost. Combination of Powerglide automatic transmission and 115-h.p. “Blue-Flame” engine available on “Two-Ten” and Bel Air models only. Power Steering available on all models.
PARTNERS IN PROGRESS

Born to the great outdoors, his boyish ambitions lead him to adventure in the roles of the heroes he sees about him.

Quick to capture the spirit of their calling and the reasons for its codes, he’s on his way to partnership in the progress that the future holds in store—and, as in the case of his sturdy forebears, he will always be a welcome customer at Bank of America.

Bank of America
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are dangerous if used in the wrong manner.

Another parasite of cattle which increases when cattle are held close together is the ox warbel. To control this pest you apply derris root or rotenone containing powders or liquids to the backs of the animals. This treatment is started in the late winter when the first hole appears in the backs of the cattle. It is repeated every 30 days until no more holes appear.

Keep fighting the parasites on a planned program. It is the cheapest and the best. Your county agricultural agents and your veterinarians are there to help you. Use them.

Better Pastures—
Adequate Plant Feeding Is Key to Higher Profits
By S. B. TATEM
Manager
Plant Food Division, Swift & Co.

PASTURES, like the old grey mare, ain’t what they used to be. The production of grass and grass legume mixtures for pasture and hay is a practice as old as our agriculture, but there is no comparison between early day pastures and those which are found on the modern farm today. Probably you can remember when only the poorest land on a farm was used for pasture. In recent years ideas regarding profitable land use have changed and we find that some of our best lands are now being used for pastures.

These important changes have resulted from the discovery that when pastures are treated as a crop, instead of being neglected as unsuitable crop land, they will produce an abundance of low cost feed. Experiments conducted in most areas of the United States have shown that properly managed pastures can produce more nutrients per acre, at lower cost, and with less labor, than if planted to grain.

Good Paying Crop. Pastures can be one of your best paying crops today. As we look at it, it is the high cost of production entailed in the growing of cotton, corn, and cultivated crops generally that makes pasture the top paying crop. Less man hours of labor per acre are required with pasture than with cultivated crops. And on top of all, you have to pay to have cultivated crops picked or harvested, while for the most part in a good pasture program your livestock will do the harvesting for you. In addition, you have no problems marketing your crop because it is consumed on the farm by your own stock.

Good management of pastures is, of course, the key to successful production of an abundance of low cost, nutritious forage. Good pasture management embraces many things, from seed bed preparation through controlled rotation grazing of established pastures. Regular applications of plant food to
New Pasture Mixtures Are More Palatable And More Productive

Both farmers and agricultural scientists have long realized the need for better pasture mixtures. Farmers learned through experience that “shotgun” pasture mixtures were hard to manage and often low-yielding. And, too many times, resulted in a tough, bunched, unpalatable pasture, lower weight gains and small milk checks.

New Formulas Developed

And now, for the first time, new, simple, yet scientifically-formulated mixtures are available to farmers. Called Westland Brand Simplified Pasture Mixtures, these new formulas are an entirely new idea in irrigated pasture mixtures. The new mixtures contain remarkable new pasture-bred varieties.

For example, see how ordinary Strawberry Clover in the picture above (left) compares with the improved variety (left) used in the new Westland Brand Simplified Pasture Mixture No. 7, formulated for alkaline soils. And this is just one of the new pasture-bred varieties used in the new mixtures.

Good News For Farmers

What do these new mixtures mean to you, the farmer? They mean that you can now not only have pastures that are more productive, but easier to manage, fertilize, and irrigate. So if old-fashioned, complicated, “shotgun” pasture mixtures have resulted in a tough, low-yielding pasture for you, plan now to plant one of the new Westland Brand Simplified Pasture Mixtures. See your local Northrup King dealer about the mixture best suited for you.

California’s First Complete Alfalfa Seed

Now Contains Added Disease Resistance

BERKELEY, CALIF.—Evidence of the outstanding acceptance of Pioneer 919 by alfalfa growers is the fact that more than ½ of the total alfalfa acreage in California was planted to this one brand last year. Results have been so good that more Pioneer 919 Brand Alfalfa seed was planted in the state than all other brands of alfalfa combined!

And reports from farmers confirm the fact that Pioneer 919 gives bigger yields of better quality hay. George Kassims of Marysville, Calif., (see photo below) got almost three tons to the acre on his last cutting of Pioneer 919. Mr. Kassims planted Pioneer 919 Alfalfa seed in June of last year at a rate of 18 lbs. per acre. He planted one check, measuring 35 x 600 ft., to Pioneer 919 and it yielded 39 bales. A much larger check, meas-

uring 35 x 1,050 ft., and planted to an ordinary alfalfa, gave approximately the same yield.

Other Growers Report

Pioneer 919 Brand Alfalfa seed has given other top yields for California farmers. George Luther, who farms the well-known R. C. Jeanelle Ranch together with Henry Unsted, planted Pioneer 919 last year. His first cutting this year was “the biggest we’ve ever baled” and averaged around 2¾ tons to the acre of good, clean hay. This picture of Mr. Luther (right) was taken just one week after cutting, shows how Pioneer 919 recovers quickly, gives bigger yields.

Many Advantages

Five ways better than ordinary brands of alfalfa seed, Pioneer 919 is the first complete seed!

- Pioneer 919 contains added disease resistance. It is the first widely-used brand of alfalfa seed to offer growers a crop with resistance to alfalfa diseases.
- The added disease resistance feature of Pioneer 919 Brand Alfalfa seed means longer-lived, more productive alfalfa stands... higher yields for you. Remember, only Pioneer 919 offers you these 5 big advantages over ordinary alfalfa seed.

It’s Wes-Gro Processed to reduce “hard-seed” content, greatly improve germination.

It’s Arasan-treated, using Du Pont’s famous fumigicide, for increased stands and bigger yields.

It’s area-blended from scientifically selected alfalfa seeds for better adaptation on your farm.

It’s guaranteed to have a purity of at least 99.9%., a germination and hard-seed total of at least 92%. These Pioneer 919 minimums are higher than consistently prevail anywhere, on any other brand of alfalfa seed.

AND NOW Pioneer 919 contains added disease resistance. It is the first widely-used brand of alfalfa seed to offer growers a crop with resistance to alfalfa diseases.

The added disease resistance feature of Pioneer 919 Brand Alfalfa seed means longer-lived, more productive alfalfa stands... higher yields for you. Remember, only Pioneer 919 offers you these 5 big advantages over ordinary alfalfa seed.

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Profitable Pastures

by ROGER PIRIE
Pasture Specialist
with DAVE BUTLER

Good pasture seed mixtures just don't happen—they are planned. Experience is by far the most important factor in formulating and blending the correct strains for maximum production and profit. In order to keep pace with developments in new grasses, Dale and I spend considerable time traveling around the country to check on what is being done in other regions.

Early this summer, I traveled through Arizona, Texas and parts of Arkansas to inspect our pasture plantings and contact pasture experiment stations.

The Renner Research Foundation near Dallas, Texas, is supported by private funds, and devotes its efforts to agriculture experiments. They are doing a fine job in dry range and irrigated pasture research development. I saw several excellent new strains being tested, including: Awnless Brome, Orchard Grass, and various clovers, some of which should be available in a few years for western pastures.

I visited Stuart McLeod, a former member of the Western Livestock Journal staff, on his farm near Perryville, 45 miles southwest of Little Rock, Arkansas. It seems that many farmers of this region migrated to California during World War II, and stayed. Now new people, like Stuart, are moving in, bringing with them progressive ideas and a burning desire to improve the agriculture potential of this country. It looks to me like they are doing a good job by changing the entire farming picture.

McLeod, besides developing a fine EVERGREEN pasture, has shown the community, through his test plots, the value of fertilizer and proper irrigation. Some years ago, this region was desolate, and is using, one of the first sprinkler systems in the area.

The technical information on all phases of pasture development which we gather on our trips, helps us to make our EVERGREEN mixtures even more productive.

A valuable booklet EVERGREEN PERMANENT PASTURES, is loaded with information covering every phase of pasture management and production. Send for your FREE copy today...write: DALE BUTLER'S PASTURE MIXTURES, INC., DEPT. A-12, UNION STOCK-YARDS, LOS ANGELES 58, CALIFORNIA.—Advertisement.

maintain adequate soil fertility is the one all-important factor in making pastures a well paying successful farm operation.

It is true that many pastures have been established and maintained without the addition of plant foods to the soil, but better results could have been obtained through the use of plant foods. On poorer lands, plant food applications are essential in the establishment of profitable pastures.

Small Factories. Let's consider each grass and legume plant in a pasture as a miniature factory which manufactures and stores proteins, carbohydrates, and minerals which are meat and milk producing foods for livestock. These plants require sunlight, air, warmth, moisture and plant nutrients to grow and carry on this manufacturing process. Naturally, we cannot control all of these essential growth factors, but in the case of irrigated pastures, we can control soil moisture, and we can supply the needed plant nutrients by making regular applications of complete balanced plant foods.

Experience has proven that proper control of this plant nutrient factor has a tremendous influence on pasture growth and the income which can be derived from pasture crops.

Many years ago, a famed German scientist evolved his “law of the minimum” which stated that plants are unable to grow and produce beyond the soil’s ability to provide all the elements needed by plants. The element in shortest supply, in relation to crop needs, would be the limiting factor. We look at it this way: Soil is the basis of all plant life, and plants are of no better quality than the soil upon which they are grown. This is an important factor to consider in pastures because the quality of forage has a definite influence on the quality of the stock consuming it. Livestock grazed on poor quality, mineral deficient forage make slow gains and often exhibit mineral deficiency symptoms.

Use of Fertilizer Hits A New Record High

Fertilizer use in the year that ended July 1 hit a record high of more than 22.4 million tons, according to an annual survey recently completed by the USDA. That was an increase of 1.4 million tons over the preceding year.

The largest total tonnage used was by the states of the South Atlantic Region: Virginia, North Carolina, South Carolina, Georgia and Florida. The largest increase in tonnage used was in the North Central region, which includes the Plains States as far south as Kansas and from there east through Ohio.

Not only was more fertilizer used this year, but the fertilizers contained more plant nutrients. The average plant nutrient content has increased from 24.19% to 24.86. About 60% of the fertilizers sold are in mixtures that contain all three of the primary elements—nitrogen, phosphate and potash.

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CATTLE RUSTLERS AND
JAIL ONE

WITH ONE 10 cc. DOSE OF
BLACKLEGOL®"S-HS"

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1 builds long-time immunity against BLACKLEG
2 builds long-time immunity against MALIGNANT EDEMA
3 builds seasonal resistance against SHIPPING FEVER

And Blacklegol “S-HS” is fortified with Alhydrox®, a Cutter exclusive, that holds vaccine in tissues, releasing it slowly to build peak immunities that hold even in the face of epidemic outbreaks. Cutter Laboratories, Berkeley, California

Order Your Fall Supply Now BLACKLEGOL®“S-HS”/CUTTER
El Toro is another great champion straight out of the "breed right—feed right" school. He comes from really top-notch stock and he's been fed like royalty! To develop better animals we suggest you pay particular attention to development of a range program for winter feeding and for supplementing irrigated pasture feeding. And right now is the time to buy your range seed! Follow the lead of hundreds of other successful California farmers, turn to Ferry-Morse for your range seed. Seed is your smallest and most important investment so insist on the very finest. Your nearest Ferry-Morse seed dealer will be glad to serve you.

**RANGE SEED NEWS**

Recent range plantings of Rose Clover and Subterranean Clover, sown in mixtures or individually, have exceeded earlier expectations in the search for a hardy range legume. These legumes establish themselves readily when blended with adapted forage grasses. Much grazing land can be improved and made to produce with greater utility by introducing these nitrogen producing legumes into your pasture program. Ferry-Morse has available all the legumes and grasses especially adapted to California conditions. They are available in any mix to meet your specific requirements. For further information, we have available the most recent recommendations of the University of California Extension Service and your local County Farm Advisor.
Purebred breeders are working it out, so let's keep our heads on this matter of **DWARFISM**

By FORREST BASSFORD
Editor, Western Livestock Journal

On the hotly discussed subject of dwarfism in beef cattle, the calmest men I know today are registered breeders who have had the worst experiences with it. The problem has hit them right smack in the checkbooks in two ways: 1. Loss of income because some of their calf crops have contained from 2 to 12% and possibly more dwarfs. 2. Lessened prices on marketable stock because of whispers, “Don’t buy anything from them or you’ll sure get dwarfism in your herd.”

Why are they calm? Because they know that they can and are licking dwarfism. That whipping it at the top, in the herds which are major sources of herd bulls, will turn back the problem as rapidly as it cropped up and result in eventual elimination.

And they are whipping it! One breeder who ran up to as high as 12% dwarfs a few years ago, hasn’t had a one this year. He changed some herd bulls, watched his matings and is doing a conscientious and effective job of breeding out the carriers.

Another herd, which got a lot of unwarranted blame for spread of dwarfism, ran up to a peak of 4% at one time. It’s a big herd, but that percentage has been cut back to less than 2. The manager says, “We know the problem. We didn’t call in our association, our college, the government or anyone else. We just studied our herd and made some changes. We’re licking it and it’s not going to take much longer now.”

Recessive Gene. Fact is, these breeders who got hit hard early were among the first to recognize the problem and to do something about it. It didn’t take long by observation and by sound research to pinpoint dwarfism as a simple recessive gene. Spotting the cattle with it wasn’t so simple, but ways were found and elimination was begun. These men hope for faster methods (such as a satisfactory blood test to detect carriers at the calfhood and yearling stage). BUT THEY ARE NOT DISCOURAGED. THEY ARE NOT DISMAYED.

And, ABOVE ALL, they see no reason to get the average commercial cattleman all excited about dwarfism. It’s a problem for the purebred herds. The average dwarf rate in straight commercial herds is not bothersome, they point out, and is unlikely to become so because the top purebred herds are working on the problem and turning it back.

This is a case in which the trouble appeared first in the purebred herds. Almost simultaneously in all major beef breeds. But it isn’t the conflagration some people would have you believe.

Of course, the breeders want research, and plenty of it, for an easier, surer and quicker way to rid the purebred industry of dwarfs. The American Hereford Assn. got the research ball rolling several years ago by providing funds with which several colleges began work. And the association made continuing studies of its own.

Research, Not Hot Air. The breeders want more research, but they don’t want some of the things that are happening now. Specifically, they don’t appreciate some of the so-called experts haranguing cattlemen in print and in meetings with the scare that they’re all headed for 15% dwarf calves if they don’t do something drastic now; that 7 out of 10 bulls they’re now buying are dwarf carriers; that top breeders are not doing anything to lick the problem; that the government should launch a big program to stamp out dwarfism before it’s too late.

One of the haranguers recently prefaced an article in a national magazine (not a livestock one) with a remark to this effect, “There are practically no dwarf-free herds.” In closing the article, he cautioned cattlemen, “Be sure to buy your bulls from a dwarf-free herd.”

Another, privately belaboring purebred breeders because they didn’t fall 100% in with his thinking, was given this query, “What could the commercial cattleman do about the problem?” “It’s simple,” was the reply, “raise his own bulls.” No thought,
I was keenly impressed by a highway billboard sign recently that carried the three words “Get the Facts” in bold lettering plus the name and picture of the product being advertised. There, in three simple words, was a challenge to prospective purchasers; an invitation to them to learn about this product; and, in a sense, it was a dare to skeptics to open scrutiny of the product in aboveboard fashion. Moreover, those three words “Get the Facts” demonstrated the complete faith of the advertisers in their product.

Most any question can be intelligently answered if one has the facts. A person who’s thinking of going into the purebred beef cattle business, for instance, will have rich food for thought to help convince him of the wisdom behind that move.

I have included here a summary of some facts relating to Polled Herefords which I invite anyone to consider.

**At the Top.** The constructive Polled Hereford breeder’s program, simply stated, is to breed the beef on and the horns off. On the surface that is a claim, but the FACTS substantiate it and make it an expression of fact. For example:

- In two recently completed beef cattle experiments where the purpose was to get the facts on the rate and efficiency of gains of the various breeds, the two separate and impartial groups doing the testing placed Polled Herefords right at the top. In one of the tests, a Polled Hereford bull ranked first, a pen of Polled Hereford bulls ranked first and a pen of Polled Hereford heifers tied for first. In another test Polled Hereford bulls rated first and second in competition with all the other beef breeds. Also, in the widely recognized Indiana Gold Medal Calf Contest, in both 1951 and 1952 calves sired by Polled Hereford bulls won the contest, which, too, was based on rate and economy of gains and type.

- While one or two tests might not be conclusive, the results of such tests are facts and they are at least indicative. There isn’t any more important problem to beef producers, commercial and purebred, than the rate and economy of gains.

**Growth Factor.** The fact that beef producers are vitally interested in breeding the beef on and the horns off can be significantly illustrated by the growth and accomplishments of Polled Herefords.

Using registrations as one criterion, with others to follow, the number of registrations with the American Polled Hereford Assn. is steadily and fabulously increasing on the yearly comparative basis. In the last completed fiscal year, 1951-52, the registrations issued showed that on a percentage basis the American Polled Hereford Assn. was increasing its registrations more than any other beef breed—a 26% gain over the preceding year. So far, registrations issued in the 1952-53 fiscal year, which ends Sept. 1, number many more than for the same period last year. Total registrations of Polled Hereford cattle have increased from 11,400 in 1901 to more than 600,000 in 1953. That is a fact.

But probably the most significant fact of all this is that 45% of the total registrations which now exceed 600,000, have been registered in the last five years. In other words, the Polled Hereford breed has gained as much in the past five years as it did in the first 47 years—and surely no greater recommendation could be asked for, especially since it goes beyond claim and is factually supported.

**Facts About Demand.** Closely allied with the preceding facts are the facts concerning the demand for Polled Herefords and facts concerning the prices beef producers are willing to pay for animals they believe will improve their cattle. Plainly, here are the facts which indicate the beef producers’ estimate of Polled Herefords.

- In February of this year 50 head of Polled Herefords sold at public auc-

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By D. W. CHITTENDEN
Executive Secretary
American Polled Hereford Assn.
Elmo Ferrari inspects a group of his whitefaces in the midst of a setup that is complete with dipping, loading and other facilities. In the background can be seen the floor of the box canyon that spreads to give him plenty of level grazing land on his commercial beef ranch.

**Heifer-Hastener**

**Using “Cow-Sense and Consideration,” Elmo Ferrari Breeds Yearling Heifers as Replacements**

The Swiss name of Ferrari is well-known and highly-respected in California’s mid-coast ranching circles, and one of the most highly-respected members of the family is Elmo Ferrari, whose 1,100-acre San Geronimo commercial beef ranch occupies a big box canyon that butts back from the ocean three miles north of Cayucos on California highway No. 1.

It’s a ranch operated on the theory that “cow-sense and consideration” let a man do things with cattle that he couldn’t do as profitably otherwise. Among those things is the breeding of yearling heifers as replacements for his cow herd.

The ranch is run primarily as a weaner-selling commercial cattle operation, Elmo hastens to emphasize. As such, the cow herd is composed entirely of commercial animals. But by careful original purchase of the foundation cow herd, the use of a good selection program for replacement heifers, and the buying of good range bulls, his methods have paid some handsome dividends.

Evidence?

For one thing, an 88% calf crop last year.

For another, the bunch of yearling heifers he’d been holding but finally decided to sell this mid-July. Those heifers averaged 850 lb. With still some time to go, they would no doubt average 900 or better. That’s major league performance in anybody’s commercial beef circuit.

**Still Experimenting.** This year, Elmo is experimenting with certain phases of his program to see if he can’t do even better. But did you ever see a born-cattleman who wasn’t experimenting? And, as it is, the program he’s developed in the past 12 years while building his ranch from nothing has brought a lot of folks to San Geronimo to see how he does what he does.

As this was written, there were 210 head of cattle in the breeding herd. They included 170 cows, 30 replacement heifers and 10 bulls. All of the animals are Herefords except for two Angus bulls. The Angus, by the way, are the ones used to breed yearling heifers. All of the current bulls are between three and six years old—brought to the ranch as 2-year-olds. Depending on their durability, they are sold as 5 or 8-year-olds. On the average, Elmo’s records show, they are kept in the breeding herd for a period of five years. During this time, they are members of carefully-selected “teams” with Elmo keeping a sharp eye as manager.

By KEN KITCH

Photo by Cal Poly Ag Journalism Dept.
Polled Hereford Leaders

These men, past presidents of the American Polled Hereford Assn., have led their breed through more than four decades of progress.

Joe Green
Monticello, Ind.
1908-10

E. H. Gifford
Lawton, Neb.
1916-17

A. L. Duncan
Oakton, Ill.
1917-18

P. M. Schenkel
West Liberty, Ia.
1918-19

N. M. Leonard
Waukee, Ia.
1926-27

E. H. Gifford
Lawton, Neb.
1926-27

H. N. Vaughn
Stronghurst, Ill.
1927-28

W. A. Wilkey
Sullivan, Ind.
1928-30

George T. Row
Silver City, Ia.
1922-24

C. E. Brown
Riverside, Ill.
1924-25

P. S. Kendrick
Albany, Tex.
1925-26

H. L. Schookly
West Liberty, Ia.
1929-30

Boyd Radford
Newark, Neb.
1927-28

F. O. Petersen
Varina, Ia.
1928-29

J. B. Shields
Levi Springs, Kan.
Mar.-Aug., 1907

Fred W. Schnauz
Perry, Ia.
1921-22

W. H. Campbell
Grand River, Ia.
1922-23

Lester Currer
Mason City, Ia.
1938-41

R. G. Glaves
Leawood, Mo.
1944-45

Aub R. Dunbar
Des Moines, Ia.
1946-47

Lewis Johnson
Pecos, Tex.
1928-29

P. M. Christenson
Lone Rock, Ia.
1930-31

Fred W. Schnauz
Perry, Ia.
1921-22

W. H. Campbell
Grand River, Ia.
1922-23

Lester Currer
Mason City, Ia.
1938-41

R. G. Glaves
Leawood, Mo.
1944-45

Aub R. Dunbar
Des Moines, Ia.
1946-47

J. E. Lambert
Dundonald, Ala.
1943-44

Jim Gill
Wilson, Tex.
1945-46

A. C. Raffe
Prattsville, Md.
1945-46

Mans Heggett
Merriam, Tex.
1946-47

John M. Lewis
Larned, Kan.
1948-50

Ada R. Johnson
Charlottesville, O.
1932-32

A. B. Freeman
Walls, Miss.
1951-52

Photos courtesy Polled Hereford World

SEPTEMBER 1952

Page 39
Are You Making the Most Of Your Fairs and Shows?

Some leading officials offer helpful pointers . . .

Once again thousands and thousands of visitors are flooding turnstiles throughout the Western country as the fair and show season swings into its peak. Fairs always carry an air of excitement, a kind of holiday spirit, and it's all a family affair. There's hardly anyone with a yen for agriculture or livestock who doesn't get to at least one show event during the season to see how the other fellow is doing things, and to join in the fun and festivities.

But there is always a multitude of things to see, and the clock has a way of selling itself short at a time like this. So here's some expert advice from some of the West's foremost show authorities that should provide tips for you on how to make the most of that fair or show visit this season.

This is what Walter A. Holt, general manager of the Pacific International Livestock Exposition, Portland, Ore., has to say:

Information Centers. "You will want to make the greatest use of information centers before starting the rounds of the various exhibits and events. Many shows will have charts or maps available giving the layout of the buildings. For example, at the Pacific International we have a very large wall chart measuring 10 by 20 feet located directly over the main entrance to the stock show.

"Much better use of time is possible if the visitor is equipped with a schedule of events. These generally appear in the newspapers and trade journals so that visitors will have an opportunity to study them before going to the event. They are also available at information desks.

"Avoid a good deal of standing in line by purchasing tickets to arena shows and similar events before the day they are needed. Most shows will permit return of such tickets in case the purchaser is unable to use them."
Here's What to Look for in—

Swine

What many do not know is that the American housewife sets the standards for the modern-day market hog through her judging of meat in the butcher shop. Breeding stock too is closely correlated to market type, so actually the housewife dictates the type of hogs that will be tops in the show rings of America.

Today lard is a drug on the market, not because it is an inferior product, but because there are too many cheaper oils on the market. The answer to the situation is the so-called meat type hog. All breeds have some meat type hogs. Some breeds have been selecting for this trait and have more such individuals. This ideal market meat type hog should weigh around 220 lb., carry around 1½ inches of back fat, be well muscled and be around 30 inches in carcass length (measured from first rib to aitch bone). A well-muscled hog is a firm hog that doesn't shake when he walks.

A fortunate thing in swine production is that the muscled hog of good length is also the cheapest hog to produce. Being larger, the sows have larger litters, are good grazers and more often than not are good milkers. The present-day swine judge has to keep these requirements in mind, whether he is placing a class of market hogs or a class of breeding animals.

The Berkshire barrow pictured here, while weighing 247 lb., was still a firm individual with lots of length and quality. A hog that was a fast grower and also cheap to produce. Full sisters to this barrow were winners in breeding classes at the same show while his dam was winner two years before. This stands as evidence that most swine judges nowadays are selecting breeding stock that produces top quality market hogs.—Verne W. Hoffman, Jr., Mokelumne Farms, Acampo, Calif.

Beef Cattle

The show judge picks for his top animal one that has the meat in the right places, that is, having the maximum of the choice beef cuts, as well as showing the right temperament and intelligence, which is most evident in the head. He wants the animal to have a strong heart, lung and feed capacity, with sound legs and feet to carry him under all conditions. Above all, the animal must be thrifty and a good doer, which is indicated by its hide, general condition and weight for age.

The judge inspects the cattle as they walk, looking for free leg action and erect carriage of the back and head. Defects in the legs and general conformation mostly show up when the animals are in motion. Placing his hands on them, the judge can feel for fleshing qualities. A good beef animal should feel firm yet pliable and mellow under the palm of the beef cattle judge's hands.

As is often the case, the judge may have several animals of outstanding conformation and quality in a class. He places them according to the degree in which he thinks that they possess these highly desirable characteristics.

The influence of winning animals is tremendous, as it is carried back onto the farms and ranges where beef cattle are produced for the great feedlots of the middle west. For this reason no breeder, whether large or small, should neglect an opportunity to witness a showing of his particular breed of cattle. It is not only the winner of the show that is worthy of attention, but since our best breeders are represented, every animal in the exhibition should be observed for its good qualities. The livestock show today, as in years past, serves well the needs of the cattle industry, and so has withstood the test of time.—W. J. Harrer, Green Meadow Ranch, Helena, Mont.

Sheep

In placing a class of fat lambs I always like to keep in mind that the most important wholesale cuts of the lamb are the leg, loin and rack, corresponding respectively on the live animal to the hind quarters, loin, back and ribs. These three cuts include about 58% of the dressed carcass and represent about 86% of the value of the carcass.

Considerable time is devoted to observing the degree of finish, the strength of back, the width of loin, the fullness of the leg and the trimness of the animal in general. A class of fat lambs or wethers can almost entirely be placed on their covering over the back, loin, rump and size of legs. Thickness and fleshing are of prime importance. A lamb which is well finished will be firm to the touch and will have a crease down its back. A partly finished lamb will have a ridge. It is the keen sense of touch on the part of the judge which enables him to determine the placing of a fat lamb class.

In placing ewes and rams in breeding classes, finish is secondary to what is called natural fleshing, a characteristic passed on from the sire and dam. In breeding animals we like to see them thickly fleshed and the fat should be firm and smooth. Gobby fat around the docks or other parts of the animal is most undesirable. Since the shoulders and lower leg regions are the last body parts to finish, natural fleshing can best be determined by examining these parts.

The ram should have a strong, bold head and neck and a massive, powerful appearance. The ewe should have a fineness of features throughout. In placing breeding classes, of course, more attention is given to wool and skin. The various breed associations have certain standards of perfection to which all animals of their particular breed must conform.—Don Addis, Farm Advisor, Riverside County, Calif.
One of the West's foremost Polled Hereford breeders, Dick Hibberd of Imbler, Ore., is a former director of the American Polled Hereford Assn. He is shown above with Mrs. Hibberd and their champion female at a former Oregon Polled Hereford Assn. Show.

Go West Good Polled Herefords

By DICK HIBBERD

The National Polled Hereford Show coming to the West Coast marks a stage of development in the Polled Hereford breed. The last frontier has been crossed and the West can join the rest of the United States in numbers, quality and interest in raising Polled Herefords. The National coming to the West for the first time in 50 years of breed progress means a lot to every Polled Hereford breeder, every commercial cattleman and anyone interested in good cattle and their progress.

A livestock show is the show window for every breed—a place where people come to admire show prospects and boast of their favorite breed of cattle. An animal picked for a show is groomed, fed, fitted for one or two days in advance to improve while providing year-round feed for 600 cattle and winter feed for 3,000 sheep.

Like many sheepmen who've gravitated into the cowcountry, Prior found a fundamnetally sound program of nutrition and husbandry produces the best beef at the least cost. Evidence that he is interested in the progress of the sheep industry is shown by his Eastern Washington sheepmen who nominated Archie as their representative in the Washington Cattlemen's Assn. 1953 "Cattlemen of the Year" program.

Archie's way with livestock ranching dollars has brought him the presidency of the National Woolgrowers Service Corp., an organization that specializes in the financing of Evergreen State sheep and cattlemen, and an advisory board membership with the Seattle First National Bank, one of the largest banking institutions in the country.

Archie Prior is a man who's instinctively liked, admired and respected by all who know him. This quality was best expressed by a secretary in the Yakima branch of Seattle First National Bank when Archie's name popped up in a conversation group. Her eyes lit up, she smiled and said, "He's a wonderful person, and wherever he comes in the office, even if he's just in for just a few minutes, you feel like a fresh breeze has swept through the place."

The National Polled Hereford Show was started at the turn of the century in Iowa and as enthusiasm grew for Herefords without horns a need for some sort of a show was deemed necessary.

The National Polled Hereford Show was started in the Midwest and for years was held at Des Moines, Iowa. It was from this show that most of the older breeders of Polled Hereford cattle got their first look at a Hereford without horns. They were bitten by the Polled Hereford bug and bought a bull or a few heifers and shipped them East, West, North, or South. After years of showing Polled Herefords at Des Moines, the demand for good Polled Herefords in different sections of the country caused our National to be held where the greatest demand and the most interest was shown in Polled Herefords.

After 50 years of Polled Progress the national association is holding the show window on the West Coast for the first time. It is a recognition of the progress and interest shown in Polled Herefords on the West Coast. This year instead of "Go West Young Man," it is "Go West Good Polled Herefords."

Tops Assembled. For the Polled Hereford breeder out West it means a chance to see the tops in our breed assembled where we can easily see them without driving 2,000-3,000 miles. It also means that a lot of people who have been watching Polled Herefords will find them just as perfect as any other top animal. They will come to look and perhaps go home with a bull or a heifer to start a herd of their own.

For the commercial cattleman it means he will find a bull without horns that still has a much beef on his rear end as his black neighbor or his horned brother. For the person that likes to admire good cattle, he will find hornless Herefords groomed to perfection, waiting for some one to come along and admire them.

Since most of the show strings that will make this show possible have to travel 2,000-3,000 miles for us to admire them, let's all be on hand to root for our breed and show the consignors and exhibitors that we appreciate their efforts. "Go West Good Polled Herefords, and Come to the National All Polled Hereford Enthusiasts."
DUE to the present situation in the livestock industry, there appears to be a trend toward increasing the efficiency of each animal unit rather than emphasis on volume numbers. The brood cow is the factory, so let's explore ways to increase her efficiency, resulting in higher percentage calf crop and heavier weaning weights, the combination of which means increased profits to the raiser.

Which phase is the most important in her production cycle? During the breeding season, during the pregnancy period or is it after the calf is born? The answer is that they are all equally important and any weakness in the feeding and management of any one of these periods may seriously affect the results hoped for in our ultimate goal.

Increased calf crops, heavier weaning weights, etc., are dependent on many factors, among which are the nutritional level of the cows, vigor and activity of the bulls and diseases. This article is concerned mainly with the nutritional level, giving special emphasis on range deficiencies and their effects on calf crops and corresponding corrective measures through the use of supplements.

**Build That Calf Crop Now**

**Important Role.** The role of supplements will be to supply deficiencies that exist in range forage, pastures or in hays.

Livestock require proteins, energy, vitamins and minerals. The National Research Council gives this information:

**Protein**—Shortage of protein is a common deficiency of range cattle. It results in poor growth, depressed appetite, reduced milk secretion, irregular estrus and loss of weight.

**Energy Intake**—Lack of sufficient total feed is probably the most common deficiency in beef cattle, the results being slowing or cessation of growth (including skeletal growth), loss in weight, reproduction failure and increased mortality.

**Minerals**—Salt deficiency is manifested by intense craving for salt, lack of appetite and unthrifty condition.

**Phosphorus**—Earliest symptoms are decreases in blood phosphorus, appetite and rate of gain. Milk production falls off. Depraved appetite may lead to excessive salt ingestion and, in the absence of bones, to the chewing of stones and wood and eating of dirt. Phosphorus content generally decreases markedly when plants are fully mature and this decrease, along with protein deficiency, commonly occurs when cattle must subsist for long periods on mature, non-leguminous dried grasses and herbs.

**Calcium**—This deficiency in beef cattle is comparatively rare and mild. Dried mature range forage, if predominantly grasses, may contain less than required minimum quantities; cereal straws are usually deficient. Severe privation may so deplete the bones of calcium and phosphorus that fractures may occur.

**Trace Minerals**—Iodine, magnesium, iron, copper, cobalt.

**Vitamins**—Vitamin A deficiency results in night
Mrs. Zgraggen is happy because her kitchen water supply is not cut down when other appliances about the house are being used.

This 1½ horsepower pump brings up about 60 gallons a minute to keep a good pressure system operating at Zgraggen ranch.

Proper planning gives a dependable water system and one that allows all water-using appliances to be operated at once.

Planned for Perfection
That's the story behind the home water system on the Louis Zgraggen ranch near Sacramento.

You hear on all sides talk about the water table sinking beyond hand reach with resultant decrease of water for use on the farm. Water levels in some parts of the country have decreased, but in wet years they rise again so actually there is a continual variance in levels.

Closely associated with comments of decreasing water levels is talk of there not being enough water to give any pressure in the home water system, and of not having enough water to run more than a hydrant or two at one time.

While it is agreed that water levels can have much to do with this situation there is a good chance that it is not the main reason why your water supply may no longer be dependable. More than likely you have so many new water using appliances that your original water supply system cannot pump up enough water to take care of all requirements.

It's possible, of course, to reconstruct your water system to overcome the deficiencies of the old one. If you are planning on building a new home, as so many ranchers are doing today, then it is a paramount necessity to plan thoroughly your new water system.

Louis Zgraggen, a rancher near Sacramento, a little over two years ago, found himself in the position of having to move from his old ranch, when it was purchased, and set up an entirely new ranch right from the house on through to adequate yard buildings and irrigated pastures.

Zgraggen and his wife gave every consideration to the water system in their new home and the ranch yard.

Water Use Increases. They realized that in the days of the old oaken bucket or the galvanized pail people got by with a small amount of water, but from experiences in later years they knew that as each new time saving, water using convenience was added to the home, more water was necessary. They had discovered that when water was piped to the kitchen sink it took about 15 gallons more per day. They knew that the addition of the indoor bathroomupped water consumption tremendously and that if they added an automatic clothes washer, automatic dishwasher or a food waste disposal the demand for water would increase many times. They planned accordingly.

The new ranch was started on barren land with irrigated pastures being put in first, then the barn and other ranch buildings, followed later by the house.

A 70 foot well was drilled and a 1½ horsepower pump brings up about 60 gallons a minute to keep a good pressure system operating at Zgraggen ranch.

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 Proper planning gives a dependable water system and one that allows all water-using appliances to be operated at once.
NEW wealth is gained each year from our California soils by irrigated pastures. More than 750,000 acres are producing large quantities of high quality forage for livestock industry of the state.

This forage is important. Important also is the effect upon the soil from cropping with irrigated pasture. Often overlooked is the improved productivity and physical conditions of the soil for other crops. Many livestock producers have taken low fertility soils growing mainly annual type forage or lands with a long grain cropping history and made successful irrigated pasture plantings. Corn, grain and other crops followed in the rotation have many times shown improved yields. Irrigated pastures are used in the rotation with high priced specialty crops to overcome such problems as soil insect pests and diseases and to improve water penetration.

The livestock man who grows much of his own feed can do a lot to get more feed per acre. This he can do in two ways. First, by careful attention to all factors involved in maximum crop production, and secondly, by the manner in which he utilizes the feed produced.

No Short Cuts. There is no short cut to success with irrigated pasture. The first step in proper planning of the enterprise and adequate land preparation with special attention to leveling and proper grade.

Though it costs money to develop an irrigated pasture properly, it pays big dividends in ease of irrigation, efficient use of water and as a means of preventing the growth of water loving weedy species. Costs for land preparation for flood irrigation have ranged from $30 to $130 per acre. For example, a study conducted in the Sacramento County Farm Advisor’s office on several hundred acres of new pasture development showed the following cost breakdown.

- Surveying: $1.23
- Drainage: 1.48
- Well: 9.40
- Pipe Line: 24.46
- Leveling: 54.30
- Pump: 25.46

Total per acre: $116.33

Along with the planning and land preparation is the selection of the proper grasses and legumes for the pasture mixture. Here one needs always to consider how well the different plants will grow with one another. Also, the soil conditions, fertilization and irrigation practices and grazing management. An example of a good mixture for seeding on a hardpan soil with a shallow topsoil might be as shown below.

- Ladino clover: 3 lb.
- Common ryegrass: 2 lb.
- Perennial ryegrass: 2 lb.
- Orchard grass: 6 lb.

Total per acre: 14 lb.

There must also be good level of fertility in the soil before highest yields can be expected. Though animals put back into the soil a lot of valuable nutrients, they do not ordinarily return sufficient manure to maintain maximum yields. Often we find that additional plant foods from commercial fertilization pays high dividends.

Response to Fertilizer. The most common responses of legumes are to applications of phosphorus and sulphur, and the grasses to nitrogen and to phosphorus. On the better soils grasses will respond to nitrogen and on the poorer soils to phosphorus. Under certain isolated cases legumes will respond to nitrogen application.

In a pasture that has gone heavily to grass the growth of legumes is not encouraged by the application of phosphorus if sufficient phosphorus is already present. Changes in grazing management may be necessary. On the other hand, annual application of phosphorus may be desirable to help legumes keep up with the grasses on a soil of relatively low phosphorus supply. Similarly, if the growth of grass is less than desired additional nitrogen or nitrogen and phosphorus may be
When your cattle switch from fat and sassy to scrawny and scouring on peat land pastures—

By HERB BODDY

Copper’s worth its weight in gold

A NY kid will tell you that a “copper” won’t buy a good lollypop today. But copper in the soil and in the diet of your cattle is “worth its weight in gold” if you are farming on certain kinds of peat land—for science has found no good substitute for a pinch of copper sulphate at the right time and place.

Suppose your cattle weren’t making the growth they should, looked sick, were scrawny and scouring badly. Would you chuck things and pull up stakes? You shouldn’t! Not when copper sulphate is the “cure” Silas Brainard, Chimacum, Wash., found it to be.

A year ago, his herd of 80 Hereford heifer stockers had the worst case of scouring you ever saw. At the time they were feeding on lush, green, succulent forage from his new improved pasture. What Happened? Things became a lot worse before they got better. Today, the same cattle are plump, fat and sassy. What happened? Let Brainard, a Harvard man who switched from designing homes to stock raising, tell you.

Says he, “My stock ranch used to be an old dairy farm near Chimacum on the Olympic Peninsula. The woody peat soils on my farm are those common along the banks of some creeks. When I bought my heifers in February, 1951, they weighed in at 440 lb. For the next five months they did fine on my conservation type pasture. I didn’t know then that it was the reserve supply of copper they had stored up in their liver that was pulling them through.

Notices Change. “I noticed a change in the heifers when I turned them out on grass in June. They didn’t make the gains in size and weight I figured they should. They looked rough and didn’t shed their coats. The hair was bleached. I blamed their condition on the green grass. There wasn’t much change when I tried a little mineralized salt later in the summer. Then I cut down on the salt by feeding it with bone meal, thinking the herd was getting too much mineral. That didn’t help either.

“Scouring, which showed up in June, continued throughout the summer. Meanwhile, the 20 acres of peat land and 10 of upland pasture on which I had the heifers produced top quality feed.

“Yet, all this time I wasn’t really alarmed. I figured the stock would snap out of it when I started feeding hay in the fall. But that wasn’t the case. There was no change when I fed the cattle grain and hay; then grain, hay and straw. That’s when I separated 14 of the weakest ones from the herd.

Talks to Vet. “When I told a veterinarian about the scouring and all, he said it was common on some peat fields in that section of Jefferson County. The bottle of mineral supplement he gave me didn’t seem to help much.

“I got awfully worried, but kept on trying. My next step was to enroll in a short course for stockmen at Washington State College, Pullman. While there, I explained things to Frank B. Morrison, guest lecturer from Cornell University. Morrison, who is a widely known professor of animal husbandry and animal nutrition, told me the trouble was due to a mineral deficiency.

Please Turn to Page 127
Also, be sure to attend the NATIONAL POLLED HEREFORD SHOW & SALE, Cow Palace, San Francisco, Nov. 2, 3, & 4.

Ralph L. & Joan Aml is, 305 Raymond,Stockton. CA
RALPH E. Accent, Elk Grove Ranch, Yucaipa, CA
Carl W. Alderson, 50, Box 425, Buellton, CA
Thomas E. Alford, P.O. Box 404, Chico, CA
Louis Anderson, Box 1553, Arvin, CA
Ray Anderson, 65, 300 Ranch Home, Buellton, CA
T. Alpin, Jno. Cook Cattle Co., Buellton, CA
Gus E. Avery, Blk. 5, Box 110
A. W. Bearing, 205 Willow Rd., San Francisco, CA
Ralph W.贝林, Box 225, Reedley, CA
NATIONAL POLLED HEREFORD ASSOCIATION

For more quality

California Polled Hereford Show & Sale Nov. 13 & 14 • Sacramento • 110 Head

This year we will offer the most select group of Polled Herefords ever, from breeders building more quality, minus horns, in the West. Range bulls, farm bulls, head bull prospects and foundation females—the good, practical kind that you want. Buy in this great offering Nov. 14 and join the swing of West Coast cattlemen who are bringing the best production to the public “without horns” with Polled Herefords.

Phone — La Honda, 3-0999
P. O. Box 553, Berkeley 1, California

BREED OFF THE HORNS BEFORE THEY ARE BORN

California Polled Hereford Show & Sale • Nov. 13 & 14 • Sacramento • 110 Head

This year we will offer the most select group of Polled Herefords ever, from breeders building more quality, minus horns, in the West. Range bulls, farm bulls, head bull prospects and foundation females—the good, practical kind that you want. Buy in this great offering Nov. 14 and join the swing of West Coast cattlemen who are bringing the best production to the public “without horns” with Polled Herefords.

Phone — La Honda, 3-0999
P. O. Box 553, Berkeley 1, California

FOR MORE QUALITY

That tough old steer of former days—We now regard with scorn; His stringy meat Was hard to eat; On desert fare the thing would graze, And grow lots of horn.

Tender and rich, evert, but still breeders with bulls, building more quality, minus horns, in the West. Range bulls, farm bulls, head bull prospects and foundation females—the good, practical kind that you want. Buy in this great offering Nov. 14 and join the swing of West Coast cattlemen who are bringing the best production to the public “without horns” with Polled Herefords.

Today, a ultra-modern mold, Of useless parts he’s shorn, His carcass makes More juicy steaks, And not a bit of horn.
We have a few of his sons for sale.

“Progress with these Polled Herefords”

AVERY & FERGUSON
Registered Polled Herefords
P. O. Box 268 • Phone 960-696
PORTERVILLE, CALIFORNIA

West Coast ‘First’—
Polled Hereford National Scheduled for Cow Palace
By W. C. ("Buck") Gover
Andover, Calif.
Director, American Polled Hereford Assn.

THE Polled Hereford National is coming to the Cow Palace. But first a brief history of what the National is.

In 1901, Warren Gammon of Des Moines, Iowa—desiring a breed of cattle with the modern beef type, the feeding capacity, the early maturity, the health and stamina, the grazing ability and the market reputation of the Hereford, but without horns—gathered together a little herd of hornless registered Herefords. This herd consisted of four bulls and seven cows that had grown naturally hornless in several registered Hereford herds throughout the country.

An association was incorporated in Des Moines known as the American Polled Hereford Cattle Club for the purpose of registering and promoting these cattle. In 1907 this organization became the American Polled Hereford Breeders Assn. In more recent years, the association moved its headquarters to Kansas City, Mo. Then the word “Breeders” was dropped and the association became what it is today—the American Polled Hereford Assn.

Half a Million. It was found that by crossing these hornless cattle with those of the horned type more than half of the offspring would have the hornless or polled characteristic. By this means the breed was able to develop rapidly, and from the original herd of 11 Polled Herefords in 1901 the registrations total well above half a million today.

A few years after the beginning of the Polled Hereford breed an annual show and sale was instituted for the purpose of promoting these cattle in various parts of the country. This show and sale has become known to Polled Hereford breeders as the National.

The National has almost always been held in the Midwestern, Central or Southern states, which made it necessary for us in the West to travel great distances if we were to see the show where many of the leading breeders of the nation were competing for top honors.

The farthest west the National ever has come was to Denver, Colo. That was in 1948.

First Time on Coast. Arrangements have been made to bring this great cattle show to the Pacific Coast. It will be held this year in the San Francisco Cow Palace in conjunction with the Grand National Livestock Exposition, Oct. 31-Nov. 8. The Polled Hereford days will be Nov. 2-4, with the show being held Nov. 2-3 and the sale Nov. 4.

Great enthusiasm is being shown for the forthcoming Cow Palace National.
by breeders from the Pacific to the Atlantic. Most of the regular exhibitors plus many others from the Rocky Mountain area and the Far West have expressed their intention of coming with their best show herds.

I feel, as do many others, that the time is fast approaching when horns on Hereford cattle will be things of the past. The Polled Hereford National in November will afford an opportunity, never before offered to most of the people on the West Coast, to view at first hand an example of this truly remarkable cattle development at its best.

Floyd Worden and an example of the product he believes will continue to forward progress of the Polled Hereford breed.

**Herd Improvement—**

Polled Breeder Cites Size, Weight for Age as Goals

*By FLOYD WORDEN*  
_A-1 Polled Hereford Farm, Heppner, Ore._

VISITORS and our customers frequently comment very favorably upon the size, weight for age and ruggedness that we breed into our registered Polled Herefords. And we've noticed, especially in the last few years, in the sales and in visiting with other breeders, that more and more stress is being placed on size and weight for age.

Of course, improvement of our herds is, I believe, the ambition of each and every Polled Hereford breeder. Not only for our own satisfaction, but to meet the demand of our buyers. And on that matter of improvement, commercial cattlemen sell their cattle by weight. Sales records definitely prove their preference for large, smooth, fast-gaining bulls. They want them to produce steers that will just naturally get bigger faster and be better. And, if they market calves in the fall, they want that extra weight for age, coupled with smoothness and the right type.

So, to keep our breed growing and to make ever wider markets for our bulls and females, we Polled Hereford breeders had better keep on the track of weight for age and ruggedness, with smoothness.

---

**Gold Colonel’s influence is really making an impact on Western Polled herds!**

**GOLD COLONEL by Gold Mine—**  
pictured at 12 months of age

He’s one of the best breeding sons of Gold Mine.....100% dehorner

It’s a fact! There are more sons of Gold Colonel in service in registered herds than of any other son of the famous Gold Mine. Gold Colonel is prepotent. Superior “dehorning” ability. And he passes on his thickness, good head and fleshing qualities to his descendants. Here at DIAMOND KR RANCH we have more daughters, grandsons and granddaughters of Gold Mine than can be found in any other Western herd.

Look for DIAMOND KR RANCH Gold Colonel Polled Herefords at the California State Fair, Los Angeles County Fair, National Polled Hereford show at the Cow Palace. We are consigning some of the very top sons of Gold Colonel to the Cow Palace and to the California Polled Hereford Show at Sacramento.

**VERN PICKRELL, Owner**  
**KENNETH VAUGHN, Herdsman**

**DIAMOND KR RANCH**

P. O. Box 315, Kingsburg, Calif. Phone 2121 or 2403
CMR SUPERIORITY—
IS APPARENT IN THE CATTLEMEN'S HEREFORD
REGISTER OF VALUE

CMR breeding was responsible for, or contributed materially to, six of the top seven Polled Hereford sales in 1952 and six out of the top 18 Hereford auctions for that year. In 1951, CMR breeding was responsible for, or contributed materially to, the top four Polled Hereford sales and five of the top 25 Hereford auctions.

WESTERN CATTLEMEN—
LOOK for CMR Polled Herefords at the National Show, San Francisco — Nov. 2-3-4

SIRE OF SIRES—
CMR ROLLO DOMINO 12th—His get averaged $9,304 in our Twelfth Annual Sale and the get of his two sons averaged $9,117.

REGISTER OF VALUE SALES (High Averages)

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<th>Breed</th>
<th>Date</th>
<th>Location</th>
<th>Total Value</th>
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REGISTER OF VALUE FEMALE SALES

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<td>1951</td>
<td>$1,125</td>
<td>75</td>
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Attend our 13th Annual Sale • FEB. 15, 1954
Write us for our own individual Herd Bull Issue.

CIRCLE M RANCH
POLED HEREFORDS
THE HOME OF CHAMPIONS

SENATOBIA, MISSISSIPPI

Use CMRs for Consistent Performance

M. P. MOORE, Owner
JIM DEMUTH, Ranch Manager
HAROLD ARENDT, Show Herd
FULTON DORITY, Breeding Herd
Plato Domino 36th

3093731* (139310)


M. P. DOMINO 2d
1697093 (94868)

Mossy Plato 26th
1719194 (64723)

WYOMA PAL
2084837 (86693)

Wyoma Type
1653200 (62138)

Wyoma Myrtle
1727056

Miss Pride 2d 1167319 (39700)

1967032 (94868)

Victoria
Domino 1 sf
148th 1288879 1655765 (94867)

Miss Echo
1Oth 1266634 (43088)

Wyoma Myrtie
Pawnee Jr. 3d 1411333 (50494)

1727069 1
Goldenrod 1527583

*American Hereford Assn. registration number; in parenthesis, American Polled Hereford Assn. All Herefords, horned and polled, are recorded first in the American Hereford Assn. Then polled are additionally recorded in the American Polled Hereford Assn. Registry. Pedigree shows two horned individuals in third generation of Plato Domino 36th ancestry.

Ownership: Plato Domino 36th was bred by John E. Rice when the latter was ranching on the Crow Indian Reservation 10 miles southeast of Lodge Grass, Mont. He lived out his days as property of and in use by Rice.

Importance: When Plato Domino 36th was calved, John and Ruth Rice, with their small family, were living in a patched up Indian shack (without plumbing) on a 440-acre place which they contracted to buy at $5,000 with a $25 down payment.

It was largely the offspring of Plato Domino 36th that paid off on that place, that helped buy an additional ranch nearby, build a new, modern home, barn and corrals. And later it was largely the descendants of this bull that bought for the Rices the famous Wrench ranch on the Billings highway just north of Sheridan, Wyo. Bought, too, the spacious, beautiful home now on that ranch and the equipment for one of the most modern, most productive Polled Hereford breeding establishments to be found anywhere.

Do you wonder then that John Rice says, "Plato Domino 36th, I think, is the greatest Polled bull that ever lived. No matter how many bulls we try, I doubt if we will ever find one that will fill the bill for a herd bull as near as Plato Domino 36th."

His first calves were sensations in the National Polled Hereford Shows and Sales. They won get-of-sire repeatedly and many championships and firsts. Probably no other Polled Hereford bull has seen his get win so many major awards in such short time. He sired the champion, Trumode Domino 8th; the $30,000 record-selling (and the record stood for several years) Trumode Domino 64th. And his offspring formed the base which Rice recently has blended with Double Dandy Domino blood to build the thick and popular Double Dandy-modes.

Across the land the Trumode, Trumaid, Numode and the Double Dandy-mode cattle of John E. Rice & Sons, Inc., are writing much of the history of America's Polled Herefords. And
Loma Linda Polled Herefords
easy fleshing . . .
distinguished for Polled Pedigrees

A herd new to the West Coast, but one long established in Texas where breeders were kind enough to consider it a successful and popular Polled Hereford operation. We’re now prepared to offer Western breeders these easy fleshing, outstandingly bred Polled Herefords.

OUR HERD SIREs: All of them have solid Polled pedigrees on their sires’ sides.

DOMESTIC WOODROW 21st by Domestic Woodrow. The only horned animal in their pedigree is a dam of Advanced Mischief 3d. The ‘3d’ was the champion of two National Polled Hereford shows in 1946.

G. LARRY DOMINO 27th by the great G. Larry Domino 4th and out of a Bocaldo cow.

LL ANXIETY MISCHIEF by CKF Supreme Anxiety by Supreme Anxiety 10th. His dam is a double granddaughter of Domestic Mischief 6th.

LL DOMESTIC DOMINO by Double Domino and out of a daughter of Domestic Mischief 6th.

LL LARRY MISCHIEF by G. Larry Domino 27th and out of a Domestic Mischief cow.

THE COW HERD is predominantly of Domestic Mischief breeding. They have always been culled for fleshing and milking qualities and during the drought in Texas the herd was cut in half, keeping only those superb enough to stay in good flesh under the most trying dry conditions. As a result, these are “the cream of the cream.”

OFFERING FOR SALE: Registered Yearling Females, nearly all of breeding age, pasture-raised and thrifty. Attractively priced as an introduction offer to West Coast breeders. Also offering some growthy Range Bulls, from 2-year-olds to yearlings.

DOMESTIC WOODROW 21st

G. LARRY DOMINO 27th

Loma Linda Polled Herefords

BUELLTON, CALIF.
Santa Barbara County

MR. and MRS. CLIFFORD McBRIEDE, Owners

One mile south on US 101—Six miles west on Santa Rosa Road
**FESQ SPELLS POLLED HEREFORDS!**

**And Here's How**

**F - FLESHING ABILITY**

**E - EARLY GROWTH**

**S - SCALE**

**Q - QUALITY**

Naturally polled cattle get and keep their early growth. These cattle have size, fleshing ability and overall quality you will appreciate.

Our herd is fashioned to help improve the registered Polled Herefords of the West and offer better quality range bulls.

**FESA**

September 1953

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**Yearly Polled Hereford Registrations with the American Polled Hereford Assn. For the 11 Western States**

Based upon fiscal year period—Sept. 1 to Aug. 31

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Happenstance in a way, yes, but in livestock annals here was another case in which a breeder had a consuming ambition to build a better mouse-trap. Know-how to put together the bloodlines and individuals that would get the job done, and the merchandising and development ability to cause other people to realize what he had and to use it.
It seems to us that the real test of a breeder’s cattle is how those cattle perform for the man who buys them. We feel that our herd has a record that is almost unique, for Polled Herefords, in the Northwest.

According to the records of the four Polled Hereford consignment shows and sales in the Northwest, in 1952 and 1953, eight of the possible 16 purple and lavender ribbons were won by cattle that were either of our breeding in both the Sire and Dam or the Sire or the Dam was of our breeding.

**HERE IS THE RECORD:**


**Columbia Empire Polled Hereford Assn. Show & Sale, 1952.** The Reserve Champion Bull, consigned by Kirk & Robinson: THE DAM WAS BRED IN OUR HERD. We also sold the TOP SELLING BULL in this sale.

**Columbia Empire Polled Hereford Assn. Show & Sale, 1953.** The Champion Bull, consigned by Stanley Crocker: THE COW THAT PRODUCED THIS FINE BULL WAS RAISED IN OUR HERD.

**Oregon Polled Hereford Assn. Show & Sale, 1953.** The Reserve Champion Bull, consigned by Floyd Warden: HE PURCHASED THE DAM OF THIS BULL IN DAM FROM OUR HERD. Incidentally, this bull was the top selling bull of the sale, and a half brother was the second priced bull of the sale, as were all five of Mr. Warden’s top average consignment. They were all sired by Victory Domino 21st, the champion bull he purchased from us at the Walla Walla 1948 sale.

**Salem, 1953.** The Champion Heifer was CON­SIGNED BY ROY ROBINSON.

We wish each of these breeders continued success with their cattle. Perhaps you, too, can purchase a future Champion, in dam, from us in the 10 fine cows we have for sale at this time. These cows are of different ages, but all of good breeding age. To be sold any time, but with Fall delivery. These cows are mostly bred to President Mischief 44th, the bull that has done such a fine job in the Kirk & Robinson herd.

Or if you would prefer our replacement heifers instead of the cows, we will sell you the ten we were keeping and we will keep the cows. The heifers are all bred to sons of CMR Domino Blanchard, a double-grandson of Polled Larry Domino. The cows are Real Prince Domino and CMR Domino Blanchard breeding. The heifers are all CMR Domino Blanchard breeding.

We also have a few Polled Larry Domino­bred yearling herd bull prospects for sale.

**ROBINSON Polled Hereford FARM**

Roy Robinson, Owner

Mt. Vernon, Oregon

**A MESSAGE FROM MY TRUBACCA ROYAL**

"Select one of my sons as your next herd bull and take it easy, like me. He will improve your cattle and solve many of your selling problems. The "Boss" is keeping most of my daughters to mate with my assistants:

- SRR CODY ANXIETY
- DOUBLE DANDYMODE 3d
- JR. DOUBLE DANDYMODE

P.S. See and buy my sons at the Wyoming Polled Hereford Sale, Douglas, November 21."

MY Trubaca Royal
A Branche of Stato Domino Blood

**THE X DIAMOND RANCH**

D. O. GEIER BANNER, WYO. POLLED HEREFORDS

WESTERN LIVESTOCK JOURNAL
We regret that because of an unfortunate accident we've lost the breeding services of "Chubby" (Real Plato Domino 46th)—our great breeding bull.

We've always been proud of "Chubby." His sons have gone on to do a top breeding job for others. And his many excellent daughters have developed into real producers in our herd.

B U T

as good as "Chubby's" calves are, the one's we're getting now are even better. The breach left by the ex-head man at Gover Ranch has been beautifully filled by these two sires:

"Windy" (Laguna Trumode 14th) who was 1950 California State Polled Hereford Champion.

Double Dandymode 2d, a son of the great Register of Merit herd sire, Double Dandy Domino.

Also doing an excellent job are GS Golden Royal 43d and Double Dandymode 14th.

We sincerely believe this is a superb breeding combination and we hope you will come to the ranch and see for yourself.

GOVER RANCH
REGISTERED POLLED HEREFORDS

W. C. (Buck) Gover
Bob Bailey, Herdsman

Phone-4177 ANDERSON, CALIFORNIA
Breeding Services Available

OK GOLD MINE 15th

Our new herd sire, OK GOLD MINE 15th, was purchased at the Royal Dispersion in June. He is a son of famous GOLD MINE, 1948 Pacific National Champion and sire of winner after winner and of bulls and females that are breeding on in many of the foremost herds in the land. His sons and his grandsons have been consistent sale toppers. Here's your chance to get this prepotent breeding in your herd.

OK Gold Mine 15th shown when only 9 months old. His dam, Violet, is a granddam of Gold Mine.

This proven young herd sire comprises the important half of our small new herd of Polled Herefords. We are still building up herd strength so have only limited use for him in 1953. Will provide his services for a limited number of females at $50. We don't have anything for sale yet but would like you to visit us any time.

ATOKA RANCH

CHARLES C. GILBERT, Owner
P. O. Box 547
HEMET, CALIF.

BOX V RANCH

LIKED OUR FOUNDATION FEMALES

SO MUCH THEY CAME BACK FOR MORE—

We are pleased that Box V selected ten more of our good producing females to add to their foundation herd. Owners Harold and Violet Beasley, with Manager Stuart Cooper, chose daughters or granddaughters of Faure's Perfection 100 (pictured above at the age of 13) who is directly related to every Polled Hereford cow in our herd. Some of these heifers were sired by Perfection Tone 13, the Ellis Snow herd sire, and Faure's Perfection Tone 7.

We would like you to stop by the ranch and see our cow herd. Some weaning bulls for sale now.

CYRILLE & NORMA L. FAURE
Route 2, Box 76
Porterville, California

CALIFORNIA'S E. H. SPOOR

The Hereford has dropped its horns...

Future in Polleds—

California Breed Official
Points to Rapid Progress

By E. H. SPOOR
President
California Polled Hereford Assn.

As the steam train took the place of the overland stagecoach; as the Model T replaced the horse and buggy; as the airplane superseded slower modes of travel—so the Polled Hereford replaces its horned progenitor. All are advanced steps in a modern world destined to be streamlined in all segments of its development.

The Polled Hereford is not a new breed or a separate breed any more than the metal-covered, self-starting, plush-comfortable, automatic-driven 1953 automobile is a different breed from its topless, hand-cranked, wooden-bodied prototype of yesterday. The latter is merely the latest development in the automobile of the future. The Hereford has dropped its horns as the antique auto has dropped its crank; there is no longer any need for either. The hornless or Polled Hereford emerges as the improved and latest model of the largest beef breed in the world.

More and more horned Hereford breeders have become interested in the hornless improvement. Some seven years ago so many California Hereford breeders had switched to Polled Herefords that they determined it was time to have an association of their own. This resulted in the incorporation of the California Polled Hereford Assn. Show and Sale. One of the principal projects of the association is its annual show and sale which has been held at Madera, Fresno and Sacramen-
SVR DOMINO 28th

Watch this RECORD CALIFORNIA Polled HEREFORD SALE BULL!

Assisted by

CS GOLD MINE  GPH DON PERFECT 12th
CS GOLD DOMINO  GPH PERFECT ASTER 51st
CS GOLD MAN 9th

SPANISH RANCHO

E. E. WEBBER, Owner  PLEASANT GROVE, CALIFORNIA

BEN HILL CLAY, Manager
JOHN IRWIN, Herdsman

SEPTEMBER 1953
CIRCLE DELTA RANCH
Registered Polled Herefords

SIRES—Supreme Plato
— CDR Rollo Tone
— CH Dandy Donald 84

2 GOOD BULLS FOR SALE

PH. 3345 ANDERSON, CALIF.

KEEP IN STEP WITH THE MARCH OF PROGRESS
— BUY POLLED HEREFORD BULLS —

HERE’S A GREAT HERD BULL . . .

His dam is a full sister to the highest selling Polled Hereford bull of all time—at $43,500 and his sire was top selling bull at the 1948 National Sale. We purchased him for $5,000 in the Calif. Polled Hereford Sale last year. His excellent conformation is backed by proven breeding all through his pedigree.

RRR CHOICE DOMINO 10th 6312675-445898
Calved: MAY 17, 1950
ALF CHOICE DOMINO 35TH
CMR Choice Domino 380616-183776
3206629-306759
ALF Lassie Mixer 37th 331431-328618
374131-132356
Real Plate Domino 283928-123565
Angila Aster 306794-140322
CMR Advance Domino 380616-183776
Patricia 5th Patricia 5th
Pownee Domino 8th Miss Michel 17th
Real Plate Domino 1st Plato Domino 1st
Real’s Loss 8th Michel 17th
Michel Aster 74th Angila Domino

NOTHING FOR SALE AT THIS TIME—Visitors always welcome.

CONNOLLY RANCH, St. Helena, Calif.
Registered Polled Herefords
R. E. CONNOLLY, Owner HANK FRAZIER, Mgr.
ATTEND THE NATIONAL POLLED HEREFORD SHOW & SALE
— AT THE COW PALACE —
ple arithmetic furnishes the irrefutable answer. For two successive years the sale averages of the California Polled Hereford Assn. have exceeded those of all other beef association sales in this state, and for sales of similar size California has topped the entire Pacific Coast and most of the Rocky Mountain region.

How are Polled Herefords faring? According to available statistics they are the fastest growing beef breed both in California and the United States. In 1917 there was registered one Polled Hereford for each 31 registered Herefords. In 1952 the proportion of Polled Herefords had reached nearly one to eight. In other words, nearly four times as fast a growth. Simple figures prove that Polled Herefords popularity is bounding ahead of all other beef breeds.

Great opportunities await the future Polled Hereford breeder. More Hereford bulls are required for use each year on both commercial and registered Herefords than all other beef breeds combined. With this tremendous market waiting each year to absorb these bulls the Polled Hereford at its present rate of increase will eventually pass its horned ancestor and take its rightful place at the top of the list.

Choosing a Breed—

Here's Why the Birt Fishers Selected Polled Herefords

By ARTHUR M. NORRIS

Supt., Horseshoe F Ranch

Ellensburg, Wash.

M ANY considerations enter into the choosing of a breed of livestock to be placed on a ranch. The Birt F. Fishers, who own Horseshoe F, faced them several years ago and decided on Polled Herefords.

They liked the advantages of the Hereford breed, its vigor, its prolificality and its popularity. And they liked the idea of a hornless head, especially where the cattle are handled here on irrigated pastures.

"Why bother with the horns," they said, "when nature provided good dehorners."

They couldn't see the sense in breeding horns on and then paying to have them removed. And they didn't want a set of cattle around that would scar one another up or bruise themselves. The Polleds ship easier and with less damage to the animal, too.

And experience here has been that the Polled Herefords are easier to work around. One result is that more commercial cattlemen here in Washington are buying Polled bulls. They figure that old mother nature does a lot better job of dehorning than they do.

It's a fact that more and more people here in Washington feel that we have an ideal set up for Polled Herefords. That's why the breed is expanding so fast.

A CHAMPION SON OF A CHAMPION

Our massive herd sire was the champion sale bull and top seller at the 1952 National Western Polled Hereford Show & Sale at Denver.

WESTERN HEREFORD RANCH

For Sale:

RANCH—

Dodds & Carleton Rd.

Escalon, Calif.

A J BAR RANCH

building a select herd of Polled Herefords

Nothing for sale yet but building our foundation herd with top females, predominantly Trumode breeding from X Bar D Ranch. Herd sires are: A J BAR KING TRUMODE by Laguna Trumode 14th. 14th being champion and high selling bull of 1950 CPHA show & sale and the Gover Ranch herd sire: LAGUNA TRUMODE 31st by X Bar D Trumode 12th. full brother to Laguna Trumode 14th.


Ranch 22 miles south of Fresno on Hwy. 41

Andrew & Zetta Jensen, Rt. 1, Box 135, Laton, Calif.
Rugged, "Ready for the Range" Polled Herefords...

Backed by 15 years of continuous Polled Hereford experience. One of the West's larger Polled Hereford herds.

ARIZONA bred and range raised.
No pampering—ready to go to work and do a real job on range, in breeding herd and in feedlot.

R. M. HARRISON & SON, Nogales, Arizona
* Ranch phone: 0-187 J2 * Residence phone: 531 W

You can't really tell much about a set of calves 'till you see 15 or 20 of 'em. We got 'em now! Lots of 'em! By Lamplighter and El Dor. Smooth-headed, thick, heavy-boned. We're happy to say . . .

NOW THOMPSON IS OFFERING POLLS THAT WILL DO THE JOB FOR YOU

W. A. THOMPSON FAIRFIELD FARMS
FAIRFIELD, CALIF. P. O. Box 657 Phone Suisun 19-F-12

You can't really tell much about a set of calves 'till you see 15 or 20 of 'em. We got 'em now! Lots of 'em! By Lamplighter and El Dor. Smooth-headed, thick, heavy-boned. We’re happy to say . . .

NOW THOMPSON IS OFFERING POLLS THAT WILL DO THE JOB FOR YOU

W. A. THOMPSON FAIRFIELD FARMS
FAIRFIELD, CALIF. P. O. Box 657 Phone Suisun 19-F-12
Faith in Polls—
Nevada's Allied Ranches
Use 400 Polled Bulls

By ROBERT S. ODELL
Allied Land & Livestock Co.
San Francisco

We have used registered Polled Hereford bulls almost exclusively in Nevada on the Allied Ranches since 1946. About 60 have been bought each year, mostly from William Dingwall Co., Drummond, Mont., and Earl G. Blanchard, Oshkosh, Neb.

We probably now have around 400 Polled Hereford bulls on our property. Naturally, we believe in them or they wouldn't be there.

We feel that Polled Herefords have been greatly improved in the last five years. Our calves, together with the heifers retained, look as good to us as those produced when we were using the best quality horned bulls.

Obviously, using these Polled bulls results in a great saving in labor, death loss and setback due to dehorning, particularly for an outfit such as ours, with a string of ranches over a large area.

As most people know, the cattle buyers do not pay the top for horned steers. So we feel that the Polled steer most conveniently solves this problem. Both when we sell our feeder steers and when we feed them out ourselves.

On the Allied Ranches we expect to maintain our capacity of 12,500 cattle and 12,500 sheep. And it is our present intention to continue the use of registered Polled Hereford bulls exclusively if first class Polled bulls continue to be available at a comparable price to registered Hereford horned bulls, quality considered.

* Robert Odell is president of Allied, which runs cattle and sheep on around 110,000 acres of Nevada meadows and 3,000,000 acres of public domain. The ranches include the IL, 19 miles out of Fallon; the Pinney; the Columbia, which lies north of the IL; the Apaches and Lower Clover, about 17 and 60 miles out of Winnemucca; the Stewart-Polling-Early and Tractor places south of Golconda; the D ‘Aleens on the railroad near Golconda; and the Western, the Desert and the VN.
Established in 1933 with the best bloodlines in Polled Herefords!

HERD SIRES:
HHR LARRY DOMINO 16
LARRY DONALD 4

Grandsons of the immortal Larry Domino 50.
NUMODE 55
Son of Trumode Domino 8.
REAL CHOICE D
Son of ALF Choice Domino 22.

HHH MODEST MISCHIEF 2
Our newest addition to our herd bull battery pictured at right. He is a son of Polled Modest Lamplighter 2.

NOW IS THE TIME TO INVEST IN POLLED HEREFORDS!
Offering for sale 20 head of heifers of breeding age, the kind to make a good cow herd. Also a group of herd bull prospects. Range and ranch bulls.

VISIT US . . .
SEE OUR HERD

Mr. and Mrs. DICK HIBBERD
IMBLER, OREGON
GENE SMITH, Herdsman

20 YEARS OF POLLED HEREFORD PROGRESS

YES! GALLI IS NOW in the POLLED HEREFORD BUSINESS, TOO!

TEN top Polled Hereford bred heifers from John E. Rice & Sons' recent Wyoming sale make up the foundation for our new venture. It's in addition to the excellent herd of Horned Herefords which we have built up over a period of years. Another milestone, we think, especially because this foundation purchase is so strong in the blood of the mighty PLATO DOMINO 36th. The heifers are mostly by sons and grandsons of Plato Domino 36th. They're bred to bulls carrying his blood, plus that strong Donald Domino 26th blood through the Double Dandymodes. Here's the data on those heifers:

<table>
<thead>
<tr>
<th>Name</th>
<th>Calved</th>
<th>Sire</th>
<th>Sire of Dam</th>
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<td>Home Maker 2d</td>
<td>Double Dandymode 11th</td>
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<td>6/ 5/50</td>
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<td>Good Donald</td>
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<tr>
<td>Miss Aster Misc. 43d</td>
<td>2/10/51</td>
<td>Aster Mischief</td>
<td>G. Mellow Misch. Jr.</td>
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NOW, for Polled or Horned Herefords see

GALLI HEREFORD RANCH — TRACY, CALIF.
FEEDING BOX—Dr. Rolland Reppert, Decatur, Ind., examines the salt and mineral box from which the John Rice Polled Herefords at Sheridan, Wyo., get their requirements.

Headed West—
Cow Palace Will Host National Polled Show

SAN FRANCISCO, scene of the great earthquake and fire in a bygone era, will be rocked again come the first week of November as a different kind of spectacle will unfold in the West's City of Gold.

For the first time in history the annual National Polled Hereford Show and Sale classic will be held on the West Coast in San Francisco's famous Cow Palace Nov. 2-3-4. It will be held in conjunction with the annual and mighty Grand National Livestock Exposition, Horse Show and Rodeo, Oct. 30-Nov. 8 at the Cow Palace.

The combination of the two events being held in unison unquestionably will rank with the biggest and best livestock exhibitions ever held anywhere. A total of $10,000 in premiums will be awarded at the 1953 National Polled Hereford Show and Sale.

Polled Hereford breeders from all sections of the United States as well as from several foreign countries, particularly Australia, Hawaii and Argentina, will be in San Francisco for the 1953 National Polled Hereford Show and Sale—coming both to see and buy some of America's finest purebred beef cattle that will be on exhibition and offered for sale.

Greater and Greater. Traditionally, since the first National Polled Hereford Show and Sale in 1922, each succeeding year has seen greater and greater events, and enthusiasm is strong this year that the 1953 National will be the greatest in history.

Since 1940 the National Polled Here-
All the Gold isn't at Fort Knox

See the Gold Brick Polled Herefords at Snyder's. Noted for size, fleshing ability, progeny and natural dehorning.

PROGRESS WITH POLLED HEREFORDS

Our herd sire GOLD BRICK, illustrious son of GOLD MINE

We're using our new sire, OK GOLD MINE 17th, also a Gold Mine son, on daughters of GOLD BRICK.

We'll be at the California Polled Hereford Show & Sale at Sacramento.

E. JUSTIN SNYDER POLLED HEREFORDS
DAVIS, CALIFORNIA

Progress With Polled Herefords
RALPH & JOHN
AHL
REGISTERED POLLED HEREFORDS

Weaner and Yearling Bull Calves
EXTRA GOOD HERD SIRE PROSPECT
911 RESERVOIR DRIVE
SANTA ROSA, CALIFORNIA

Progress With Polled Herefords
RALPH & JOHN
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Weaner and Yearling Bull Calves
EXTRA GOOD HERD SIRE PROSPECT
911 RESERVOIR DRIVE
SANTA ROSA, CALIFORNIA

ford Shows and Sales which are sponsored by the American Polled Hereford Assn. in conjunction with the local or state Polled Hereford associations in whose area they are held, have been held in different major livestock cities of the United States. Last year's National was held in Tulsa, Okla.

The California Polled Hereford Assn. and the Grand National Livestock Exposition are co-sponsoring the 1953 National Polled Hereford Show and Sale with the American Polled Hereford Assn.

It is anticipated that more than 350 Polled Herefords, each of prize winning caliber, will be entered in the 1953 National Polled Hereford Show to be conducted Nov. 2 and 3 (Monday and Tuesday), and approximately 100 top-quality animals will be consigned for the National Sale to be held Nov. 4 (Wednesday) to climax the giant event.

Top Assemblage. At last year's classic at Tulsa 305 head of "modern Herefords minus horns" paraded through the National Show ring. Many veteran cattlemen called this the finest aggregation of Polled Herefords ever exhibited at a National Show. However, early indications are that an even finer assemblage of Polled Herefords will be seen at the National Nov. 24 at the Cow Palace in San Francisco.

Large show herds and groups of sale animals are expected for the 1953 National from such far-away states as Texas, Mississippi, Kansas, Illinois, Missouri, Oklahoma, Alabama, Louisiana, Nebraska, Iowa, Kentucky and Tennessee and others.

At the 1952 National Show and Sale 102 Polled Herefords sold in the sale on the final day of the 3-day event for a total of $128,500, and the average price per head was $1,259. Forty-three bulls sold for $62,655, an average of $1,457 per head, and 59 females sold for $65,845, an average of $1,116 per head.

The spacious Cow Palace of San Francisco, site of many noteworthy livestock shows and events in the past, offers accommodations for cattle and for spectators to watch the activities, judging, sale and presentation of awards which rank with the best facilities of any such building in America.

Business Meeting. In connection with the 1953 National Show and Sale, on the night of Nov. 3 (Tuesday), the annual business meeting and election of officers of the American Polled Hereford Assn. will be held. John Trenfield, owner of Trenfield Hereford Ranch, Follett, Texas, is the retiring president of the association.

Large groups of Polled Hereford followers as well as breeders and their families from across the continent are expected in San Francisco for the great 1953 National Polled Hereford Show and Sale, including, of course, many breeders who may not have animals on exhibition or consigned for the sale.
We're building our herd on top Polled bloodlines

A growing herd of outstanding registered Polled Herefords headed by RCR ADVANCED LARRY, one of the great sires of the breed, purchased at the Rolling C Ranch Dispersal last year. Seeing the uniformity of his sons and daughters convinced us that here was the bull to head our breeding program—a sire who will contribute vastly to the progress of the breed here in the West. He is being used on our small but select herd of females. His first calves have arrived and they fulfill all our expectations.

PROGRESS WITH POLLED HEREFORDS! Be sure to attend the Cow Palace Show & Sale and the California Polled Hereford Assn.'s Show & Sale this year. We'll be there, too, with consignments.

APLIN HEREFORD RANCH

T. APLIN, Owner

TEX NEWSOM, Manager

2000 CRANE CANYON ROAD, SANTA ROSA, CALIFORNIA
Gold Brick 8th Sets New Gold Standard

in SLOCUM POLLED HEREFORDS

Gold Brick 8th, son of Gold Brick and grandson of the incomparable Gold Mine, is one of our top herd sires. Strong headed, deep quartered, well fleshed.

He's working well with our cow herd of predominantly Trumode blood. At 15 months, when we purchased him, he weighed 1385 lbs. And he's putting this weight for age into his offspring. A great job is also being done in our herd by our senior sire, X Bar D Trumode 4th by the great breeding bull Trumode 26th. If you are looking for sound, consistent breeding and easy fleshing, you'll get it all in SLOCUM POLLED HEREFORDS!

FOR SALE NOW AT THE RANCH—Some top heifers.


Mr. & Mrs. Floyd Slocum
HANFORD CALIFORNIA
1953 NATIONAL POLLED
HEREFORD SHOW-SALE
Nov. 2-3-4
COW PALACE
SAN FRANCISCO

$10,000.00
In Premiums

Reenactment of the
"Gold Rush to California"
for the beef industry—Only
this time it's the Red Gold
of Polled Herefords cattlemen
will be out to see and buy.

Plan now to see this brilliant array of Polled Herefords in the one and only NATIONAL SHOW for 1953. First time ever that "THE NATIONAL" has been held West of Denver. **Judging is November 2 & 3.** Plan to advance your herd, or establish a new one with purchases in the big NATIONAL SALE, November 4.

Your opportunity to see and select from displays from the greatest herds in America. Your opportunity to see and select from the very best in America's Own Beef Breed, Polled Herefords.

Write today for literature regarding this most rapidly increasing breed. See why Polled Herefords are your wisest choice for the years ahead. Get your copies of the National Show and Sale catalogs, to be available soon. And, by the way, better make your hotel reservations now. Palace Hotel, San Francisco, will be the headquarters hotel.

AMERICAN POLLED
HEREFORD ASSOCIATION
1110 Grand Ave. Kansas City, Mo.
Nordbys invite you to their AUCTION

40 SELECT POLLED HEREFORDS

AUG. 28

SELLING AT THE RANCH

IN OUR NEW PAVILION

15 BULLS, 25 FEMALES SELL. Sons, daughters of the great CMR Rollo Domino 32d and other powerful-breeding Nordby herd sires. Senior calves and up in age. Females bred to WHF Mischief Rollo 1st (¾ brother of $47,000 bull) and CMR Rollo Domino 32d. Backed by top production, top and strong Polled blood. S1 Williams, Billy Dipple, auctioneers. Wire or phone for catalog. We'll look for you sale day.

---

Sanborn Polled Herefords Are Back!

Meridian, Calif.

September 15, 1953

We're happy to announce that we are back in the business. And glad of it. We have been building up a foundation breeding herd of President Mischief, Lamplighter, Plato Domino 36th, with purchases here on the Pacific Coast and in the Midwest.

Remember Leskan Tone? President Mischief 9th? Well, Leskan Tone Jr. and President Mischief 9th will head up the new Sanborn herd of registered Polled Herefords.

We have nothing for sale at present but you're welcome to visit us at any time. Ranches at Meridian and Sierraville, California.

Sincerely yours,

MR. & MRS. HOMER L. SANBORN
POLLED BREEDERS—Carl Sepponen, Sacramento, Calif., veterinarian and Polled Hereford breeder and Mrs. Matthews McCarthy, Little Snookum Bay, Shelton, Wash., were among the Polled Hereford breeders who attended the John Rice sale at Sheridan, Wyo., recently.

Wide Demand Shown For Kuhlmann Polleds

Wide demand for Polled Herefords was demonstrated at North Platte, Neb., at mid-June. There Ovil & Kenneth Kuhlmann auctioned 47 bulls and females for an average of $1,056 with four Far Western buyers playing a strong part in the sale.

George Barnett and Leo Barnett of Condon, Ore., were heavy buyers as were Homer Sanborn, Meridian and Foley Farm, Santa Barbara, in California.

Leo Barnett purchased the coming 2-year-old heifer Donna Domino 51st by Gold Dust for $1,300, the young cow Donnet by Prince Lad at $400 and the yearling heifer Linda Lou 52d by OK Seth Mischief for $290. Homer Sanborn took Miss Royal Plato 6th by Real Plato 7th at $1,000 and Miss Minnie 5th by Double Tone for $825. A yearling heifer Luehi 5th by Gold Mine went to George Barnett at $1,000 and Foley Farm got Dina Domino 11th by Anxiety Tone at $825.

The 8 bulls averaged $2,191 and 39 females $823. Top of the sale at $9,000 was a coming 4-year-old proved bull, Good Gold sired by Gold Mine, going to Hamilton Farms, Gladstone, N. J. Pattridge Polled Herefords of Golden, Colo., topped the female prices with a bid of $2,400 for a 3-year-old daughter of Gold Mine with a Gold Pride bull calf at side.

Isolate New Stock—

Cattlemen are advised that newly-purchased stock should always be segregated from home herds as a disease prevention step. Veterinary medical authorities say this is most important in cold weather to protect herds against pneumonia and other respiratory conditions. Lung infection takes a heavy toll, thus segregation is the logical control measure.

However, sometimes outbreaks of respiratory infections occur despite all control measures.

25 two-year-old, range raised Polled Hereford Bulls

✓ bred right
✓ raised right
✓ priced right

Our bulls are rugged and grown out under practical range conditions. Range-men like them because they’re not only bred right, not only are thick and deep and packed with quality, but they’re ready to go right to work for you.

The best advertisers we have are our regular repeat customers who take fully half our output. They’re all the right kind, uniform in quality and uniform in breeding. Come and see them.

They’re sired by our herd bulls: President Mischief 39, half brother of the $22,000 President Mischief 22 and bred by Frank Robinson of Nebraska; Leskan Tone 8 by Leskan Tone, one of the great herd sires on the Pacific Coast; Numode 1st by John Rice’s Trumode Domino 8; SPHR President Mischief 4 by President Mischief 9, another of the top selling, champion bulls, bred by Frank Robinson.

LOS OLIVOS, CALIFORNIA

Santa Barbara County
Plan your breeding program with uniform bulls like these . . . Buy one or a carload.

There never was a better time to switch to high quality POLLED HEREFORD BULLS!

We’re now offering 60 yearling Polled Hereford bulls, rugged and ready to go to work. They’re raised on strong natural grass pasture on the hills . . . They’re not pampered or fitted . . . just given the care and supplemental feed that you would give your own working cattle. They’re well grown out, carry a lot of thick, red meat and have the size rangemen want. Take your pick . . . one or a carload. A number of great herd bull prospects also available.

There’s sound reason for your switch to Polled Herefords, sound reason for their ever increasing popularity. When you buy high quality Polled Herefords, you get the very best in Hereford quality and bloodlines . . . but you escape the hazards of de-horning including loss of animals, trouble with screw worms, backset to cattle and labor costs involved in the messy job of sawing off horns.

We would like to show you our cow herd. You’ll be impressed by their uniformity and their quality . . . their milking qualities . . . their size. Our mature cows will average better than 1300 lbs. and many of them weigh 1500 lbs. and better. Make your switch to Polled Herefords and buy the best the market affords at Rolling Ridge Ranch!

PAUL GREENING’S ROLLING RIDGE RANCH

P. O. Box 541, POMONA, CALIF. Phone LYcoming 8-2144 or 8-2141

JACK GREENING, Manager
BUD HAYES, Ranch Supt.
WESTERN LIVESTOCK JOURNAL
Selling Tips—
Skillful Salesmanship and Advertising
Make Winning Combination for Breeders

By R. H. WHITTEN
Whitten Ranch, Escondido, Calif.

RECENTLY Mr. Allen came to my ranch to see me, and you never saw a more discouraged person. To hear him talk you would think the beef cattle business had gone to the bow-wows. It really had with him, leaving him several hundred dollars in the hole on his season's business.

He was going to sell out, and he took it for granted that I would be ready to quit, too. So he planned that we could combine our herds and have a complete dispersal sale, sharing equally in the selling expense, and thus salvaging as much as possible from the ruins.

But I told him I had no desire to get out of the business. I opened up my books and showed him a very good profit on the season's work. I showed him that, instead of finding business slow, I was not able to supply the demand for heifers, had only six young bulls left, and nearly all the 100 calves we were about to wean were already promised to buyers.

It almost took Mr. Allen's breath away. He could hardly believe it. Why, with him there had been no demand for breeding stock. He decided that, with beef prices so low and feed prices so high, people were not buying registered stock, and he took it for granted that every breeder was having the same hard time of it. So he decided to quit—wiser but poorer.

Boat Is Crowded. Mr. Allen is a real character — all but the name. Everything I have related actually occurred. But Mr. Allen is not alone in his dilemma. Hundreds of breeders are in the same boat.

Why? Because, while they may have excellent stock for sale, either they do not pay enough attention to the advertising and selling end, or they put too much faith in Emerson's mouse trap theory. That "beaten path" philosophy reads well, but it doesn't work in this age of high prices and stiff competition.

Nowadays, when a man becomes proficient in breeding, feeding, grooming and showing, he has learned only one-half the business. The other half—and the most important half—consists in doing skillful advertising, and in following up the replies with convincing, business-like letters that will bring back orders.

To illustrate, here is one of Mr. Allen's ads that I clipped from the classified section of one of our livestock magazines:

FOR SALE — Polled Hereford stock of good bloodlines. Can be seen at Allen's Hereford Ranch (address).

Economy is all right, but how much of a desire will such an advertisement create? How many readers will be sufficiently attracted to read it? Why, it doesn't even state whether he has bulls or heifers for sale, or what their ages are. Yet, scan the classified columns and you will find that this is a fair sample of a good many of the ads—ads of unsuccessful breeders.

If I could take the time to relate the methods employed in advertising and following up inquiries by many unsuccessful breeders, and then give the methods of the man who, with a herd of the same size and quality, makes 10 to 20 times as much profit, the comparison would make the path to success as easy as following the signboards on a main highway.

Success Road Paved. If you, Mr. Reader, who can't get satisfactory results from advertising, would only put

BARNETT HEREFORD RANCH
Polled Herefords
BUILDING on GOLD COLONEL bloodlines

GOLD MINE, Pacific National Champion, 1948, and the bull to whose blood we've tied.

Leo Barnett, Owner. Cowden, Oregon Phone 18-F-4

SEPTEMBER 1952

Only the top end of females carrying Gold Colonel or Gold Mine breeding were selected to establish our new Polled Hereford herd.

Our Herd Sire: EH GOLD LESKAN 3d, a son of KR Gold Colonel 1st, by GOLD COLONEL by GOLD MINE.
That's why commercial cattlemen and breeders are using ACEHI HEREFORDS throughout the West. And no wonder—look what ACEHI has to offer.

RANGE ACCLIMATED BULLS. Raised on rocky foothills of the Sierra Nevadas, ACEHI HEREFORDS have constitution, good feet and legs, and rustling ability.

FLESHING ABILITY. Guided by the idea "breeding beef on makes for cheapest gains," we've spent more than twenty years selecting only the best doing cattle. It's paid off. ACEHI bred steers have consistently brought feeder buyer premiums as well as stood at top in fat steer show ring competition. At recent county fair our steers dressed out 66%.

STRONG POLLED BREEDING. Using two bulls of our own breeding that are 100% dehorners. Even our bulls with horns are so strong for polled that a high percentage of their calves are without horns.

UNIFORM BREEDING. Used 10 polled sons of MW PRINCE ASTER 11th last year. CAN SUPPLY LARGE NUMBERS OF RANGE BULLS BRED THE SAME WAY FOR YOUR UNIFORM FEEDER CALF CROP.

We're looking forward to seeing you at these California shows & sales where ACEHI BULLS are being consigned:

- MODOC COUNTY RANGE BULL SALE, Cedarville, Calif.
- CALIFORNIA POLLED HEREFORD ASSN. SALE, Sacramento
- CALIFORNIA HEREFORD ASSN. SALE, Madera
- SAN JOAQUIN VALLEY HEREFORD BREEDERS ASSN. SALE, Porterville
- RED BLUFF BULL SALE, Red Bluff

F. R. & EVALYN FARNSWORTH
Owners
Rt. 4 — Phone: White River 4-F-2
PORTERVILLE, CALIFORNIA
yourself in the place of the average person who reads your advertising; you would stop saying that advertising doesn't pay. You would cease blaming the farm papers and magazines for your failure to get results. Instead, you would compose some new ads with punch and pulling power, and you would attract plenty of buyers.

Remember this: you cannot expect a newspaper or magazine to get the inquiries for you. True, some publications have larger circulations than others; some have a more desirable class of readers than others. But no matter how good a publication may be, it can only act as a distributing medium for advertisements. It merely takes the copy you give it and places it before several thousand readers. The effect the ad has on those readers depends on you, not on the paper.

When you place an ad in a publication you enter the field of competition—not only with other breeders of Polled Herefords, but with every breeder who advertises in the publication. Some readers may be looking for advertisements of particular breeds, but many have not yet selected their breed.

But a reader does not answer every advertisement in a magazine—even every advertisement of a certain breed. He picks out a few ads that particularly appeal to him and he answers them. Consequently even though your stock is better than that of some other breeder, you must not expect a reader to inquire about it in preference to the stock of this other breeder, unless your advertisement is also better.

First Aim. In writing an ad you should aim to first arouse attention. Attraction and distinctiveness should be its keynotes. It is often said that the headline determines the strength of an ad; for if the headline is not catchy enough to attract attention, the remainder of the ad will never be read.

Don't use general statements. Such headlines as "For Sale," "Notice," "Attention," and "Announcement" don't connect with a reader's needs; they don't strike a point of contact; they don't hit him in a vulnerable spot. The best way to compose an ad—including the headline—is to write just as you would talk to a prospective buyer.

Occasionally someone grously advertiser will say that you can offer your stock to readers, but whether or not they purchase is entirely up to them. He gives as his reason that old saying, "You can lead a horse to water, but you can't make him drink." But that adage is a back number. You can make a horse drink if you first make him thirsty by salting his hay or grain, and you can make a reader respond to your ad if you salt it by using descriptions that will create a desire for your stock.

So don't spoil the effects of a good headline by following it with bare, commonplace statements about the stock you have. Perhaps the reader is not familiar with the many points of

---

**COMPLETE DISPERSION**

**JOHN R. HOCK**

Registered POLLED Herefords

---

**RED BLUFF, CALIF.**

**THURSDAY, OCT. 22**

**115 HEAD**

Nothing held back. We're selling out completely—herd bulls, cows, replacement heifers, yearling bulls, calves. Herd built on granddaughters of Advanced Domino 30th. Headed by RRR CHOICE DOMINO 9th, a strong, young representative of a championship line. Mark your calendar now at OCT. 22 for Red Bluff. Write for further details and get your name on the list for a copy of the catalogue. Write—

JOHN R. HOCK, OWNER, COTTONWOOD, CALIF.

---

Get weight for age and scale with **SNO Herefords**

We take pride in supplying the commercial cattleman with his kind of range bulls. They're raised in the rugged Sierra Nevada foothills.

You can bet they're tough, hard working fellows. Range men return year after year for SNO Polled Hereford range bulls.

**PERFECTION TONE 13**

Shown at left, Reserve Champion Bull, San Joaquin Valley Hereford Assn. Show & Sale, Sired by Faure's Perfection Tone 17. Used on a cow herd mostly of Stead's Stanway 13 breeding.

---

**FOR SALE:** Yearling & weanling age bulls. Weanling age heifers. Our very best and the kind that will make money for you too.

**SNO HEREFORDS**

E. L. & Alice B. Snow, Box 1, Woody, Calif., 3 mi. N. on Delano Rd.
excellence of Polled Herefords. Tell him about a few of them.

If you are planning a display ad, by the judicious use of photographs, drawings or borders, or by having something unusual in the type or arrangement, you can give your advertisement both attractiveness and distinctiveness. Pictures tell a story quicker and better than cold type, and for this very reason you should be particular to use good ones. They will give readers a good idea of the kind of stock you have.

Persistency Pays Off. Don't put all your money into a few big advertisements. Persistent advertising is the only kind that pays. An ad may not bring satisfactory results from the first few issues, but it is doing its work right along, and if you keep everlastingly at it you will be fully repaid in the long run for every dollar invested.

But one word of caution. It is possible to be ruined by advertising—yes, positively ruined. And that way is by letting your competition do it all. Do your share of advertising and you'll get your share of business.

Remember, though, that an advertisement is an opener for business, but not a closer. An inquiry gives you an opportunity, not an order. And your success will depend, not on the number of inquiries you receive, but on the way you handle them. A dozen inquiries properly handled will result in success. A dozen that are given only mediocre attention.

Just as you enter in competition with others when you place an ad, so you must compete with others when you answer an inquiry, for it is safe to figure that each person who writes to you also writes to a half dozen other breeders.

General statements never bring orders. They make the answering of inquiries very easy, but mighty expensive, for unless you write such a direct, personal, specific letter that your prospect decides he simply must have your stock in preference to that of other breeders—why, your time and postage have been wasted, for his order will surely go to someone who may not have any better stock, but who writes a letter that is as appetizing as the pies mother used to make.

Vivid Picture. When you receive an inquiry, study it carefully to get a clear conception of the writer's circumstances and needs. Think what you ought to have if you were in his place. Then look over your stock to see what you have that will meet his requirements, and describe it carefully, clearly and fully. Picture the animal so vividly that he will see it right before him.

When you quote the price, add a few words to show your prospect that it is the right price, not that he is going to get a $1,000 animal for $500 but that he will receive full, honest value for his money. And back up your quotation with a guarantee that if the animal does not prove a satisfactory breeder you will substitute another or take the animal back and refund the full purchase price.

Not all who answer your ads will buy through correspondence. Many will want to look over your stock first, so be sure that everything about your ranch will create a favorable impression. Be prepared to show the customer extended pedigrees of the animals in which he is interested; also, their sires and dams, if you own them.

The Selling Job. Don't just let him look at the animals. Point out their good features to him—their broad heads, straight top lines, straight legs, heavy bones, spring of ribs, depth of body, heavy quarters, good markings, etc. All big concerns employ skillful salesmen to dispose of their products, knowing that merit alone is not enough. The beef cattle industry is big business and it, too, requires skillful salesmanship to dispose of its products.

Well planned advertising and skilful salesmanship— they make a winning combination. Employ them and you will succeed.

Looking for Better Polled Herefords?

Let us show you our herd sires:
GR PLATO DOM 95, by Real Plato Dom 46, "Chubby," and out of a Circle M Advance Domino bred dam.
GR PLATO DOM 54, by Real Plato Dom 46 . . . and the 17 new females added to our herd.
They are daughters of X-D Trumode 12, bred by Kenneth H. Davies & Son, Cholame, Calif.

REAL PLATO DOMINO 46th
"CHUBBY"

MISMATCHED

By ELIZABETH MILLER

When I sue for a divorce,
The weekly wash will be the source
Of family troubles, herein stated:
No two socks are ever mated,

CHURCHILL POLLED HEREFORDS

George Churchill, Owner. Drain, Ore. Phone 922

WESTERN LIVESTOCK JOURNAL
Question: What a Set of Hind Ends!
Who Are the Bulls and Where Have They Gone?

Answer:

1. JR Dandymode 8th—sold to D. O. Geier, Banner, Wyo.
2. JR Dandymode 10th—sold to Dorothy T. Carroll, Still Meadows Farm, Decatur, Ill.
3. JR Dandymode 7th—sold to Kenneth Davies, X Bar D Ranch, Cholame, Calif.
5. Double Dandy Domino 18th—we are keeping for herd sire.
6. JR Numode J. 18th—sold to Caw Caw Plantation, Orangeburg, S. C.

From California to Carolina, and for export, they've made hits. And why wouldn't they? They're beefmakers with character. From our proven cross: PLATO DOMINO 36th plus DOUBLE DANDY DOMINO. Rice Polled Hereford breeding was carried by 35% of the winners at the National last year and 45% of winners at the National Western Polled Show. Trumodes, Numodes, Dandymodes and Supermodes—they're your cattle. Good selections for sale right now, specially of females—one or a carload or more.

John E. Rice & Sons, Inc.
SHERIDAN, WYO.

Symbol of Supremacy in Polled Herefords
Home of the Trumodes, Numodes, Dandymodes, Supermodes
Sold to Donald F. Haworth, Prosser, Wash.  

RCM ROLLO DOMINO 55th  

for $11,000  

Here's his sire, CMR Rollo Domino 6th, pictured at left. And take a look at the “55th’s” pedigree!

RCM ROLLO DOMINO 55th 6893836-512917  
Calved May 5, 1951  
Bred by Malone Ranch, Meridian, Miss.  
Victor Domino 4th  
2113323-86706  
Donna Mischief  
2574999-108321  
WHR Better Domino  
2728119  
Colo. Domineta 48th  
1912999  
CMR Rollo Domino 6th  
3317294-173510  
RCM Barna Perfection 1st  
4518005-247301  
WHR Domineta 8th  
2871306  

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1912999  
CMR Rollo Domino 6th  
3317294-173510  
RCM Barna Perfection 1st  
4518005-247301  
WHR Domineta 8th  
2871306  

HALL CATTLE CO.—YAKIMA, WASH.  
WALTER A. HALL, Owner  
Phone Yak. 2-6688  
Rt. 3. Box 456A

TOP SOURCE for QUALITY  
UNIFORM HEREFORDS  
BOTH POLLED & HORNED

Heinz Herefords have proved real producers for innumerable Midwestern and Western buyers. Now have a big and superb crop of calves by our senior horned sire, H&H Baca Duke.  

MC ROYAL RETURN ... you ought to see his polled calves. Good headed, smooth and uniform. He is the sire of the $5,000 PLATO’S RETURN, pictured at left. This youngster topped our spring sale, selling to Foley Farm of Santa Barbara, Calif. He’s coming along fine for Foley. You’ll probably have a chance to look him over in Foley’s string at the fall and winter shows.

GEORGE M. HEINZ & SON  
HENRY, NEBRASKA
NEW STOCK POND—Better grazing distribution and more efficient use of the range have resulted from the building of this stock pond at Rancho Sola, Tarz, Clearlake Oaks, Calif. The pond, shown in the construction stage, was built on a side hill at a cost of $600. It provides needed water for cattle that formerly trailed to the ranch for a drink.

Big Business—
Statistics Reveal Pace of Polled Hereford Growth

BY JIM HARRIS
Director of Public Relations
American Polled Hereford Assn.

How big is big? That’s a question that will cause virtually anyone to halt and ponder when it is asked about a particular item, product, service or action—because in most instances a man is cautious and likes to mull over the answer to such an involved query even though it at first appears to be a small, insignificant question.

Nowadays that same question is being asked in a different form, perhaps, about Polled Herefords. As the eyes of the American beef cattle industry are focused more and more upon the breed of naturally hornless Herefords as Polled Hereford achievements are reported and discussed far and wide, the question usually is asked this way: “Just how far have Polled Herefords come? How big a breed is it?”

It’s easy for one to speak generally and say that Polled Herefords are enjoying success after success and that the breed just finished another record year—one of a series of record years that are vaulting the Polled Herefords into prominence all over the United States.

Statistic-wise, in the recently-ended fiscal year from June 1, 1952 to June 1, 1953, Polled Herefords established several noteworthy records and accomplishments which coupled with the marks made by the breed in previous years point to greater growth and popularity for the breed in the future.

Highlights. Some of the high points for the breed in the just-ended fiscal year include:

1. Polled Herefords established a world’s record high average for a single Hereford public auction (horned or Polled)—a $7,230 average on 50 head.

2. A new all-time high price of $47,000 was paid for a Polled Hereford bull at public auction in February.

3. The top-selling Polled Hereford bulls at public sales during the past 12 months brought a total of $545,900—an average of $10,918 each. The top selling Polled Hereford females at public sales in the same period brought $199,300—an average of $3,986 apiece.

4. More Polled Herefords—12,421 head—sold at public auctions than in any previous fiscal year. Also, a record number of 220 sales were held.

5. A new 12-month registration record was set with the American Polled Hereford Assn.

6. Seventeen Polled Hereford sales during the past 12 months had averages exceeding $1,000 per animal, and many more approached $1,000.

7. New record of 10,000 registrations issued in one month set in April.

8. New members who joined the American Polled Hereford Assn. in the past 12 months boost the total list of active members to 6,594 (as of May 31, 1953), and the total membership to past 10,000.

Without fear of contradiction, it can safely be said that the past fiscal year was another great one for Polled Herefords—as the new records and notable achievements made with the breed will attest to.

World’s Record Sale. To go into detail about some of these accomplishments, first, in February this year 50 Polled Herefords sold at public auction for $361,425, an average of $7,230—making this the highest priced Hereford sale ever held in the world. In this world’s record sale, 19 bulls averaged $13,537 and 31 females averaged $3,362.

Also, at this world’s record breaking sale a new record price Polled Hereford bull to sell at a public auction brought $47,000, which in anybody’s language is a lot of money and this.

ATTENTION! Mr. Cattleman

October 27 at Pendleton, Oregon, Round-Up Grounds can be a most important day for you. Then 70 head of high quality, service age Polled Hereford bulls will be sold. Consigned by established breeders of the area. Watch for future details.

Address Inquiries to—

SI WILLIAMS
Auctioneer & Sales Mgr.

BOX 87, HERMISTON, ORE.
Introducing

a new addition to our herd bull battery

JR DANDYM ode 7th by DOUBLE DANDYM ode and out of a daughter of Plato Domino 36th. He was first place junior bull calf at the 1952 National at Tulsa. Also a member of the John E. Rice & Sons' first place GET OF SIRE (both the junior and senior gets) and the Best Six Head at the Denver show. The junior get won at Tulsa, too.

He'll be at X Bar D after climaxing the 1953 show season in Rice's string at the NATIONAL POLLED HEREFORD SHOW in San Francisco, Nov. 2, 3 & 4. We believe the $10,000 paid Rice for him will be a good investment, because we think he'll make a great nick with daughters of our present sires, including the powerful X-D TRUMODE 12th.

Remember—our cow herd is one of the most strongly bred in the West, rich in Trumode, Battle Domino and Beau Perfect blood.

MR. & MRS. KENNETH H. DAVIES
Cholame, Calif.
* Phone—Paso Robles 15F23
Priced Right!
Our entire Polled Hereford herd
—or any portion—

In Excellent Breeding Condition
Many with calves at side and more being dropped every
day. Cows bred back to our herd bull. A real 3-in-1 pack-
age. Cows average 5 to 6 years old. Many granddaugh-
ters of Leskan Tone, Advanced Domino 30th and Donald
Domino 26th. Our herd sire, Mischief Best, calved
March 4, 1950, is by Junior Mischief 1st, bred by Folmsbe
& Green, Pomeroy, Wash.

Now is the time to buy Polled Herefords, the nation’s fastest growing breed. Take advan-
tage of our years of assembling a herd of deep, thick, breedy cows. The foundation
coming from Sanborn’s Dispersion. Other cows carry the breeding of Diamond KR
Ranch, Fred Dressler, J. B. Brito and Roy Armstrong. Really prepotent bloodlines repre-
sented in our herd.

REEDLEY POLLED HEREFORD RANCH
B. W. SMITH, Owner
Rt. 1, Box 74, Phone 1, Reedley, Calif. Corner of Manning & 11th St.

"400 Polled Hereford Bulls . . . mostly bought from William
Dingwall Co., Drummond, Mont., and Earl G. Blanchard, Oshkosh, Neb.
. . . now doing good service in our Nevada range herds . . . ."

—That’s the report of Mr. Robert S. Odell, San Francisco. President of Allied Land & Livestock
Co., possibly the nation’s biggest user of Polled Hereford bulls.

NOW the Dingwall 1952 Bull Calf Crop
is for sale
60 rugged, Montana-bred yearlings

Some kind of bulls Allied has been using in Nevada. Except, another year of improvement on them. Same
breeding that has been the foundation of Polled Here-
ford success in many western purebred and range
herds. BUY ONE, A CARLOAD, OR THE WHOLE
CROP. Priced right. 50 Polled bulls, 10 Horned. Sired
by such bulls as HD Domino 14th (pictured), Becu
Mischief 1st, Homemaker 16th, All Lamplighter 17th,
Woodford D 19th. And out of some of the biggest,
smoother, best milking cows you’ll see anywhere.
PHONE, WIRE, WRITE OR COME AND SEE THEM.

William Dingwall Co.
DRUMMOND, MONTANA
CROCKER RANCH

POLLED HEREFORDS

PROGRESS WITH POLLED HEREFORDS THIS YEAR. More tops available than ever before. More demand, too, as America's Own Beef Breed really hits its expansion stride. Crocker Polls exemplify the breed's advances.

• With the thick, good headed KR GOLD COLONEL 2d in service (pictured above when purchased last fall at $5,100 as second high at the Denver National).

• With more than half our cow herd by the potent ANDY'S DOMINO 1st, a double bred Victor Domino 72d.

• Uniform, desirable Herefords, with everything but the horns.

Visit us anytime. Be sure to see our consignment to the California Polled Hereford Assn. Show & Sale, Sacramento, Nov. 13 & 14.

Mr. & Mrs. ROY P. CROCKER, Owners, Rt. 4, Box 291A, Saugus, Calif.

E. N. Ruddell, Manager, Phone Newhall 8735-JS

SAUGUS, CALIFORNIA

POLLED HEREFORDS are on the march in Oregon

Write the secretary for list of names of Oregon Polled Hereford breeders. Find out about the Association's increased activities.

OREGON Polled Hereford Assn.
MRS. CLAYTON MANN, Secy.
PHILOMATH, OREGON

Rohwein Polled Hereford Ranch
Pres. Mischief breeding.
The large, smooth, good doing kind.
BULLS & FEMALES FOR SALE
You are always welcome.

ROHWEIN BROS.
Rt. 1, Box 67, SCIO, ORE.

Natural... SHROPSHIRE
Shrop sized lambs top the market.

Address Dept. SS
AMERICAN SHROPSHIRE REGISTRY ASSN.
P. O. Box 678
Lafayette, Indiana

alone speaks well of the value placed upon the breed.

In connection with this there were 17 Polled Hereford sales held in the United States in the past 12 months whose average was well over $1,000. Many more sale averages surpassed $900.

There were 220 Polled Hereford public sales held in the U. S. during the fiscal year, June 1, 1952, to June 1, 1953, which is more than were ever held in any one 12-month period in the history of the breed. At these 220 sales a record number of 12,421 head of Polled Herefords sold. In the fiscal year 1951-52 at 131 public sales a total of 8,214 head of Polled Herefords sold.

The breakdown on the Polled Hereford public auctions from June 1, 1952, to June 1, 1953, is as follows:

Number of Public Sales....220
Number of Animals Sold...12,421
Total Amount of Sales...$7,306,232
Per Head Average Price $588

Number of Bulls Sold.....5,210
Amount from Bull Sales $3,306,190
Average Price of Bulls...$635

Number of Females Sold..7,211
Amount from Female Sales $4,000,042
Average Price of Females.........$570

Interesting to note, also, are the leading Polled Hereford sales of the past fiscal year based on over-all averages.

Top Public Sales of Polled Herefords during the 12-month period (June 1, 1952 to June 1, 1953)
(Based on highest sales averages)
Averages of the top five (5) individual sales:
$7,230—Circle M Ranch, Senatobia, Miss.
$5,276—Double E Ranch, Senatobia, Miss.
$1,984—Rolling C Ranch, Cordova, Tenn.
$1,913—Spring Valley Farms, Poolesville, Md.
$1,513—Fritz Kerbs & Sons, Otis, Kans.

Averages of the top five (5) association sales:
$1,546—Mid-South Polled Hereford Assn.
$1,529—1952 National Polled Hereford Sale
$1,189—Panola-Tate Polled Hereford Assn.
$1,170—Eastern Polled Hereford Assn.
$1,078—National Western Polled Hereford Assn.

Indicative of the continuing growth of Polled Hereford cattle in numbers is the fact that a new registration record of 74,280 was set with the American Polled Hereford Assn. during the just-ended fiscal year. This is an increase of 3,842 registrations issued by

WESTERN LIVESTOCK JOURNAL
Coming by popular demand...

SVR’S PRODUCTION SALE
OF CHAMPIONSHIP BREEDING

On Jan. 12, 1954 You Can Buy
The Same SVR Prepotent
Breeding That Won The
Premier Exhibitor Award
Two Straight Years at the
California Polled Hereford
Assn. Show and Sale

Offering full or half sisters and brothers
to our champions and first prize winners
at the shows last year.

Due to so many inquiries about our thick, meaty, heavy boned Polled Herefords, we have
scheduled a production sale, Jan. 12, 1954 at the Fresno Fairgrounds. Our breeding combi-
nation produces champions consistently and the kind of practical cattle that Western cattle-
men demand. You get size and pounds with SVR's Polled Herefords, plus easy feeding... a
combination hard to beat.

HERD SIRES–

• VAN’S DOMINO 145 sire of champions
• SVR DOMINO 22 by “the 145th”
• PVF ADV WORTH 33 sired by a National champion
• SVR TRUMODE DOMINO by Trumode Domino 64

Reserve Champion pen of bulls by PVF Adv. Worth 33

LOOK FOR SVR POLLED HEREFORDS IN THE COMING FALL SALES. We are consigning Double Victor Domino,
our outstanding two-year-old bull, and two excellent herd bull prospects to the California Polled Hereford
Assn. Show and Sale, Nov. 13-14, Sacramento.

SIERRA VIEW HEREFORD RANCH

P.O. Box 96
CLOVIS, CALIF.

W. V. PETERSON, Owner
Phone 7-4417
Residence: 4855 Sunset Dr., FRESNO, CALIF.
Range raised - - No pampering our POLLED HEREFORDS

They're raised under natural conditions on rocky San Diego County hill country. Carefully selected for milking and fleshing quality.

Our herd sire Acehi Plato 4th by GR Plato Domino 9th is being used on a cow herd strong in Victor Domino, Mossy Domino, Aster Advance and Advanced Domino breeding.

Breeding age bulls and weaner bulls and heifers now available.

• Rancho de Manana
  JOHN J. & JOSEPHINE BARTHOLDI
  JAMUL, CALIF.
  6 miles east on Barret Lake-Lyons Valley Road

M & H Farm
Registered Polled Herefords
Selected Real Plato
Domino Stock
Riverside
Polled Herefords
Polled Herefords of Quality
FRANK & RUBY HILL
WEISER, IDAHO (Oregon Side)

Range Conditioned
POLLED HEREFORDS

Raised under same conditions as where range men use our Polled bulls. No pampering. Will produce results when conditions aren't of the best.

Sorry we are sold out of range bulls already. Commercial cattlemen snap them up soon as available. But we do have weaning heifers for sale. Look them over for foundation replacement females.

RANCHO SANTA TERESA
Alan A. Couch, Ramona, Calif. 7 mi. E. on Hwy. 78
MAILING ADDRESS: UPLAND, CALIF.
We are coming to the Pacific Coast for the National Polled Hereford Show & Sale at the Cow Palace, Nov. 2-4, with a few heifers and a couple of bulls . . .
that we think are worthy of the attention of prospective buyers for herd improvement purposes.

We would appreciate you coming and looking them over at the show.
They'll do you some good and us, too.

President and Lamplighter breeding that has done so well for so many Pacific Coast breeders, as well as breeders throughout the Nation. Our most recent sales to California have included . . .

To E. E. Webber, Spanish Rancho, Pleasant Grove, Calif. A truly outstanding yearling herd bull prospect by Polled Advance Domino 14th. To be delivered during the Cow Palace Show.

To Homer Sanborn, Meridian, Calif. Four very good females.

The Pictures
Top—ADVANCE LAMPLIGHTER (herd sire), Son of Polled Modest Lamplighter 2d by Modest Lamplighter; dam also by Modest Lamplighter.
Center—FLR PRESIDENT LAMPLIGHTER (herd sire), by Modest C. Lamplighter 2d by Modest Lamplighter; dam by President Mischief.
Bottom—PRESIDENT MISCHIEF 22d. Noted Robinson-bred son of President Mischief.

In service, but not pictured, POLLED ADVANCE DOMINO 14th, by Polled Advance Domino by Advance Fairview; dam by Polled President.

F. L. ROBINSON & SON
KEARNEY, NEBRASKA
ZATO HEIR
REAL PLATO DOMINO
POLLS

World's record bloodlines
Raised naturally on our foothill pasture
See or write for range bulls, bred heifers and cows, at reasonable prices.

We have the dam of the famous cow, TT Zato Heiress, and have three of the best sons of Real Plato Domino Jr. In addition, we are using a full brother of TT Zato Heiress on Plato cows.

Vanderhoof Polled Herefords
Woodlake, Calif.
FRED & BOB VANDERHOOF
Phone 155

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Twin Creeks Ranch
BREEDERS of TOP QUALITY POLLED HEREFORDS

FOR SALE
NOW:
20 heifers open & bred
20 bulls of breeding age

Our herd sire, KING D 29th. Cow herd is strong in X-D Battle Domino and Advanced Domino 30th breeding.

PAUL E. CLARK—CHINO, CALIF., 3 miles south on Los Serranos Rd.
Phone: Lycoming 8-2708

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GET THE FACTS
Continued From Page 37

tion for a total of $361,425, or an av-
erage of $7,230. This is the highest-priced
Hereford sale ever held in the world,
and it was made with Polled Heref-
ords. At this sale 19 bulls averaged
$13,537 and 31 females averaged $3,362.
Also noteworthy is the fact this rec-
ord sale was made despite the so-called
recession on beef cattle prices.

Realizing that the report from one
Polled Hereford sale, particularly be-
cause it was a world's record sale, does
not tell the complete story of the de-
mand for Polled Hereford cattle in
dollars and cents, it is wise to get the
facts on the sales of Polled Herefords
for a year's period. From June 1, 1952,
to June 1, 1953, at 220 public auctions
12,421 Polled Herefords sold for an
average of $588. The breakdown shows
5,210 bulls sold for an average of $635
and 7,211 females sold for an average
of $570.

Remembering the effect of the re-
cession in beef cattle prices, it is a
fact that the average prices paid for
all beef cattle in the past year are
down from the averages over the cor-
responding period of the previous year.
This drop in beef cattle prices is not
unique with any one breed, but has af-
ected them all similarly. And we are
of the opinion that when all the facts
are known regarding average prices
paid for all the beef cattle breeds in
the past year, the price paid for Polled
Herefords will be at least equal to or
higher than the others. We already
have some statistics to substantiate
this viewpoint.

Illinois Sale Results. Indicative of
the demand for good Polled Hereford
cattle are the results of one of the
larger Cornbelt Polled Hereford sales
held in April—larger only in actual
numbers of animals sold in compari-
sion with the usual sales. At the Illinois
Polled Hereford Assn. sale April 4 at
Springfield 178 animals were sold for
an average price of $472, which any-
one will recognize as an extremely
good average for a sale offering so
many head on the auction block.

More Polled Herefords were sold in
the past year, June 1, 1952, to June 1,
1953, than in any corresponding peri-
od in the history of the breed. This,
too, is an indicative fact that more and
more persons all over the nation are
switching to Polled Herefords. It
seems that the facts regarding regis-
trations and sales of Polled Herefords
illustrate a decidedly strong demand
for the breed.

Improvement and profit-wise breed-
ing of any breed of livestock is a long-
range program, and the facts sur-
rounding the future or outlook of a
particular breed should not be clouded
to confuse the prospective breeder,
who should, insofar as possible, get the
facts regarding future prospects for his
breed selection.

How About Future? Well, then,
how about the future of the cattle

---

Please mention... WESTERN LIVESTOCK JOURNAL
When Writing Advertisers

---

Polled Herefords
You don't have to shop around for that
extra size when you select from products of
our Douglas Dome 14 cow herd, mated to
sons of CMR D Blanchard.

MINKHOFF HEREFORD RANCH
JACK & WM. MINKHOFF
CLATSKANIE, OREGON

THREE R SERVICE AGE POLLED HEREFORDS

Phone
Cypress 3-2421
ROLAND RAMELLI, Mgr.

P. O. Box 175
COYOTE, CALIF.

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Continued from page 37
Rouse Ranch Polled Herefords are Range Raised

for rugged performance and economy

Above, you see our herd sire, YHR Royal Domino, with the cow herd on range. Husky, meaty cattle that do a good job anywhere. Top quality. A cow herd of Woodrow Mischief 9, President Mischief 9, Domestic Woodrow and Trumode Domino 64 breeding. And take a look at our herd sire’s pedigree:

YHR ROYAL DOMINO 6990748-505234

GS GOLDEN SETH 93th
3684840-356944 { Adv. Seth Domino
3699289-183146
Leona 4892088-291013 { Chub Domino 3699287-184073
Lady B. 4050678-221083

OJR CLARISA 2d
3840679 { OJR Royal Domino 43d
3238538 { OJR Seth Domino 2750377
WHR Clarisa 5th
2537563 { WHR Royal Heiress 42d 1980821
WHR R Duchess 55th 2321031
WHR 0 Stanway 49th 2198710
WHR Royal Heiress 2537563

All sold out of service age bulls but have some good younger ones coming on.

PROGRESS WITH POLLED HEREFORDS
Attend Cow Palace National Polled Hereford Show and Polled Hereford Show & Sale at Sacramento.

ROUSE RANCH
Loren Rouse, Owner
Phone Waterford 2615
HICKMAN, CALIFORNIA

We got into MISCHIEF and it paid off

Starting with a small but select cow herd mainly of Mossy Mischief and Beau Mischief breeding, we’ve developed our breeding program into a paying proposition. To these Mischief cows we bred our senior herd sire, PRESIDENT MISCHIEF 1026. The calves this combination produced have been outstanding from the very first. We’ve also gotten wonderful outcrosses using our junior herd sire, LESKAN TONE 149, on Advance Domino and Triumph bred cows. The results have been gratifying. We have a few nice heifers and bulls of breeding age now of Advance Domino breeding. This fall we’ll be consigning to the California Polled Hereford Assn. Show & Sale, November 13-14, at Sacramento.

PROGRESS WITH POLLED HEREFORDS. ATTEND THE NATIONAL POLLED HEREFORD SHOW & SALE AT THE COW PALACE.

A-M Registered Polled Herefords
H. J. ANDERSON, Owner
Box 6
Phone Millville 18W2
PALO Cedro, California

SEPTEMBER 1953
Introducing "KENNY," our new herd sire

X-D
TRUMODE
28th

We're using him on a registered herd of Polled Hereford cows of Plato Domino and Beau Waymore breeding. "Kenny" replaces GR Plato Domino 18th, the Gover Ranch bull that sired some excellent females for us.

We're consigning 4 sons of GR Plato Domino 18th to the Modoc County Range Bull Sale, Cedarville, Calif., Oct. 4-5

REGISTERED POLLED HEREFORDS

JOHN E. KELLY • ALTURAS, CALIF.

RANCHO
de la
MESITA

TARNIGAN
STOCK FARM
Registered Polled Herefords
A few
Bred Heifers and Young Cows
for Sale
Popular Breeding Lines

Mr. and Mrs. Allen M. Lester
— OWNERS —
LARKIN ROAD, GRIDLEY, CALIF.

For Your Polled Hereford Future...

You can expect to find the good ones here. There will be the combination of breeding of BRUMODE 21, (pictured above) the reserve champion and high selling bull at the 1953 Columbia Empire Polled Hereford Sale, mated to a carefully selected group of Hibberd-bred cows.

CLAYTON W. MANN
PHILOMATH, OREGON

Business? Bluntly, it is this writer's opinion that it will continue to be one of leading livestock business for many years to come because: 1) Americans are beef eaters; 2) our agriculture is turning more and more to grass; and 3) the cow is the animal that makes possible for a man to eat grass.

What, then, if the over-all outlook is so good for the cattle industry, do I think of the future for Polled Herefords? It seems to me Polled Herefords have the greatest future of any beef breed, and here are my observations to qualify that high esteem of the breed and its possibilities in the years to come.

The fact is that the trend in America today is for polled headed cattle. Last year there was one registered polled beef animal recorded to two registered horned animals, whereas, 15 years ago the rate was one naturally hornless of polled animal registered to approximately 15 head of horned cattle.

Further, more Hereford cattle horned and polled, are recorded in the United States than all the other beef breeds combined. Polled Hereford breeders are facing a bright future because of the combination of two trends—toward polled beef cattle and toward the Hereford type. The changing from the registered horned Hereford herds offers a tremendous potential market for Polled Hereford cattle in itself. To justify this horned market we must furnish bulls that will enable a breeder to at least maintain and certainly improve the beef type of his herd and to poll the offspring.

Breeding Preponderance. Another fact to consider in the face of an optimistic view concerning the future of breeders of Polled Herefords is the fact that some 70 to 80% of the commercial cattle of America have a preponderance of Hereford breeding. Time and performance have demonstrated that the characteristics that go with the white face and red body are the best, and these breed characteristics of markings alone are worth millions of dollars to commercial producers. Polled Hereford bulls maintain these characters and eliminate much, if not all, of the dehorning problem.

Noteworthy in considering the bright future for Polled Herefords is the fact that with the rapid increase in the establishment of Polled Hereford herds in America the potential market among the Polled Hereford breeders themselves is tremendous. Consider the fact that in 17 of the 220 sales referred to earlier the overall sale average was well over $1,000, and several were above the $975 average price mark. The market here for improving kind is bound to increase beyond this mark.

Not to be taken lightly in considering the future possibilities with Polled Herefords is the development of a real export market for Polled Herefords. Already the export market is good and the outlook is for a better foreign market. It has been reported that in...
In the past 10 years more Polled Herefords were exported than any of the other beef breeds in the United States. Exports have been made to at least nine foreign countries, mostly to Australia and Argentina.

In Australia the outlook is particularly encouraging. Polled Herefords in Australia, obtained from America where the breed was developed, have demonstrated they are amazingly adaptable to the terrain and climate and are making rapid strides. More and more Australian beef producers are converting their herds to Polled Herefords by starting with a good Polled Hereford bull. These are facts.

Benson Urges Cooperation in Agricultural Research

The development of new industrial uses of farm products would help to meet our problem in dealing with surpluses, Secretary of Agriculture Ezra Taft Benson recently told members of the Agricultural Research Policy Committee.

"Research is seldom dramatic," the Secretary said, "but it is basic and important . . . We do need to make a strong effort to regain our foreign markets for many crops, but I believe it is most important to increase farm product use domestically."

In reviewing the department of agriculture's research program and facilities, the committee recommended that strong effort be made to familiarize farmers with the accomplishments and value of agricultural research. Pointing to the numerous industries that depend upon agriculture for their raw materials, the group urged the importance of a close and amicable relationship between industry and government research bodies.

Foot Rot Control—

Several Western ranchers have recently reported success in controlling foot rot by the feeding of iodine to their cattle. However, Prof. Rue Jensen of the School of Veterinary Medicine, Colorado A & M College, Ft. Collins, has this to say about it:

"The practice of continuous feeding of organic iodides for the prevention of foot rot apparently had its origin in the mountainous areas of Colorado. Some cattle producers claim effectiveness from the use of such drugs. This practice, however, has never been subjected to careful experimentation. Until a study is made, we are unable to recommend the practice."

Page 89
Need a Royally Bred Polled Hereford Bull?

Here's one that should add quality to any herd. Reasonably priced, too. We have kept so many of his daughters that we have to sell him.

A guaranteed breeder. Extremely good headed, good boned and plenty of fleshing quality. In range condition and ready to work. Out of a top daughter of Donald Domino 26th and by the 1946 Polled champion at Des Moines and Baton Rouge. He has a pedigree hard to match.

GS GOLDEN MISCHIEF 32d 5798081; 371023


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Advance Mischief 64th
Miss Zato 83d
Adv. Mischief 78th
Miss Bullion 15th
Victor Domino
Florence Rolle
Zato Repeat
Delson Zato
Lady Hector 141st
Hector K.
Miss Panama 57th

NHR Golden Lass 28th
3403338

Donald Domino 26th
Golden Lass 26th
Donald Domino
Golden Lass 29th
Dandy Domino 46th
Miss Donald 24th
Superior 33d
Lady Fairfax 12th
Dandy Domino 46th
Miss Donald 24th
Dandy Domino 46th
Golden Lass 23d

Also a few good horned cows for sale at very reasonable figure.

By Taylors Domino 13th, sire of Paso Robles bull sale champions.

Gould Polled Herefords

Loaded with Register of Merit Breeding.
Built and bred like the best horned kind.

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Phone Mi 3-5639

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Registered
Polled Herefords
Quality Range Bulls &
Open Heifers for Sale
On Highway 88, 5 miles south of
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Auctioneer
Sales Management Service
1962 Pendleton
Woodland, Calif.

Remember to Mention
WESTERN LIVESTOCK JOURNAL
When Writing Advertisers

Alf Beau Mixer 15th

One of our six outstanding herd bulls. Notice his wonderfully broad head which he transmits to all his offspring. Other equally good bulls of Plats Domino, Beau Perfect, Leskan Tens and Domestic Mischief breeding.

Weaned Calves

About 50 for sale by the above sires. They are exceptionally fine, some ideal for FFA and 4-H purposes. Prices right. Also a few young bulls ready for service, and two proven bulls whose heifers we are keeping.

Best Breed for Every Need

Our Polled Herefords are money makers. They breed borns off and beef on, giving greatest weight in shortest time at lowest cost and most profit. Can be seen at ranch, but for free bulletin address owner, R. H. Whitten, 1027-B Wilshire Blvd., Los Angeles, Calif.

Whitten Ranch
10 miles south of Escondido, Calif., on Poway Valley Road

Dwarfism

Continued From Page 35

apparently, was given as to how the commercial man could possibly have more dwarf-free source of foundation sires than could the breeders from whom he had been purchasing as most of whom were already seriously working on the dwarf problem.

Still another is reported to have castrated Hawaiian cattlemen not to buy bulls on the mainland because of dwarfism.

Other Problems Tougher. "Slammer down," many a leading breeder is saying, "this thing is not as prevalent as a lot of people would have you believe. We've been faced with tougher problems. It's not a contagious disease. We know that the factor for dwarfism is a recessive gene. Now that we can spot it, we are eliminating it."

Let's take a look at the action of that recessive gene. It could be compared in the Hereford breed to the presence of horns. As most people know, the polled characteristic in Herefords is dominant. Mate polled Hereford bulls with horned cows and you'll usually get at least 50% polled calves, perhaps another 25% with sears and the balance with horns.

As in dwarfism, the gene for horns must be present on both sides—in both the bull and the cow—in order for the resultant calf to have horns. But some polled bulls just don't carry that gene at all. So their calves are ALL polled.

The problem in dwarfism is to get cattle, sires especially, that do not carry the dwarf gene, that are ALL dwarf-free.

At the present time there are three general approaches to selection of dwarf-free sires:

1. Production testing.
2. Measuring the head profile.
3. Picking sires with "clean" pedigrees.

Slow but Accurate. Production testing is the slowest, though widely considered the most accurate. It is to make a prospective sire to a sufficient number (some authorities say 15) of known dwarf-producing females. If no dwarf calves result it is assumed that the bull does not carry the dwarf gene and is therefore incapable of sireing a dwarf.

The method is slow and costly, but is being used by numerous breeders on new sires. And it is being used to spot "clean" sons of some of the most noted and important sires who also happen to be dwarf carriers.

It is on the continued use of these known carrier sires that some research men and many practical breeders place their confidence. These research men would send them to the butcher immediately. Most breeders say, "We'll go with you on the proving of every new sire put into service. But—we're not going to throw away these leading sires that have done so well for us until we can prove "clean" some of their top sons with which to go on."

Measuring the head profile is known
No Slips, No Falls in a Carload

Elevation View of Truck Ramp

There’s always something new—and better. The use of stair-step loading chutes has spread all through the country. The stair-steps take the place of the old fashioned ramps with cleats. Those who have installed the stair-step chutes cite as advantages that cattle, hogs and horses never slip, never fall when using the stair-steps.

Plans for the stair-step chutes now in use at the Los Angeles Union Stock Yards truck unloading facilities are furnished by Charles J. Lumpp, vice president and manager of the yards. Similar chutes are in use in many of the leading stock yards and at railroad unloading corrals. The Union Pacific Railroad is using stair-step chutes at most of the unloading points on that line. The result has been quicker loading and unloading of freight cars and a minimum use of hot-shot prods and other means of forcing animals through the chutes.

“The use of stair-step chutes has reduced losses from bruises and has speeded up loading and unloading at our truck chutes,” Lumpp comments.

Not many of the stair-step chutes have been installed on stock ranches but stock yards people say they would be an improvement on the cleated ramp, no matter where used.

Progress with POLLED HEREFORDS

See the fast growing, popular, Polled Herefords at the National Polled Hereford Show at the Cow Palace and at CPH Assn. Show & Sale in Sacramento, Nov. 13-14.

Our herd bull:

YHR SETH DOMINO

FOR SALE at the ranch this fall, 7 top registered Polled Hereford range bulls. For immediate sale at the ranch—one service-age range bull.

BYRON E. EATON

REGISTERED POLLED HEREFORDS

MONTICELLO, CALIF. (Napa County)

Our herd sire:

MHR BLANCHARD DOMINO 2

Champion and top selling bull at the 1962 Oregon Polled Hereford Assoc. show and sale. He was sired by GMR D. Blanchard, grandson of Polled Larry Domino.

Drop by and see our herd sire and our high quality females from Hoy Herefords.

OLIVER COSTELLO, Yreka, Calif.

- When in Central Oregon
- you are invited to stop
- and see our
- Polled Herefords.
- Headed by Lucky Dom 18.
- a bull with plenty of scale.
- set on good, heavy legs.
- 6 miles west of Prineville
- on US 126.

J O E T U R N E R & S O N S

POWELL BUTTE, OREGON
FOR SALE

Top Polled Females

Here's a rare opportunity to buy of our top Polled females at reasonable prices. Cattle of all ages for sale, many bred to our smooth, good headed bull, MY TRUMODE 10th. He now has some dandy calves on the ground.

Watch for our bulls at the California Polled Hereford Show & Sale at Sacramento and the San Joaquin Valley Hereford Assn. Sale, Porterville.

PATTERSON Polled HEREFORDS

LUTHER and EVA PATTERSON

Willow near Chestnut

LINDSAY, CALIF.

WALTER E. PALMER

Purebred Livestock AUCTIONEER

Selling for a Salesman's Job

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"A Western Man . . . for Western Sales"

Write, Phone or Wire for Dates . . . FILER, IDAHO

SHANNON POLLED HEREFORDS

Our herd of foundation cows, many of Bara Grant origin, is headed by MY TRUMODE ELATION 1st. Young bulls and females now for sale, well grown out and ready to work for you. You're welcome at the ranch.

J. P. SHANNON

Route 1, Box 534, ARROYO GRANDE, CALIF.
(Privately, many of the Angus and short horn breeders express their appreciation of the courage of the American Hereford Assn. in helping launch much of the research, even though it was not a one-breed problem.)

These breeders also appreciate the problem development as a tool which can be applied in assisting with the elimination problem.

They fully realize that no one has all the answers to dwarfism as yet, so further research is desired. Though they have now enough answers to turn the tide back.

They fully realize that eventually elimination of “carrier” cows as well as bulls is the desired end. Because that would end the whole problem, do away with necessity of any testing. But turning to “free” sires now is their first and most rapidly effective method. And continued use of “free” sires will eventually result in “free” cow herds.

In all major breeds dwarfism is a problem. Changing breeds or cross-breeding doesn’t appear to be the answer. The purebred breeders are the ones hit and the ones with the answer. What they are now doing to straighten out their herds and their breeds is heading off what could have become a tough problem for all beef producers.

Use of Fertilizer Is Good Management

The tightening pinch on farm income is putting a costly penalty on inefficient farm operations, according to the California Fertilizer Assn.

“If this trend continues, only farmers with efficient, cost-cutting production methods can expect to make money. Good management will bring good financial returns, even on a market downturn. Poor management means poor profit or none at all.

“Good management implies lower costs per unit of production. That, in turn, depends in part on getting higher crop yields per acre.

“The route to high yields and low production costs follows good soil management methods, including the use of commercial fertilizer.

“Agronomists point out that fertilizer prices are still comparatively low, measured against other commodities farmers buy. Yet every dollar invested in fertilizer returns as much as $3 to $8 or more in increased crop value as a result of higher yields per acre.

“Farmers have been asked to continue their all-out production of meat, milk and food products. In such a program, the liberal use of fertilizer will pay dividends in 1953.”

Good Sport
By ELIZABETH MILLER

Husbands hunt in many weathers; Wives pluck out the many leathers; Men are heroes catching fishes; Women wait and do the dishes.

For Sale

OPEN AND BRED HEIFERS

These are dandy heifers from the small but select herd of registered Polled Herefords which produced the champion and high selling sale bull at $5,200 in the 1950 California Polled Hereford show and sale. The bull went to the Gover Ranch, Anderson, Calif., where he is doing quite a job.

We have in service Laguna Trumode 31st, a full brother to our sale champion and by X Bar D Trumode 12th. We have some dandy calves by this bull on the ground now. Some of our sale heifers will be bred to this outstanding sire. The cow herd is predominantly of Trumode breeding.

See our consignments this fall in the California Polled Hereford Show & Sale, Sacramento, and San Joaquin Valley Hereford Breeders Assn. sale at Porterville.

F. E. CREWS—LAYTON, CALIF.
Rt. 1, Box 126 A
Ranch 22 miles south of Fresno on Highway 41 and one mile east.

Remember to Mention
WESTERN LIVESTOCK JOURNAL
When Writing Advertisers

COLUMBIA SHEEP—THE ALL AMERICAN BREED

Select Columbia rams for superior lambs and wool
1953 National Columbia Show & Sale
October 5-6
Sioux Falls, South Dakota
COLUMBIA SHEEP BREEDERS ASSOCIATION OF AMERICA
P. O. Box 315, Logan, Utah — Alma Esplin, Secretary

Size • Smoothness • Breeding

FIR RIDGE RANCH
Polled Herefords

Features—
A foundation herd of Mossy Plato 26 breeding.

You are always welcome.

W. N. BUMPUS
COTTAGE GROVE, OREGON
"DON'T FLIP YOUR LATCH!"

Get SHUR-RANE—because SHUR-RANE couplers positively latch and unlatch under field conditions. You handle the whole operation from the carrying point of the pipe—without running to the coupler. SHUR-RANE is fast and easy!

MODERNIZE with SHUR-RANE

New SHUR-RANE couplers and fittings can convert your present sprinkler system to a modern, efficient SHUR-RANE system. You've got the pipe. Now you need the labor-saving features of quick, self-latching SHUR-RANE couplers!

WRITE FOR COMPLETE DETAILS!

FOOD MACHINERY AND CHEMICAL CORPORATION
John Bean Division, Dept. WL, P. O. Box 145, San Jose 1, California

Progress—WITH REGISTERED POLLED HEREFORDS

SUPER ANXIETY

A GOOD FOUNDATION... of the most popular bloodlines (Gold Mine, Super Anxiety, Real Domino, Leskan Tone, Donald Domino 26, Larry Domino and TT Triumphant).

A PRACTICAL BREEDING PROGRAM... emphasizing easy, natural fleshing ability and good milking cows.

PRESENT HERD SIRES... Super K Anxiety, a son of the famous Super Anxiety, pictured, GS Golden Real 32 (a polled grandson of Donald Domino 26).

Winter Diet—
Study Shows Sheep More Adapted to Grass & Herbs

DOMESTIC sheep, with longer digestive tracts, can apparently survive competition on a native grass and range herb diet better than wild deer, according to University of California researchers.

William M. Longhurst, assistant specialist in the department of zoology, has been studying competition between deer and sheep on ranges for nearly two years at the University's Hopland Field Station in Mendocino County.

"For their size, sheep can handle a larger volume of forage than deer, and can probably digest it more efficiently in their longer intestinal tracts," said Longhurst. "The net result is that deer seem less adapted than sheep to exist on a winter diet of grass and herbs and therefore may be more prone to suffer from the effects of parasitism."

Big Problem. Furnishing enough feed for animals is one of the major problems under study. Generally, noted Longhurst, sheep forage more on grass and herbaceous vegetation than do deer, but both animals feed almost exclusively on grass and herbs from November, when fall rains bring up new growth, until mid-March.

To supply more nutritious feed, Longhurst has been cutting oaks to supply more sprouts within reach for browse. He found that live oaks supply more food sprouts than deciduous oaks. Live oaks and scrub oaks can be cut at almost any season, while deciduous blue and black oaks are best cut between December and June.

Oak sprouts help supply cellulose necessary to deer, especially when they are feeding on grass. Grass and herbaceous vegetation are notably low in cellulose and carbohydrates in winter, and cellulose is important to ruminants as a substitute for carbohydrates as a source of energy.

Paradise for Parasites. Undernourished animals are more susceptible to attacks by various parasites than well-fed stock. Many parasites, especially nematodes, are common to both sheep and deer, and spread readily when both share the same range.

"Chemical control of parasitic nematodes is not practical for deer," said Longhurst. "But it can be effective on sheep. Such chemical control in sheep should reduce the rate of infection in deer."

"However, the most promising parasite control is probably through improving range conditions and maintaining proper stocking rates for both sheep and deer."

Temptress
By ELIZABETH MILLER

Autumn shakes her tiffian tresses; Discards her summer shawl. She paints her toes with scarlet; Small wonder that I fall.
The beef problem has been largely one of sales, it seems, and beef promotion in the present price situation is nationwide. The PMA branch of the USDA, meat packers, chain stores, retail grocers and independent retail meat dealers, through associations and otherwise, are cooperating in pushing beef. Cattlemen's associations are doing their part.

Volume of beef moving through regular channels of trade has increased tremendously as the result of these combined efforts of all segments of the industry, Secretary of Agriculture Ezra Benson has said. "This clearly demonstrates that producers and the food industry can go a long way toward solving their own problems, thus limiting need for government action," according to Benson.

It looks as if there will be plenty of feed for livestock this year. About 9% less grain and other concentrates were fed the first half of the season than for the same period of 1952. Stocks of corn, oats and barley are larger and prices are stable, some 10% lower than those of the previous year.

Farmers and warehousemen face a big grain storage problem this year, with a record supply of wheat in prospect. Grain stocks have begun to move out of main wheat-growing sections to storage factories. Chief responsibility to provide a roof for this year's wheat, the USDA states, is up to the commercial storage industry.

But farmers themselves can do a lot to ease the coming situation because there is time to expand storage facilities on farms. Farm storage is very desirable, officials say, and financing of on-farm storage can be arranged through private agencies or the CCC.

The three new and convenient pieces of equipment and machinery shown here are finding favor with ranchers. For information, write WLJ.

New loader hooks a hay bale at both ends, then gently drops it into wagons. Handles round bales, as well as square, and at any angle. Completely self-powered by its own forward motion. Snowco.

Side delivery feed wagon, with its 400 cu ft capacity, unloads automatically in four minutes. Side chute adjusts to any height feed box or rack. Designed for feeding fresh-cut forage. West Coast.

These lower-priced tractor tires are for replacement use and have many features of original equipment tires. Shown here are Sure-Grips, with their open-center, self-cleaning tread to supply better traction in soft going.

Good year.
A full brother to Double Dandy Domino and 100% Double Dandy Domino 26th, he made history of the Double Dandy Domino 26th and his get excel ad Western shows; he topped the all time Superior Sire and proved to be another THOMAS HEREFORD FARM. Hereford bulls and he is one of the breed's standing bulls in the West.
This Stamp and Quality

50 OR MORE SONS of our great
Register of Merit
BACA DUKE 2d

This Stamp and Quality

sell in our annual
Auction, Jan. 11

A.H. KARPE'S
GREENFIELD HEREFORD RANCH
BAKERSFIELD, CALIF.

10 miles South on Hiway 99—you'll see the sign on the born

The Guesswork Is Out When You Buy Orvis Herefords
- They're range run, range raised.
- They're performance tested.
- Backed by 60 years of registered Hereford breeding experience and buyer approval.

Range Bulls for sale at all times

WM. S. ORVIS & SONS

Snow Ranch
RANGE BRED REGISTERED HEREFORDS
FARMINGTON, CALIF.

HEIFER-HASTENER
Continued From Page 38

His ability as a manager, he says, depends upon two things: "cow-sense" and familiarity with his animals as individuals.

To develop either of those assets, he insists, you have to do one thing: Live with your cattle.

"More than anything else," he maintains, "a successful rancher needs 'cow-sense.' Let me show you. Some ranchers, for instance, will turn cattle into a new field and figure they'll find their water, all by themselves, on the other side of the hill.

Leads the Way. "But not the rancher with 'cow-sense.' He knows maybe those cattle will find their water and maybe they won't—he'll not depend on that 'maybe'—he'll take them to that water and show it to them to make sure they know where it is.

"Then there's the rancher who hasn't learned the importance of keeping cattle in their familiar field—he shifts them here and yonder. Cattle do better if they're allowed to stay in familiar surroundings as much as possible—where they know the location of trails, shade and such things. The only way you can learn 'cow-sense' is to live with cattle. And while you're learning, if you operate on the same basis I do, you'll pick up that important knack of seeing each animal as an individual."

Pushing back his hat, Elmo grinned, but his grin was more than half serious. "I've got just enough cows so I know each one by her middle name. And I can come mighty close to giving you each one of my bull's exact batting average."

Within a few days, more or less, he knows the age of every calf dropped. He can note the milking ability of the cow and her ability to stay in a thrifty condition. At weaning time he knows just what kind of a calf each cow has raised. There's little if any guessing in his culling and selection.

Each year, 30 heifers are held in the herd at sale time as replacements. This year, as an experiment, Elmo has held his heifers out of the herd to breed them as 2-year-olds. At the same time, he is going to breed the replacement heifers from the 1952 calf crop as yearlings, comparing the calves produced by the two groups and what effects, if any, there are on his cows from being bred as yearlings.

Culling Age. At present, his average age for culling his cows is eight years. Therefore, if the cow is bred as a yearling, she will have seven productive years.

In Elmo's breeding program, non-breeders are given one more year with the breeding herd. If they fail to get with calf the second breeding season, they are sold as dry cows at the end of the grass fattening period.

The breeding season extends from the first of January through the middle of June—5½ months, or approximately 165 days. During this time, the cow
O’DONNELL & TOMASINI
PARTNERSHIP DISSOLUTION

DISPERSION
FRIDAY, SEPTEMBER 18
AT THE RANCH NEAR MODESTO, CALIF.

Time: 12:00 Noon. Lunch available on the grounds. Sale at the ranch, corner of Claribel and McGee, 1 mile east of Riverbank Ordnance Plant. 10 miles due east of Highway 99 from Salida.

135 TOP HEREFORDS SELL

There is something for every cattleman in this sale. Something that will fit right in your herd and pay you dividends in beef and dollars. Whether you are in the market for herd bulls, foundation (bred or open) females, herd bull prospects or range bulls, you will find them at this complete dispersal of registered Herefords, Sept. 18.

MORE ABOUT THIS “SOMETHING FOR EVERYBODY” SALE ON NEXT PAGE ➔

Take your choice of good brood matrons like these
“SOMETHING FOR EVERYBODY” SALE—SEPT. 18

O’DONNELL & TOMASINI DISPERSION
SELLING—
4 HERD BULLS • 80 COWS,
60 calves-at-side
16 OPEN HEIFERS • 12 SERVICE AGE
BULLS AND 13 YEARLING BULLS

The cow herd is predominantly Hazlett, WHR, Donald Domino 26th, MW Larry Domino 65th and Domino Prince breeding.

Howard Brown, Auctioneer
John Chohlis for Western Livestock Journal

WRITE NOW FOR CATALOG TO—
Howard Brown, Woodland, Calif. or
H. E. Tomasini,
402 23rd St., Tracy, Calif.
Dr. F. J. O’Donnell
Stockton, Calif.
Henry E. & Heloise M. Tomasini
Tracy, Calif.
Phone 9-9075
Phone 2240 or 1280

BHR Helmsman 12th sells
by PHR Helmsman 2d and great grandson of Donald Domino 26th. He has 10 show championships to his credit. His breeding also sells.

BB Baca Duke 9th sells

Princeps Zato 06th, sells
Grandson of WHR Double Princeps, great grandson of Zato Rupert. Has 8 Register of Merit ancestors in 5 generations.

Lot 37, Pueblos Miss Mag, bred by Dos Pueblos Ranch. Buy her and other good females here.

"SOMETHING FOR EVERYBODY" SALE—SEPT. 18

O’DONNELL & TOMASINI DISPERSION
SELLING—
4 HERD BULLS • 80 COWS,
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Lot 37, Pueblos Miss Mag, bred by Dos Pueblos Ranch. Buy her and other good females here.
ARIZONA NATIONAL PREVIEW—Select Herefords, Angus, Shorthorns and Brahman from all over the nation compete for strong cash prizes and top honors at the annual Arizona National Livestock Shows held at Phoenix. Here is the Milky Way Hereford Ranch, Phoenix, group heading the best five head class at last January’s competition. Next year’s show is slated for Jan. 5-9.

The herd is distributed among five fields which comprise some 1,000 acres of the ranch. Between 30 and 40 cows are placed in each field. Two bulls are allotted to each field, one turned out about Jan. 1, the other about two weeks later. An important phase, here, is that cows are assigned to their fields by age groups. This, for one thing, has made possible the assignment of the Angus bulls to the yearlings. "But it’s also another example of using ‘cow-sense,'" Elmo points out. "An experienced cattleman knows that if you put older cows in with younger cows, the older cows are likely to dominate the others.”

Bull Teams. He calls on his close knowledge of his bulls’ personalities and other characteristics to pair his 10 bulls into the five teams. The less ambitious of each pair is turned in first. The more aggressive joins him two weeks later. Thus, the cows have time to become familiar with the presence of the less ambitious bull and, at the same time, it gives the more aggressive of the two a longer period on feed. The bulls stay with the cows for the entire length of the breeding season. Once turned out, they remain in the field until the middle of June.

"I’ve been criticized for having what some folks call ‘too many bulls,'” admits Elmo. "They say I could reduce my fields to four and my bulls to eight. But I’m sure in my own mind it’s better to have one or two too many bulls than one or two not enough.”

At calving time, he selects the 8 or 10 cows that will calve first and bring them in to a “maternity feed lot.” They are turned out again when their calves are born and are replaced by others coming to calf. "You’re in business to get good calves,” says Elmo. "Well, then, it pays to bring the cows to a place where they are better protected and where

### ST. FRANCIS - LAGUNA HEREFORD SALE

State Fairgrounds, Sacramento, Calif., Sat., Oct. 17, 12 noon

**St. Francis Ranch Selling:**
- **4 HERD BULLS**
- **11 RANGE BULLS**
- **41 FEMALES**

A complete dispersion of St. Francis' entire herd! The four herd bulls are: a son of JR Larry Domino by Monty’s Larry Domino 130th; Royal Domino 2d; a son of NT Flashy Domino; and a son of Royal Domino 2d. The 11 range bulls are yearling sons of Royal Domino 2d. Of the females, 8 are open and bred heifers and 22 of the 33 cows have calves at side, more by sale date.

**Laguna Hereford Ranch Selling:**
- **10 BULLS**
- **32 FEMALES**

Production sale featuring the herd bull, NHR NEVADA DOMINO 1st by NHR Nevada Domino 12th and out of NHR Lassie 2d, and his service. Included are 17 cows, 11 of them with calves by LR Flashy Triumph, MW Super Larry 21st and NHR Nevada Domino 1st. All of the 2-year-old heifers are granddaughters of WHR Flashy Triumph, the bull that sold for $48,000 at the Sunland Dispersion. The yearling heifers are by Sun Domino 40th and NHR Nevada Domino 1st.

**Point Reyes Station, Calif.**
- R. D. MARSHALL, Owner
- O. B. “GOLDIE” GOULD, Cattle Supt. (Marin County)

Howard Brown, Auctioneer. John Chohlis for WLS

CATTLE MAY BE SEEN AT THE RANCHES ANY TIME

For Catalogs, write or wire HOWARD BROWN, WOODLAND, CALIF.
Get in step with

ZATO HEIR BREEDING

AT MONTGOMERY RANCH'S PRODUCTION SALE

DATE SOON TO BE ANNOUNCED

150 Bulls Sell
Good, big, easy fleshing range bulls ready to go right to work.
The kind that will breed more beef into your herd. Also selling some excellent herd sire prospects.

MONTGOMERY HEREFORD RANCH
B. E. & GERALD MONTGOMERY
Rt. 2, Box 72A, Phone 9571
MADERA, CALIF.

ZATO HEIR P 47th

250 to 300 Females Sell
Many bred to our great bull, Zato Heir P. 47th. He is siring some terrific calves. The first two heifers dropped by Zato Heir P. 47th stood first and second in class at the Cow Palace last fall. And we recently sold a half interest in one of his sons for $7,500 to Rancho Sacatal. Look for his calves at the Cow Palace just prior to our sale.

Zato Heir P. 47th is by H&D Tone Lad 105th. He is a full brother of TT Zato Heiress, twice highest selling female, and a half brother of Turner's TR Zato Heir. Milky Way has been using this great bull's service and will be showing some of his calves this fall.

Also featuring a top offering of Jayhawker cows. What a cross this will make with the rich Zato Heir breeding. Many of the cows will be carrying the breeding of Greene Cattle Co., Heady & Ashburn, and Culbertson.
Harlo Rigby’s
ANXIETY 4th SALE

Our first production auction. Climaxing 10 years of our own intensive development work on select Straight-Bred Anxiety 4th cattle. This on top of more than half a century of constructive work by foremost Hereford breeders.

Selling
"The Gems of Modern Day Cattle"

The above is no idle statement. Look around among the breeders today. Observe how many, including leading exhibitors and sellers of both Horned and Polled Herefords, are seeking out and putting to profitable, breed-improving use females and bulls of Straight Anxiety 4th blood.

Why? Because there is a concentration of breeding power in this line which gives prompt and startling results. Because, too, many firmly believe this line free of some troubles now besetting all the leading beef breeds.

So much for the concentration of blood we are offering you, and the benefits that blood promises to bring into your herd. Forget that blood, if you will, and consider the individual excellence of the herd bulls that sired this offering and of the cow herd that bore these young cattle. You’d thrill at seeing the uniformity in type and color, in beefiness and good milking characteristics. They are truly working Herefords. The kind you’ll be proud to own the offspring of. And you’ll be proud to show your neighbors the kind of bulls and females you can buy here sale day. We’ll be looking for you.

PRODUCED BY THIS SUPERB COW HERD—

Sired by [plus breeding service of] these noted, straight-bred herd bulls—

OFFERING YOU THESE AND

MANY OTHER DESIRABLE YOUNG BULLS AND HEIFERS

HARLO RIGBY
HEREFORDS, REXBURG, IDAHO

SEPTEMBER 1953

Page 105
PROGRESS SPARKERS—Much Intermountain livestock progress has been sparked by the Ogden Livestock Show, Ogden, Utah. Here's part of the force that runs that show:

Left background, E. J. Fjeldsted, secretary-manager; in front of him, Evelyn O'Toole, assistant secretary; right, Jack Murray, superintendent of grounds, and Roy H. Wood, general superintendent. Dates of this season's show are Nov. 13-18, and for the first time this will be, for Herefords, a Register of Merit Show.

You can give them close observation. I've saved many a cow and calf that way."

Some of Elmo's friends swear that when it comes to predicting calving dates, he's better than a obstetrician.

Grazing Program. At San Geronimo, a program of continuous grazing is followed. During a normal year the herd is turned onto the range during January and they have free run of the whole ranch, excluding 100 farmed acres, for the entire grazing season other than the breeding season when you can give them close observation. I've saved many a cow and calf that way."

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the cow herd is distributed among five fenced pastures. At the end of the breeding season, when the bulls are removed, all the gates are opened again and the cows have free access to all the range except portions that may be closed-off for the restoration of forage.

Again, during a normal year, feeding operations generally start around the first of November and carry through until January's free-running begins. Oat hay, grown on the ranch, is fed as a substitute for sparse range forage at about 20 lb. per head per day. In addition, bulls, but not the cows, are fed one pound of a complete supplement each day they are not out with the cows.

Following a recent study of his program by Harry Ashworth, Jr., a Cal Poly animal husbandry senior, Elmo is considering starting his feeding one month earlier (Oct. 1) for both cows and bulls. Essentially, the change would be an attempt to get the animals in better condition quicker and thus increase the number of early-calving cows. At present, there is about a 30-50 distribution between early calves (November, December, January) and late calves (February, March). At market weight, the early calves (sold in June) have been at about 500 lb. and the lates (sold in August) at about 400 lb. Therefore, Elmo is hunting for a formula to increase the early-calving percentage.

More Vigor. He is also considering a "rotation plan" for his bulls as an

8th ANNUAL
BURNS BULL SALE
Sept. 13 at Burns, Oregon

Grading Sat., Sept. 12; sale starts promptly at 9 a.m., Sunday.

70 top quality bulls consigned by leading Hereford breeders of Oregon, Washington and Idaho. Make your bull buying dollar go farther this year . . . buy better bulls at this top bull sale in the heart of eastern Oregon cow country.

Sale sponsored by
Harney County Stockgrowers Assn.
SEE
the Double M Showherd
at all
leading Western Shows

IN SEPTEMBER
buy Double M bulls at Burns
(Harney County Stockgrowers
Range Bull Sale) and at Baker
(Oregon Cattlemen's Assn.
Range Bull Sale).

Coming! November 11 — Double M Production Sale

You step up the quality of your herd when you select prominent,
championship bloodlines. That is what you will get in the 60
Double M bred heifers we are offering in this important produc­
tion sale. Daughters of our own Register of Merit sire, RS Prince
Royal, and daughters of RS Princeps 57th and TT Onward 3d. They will carry calves by MW Prince Larry 99th, a son of MW
Larry Domino 37th who exemplifies beef type, beef character
and unusual fleshing quality.

IRVIN MANN  IRVIN MANN, JR.  BILL McDonald, Herdsman
PAT HOPPER  BOB HOPPER

DOUBLE M HEREFORDS

ADAMS & STANFIELD  OREGON

SEPTEMBER 1953
"PROTECT THE BUYER" is the basic creed of the
SAN DIEGO Registered
HEREFORD RANCHES

Now, with the organization of the San Diego Registered Hereford Ranches, it is possible for you to purchase purebreds with complete security of mind, confident that your choice has been wise and well-considered and that the transaction has been conducted on the highest ethical plane.

You need not be a cattle expert to buy with confidence from any member of the San Diego Registered Hereford Ranches. A unique Code of Ethics safeguards the wisdom of your purchase and the soundness of your investment.

Arrange to visit San Diego County..."America's Herefordshire"...and to inspect the outstanding herds at the San Diego Registered Hereford Ranches, among the finest purebred cattle ever developed. Mail the coupon below for your copy of the colorful descriptive folder.

EVERY BREEDER OF BLOODED STOCK WILL WANT A COPY OF THIS FOLDER

A colorful, compact circular, "Something New in the Selling of Registered Herefords", gives you all the facts on San Diego Registered Hereford Ranches...aims and purposes...locations of member ranches...listings of famous sires. You'll want this folder for ready reference. It's free. Just mail the coupon below.

IVON J. PARKER, Secretary, San Diego Registered Hereford Ranches Route 1, Box 967, Escondido, California Please send me a copy of "Something New in the Selling of Registered Herefords." WLI-9

Name
Ranch
Mailing Address
City _ State

CODE OF ETHICS of SAN DIEGO Registered HEREFORD RANCHES

We, the members of SAN DIEGO REGISTERED HEREFORD RANCHES, do hereby agree to conform to the following rules in connection with the sale of any Hereford cattle, whether at a dispersion, private treaty, or consignment sale.

1. We will guarantee all bulls and open females to be breeders, subject only to the usual period of adjustment or letdown in flesh in order to put fitted animals in working condition.

2. Physical defects such as linebacks, foundered animals or defective udders, will always be called to the attention of buyers.

3. A certificate by a licensed veterinarian that all bred females are safely in calf will be furnished on request.

4. We will guarantee that all registration information is correct, including sires of calves in dams.

5. We will guarantee that nothing has been done to change the physical conformation of animals except the cutting of ties.

6. We will not permit any "by" bidding on any sale consignments.

7. Any animal not guaranteed under the above provisions will be called to the attention of the prospective purchasers.

TOM AND DOROTHY LEAVEY
Pala Rey Ranch
MR. AND MRS. LAWRENCE OLIVER
Oliver Hereford Ranch

COL. IRVING SALOMON
Ramrocks Lane
PAUL AND MIRIAM KIRK
Kirk's Valley Stream Ranch

ANATOL JOSEPHO
Hi Hope Ranch
IVON AND ADELE PARKER
Sky Valley Ranch

Visit America's Herefordshire

Rich in natural beauty and recreational facilities, San Diego County offers cattle buyers the opportunity to combine business with pleasure when visiting San Diego Registered Hereford Ranches. Plan your trip now.
other experiment and is planning to substitute a combination of oat and vetch hay for the oat hay he has been feeding alone. This, an increase in available protein, would be a means toward further improving his animals' vigor.

Eino figures that on his open ranch about five to six acres of grazing is required per cow. On the 100 acres he farms at San Geronimo and on about the same acreage on a 220-acre place he owns in Los Osos Valley, he raises his own hay.

"I'm farming for cattle," he says. "I sell my hay on the hoof. It's always seemed to me that when I raised my own hay, I always had some available, but when I bought it, I was always out.

"The present market," he predicts, "is going to separate a lot of the men from the boys—just as they say. Those among us who raise our own cattle and our own feed are always going to be in the best position to weather almost any storm. And if we can combine self-reliance with 'cow know-how' we'll make money."

Improper Handling Cuts Profits from Livestock

Improper handling of livestock during loading and transporting to market causes losses running into thousands of dollars annually in Oregon alone, according to Harry Lindgren, Oregon State college extension animal husbandry specialist.

Reports from slaughter houses indicate that trimmings made necessary by bruises represent a national loss of several million dollars each year. Millions more are lost through weight shrinkage and illnesses that result from undue exposure or lack of feed, water and rest.

Since these losses are reflected in lower market prices for animals, producers have a stake in reducing such losses to a minimum.

Transit injuries can be lowered if animals are not hurried during driving and loading, particularly when they are passing through gates or narrow passages. Squeezing against posts and walls causes severe and deep bruising of livestock. A canvas slapper or electric prod should be used to encourage stubborn animals. Sharp sticks, whips, and clubs cause injuries that reduce the value of the carcass. Another precaution the shipper should take, if possible, is to select a carrier that has adequate facilities and a reputation for handling livestock with a minimum of rough treatment and losses.

Vehicles used for transportation should be reasonably clean and dry, with inside walls free from rough projections that might cause injury. Animals should be provided with good feed and clean water and an opportunity to rest at regular intervals in transit.

DROP IN AT THE RANCH AND SEE THESE FLASHY PRINCE PUBLICAN 123d CALVES. We're located 25 miles west of Bisbee on Highway 92. You'll be seeing 123d's sons and daughters at the fall and winter shows. Remember that you can put uniformity, thickness and depth into your herd by using breeding of our two great herd bulls, outstanding sons of the two highest ranking Register of Merit sires.

RANCHO del SO-LO

Registered HEREFORDS tested for efficiency in gain

WALTER MARKHAM

P. O. Box 638, Salinas, Calif.

LAGUNA RANCH

B. D. MARSHALL, Owner

O. B. "GOLDBE" GOULD,
Cattle Supt.

POINT REYES STATION, Calif.

Phone Inverness 36-J
(Marin County)
Our Eden Ranch is going under water (Government Reclamation Project)

SO! This Big...

Elwood Williams Hereford Dispersion

Everything goes! 300 HEAD SEPT. 19 OGDEN, UTAH

In the Ogden Livestock Show Coliseum

You've seen the products of the herd at Red Bluff, San Francisco, Ogden and elsewhere. But you've seen nothing like the calves, yearlings and two-year-olds now at the ranch—resulting from the matings when we really got rolling with the bulls we wanted and the cows we wanted. Visitors are amazed at the quality and type that now runs all the way through the herd. Lots of Donald Domino 26th breeding. And it's all yours for the bidding, SEPTEMBER 19.

HERE'S WHAT YOU HAVE TO PICK FROM

120 cows ... mostly with calves at side and rebred
35 heifers, 2- & 3-year-olds ... Some with calves and rebred, others bred
60 yearling heifers ... mostly open
5 herd bulls
65 range bulls
15 herd bull prospects

For catalog and further details, write or wire
Elwood Williams, Owner, P. O. Box 163, Ogden, Utah

Here's the key to the quality and breeding you'll get: THE HERD BULLS IN USE AND SELLING. The four represented here, plus famed Battle Domino 32d.
The Orr Hereford Ranch commercial herd which is headed by a number of sons of Kay TO Linton 2d have been selling their calves at a premium to California the past two years. In 1951 they sold steers and heifers as calves to the Bakersfield, California FFA Chapter at 45c a pound. In 1952 they sold 45 steer calves to a group of 4-H club members in South Los Angeles at 38½c a pound which was believed to be a Montana record for a load of Hereford calves in 1952. These sound, practical Herefords have bred on pounds and dollars for us and will do the same for you.

Pictured left to right—Cameron Lad 34th, Cameron Princeps 24th, AH Royal Duke 56th, Cameron Lad 53d, Miss Princeps 16th, Cameron Lad 456th and the good cow herd.

Located in the great summer vacation country neighboring Yellowstone National Park. It’s beautiful up here in September. Plan now to combine business with pleasure and attend this dispersion, Monday, September 14.

H. B. Sager & Howard Schnell, auctioneers

ORR HEREFORDS  Toby and Carol Orr, Owners  CAMERON, MONT.
MAKING THE MOST OF FAIRS AND SHOWS

Continued From Page 40

providing this is done ahead of the actual opening of the event. Time can be saved by standing in line for food by arranging eating periods to precede or follow the usual meal time rush.

Ask Questions. "As you cover the show grounds by all means take advantage of the opportunity to talk to herders and attendants at exhibits. They are always willing to answer questions, and you miss a good bet if you don't pick up some first-hand information on bloodlines, feeding and management and if you don't ask about production efficiency and the prize-winning individuals and groups."

Here's the advice of Roy L. Driscoll, publicity director for the Los Angeles County Fair at Pomona, Calif.: "Have in mind the departments in which you are most interested and make them the first objectives in your fair visit. You'll get the most out of them by seeing them when you're fresh and keen. Do not hesitate to ask questions. Everywhere there are plenty of attendants, and placards and signs are a great help. The universal friendliness of a fair audience is traditional.

Absorb It. "Don't hurry. Take your time and relax. You will be surprised how much more ground you can cover. Primarily a fair is educational. It's not a hit and run affair. To get its full value you must absorb it."

If you were to ask William C. Weir, professor of animal husbandry at the University of California, Davis, his advice on how to take in a show, he'd be inclined to say: "Really spend some time watching the judging rather than just walk by. You can enjoy and learn from watching a judge operate by attempting to place the animals from the sidelines then watch to see how he lines them up. It becomes more or less of a contest for the observer and he will gradually acquire the ability to observe the good and bad points of the animals. Usually the judge will give oral reasons for his placings which adds to the observer's knowledge."

Advice From Utah. And here's a word from E. J. Fieldsted, secretary-manager of the Ogden Livestock Show in Utah.

"Because every livestock show or fair should do all in its power to make available to all segments of the press complete details as to awards and human interest activities, I believe that the press department of a show, properly manned and organized, means more educationally and publicitywise than any other phase of an exposition.

"The basis upon which the show is founded is the favorable attitude of the general public. And they, not the show management, own and control the destiny of the exposition. The visitor should realize his importance to the show and feel pride and community accomplishment in it."
What's up-front in any breeding picture, depends to a large extent, on what lies in the background. Your Herd Sire, and his brood matrons, must have sprung from uniform, reliable, producing blood lines. WHR offers you that kind. For proof, just look at leading herds of the nation and the WHR breeding they carry.

ATTEND THE GALLERY SHOWING AND SALE OF OUR MODELS FOR THE HEREFORD BREEDING PICTURE AT WHR, SEPT. 30

Wyoming Hereford Ranch
Cheyenne

Write now for catalog

Annual Sale
SEPT. 30

Bob Lazear, George Lazear
BUILD THAT CALF CROP NOW
Continued From Page 44

blindness. Severe diarrhea in young calves and intermittent diarrhea in advanced stages of deficiency in adults are characteristic. Deficiency in the pregnant animal results in abortion or birth at term of dead or weak calves.

Vitamin D—This deficiency in the pregnant female may result in dead, weak or deformed calves at birth.

Anyone reading the above would almost want to sell his cows. However, it is not as bad as it sounds because there are ways of adequately supplying these deficiencies.

Proteins are provided by feeds such as cottonseed, soybean, linseed, urea and legume hays, such as alfalfa. Energy is supplied by grains, such as barley and corn, and by molasses and hays. Phosphorus by bone meal, dicalcium phosphate, defluorinated phosphate, monosodium phosphate, etc. Calcium by bone meal and limestone. Vitamin A by green feed, properly cured legume hay, vitamin A supplement, etc. Vitamin D by sunlight, sun-cured legume hay, and vitamin D supplement. Trace minerals are needed only in small amounts but they are important to the health of the animal.

Let's observe how these deficiencies affect our goal. We'll start with the pregnant cow, because unless she's pregnant there's little need to continue this article—we'll just sell her as a dry cow.

Feeding and Health. The gestation period generally is the most ignored. This is wrong because it is in this period that we are 1) trying to build a strong, healthy calf and 2) condition the cow to produce sufficient milk of a high food value for her calf. There is a direct relationship to the way the cow is fed and the health of the calf at birth.

Interest in this phase was brought out significantly on recent Western Livestock Journal tours. Two years ago one of the leading stockmen stated that he had proved a definite relationship between the health and vigor of the calf and the plane of nutrition of the dam between the fourth and seventh months of pregnancy. In his opinion, this was one of the most critical periods in the calf's life.

This year on the Northern California Beef Cattle Tour the answer to a question regarding the loss of calves at birth was that they weren't fed right while carrying the calves.

Needs Essentials. The drain on the cow during gestation is small compared with that of lactation, but she still requires sufficient amounts of the essentials. A newborn calf weighs 65 to 80 lb., containing about 15 lb. of protein and about 3 lb. of fat. About 75% of the weight is produced during the last three to four months.

Nature blessed the cow with the ability to drain her body of nutrients to develop her unborn calf; on a ration having deficiencies, the cow suffers. However, this is true only up to...
They do Grow out! They do Breed on!

WHAT BETTER PROOF — than that Seven of the 27 living Register of Merit Sires were bred by Milky Way — No other breeder produced this many.

* Milky Way Hereford Ranch *
Phoenix, Arizona

More Top Register of Merit Sires than any Bloodline in Hereford History
the point when nature steps in and
saves the cow—either by aborting the
calf or allowing it to be born in a
weak condition.

The last three to four months of
pregnancy is important because 75%
of the weight of the calf is developed.
Frequently, range conditions are poor
at this time. Poor nutrition during this
time also affects next year’s calf crop
because a cow thin at calving and with
the added drain of lactation often
ever recovers sufficiently to breed.

Building Udder. Supplementing dur-
ing this period also acts as a stimulant
to udder development resulting in ca-
pacity for greater milk production. Ap-
parently, nutrition for udder growth
must come from incoming nutrients
rather than from her body stores. This
generally does not apply to cows al-
ready too fat, but we aren’t worrying
about them here anyway.

Care should be exercised in the feed-
ing of high protein supplements to
first-calf heifers or calving troubles,
due to large calves, may result. Bet-
ter to feed a medium or low protein
supplement and get a smaller calf
that’s healthy and vigorous. This will
save you some cussing during the calv-
ing period and might save some heif-
ers and calves.

On dry, good quality ranges, pro-
teins, minerals (of which phosphorus
is the most important) and sometimes
vitamins are the main deficiencies;
consequently, a high protein supple-
ment will usually suffice.

With further forage depletion, due
to continued grazing or the leaching
action of weather, added energy is re-
quired. This may be furnished in the
form of grains or the use of a medium
protein supplement (20%) which will
more adequately supply the defi-
ciencies.

How Much to Feed. The amount of
supplements fed varies and depends on
the condition of the cattle, quality of
the range, climatic conditions, time of
year of calving, etc. About 1 to 1½ lb.
of a high protein pellet or 2 to 3 lb.of
a medium protein pellet will usually
be sufficient.

When cows are wintered on legume
or mixed legume hays, one to two
pounds of a low protein pellet will
usually be adequate.

Let’s look at this vitamin angle be-
cause it’s important. Vitamin A and in
some cases vitamin D are the principal
vitamins to consider. Cattle are able to
synthesize the B vitamins in their ru-
men and vitamin C is not required.

Vitamin A. Cattle are able to store
in their livers and body fat a consider-
able amount of vitamin A while graz-
ing on green succulent feed. However,
if cattle graze on dry feed for several
months or are in areas where forage is
covered with snow and the spring is
deficit, deficiency in the cows may occur.

Lactating cows store less vitamin A
than dry cows and their reserves be-
come depleted more rapidly. Heifers
have less storage than cows and there-
fore become depleted in a shorter time.

Cows and heifers with depleted re-

It’s a safe bet that when you sell your livestock through
the open competitive market you are dealing with commis-
sionmen who are aware of the ever changing conditions of
the market. These men know when outside buying interests
enter the trade and have a good idea what can happen to
price trends. In reality, the pulse of the market is ever at their
finger tips which is so important with the rapid changes now
taking place in the market.

Take advantage of the low cost service these specialists
make available to all livestock men. Furthermore, it is to your
benefit that you patronize a market where the forces of supply
and demand establish strong competitive prices.
This pasture is irrigated by one of the larger Hale Irrigation Units. Cows under trees at right give idea of pasture size.

Insist on HALE PUMPING UNITS

For Irrigating YOUR Pastures

Capacities and Pressures to Suit Your Job

An irrigation system is no better than the pump that supplies water for it. That's why it pays you to insist on HALE Pumping Units...sturdy, dependable, efficient, flexible in performance and compact in design; Gasoline, Diesel or Electric Driven.

HALE Units range in size from the handy portable type EZ suitable for irrigating 1 to 10 acres to the rugged Type CIRV with a recommended operating performance of 1,800 GPM at 60 lbs. based on a reasonable load factor for the engine—does not represent maximum performance.

There is a Hale Irrigating Pumping Unit to fill every need for your pasture, crop, grove or orchard irrigation system. All, except the small portable units are available either skid or trailer mounted.

Write Dept. W.L.J. today for details. Please state number of acres and source of water available.

HALE

FIRE PUMP COMPANY

CONSHOHOCKEN, PA.

This great CHARBRAY BULL is for sale!

WHITE CAVALIER, one of the very top bulls of the Charbray breed, is for sale. He is a top son of Moler, our senior sire. He really packs a lot of weight for age. A three-year-old, he weighs 2175 lbs. He certainly carries a world of red meat, is heavy boned and has great thickness and depth. Such prepotent, extremely smooth, well fleshed bulls as Cavalier put their stamp on their calves.

We have just weaned as pleasing a lot of bulls and heifers as you please. We're offering some of these for sale as well as a few yearling heifers, some of which are safe to call to HR SUPERMAN.

HUNT RANCH

HAROLD W. HUNT & SONS

El Centro, California

serves of vitamin A may have premature births. Without showing any signs of depletion they may have weak calves that die soon after birth or develop fatal diarrhea.

Calves normally are born with a small store of vitamin A in their bodies and also rely on the extremely high vitamin A content of the colostrum to get started in life. Not only is the storage in the calf's body inadequate when the cow is deficient, but the content in the colostrum will be very low which, in part, accounts for the diarrhea.

Vitamin A may be supplied with green feed, high quality, properly cured alfalfa or with a supplement fortified with vitamin A.

Vitamin D. A deficiency of vitamin D in the pregnant female may result in dead, weak or deformed calves. Vitamin D is synthesized in the skin by the ultraviolet rays of the sun, so it is not too serious a problem on our ranges. It is also found in properly sun-cured hays, chiefly in the leaves. Alfalfa is a good source, whereas the cereal hays are low.

However, it occurs with prolonged periods of storms and sunless days, the inclusion of small amounts of vitamin D in the ration might be looked upon as an insurance policy.

In summary, a gain in weight during the pregnancy period should allow the cow to approach normal weight at calving. This enables her to withstand the calving weight loss of up to 100 lb. without impairing her productive capacity. Feeding for a gain of about a pound a day is a good objective.

Lactation Period. Well, we finally got through the gestation period, so if any of you readers are still with us, let's see what problems we have in the lactation period.

The problem in the feeding of this period is to supplement the deficiencies in the ranges, pastures or hays so that cows 1) will produce sufficient milk of high value for their calves and 2) will be in condition to breed.

The feed requirement of this period is much greater than that of the gestation period. The reason is that the milk produced in the first four months contains about 65 lb. of protein, 70 lb. of fat and 90 lb. of carbohydrates. The calf that requires about nine months to attain a weight of around 75 lb. should gain about 225 lb. or more in the first four months after birth.

Flesh Melts. This explains the great loss in weight after the cow calves, unless the feed intake is increased to take care of this demand. The flesh seems to literally "melt off." Heifers lose more weight than cows during the first three months. Because they are still growing, they are more sensitive to feed deficiencies and many fail to breed under poor conditions.

Milk is high in protein, minerals, carbohydrates, fats (energy) and vitamins. A cow must have a supply of these ingredients, above that required to maintain her body, to produce milk.
OVER 1500 HEAD
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Registered Herefords
Selling in 2 GREAT DISPERSIONS

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She has the capacity to drain these materials off of her body. Below a certain plane of nutrition, however, when present lactation or the size of next year's calf crop suffers. In severe cases, both may be affected.

Calves should have sufficient milk so that they get adequate proteins important to their growth and health.

Disease Resistance. There is a direct relationship between the protein level of the diet and resistance to disease. This theory, however, applies to any age animal. Elements in the blood stream which resist disease are protein, and the formation of these disease-fighting proteins is dependent on the protein level of the diet. Animals that are protein depleted are definitely less resistant to infections and recover more slowly from diseases.

This explains, in part, the great value of colostrum, from properly fed cows, in giving the calf immediate protection against diseases.

Calves, even after the colostrum period, require milk with sufficient vitamin A content or they become unthrift, develop rough coats and have a high incidence of diarrhea. The vitamin A content of milk is influenced by the vitamin A content of the cow's ration.

Balancing the Deficiencies. The amount of supplements necessary to balance the deficiencies for lactating cows are subject to such a variation of conditions that only general guides can be given, subject to local conditions.

Quality of feed, condition of cows, climatic conditions, length of feeding period and milking ability of the cows are some of the factors for consideration. This period, with its heavy demand on the cows, is perhaps when the forage is at its poorest. The value of the old feed is further reduced by being leached and beaten into the ground by weather.

Before the feed is damaged, high protein pellets will usually be adequate, the main deficiencies being proteins, possibly energy, minerals and vitamin A. About two to three pounds a day usually will be sufficient.

Added Energy. After the feed is damaged by leaching and continued grazing, additional energy, as well as more protein, is required by the cow and can be supplied with added grains or by the use of medium protein pellets. Three to five pounds of medium protein pellets during this period usually will be adequate. The condition of the cows and availability of natural forage are the determining factors.

Increased amounts of high protein pellets may be used to supply this energy because the cow has the ability to convert proteins to carbohydrates or energy. The use of protein to supply energy is economical only if grains and protein are about equal in price.

When a significant quantity of new feed develops, low protein pellets may be a more economical supplement. The new feed would contain some protein, so the main deficiencies are energy and, to a lesser degree, protein.

Sheep. When sheep are wintered on harvested hays, the situation is different because here we are supplementing the deficiencies of hays rather than those of ranges. With legume or mixed legume hay the main problem is energy, so two to four pounds of low protein pellets should be adequate. The vitamin A content of the hay should be noted because poorly cured hay or hay that has been stored more than a year may be low.

Cereal hays, such as oat hay, are especially low in proteins and vitamins.

Two to three pounds of a high protein pellet or three to four pounds of a medium protein pellet should be fed. Unless the supplement is fortified with vitamin A, three to four pounds of green alfalfa hay should be fed.

We don't usually worry about trouble from overfeeding, but it can happen. When cows are fed liberally at calving, after having been on a low plane of nutrition during the gestation period, the milk flow is stimulated. The calves, being weak at birth, can't seem to assimilate this large flow of milk and many will scour and die. They aren't used to all this prosperity.

Factors in Breeding. Well, it's breeding season now, so let's worry about getting the cows with calf. Assuming the bull is willing, let's consider some of the factors affecting her coming into heat and conceiving.

Occurrences of heat periods is an extremely delicate indicator of how well the body processes are functioning. Cows, thin at calving, with the heavy drain on their bodies during lactation will often miss coming in heat and not have a calf the following year. Cows in good flesh at calving, but poorly fed during lactation, may also often exhibit no indication of heat.

Seems that nature is again protecting the life of the mother by stopping further reproduction because of conditions unfavorable to the survival of both the dam and her offspring.

Therefore, deficiencies such as proteins, minerals, vitamin A or total feed intake may prevent heat periods or cause irregularities. Cows with vitamin A deficiency will often exhibit heat but fail to conceive.

This about sums up the article. We didn't quite get a 100% calf crop (had one lazy bull), but the calf crop was increased and we produced heavier weights at weaning, which makes me think the project of properly supplementing the deficiencies of our ranges, pastures and hays worthwhile. Supplementing pays only if it is done well enough to produce results.
planned for perfection
Continued From Page 45

horse power turbine pump set over it as part of the pressure system which would not only furnish water for the stock and other farm yard buildings, but also eventually for the home and its immediate yard. To handle the water on the first part of the project—for the barn yard and farm yard buildings—an 80 gallon pressure tank was set up. The well cost $160 and the pump and pressure system tank $347.

Second Pump Installed. After the house was completed a second pressure tank with 315 gallon capacity was installed at a cost of $216. The pump is capable of bringing about 60 gallons of water per minute to these tanks which gives adequate supply for the new home, the home yard, three watering troughs in the barn yard, other hydrants used for other barnyard purposes, and for the hired man’s home.

Past experience also taught Zgraggen that it is possible for a pump to quit working and that an auxiliary water source should be available. The home is on the highest point of land on the ranch, built there to obtain good drainage. This being the highest place on the property naturally set all irrigated pastures at a lower level, thus making it desirable to also have the well for pasture irrigation water on the high area.

This well was sunk to 135 feet, equipped with a 7½-horse power turbine pump, with a 400 gallon a minute pumping efficiency. The well cost $577 and the pump $1,378. A pipe was run from this pump to the tanks in the pressure system, and by turning a valve in the big outlet pipe leading to the pasture, the water can be sent over to the pressure system if the small well pump should go out.

Varying Conditions. Zgraggen points out that the above cost figures are not representative of what a similar system would cost, as costs vary in different localities, conditions vary to make cost changes, prices have changed in the two years—all of which would make a different set of prices for a like system.

He also points out that these prices do not include costs of piping throughout the house yard, barn yard, or houses, or the cost of various units of equipment for handling water in the buildings. These costs were included in the contractor’s over-all price, making them impossible to separate.

Take a look at these figures and you will see why every person must give serious consideration to water at the ranch home:

- The kitchen sink will use about 60 gallons a day.
- An automatic washer uses about 17 gallons a load.
- An automatic dishwasher requires about 3 gallons per load or 9 gallons a day.
- Every person using the shower or tub will use around 30 gallons each day.
- The garden hose, half inch in size,

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Source of that consistent OJR Royal Domino 10th breeding. Heading the herd is SF Royal Prince 29th, son of the 30th, assisted by Domino Prince A30.

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4 miles east, 4 south and 1/4 east.

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- Breeding burly range bulls with size, good feet and legs, using Super Donald by NHR Super Domino.

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Your livestock gets careful handling—in loading, in unloading, and in transportation—all along the way. It is carried in special livestock cars, moving on dependable schedules over a smooth steel highway. It is properly fed and watered in modern Union Pacific stockyards conveniently located for this service where required.

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will flow at the rate of about 20 gallons an hour.

- The toilet where the family number four members requires 48 gallons a day.
- The lavatory at 2 gallons a film takes about 24 gallons each day.

More Uses. There are a number of other uses you can add to this: such as washing the car, hosing off the walks or the house windows, or washing the dog.

Generally a pump with a capacity of 300 gallons an hour will handle a small family, but as that family increases and as more water using appliances are added, then demand goes up and can run well up toward 1,200 gallons.

The person whose old water system is not supplying enough water will probably find one of several things wrong. Either the well is not deep enough to produce sufficient water, the pump is too small, or the pipes to the house and in the house are too small or so full of corrosion that it is impossible to force sufficient water through them.

If the well is inadequate perhaps it can be deepened to increase service. It could be advisable to sink a new one. Presuming that water supply in the well is adequate, then a bigger capacity pump can answer the problem.

If there is sufficient water at the source and the pump is large enough then look to the piping. It probably needs replacing to eliminate too small a pipe or pipe that has been reduced because of corrosion. In putting in a new distribution system give serious thought to both the proper sized pipe and pipe that will remain free from corrosion and scale.

Flexible Tubing. Copper tubing is highly resistant to both, and can be used for both hot and cold water. It is flexible, which makes it desirable for installation in houses already built.

A major thing to give top priority to in planning a new water system, or reconstruction of an old system, is to get enough water into the pipe lines with sufficient force to allow more than a couple of outlets to operate at capacity at one time.

If you don’t do this you may think the water level is too low for good supply, even though you have the very latest water production equipment.
GALLATIN VALLEY  
ABERDEEN-ANGUS  
FEMALE SALE

Sept. 28th
Bozeman Livestock Auction Co.
Sale at 1 P.M.

Consigned by:
ARCH GINHER  
HARLOWTON, MONTANA
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BURNS RANCH  
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BELGRADE, MONTANA
CLYDE BRADLEY  
BOZEMAN, MONTANA

Five of Montana’s top Aberdeen-Angus breeders are making this “toppy” offering of over 100 cows and bred heifers selling at auction September 28th.

Here you will find cows from the Arch Ginther herd carrying the Service of Waugaman Bandolier 1429147, heifers from the Joe Adams herd bred to Prince of Erica Lady S. 1490461, cows and heifers from the Burns Ranch carrying the Service of Bandolier of Lar-baroka, 1315442; 25 cows from the Carl Stimson herd, most with calves at side and re-bred to top, proven Stimson sires and a grand array of cows and heifers from the herd of Clyde Bradley.

Here are QUALITY registered Angus females selling in QUANTITY at AUCTION on Monday, September 28th. They’ll be in the yards at Bozeman on Sunday for your inspection. Here is YOUR opportunity to buy good Angus females with consistently good bloodlines of the best Angus families.

A 3-in-1 Sale!
COWS ★ CALVES ★ BRED COWS & HEIFERS
All Registered — All of good breeding stock

KEN CONZELMAN, Auctioneer

For Catalogs and Information, Write
Bill Stevens, Sale Mgr., Box 201, Billings
60 TOP FEMALES SELL
in our ANNUAL SALE on Labor Day,

Monday, SEPT. 7
Denver, Colorado

featuring

the get and service of the
record priced Angus bull
at auction

HOMEPLACE EILEENMERE 115th

There will be 50 HEIFERS, 35 of them bred, 30 carrying the service of Homeplace Eileenmere 115th, 5 bred to Prince of Red Gate 19th, he by Imp. Prince of Rowley. 15 heifers will be open. There will be 10 cows with calves at side by Homeplace Eileenmere 115th and re-bred to him.

The first two daughters of the 115th that have been offered will sell, one a Gammer, the other a Bessie. There will be some 20 daughters of Blakeford Bardloir. 30 of his daughters averaged over $2,600 in last year's sale.

This herd has been noted for top females carrying preferred family lines. We again divide our top productions with you. They include 6 Blackcap Bessies, 4 Homage Gammers, several of the famous Davis Blackbirds, and numerous cattle from the following families: Maid of Bummers, Blueblood Ladys, Black Jestress, Ballindalloch Georgina, Katinka, Erianna, Ballindalloch Jilt, Miss Minniver, and other desired families.

*SALE HEADQUARTERS are at the Cosmopolitan Hotel in Denver, Colorado.

Auctioneers—Roy G. Johnston and Hamilton James.

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Bob Dunnett, Cattle Supt.

WHEATRIDGE, COLORADO

FOR CATALOGS ADDRESS: J. B. McCorkle, Sale Mgr., Smithville, Mo.

Attend the Duffy's Angus Farms Sale, Longmont, Colo., Sept. 8th.
required. Again the interval of irrigation and the grazing management are important in determining what species will thrive.

Though there is no fixed time to apply fertilizers on irrigated pastures, best results have been obtained when applied sufficiently early so that adequate plant nutrients are available when plants begin growth in spring.

Water costs and its application are the principal cash costs in irrigated pasture. Excessive amounts of water promote conditions for best growth of water loving weedy plants and wastes plant foods since they are washed below the plant root zone. Because water is scarce, it should be used wisely; and because it is costly, money can be saved by proper application. Adequate drainage should always be provided for excess water.

Get the Weeds. Weeds too, often reduce yields of desired forage and lower quality. Occasional mowing is helpful in reducing weeds. Annuals when mowed before maturing seed can be reduced materially.

Chemicals are another weed control tool. More recently it has been shown that chemicals are an aid in the control of some of the weedy species, such as dock, plantain, buckhorn, and yellow star thistle. The amine form of 2,4-D used at from one-half to three-quarter pounds of actual acid per acre appears to be safer on clover than does the ester form. When 2,4-D is used the field must be kept well irrigated following the spraying and all stock kept off for a period of at least 30 days.

I.P.C. has given good control of such weeds as foxtail, annual bluegrass and wild oats.

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Prince 5th. Most outstanding proven sire and show bull ever sold by Wesdale.

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**986 lbs.** shows the weight and size of one of our typical selling yearlings—one of the many valuable facts provided to buyers by our "Performance Testing" program, which covers all the purebreds in our sale.

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Tests Soils. "When I got back to Chimacum I had my soils chemically tested. Only one out of five soil tests showed a trace of copper. Most soils contain 20 to 40 or more pounds of copper per acre. I guess that's the reason some ranchers have trouble raising stock on peat lands. Copper is practically nil."

"So copper, or rather the lack of it, was causing the scouring. It was plain my cattle needed more copper. The question was how much."

"Newell Robb, head of the Port Townsend headquarters of the Soil Conservation Service, answered that problem for me one day. He told me I would find the right dosage of copper sulphate in the book "Symposium on Copper," published by Johns Hopkins University. I bought the book and, sure enough, there was the prescription for scouring—one ounce of copper sulphate per day in the amount of water normally given my herd of 80.

How It Worked. "I started using the correct dosage early in February—a year after I moved the cattle on the ranch. In five days the scouring had improved some. Within 30 days it had stopped altogether. Droppings looked good, too."

"In seven months, from February to September, with copper sulphate in their diet, the cattle gained an average of 450 lb. The herd average was 1,100 lb. per head this fall, and not a one of the 80 heifers had to be culled. Even the 14 weak ones which were kept apart are well and are back with the other heifers."

Whether it was a lack of copper or an excess of molybdenum in the soil and no copper to counteract it is not known. But in Brainard's case, the feeding of copper made a lot of difference between profit and loss.

Hybrid Corn Is Now Being Used Widely

Hybrid corn is planted on seven out of every eight acres of corn in this country, according to a recent report of the USDA. In the Corn Belt, about 96% of the corn planted is hybrid. In other parts of the country the proportion is much lower. Alabama, Mississippi, and Tennessee are exceptions. There the proportion runs about 50%. However, as better adapted corn hybrids have been bred for these states, the proportion in hybrids has increased. In Alabama, for example, the proportion has increased from 25 to 85% in the last three years.

Ever since figures were first gathered, the proportion of land planted to hybrids has been increasing. In 1953, one tenth of one per cent of the corn acreage was planted to hybrids. In the following few years, the percentage of corn land going into hybrids was small.
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Cattle at the California Cotton Oil Feed Yards DO have it good. They're fed a scientifically balanced diet—mixed and fed fresh daily—under the experienced eye of George Martin. It means maximum poundage for buyer's top. And there's no shipping loss. CCOC pens are less than one mile from the Los Angeles market and packing house district, permitting swift delivery with perfect timing.

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ROAMING
with RAYMOND

By RAYMOND HUSTED

I'm beginning to think that the caption of this column is a misnomer—I haven't been doing too much "roaming" the last couple of months; however, I expect the fall months may be different. I did get down to the San Diego County Fair the first of July. As usual, the junior beef cattle entries interested me more than the other features, though the fair included a most attractive lot of exhibits, and is one of the largest county fairs in California.

The 4-H'ers and FFA's had the usual good showing of fat steers this year, most of which were disposed of at the auction sale. Together with the sheep and swine entries, the total sold was above 270 head of animals, and the prices obtained were satisfactory. The champion fat steer of the show, a Hereford fed and shown by Fred Conley, 15-year-old member of the San Dieguito 4-H Club, brought $1 per lb. from the Bridgford Packing Co. of San Diego which gave up a check for $1,019.20 for the steer for one of its local customers. Another steer, the entry of Ann Callon, 15-year-old member of the Santee 4-H Club, also sold for $1 per lb. Ann's father is a navy man serving in Korea. The Coast Feed & Grain Co. of Norwalk, operated by Adolph Weinberg, a consistent supporter of southern California junior livestock sales, was the purchaser.

The highest price ever paid for a junior swine entry at the San Diego fair—$1.06 per lb.—was obtained by Bob Werden, 17-year-old FFA boy from Grossmont High School. Bridgford bought this entry. Mary Brower, 13-year-old 4-H'er from the San Dieguito Club, received $3 per lb. for her champion lamb. Mrs. Carl Schlae of Rancho Santa Fe was the buyer. In all the juniors received a total of more than $52,000 for their entries, and a substantial premium over prevailing market prices.

There was only one entry of Aberdeen-Angus breeding cattle that of Palomar Angus Ranch at Palm. Four Hereford herds competed.

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MR. and MRS. WM. G. VOLKMAN, Jr. — SELMA, CALIF.

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Page 128
Rancho Lilac, Escondido; Pala Rey Ranch, Pala; Oliver Ranch, Descanso; and Mary S. Bannum, Rancho Santa Fe, the latter showing Polled Herefords. Top placings of bulls were pretty well divided, Rancho Lilac winning first in senior yearling; Pala Rey, junior yearling and summer yearling; Oliver Ranch, senior calf; Bannum, junior calf. In females, Rancho Lilac won in senior yearling; Oliver Ranch, junior yearling and senior and junior calf; Pala Rey, summer yearling. Championships on both bulls and females were won by Rancho Lilac; reserve champion bull, Pala Rey; reserve champion female, Oliver Ranch. It looked to me as though all the top cattle were shown in very nice condition, probably as good as at any San Diego County fair in the past, and no doubt these cattle will all be competing in later district and county fairs this year, as well as at the state fair, Cow Palace and Great Western.

These San Diego County Hereford herds are coming to the front rapidly this last year or two. The winning herds mentioned above, together with Hi-Hope Ranch, Kirk's Valley Stream Ranch and Sky Valley Ranch, have recently put out a very attractive illustrated booklet, presenting information regarding their ranches and cattle, with a code of sale ethics, that is a very unique and interesting production.

On a hurried trip to Sacramento and the bay region late in July I had a chance to drop in to see Dale Carithers at the Mission Hereford Ranch, and caught him at home and spent an hour or so with him. Mrs. Bunting was away, so I didn't get to see her, but Dale and I had a good visit out on the sun porch of the delightful ranch home, and later looked over quite a number of the Mission Hereford cows and calves in the hillside pastures of the ranch. I hadn't seen this year's calf crop. As usual, there were some good bull and heifer calves running with their mothers, and it was, as always, a pleasure to see them. A number of them were sons and daughters of Domino Prince 2, the worthy successor to his famed sire, Domino Prince. We had a chance to see the "2nd" in the ranch corrals. A number of years have crept up on him—more than I realized—but he continues to show the attractive conformation, particularly in his rear legs, that has always impressed visiting breeders.

I didn't hear Dale say much about grass conditions at Mission Ranch, and I thought the pastures looked about as they usually do at this time of the year. I have been visiting the ranch since 1919 or 1920. I think it was, when John Bunting first took me over it in a Model T Ford pickup. Dale took us around in a Ford this year, but not a Model T. Throughout all the intervening years it has always been a pleasure to revisit this good Hereford

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at lower costs!

See us at...
Umatilla County Fair, Hermiston, Ore., Aug. 20-23.
Oregon State Fair, Salem, Oct. 5-12.

We are also selling two fine heifers at the Oregon Angus Association Sale, Salem, Oct. 9.

Lochaven Farms • Hayden Lake, Idaho
Mr. and Mrs. Char. C. Frinacane, Owners
Clint Huddson, Herdsman • Carl Cantoswine, Manager

Page 129
I.P. Cottonseed Meal and Cake have done more to build the livestock industry than any other feed and range supplement. You can always depend on these Protein-Rich Feeds for maximum results!

There was a pretty good crowd at the dispersion of the Royal Polled Herefords at Corona one Monday late in July. This herd was established by Dr. Royal C. Tucker several years ago. He purchased numbers of his foundation stock at Hereford association sales and from California Polled Hereford breeders. Those who have followed the development of the Polled Hereford breeding industry will recall that Dr. Tucker purchased one of Fred Vanderhoof's bulls, Comprest, at a California Hereford sale, and used him on his Polled Hereford cow herd on his Arlington and Corona ranches.

Later on Dr. Tucker sold the Corona ranch and the herd of cattle to Warren Rigdon and Fred Jennings who organized the ArJay Investment Co. Later Jennings sold his interest to Rigdon, who carried on until last year when he sold the company and its holdings to Needham & Stewart, who in turn, dispersed in July this year. In 1952 Warren Rigdon bought one of Orvil Kuhlmann's Gold Mine-bred bulls, OK Gold Mine 15, when the bull was a yearling. He was used on the Royal Polled Hereford cows last year, and there were several calves at the side of the cows by him when sold at the dispersion.

This bull created considerable interest in the Royal dispersion, and a number of California Polled Hereford breeders attended. The bull was bought, however, by a new buyer from Hemet, Charles C. Guilbert, who paid $2,500 for him and also purchased several cows later in the sale. It was a buyers' sale, but the cattle brought pretty good prices, considering the market.

I met a number of California Polled Hereford breeders at the sale and had visits with them. Ray Thalman and Mrs. Thalman drove down from Foley Farm at Hope Ranch Park Santa Barbara, where Ray is manager. He told me he would have some entries in the California Polled Hereford sale that will be on at Sacramento next November. Ray bought the top cow at the Royal dispersion for Foley Farm. He brought Earl and Mrs. Hoag of Blalock, Ore., along with him. The Hoags had driven down from their Oregon ranch. I had a nice talk with Earl Hoag. He has a bunch of good Polled Herefords and recently had a sale at his ranch that was quite successful. He told me he put out a bunch of good calves at this sale that would certainly do the Northern breeders some good. That's good business for him. The buyers' sale, but the cattle brought pretty good prices, considering the market.

Vern Pickrell of Diamond KR Ranch and white back—KR Gold Colonel—said he is doing a real job for him.
There have been a good number of sales east and west that have offered good cattle and brought good prices. As no doubt most of the cattle fraternity knows, the American Polled Hereford Assn. is having the National Polled Hereford Show and Sale at the Cow Palace this fall, and there should be some of the nation’s top Polled Hereford breeding cattle on exhibition and sale. Then the regular California Polled Hereford sale will follow at Sacramento the week after the Cow Palace. So, altogether, it looks like a big year on the coast for the muleys. Lyle Hoyt, Western field representative of the APHA, is putting in practically all his time in and around California working on the national show and sale. He was at the Royal sale and in the box with Charley Adams, and did some good work on pedigrees and general Polled Hereford information.

It isn’t my purpose to turn this column into an obituary record, but there were three men who passed on in July that I think I would like to write about—Earl Ryan, Howard Vaughn and Herman Schimpff. I am not doing this entirely because I happened to know them, but because I think that all three of them were outstanding in their chosen fields of life work and left a definite impression, beyond the average, where their lives touched others.

I THINK that all the men who knew Earl Ryan will agree with me that his name was practically synonymous with purebred Aberdeen-Angus cattle. My earliest recollection of Earl was when he was a member of the Esscher & Ryan firm when they were producing and showing the Earl Marshall Angus and, later, the Blackcap Herefords. There have been a good number of sales east and west that have offered good cattle and brought good prices. As no doubt most of the cattle fraternity knows, the American Polled Hereford Assn. is having the National Polled Hereford Show and Sale at the Cow Palace this fall, and there should be some of the nation’s top Polled Hereford breeding cattle on exhibition and sale. Then the regular California Polled Hereford sale will follow at Sacramento the week after the Cow Palace. So, altogether, it looks like a big year on the coast for the muleys. Lyle Hoyt, Western field representative of the APHA, is putting in practically all his time in and around California working on the national show and sale. He was at the Royal sale and in the box with Charley Adams, and did some good work on pedigrees and general Polled Hereford information.

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Revolution strain from their Iowa farm. I suppose this line of breeding has been about as beneficial to the Angus breed as any that was developed during this century.

After Blackcap Revolution won the grand championship at the Chicago International and was sold to H. O. Harrison of California, Earl came out and joined Mr. Harrison with Thomas E. Ryan firm which distributed the Esche & Ryan breeding for a number of years in this state, and undoubtedly there remains a lot of this blood in the California herds.

After the Harrison & Ryan cattle were sold, Earl did leave the ranks of the Angus breeders for a time and joined with Col. Manning in the development of the well known Piocha Polled Hereford Ranch located in the Santa Ynez Valley, which was at that time owned by Col. Manning and is now owned by Rex B. Clark. During the time that Earl was at Piocha the great old sire Advanced Domino 30 was obtained from the Kuhlmanns at North Platte, Neb., and was used on the large herd of purebred cows at Piocha. During Earl's management there, two successful sales were held, the second being a dispersion after Col. Manning's tragic death, and the blood of the Advanced Domino 30 bull is still present in a large number of California purebred Polled Hereford herds.

After the dispersal, Advanced Domino 30 went back to the Kuhlmanns in Nebraska where he wound up his life as a valiant herd sire. So far as I know, the time that Earl Ryan spent at Piocha and a short time with the late Nion Tucker in Oregon, were the only times he ever developed anything except Angus cattle, and most of us will remember him in recent years as the manager of the late Thomas E. Dempsey's Palomar Angus Ranch at Pala, Calif. It was during Earl's term as manager there that Mr. Dempsey built up the Palomar Ranch into a wonderful cattle producing unit, and also developed the outstanding lines of breeding of Angus that have made Palomar Angus so popular in Western herds. Followers of the Angus herds will remember Great Oaks Barnar, the bull that was used so successfully at Palomar. Still later on their outstanding bull that was the Aberdeen-Angus champion at the Great Western in the 1945 Angus show—Palomar Prince, a son of Prince Sunbeam 46 was dropped on the ranch, and, after his winning at Los Angeles, was sold to Hal Grafe at the then very high price of $10,000, for use in Grafe's Ferndale Ranch.

Palomar Prince turned out to be a wonderful sire and produced some of the best bull calves which Paul Grafe raised at Ferndale. Probably everyone familiar with Aberdeen-Angus breeding will remember a son of Palomar Prince, Prince Oldfield of Ferndale, which Paul Grafe showed very successfully at a number of shows in his summer yearling form, and later was sold to West Woodlawn Ranch, Timmy Pierce's outfit, in Illinois. A half-brother, Prince Eston of Ferndale, was also successfully shown at the same age and was sold later to John McMahan. This bull, after Mr. McMahan's death, was sold together with most of the McMahan herd, to Hacienda Angus Ranch of Selma, operated by the Volkmanns, at a price of $30,000. It is this Prince Eston bull developed into a real producing sire for them, and the Hacienda sale which was held so successfully this year included some of his get.

After Earl Ryan left Palomar he settled in northern California, and at the time of his death he was operating a small Angus herd near that of his son, Charles Ryan, who has the well known Rancheria Angus herd at Anderson. Earl seemed to have an uncanny knowledge of how to match up the right sort of Angus bulls with the sorts of females that would produce good calves, and those who were familiar with his career I think will agree with me that wherever he went the results of his efforts in breeding programs produced really good cattle.

The second man I mentioned above was Howard Vaughn whom I never knew personally as well as I
HERMAN SCHIMPFF was not a livestock man, but his connection with the Crow Publications as head of its national advertising department the last 15 years gave me an opportunity to become very closely associated with him, and I counted him as one of my best friends. Probably not too many readers of WLJ knew Herman Schimpff personally, but, in my opinion, he was one of the outstanding influences in the successful production of the Journal.

He was a man of many interests. I used to visit the Schimpff home in San Gabriel and was always overwhelmed by the variety of the hobbies in which he excelled. He was a real horticulturist, and one of his hobbies was dwarf trees. The gardens which he cared for personally had many rare trees, shrubs and flowers, all of which he apparently knew by their first names. He joined a business men's club for instruction in painting in his later years and was very successful in water colors and pastels, and he built and maintained his own studio in the back garden. I wondered how any man with his many duties, particularly with the long trips he had to take, could find time to do all this.

He was also one of the most enter-
$155,683 CASH PREMIUMS and prizes, including: $93,133 FOR LIVESTOCK

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Plan a week of fun and entertain- ment at the greatest show place in the West.

For Premium lists, Ticket reservations and all details, write GRAND NATIONAL COW PALACE—SAN FRANCISCO 24

Pinkeye, or infectious keratitis is one of the most troublesome diseases affecting cattle and sheep. Since the exact cause of the disease has not been established, control is difficult and no satisfactory method of prevention has been developed. Prompt treatment has proved most effective in combating the secondary infections associated with pinkeye.

The first symptoms of pinkeye are watering eyes, inflammation of eyeballs and lids, and a tendency to keep eyes closed to avoid light. As infection progresses and involves the deeper structures of the eye, the watery discharge becomes mixed with pus and is often blood streaked. In acute cases, blindness may result.

If the infection is cleared up before this acute condition occurs, the principle damage from pinkeye is shrink- age. This shrinkage is the result of the animals going off feed because of their impaired ability to forage. For this reason a careful watch for pinkeye should be kept the year around, so treatment can be started promptly and the infection can be cleared up before weight loss becomes excessively costly— from the Cutter Standard.

Puppy-Hood Hazard By S. OMAR BARKER

I love little puppies!

There’s something about them— But until they are house-broke, I could do without them!
features:

ARABIANS ARE A PLEASURE TO OWN
IT'S FLY TIME
LOOKS LIKE AN ARAB
HOW TO CARE FOR LEATHER
John B. Stetson designed and made the first Western hat, and ever since the Stetson hat has been the brand most in demand. Authentic styling, rugged construction and comfortable fit continue to make Stetson hats the natural choice of outdoor men.

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THE OPEN ROAD

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THE FARGO

STETSON WESTERN STYLES
FROM $12.50
See your local Stetson dealer.

JOHN B. STETSON COMPANY • PHILADELPHIA
ARABIAN horses are enjoying the greatest popularity in the history of the breed in this country, according to reports from the Arabian Horse Club Registry and members of Arabian Horse clubs around the country. From a very meager beginning in numbers, there are 8,225 registrations recorded on the books of the breed organization as of July 1, this year. Of these approximately 6,500 are alive.

Frank Watt, secretary-treasurer of the breed association, says that interest is increasing every year, as is attested by the increase in inquiries from people interested in buying a horse. Many new shows have been established for Arabians in the past few years and these shows present the Arabian as a Western, English pleasure, road hack, harness, high schooled, stock and hackamore horse. These attributes, along with the qualities of disposition that have always made Arabians desired for junior riders, give this breed of the desert an important place in the horse economy today.

As a matter of fact, Arabians are used in many parts of the world as race horses and in Egypt this is the breed that is the official race horse at the tracks. Good reason for this speed interest comes, of course, from the earlier Arabians in history that formed the essence of the Thoroughbred breed of today. Some owners today are talking of prospective racing for Arabians at some tracks.

Hundreds of new owners all over the United States are enthusiastically using Arabians as pleasure horses, for their own fun. At the Club Registry recently, 50 transfer of ownership slips turned into the office represented owners scattered in 22 states. This again shows that the breed that once belonged mostly to a very select few in this country is finding an important place as a useful horse for the ranchers, pleasure riders and show enthusiasts.

We need to consider often the work done in this period by those vitally interested in the future of the Arabian breed. There is an old saying, "If you can't beat 'em, join 'em." Other breed organizations can now take a page from the book of those who have promoted the Arabian horse to a place of importance with other light breeds. There are indications that this breed will rival the phenomenal growth that has developed in the past decade for Quarter Horses.

Actually, the Arabian breeders may be in a more advantageous spot than those who breed Quarter Horses, for a registered Arabian must be purebred to have papers. When you buy a purebred Arabian you are purchasing as pure bloodlines as can be found in any breed of livestock in our world today. Their registration papers mean the same thing to the horse world that "Sterling" means in silver.
Horse of the Month

FARNUR

Owned by Donald L. Jones
Porterville, Calif.
Adaptability, intelligence, disposition, versatility — these qualities are why

Arabians Are a Pleasure to Own

By ELEANOR KIRKBY

In the Hidden Hills section of Calabasas, on the site of one of the first Spanish ranchos in California’s San Fernando Valley, is Calarabia, breeding farm for many of the leading blood horses today. Here, in a superb setting of 500 acres of expansive, rolling hills dotted with ancient live oaks, the oldest breed of horses in the world—Arabians—live in a natural state, roaming freely yet receiving all the care conducive to the raising of the finest of horses.

Calarabia is owned and operated by Earl E. Hurlbutt who started his Arabian horse ranch primarily as a hobby. Hurlbutt liked Arabians, liked to show them, wanted to learn more about them. In due time, what had begun as a casual interest turned into fascinating, serious business, all because, to quote Hurlbutt, “Arabians are a pleasure to own.”

Advance in Popularity. The Calarabia owner’s attitude and experience parallels that of the horse-loving public in recent years. Within the past two decades the popularity of the Arab has shown a marked advance. The interest in this breed, from which nearly all breeds are said to stem, has taken on new dimensions. In fact, within the last 25 years the Arab has grown from a very small group which barely represented the oldest breed of horses, to its impressive estimated number of more than 6,000 living horses.

Hurlbutt believes that it is the Arabian’s versatility which, more than any other factor probably, is responsible for its increasing popularity. People have come to know that the Arabian can do any of the things other horses can do—and do them reasonably well. Furthermore, because the Arab is adaptable, intelligent, of good disposition and easily trained, he is ideal for small breeders who can successfully raise and train him themselves.

At Calarabia, an excellent example of Arabian horse breeding at its best, the first horses were representatives of the various popular bloodlines available at the time. This included individuals from the Kellogg Ranch, the Hearst Ranch and others of the early established nurseries. Hurlbutt explains that, rather than building up from this group a single line, or family, Calarabia’s policy has been, through increased knowledge and experience, to buy and sell individuals in a persistent effort to develop a group of horses which would produce uniformly high quality and type.

Crowning Achievement. Regarded by Hurlbutt as his crowning achievement was the acquiring of *Witez II, a Polish-bred Arabian stallion who was to become grand champion of the All Arab Show at Pomona in 1951, and sire of Zitez, Pacific Coast reserve champion stallion at the San Francisco All Arab Show in 1952.

How *Witez II got to the United States is a story in itself, the crucial part of which was his rescue from the Nazis by General Patton’s Third Army. This Arabian, along with several other fine stallions and a band of mares—the cream of the Polish stock which is regarded as some of the best in the world—were paid for in the reparations program and constituted the most valuable additions to the daughters have been much sought after.

Ronek, famous Arabian stallion recently purchased by E. E. Hurlbutt to develop new crosses in his Arabian horse breeding program. This aged stallion is highly respected by many leading breeders and his sons and daughters have been much sought after.

Hurlbutt saw these horses when they were put on exhibit at the Kellogg Ranch. He immediately recognized in *Witez II the ideal Arabian stallion he had been looking for. When, 3 years later, in 1949, he learned that this stallion, with some of the other horses, was being shipped to Ft. Reno, Okla., for auction, the Remount being in the process of disbanded, Hurlbutt flew to Ft. Reno and acquired *Witez II to found Calarabia’s present

SEPTEMBER 1953

Page 139
Bloodlines and Beauty

Add to this unsurpassed endurance and intelligence and you have

The Arabian Horse

Our breeding stock consists of animals selected for beauty, substance and soundness.

We usually have a limited number to sell. Inquiries invited.
Visitors Welcome.

Jones Arabian Ranch
903 E. Morton St. PORTERVILLE, CALIF.

A NEW ARABIAN CHAMPION SPARKLES

Ferzon

Only 17 months old, Ferzon AHC 7723 won his first championship at Indio this spring. He has been reserve champion at 3 All Arabian Shows and won 7 first ribbons out of 8 times shown. He is a son of Ferneyn out of our great champion mare Fersara.

Come to the All Arab Show

to be held Oct. 10-11 at Pomona. See Ferzon and our other entries including our many times grand champion Fersara and her 1953 foal.

McCoy Arabians

Mr. and Mrs. Frank McCoy

BELL, CALIFORNIA
4645 Live Oak St. Phone JEfferson 7005

FOR SALE We are offering Kalza, a 6-year-old bay daughter of Abu Farwa with a filly foal at side sired by Eles. These two are a real buy.

HOME OF FARNUR
Horse of the Month
line of outstanding Arabian horses.

Hurlbutt has pointed out that the
Arab can do anything other horses
can do and do it reasonably well; a
factor certainly assuring the Arabian
owner and breeder great satisfaction.
For instance, as a parade horse the
Arabian will steal the show every time.
His naturally high tail carriage and
arched neck, combined with his grace­ful
and activated movements, make
him a highlight in any parade. Now,
in any Arabian horse show a parade
horse class is a feature.

Excels as Stock Horse. Then, the
Arab has sufficient muscling to be
practical as a ranch horse. With his
prime virtue of endurance, we find
that the Arabian has been used as a
stock horse in high altitudes where
winters are severe—even though he
originally came from the hot desert
regions. The rancher, especially, ap­preciates the Arabian's ability to turn
in a small arc, while his compact size
is another asset.

For English saddle riding Hurlbutt
assures us that the Arabian has been
equally satisfactory. While not offered
as a substitute for the American
Saddlebred, the Arabian can, when
rightly trained, perform adequately in
all of the five gait classes.

In harness the Arab's remarkable
endurance is again a factor. That,
combined with his level-headedness
and easy frictionless trot make him ex­cellent as a utility road horse, suited
to go considerable distances drawing
a vehicle.

In the hunting field the Arabian, to
be expected, is quite naturally at home.

Arabians are becoming widely
recognized for their abilities as
pleasure and show horses in the
West. Fadheilan AHC 4128, our Hor­se
of the Month, owned by Donald
Jones, Porterville, Calif., is an excel­lent example of the disposition and
ability of the Arabian as a pleasure
horse.

This 6-year-old stallion is by Nur­ed-Dam AHC 1797 and out of
Farhan AHC 684. A well molded
Arabian type, he won his class at the
All Arabian show at Pomona, Calif., in 1950, the first time shown.
He then was named reserve champi­on
stallion of the show and won first in the hackamore class.

In 1952 he was reserve champion
of the American Horse Shows Assn.
High Score Award, making his points in stock horse and trail
classes. At Indio Date Festival this
year he won the western pleasure
event for Arabians and was first
in the stock horse, trail class and
third in the western pleasure event
at the All Arabian spring show at
Pomona.

His owner is one of the early
breeders of Arabs in California and
has a sizeable foundation at his
home and ranch at Porterville. He
is the rider in the picture.

FADHEILAN

AHC 2603

AT STUD

Weanlings, Yearlings, Mares in foal
FOR SALE

West 323 Eighth Avenue
Ranch 12 miles south of Spokane on
Hwy. 195 near Spangle, Wash.
At Stud

KAID

AHC 1638

Sire: Kabar AHC 748
Dams: Micalai AHC 1142

At All Arabian Show, Denver, Colo., July 18-19, Kaid took fifth in purebred Arab trail class. His son, Huide's Banner was second in half Arab trail class and fourth in half Arab western pleasure class.

Fees—Arabian mares $50, all others $35.

FOR SALE
Shariba AHC 3108, Khailna AHC 1753 ex Hadia AHC 2089, grey mare foaled April 3, 1945.
Bin Kaid AHC 6680, Kaid AHC 1638 ex Shariba AHC 3108, grey filly foaled May 11, 1951.

Elliott Huidekoper

ARMSTRONG HOTEL
FORT COLLINS, COLORADO

ARABI KABIR AHC 2379

It is only a short time until we will start weaning our 1953 model Arabian foals.

Buy the get of Champion ARABI KABIR at reasonable prices. It costs no more to maintain the bloodlines of Champions.

Visitors welcome without appointment.

Easy to find from Hwys. 199, 99, or 238.

LOYD F. SILVA
287 Union Ave.
Phone 3641
GRANTS PASS, ORE.

E. E. Hurlbutt, at right, shows ribbon that goes with the W. K. Kellogg perpetual trophy to grand champion of All Arabian Show at Pomona, Calif. The stallion is his senior sire, "Witez II, Polish bred stallion brought to this country by the U. S. Government and later sold to Hurlbutt. "Witez II won the award in 1951. "Rocky" Wright, Pomona, is shown holding stallion.

his native endurance and good sense essentials which can be relied upon. As a jumper, while not endowed by nature to qualify as an outstanding jumper, when properly trained he will match up to the average, enabling his owner to enjoy the pleasure of jumping his horse.

Finally, as a trail horse he can perform superbly. Hurlbutt pointed out that the Arabian's adaptability as a trail horse is indicative of his responsiveness to both rider and training.

Suitable for Children. The Arab owner discovers for himself, as has Hurlbutt, the Arabian's affection and gentleness, as well as intelligence and ease of handling—factors which are sufficient to recommend the Arabian horse as a children's horse. Recent all-Arab shows have proved this.

Considering the natural attributes of the Arabian, his versatility, his native intelligence, good disposition and gentle nature, it is little wonder that Hurlbutt and others like him are finding that "Arabians are a pleasure to own."

ARABIAN CHAMP—Ghazitan. Arabian stallion owned by Dr. W. H. Blackman, Riverside, Calif., won Arabian championship at Spring All Arabian Show, Pomona, Calif., late in April. This good stallion stood over Kromanex by *Rasweyn owned by W. E. Trimnell, Westminster, Calif. Col. J. K. Brown, Santa Monica, Calif., was judge of the event.
What to Look For

Show Horses

To most people a horse is a horse, but it is as far from being true as to say that people are people. Horses are classified by breeds. With humans it is nationalities or races.

As a general rule, each breed of horse has a specific purpose in life as in most cases they were originated for a particular purpose by man. The Belgian, Percheron, Shire, and Clydesdale for the heavy draft work; the Hackney strains for light draft work; the Standard Bred for transportation of man via vehicle; the American Saddle Bred and Tennessee Walkers to transport man via the saddle; and the Quarter Horse for speed for a short distance and utility work.

Each one of these breeds or nationalities have their own characteristics and conformations and are as different as races of people. The Thoroughbred is known best as a racing horse. It has been bred for speed at the run or gallop for several centuries.

It is interesting to compare the various types and breeds of horses and try to identify them. Do not go by color except in the Palomino, Pinto and Appaloosa classes. These are called color horses and the prime purpose in breeding these horses is to reproduce color in the Palomino, and color and pattern in the Pinto and Appaloosa. And remember, from the loins of the Arabian have come the foundation of all light horse breeds. His is a beauty unique.

In judging the performance of the various classes in the horse show, do not look for the spectacular in the working events, such as the stock horse trail or pleasure classes. Look for a smooth easy performance. In the 3-, 5-gaited and fine harness classes of the American Saddle Bred, look for perfection of conformation, gait, and extreme animation. The Hunter should not be spectacular, but should negotiate the obstacles in a smooth, easy manner without excess speed. The Jumper may or may not be spectacular. His job is to clear the obstacles regardless of how he does it.

When watching horses it might be well to consider them as athletes competing in various sports events. It might make it easier for you to understand the reasons for various types and breeds and the judging of the numerous classes.

Pomona Arab Show—

A 1-day show of Arabians will be held during the Los Angeles County Fair, Sept. 26, according to plans of the fair management and the Arabian Horse Assn. of Southern California. This event will include halter and performance classes. As in past years, a barn exhibition of Arabians will also be presented for fairgoers.

Acknowledged by Authorities to be ONE OF THE MOST BEAUTIFUL ARABIANS IN THE UNITED STATES!

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NEWHALL

CALIFORNIA
LOOKS LIKE AN ARAB

By GLADYS BROWN EDWARDS

THROUGH the centuries the Arabian horse has been the gift of the kings, the ideal of artists and the subject of highly romantic and imaginative legends. There is something about the small and vital horse of the desert that captures the fancy of horseman and dreamer alike, and although all light breeds of horses are descended from the Arab, only the Arab himself retains those eye-catching qualities that make him so outstanding in the horse world.

Leaving all romance aside and approaching this from a practical point of view, there are three dominant characteristics that are the hallmark of the Arab. These are noted on the drawing "A," along with the points of conformation desired in any wellbred riding horse. Not every Arab has the three main characteristics, and some have none of them, yet remain excellent saddle-type horses.

As shown on the drawing, the head is truly a distinguishing feature of the typical Arab. However only the more classic individuals have this extreme a head, with many having no pronounced dish, some too long, others being very flat of forehead, and the least desirable types being boxy of muzzle and "meaty" rather than lean and well-chiselled of features. Nor do all have a high-crested neck with the much-desired arch, and too many are rather short of neck, but the average, and nearly all big-time winners, approach the ideal in this respect.

Tail Arch. The high, gay tail carriage of the Arab is typical of nearly all individuals, with only the degree of the height at which it is carried making the difference—all Arabs carrying the tail well away from the body. For this feature to look its best the croup should be level or nearly so, as a high tail carried from a round steep croup looks ridiculous. Other types of horses can get by with this bad point much better than an Arab. The tail is carried in this distinctive arch when the horse is moving or alert, so Arabs photographed with the tail down should not be thought to lack the proper tail carriage.

Secondary characteristics, not possible to show on a drawing, are the good spring of rib; the amount of muscling on withers, which should be "high" but not as high or sharp as in some Thoroughbreds or Saddlebreds, yet neither should they be so heavily muscled as to be termed "mutton-
shouldered"; quality, which should be evident throughout, with a look of "breediness" that cannot be mistaken. On the debit side, in respect to conformation, it is a characteristic of the Arab to be somewhat cow-hocked, one that stands plumb being very rare. The coat should be satiny in texture, and on some bays and chestnuts gives off an iridescent lustre in addition to the coppery and golden highlights. The mane and tail of this breed may seem thin to anyone accustomed to cold-blooded horses, and is caused by the finer texture, free from kinkiness.

Judges' Dilemma. Anyone judging Arab classes sooner or later finds himself forced to choose between a well-conformed horse lacking in breed type, and one top-heavy with type but which is not much of a horse. This dilemma is illustrated in the accompanying drawings, "B" and "C." Horse "C" would meet with the approval of a "head hunter" but not of a horseman. It is evident that he has a beautiful head and a fairly good although "swan" neck, but also unfortunately he has a steep, short shoulder with resultant long back, shallow body, a long coupling and short croup, and he has a set of legs that would be better on a camel, being sickle-hocked and tied in. The choice would seem obvious, but in the horse game, as in dog shows, the "all-rounder" and the "specialist" do not always see eye to eye, the former being a stickler for sound conformation, the other catering to fads and fancies.

An Arab "looks like an Arab" whether ridden English at the park foot or at a relaxed walk in a Western trail ride—as shown in "D" and "E." There are always those whose own horses cannot step over a matchstick who believe that no Arab can—or what is worse, should be able to—bend its knees, even when properly ridden at a collected, square trot. These people have only to refer to photographs or stakes-winning Arabs to prove the fallacy of their belief. Discriminently selected horses of this breed, correctly trained and exhibited, can and do perform well at three gaits, some being equally good at five gaits. Of course they cannot "go on" like a Saddlebred, as they lose form, nor are they expected to step as high, but they can put on an impressive show that earns the respect of even Saddlehorse enthusiasts.

Photography Victims. Except for certain Eastern horses, Arabs seem to be victims of poor action photography, and too often appear like the blowsy little horse shown in drawing "F," having been snapped at the wrong stride. This particular horse would not be a credit to the breed even if photographed at the right stride, as he lacks action completely and trots as though he had no joints from the withers down. He also illustrates the effect of a heavy neck with the head badly set on. Since he cannot get his chin in without choking himself, he star-gazes, opens his mouth, throws his head and otherwise evades the bit. As the rider lacks proper contact with the horse's mouth, the horse is uncollected and out of balance, and he patters along, ready for a stumble or good bit-in-the-teeth runaway. Fortunately this type of horse is on the way out and improvement of the forehand in the breed has been very noticeable. Comparison of the beautiful fronts on modern winners with the bull-necked horses of the early days will emphasize this.

The Arabian horse also differs in constitution and temperament. Being compact in conformation, the Arab is famed for endurance, and could win any equine economy run on a "ton-mile" basis, being able to subsist on much less fuel than rangier horses and noted for ability to carry more than the average "pay load" in ratio to his own weight. The truth of this is borne out by the breed's excellent record in
Arabian Breeding Foundation FOR SALE
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1 Stallion and 4 Mares

A son of GHAZI
This is an excellent chestnut, RAJGHA out of Rajib, foaled 1941. A good sire and from a most potent Arabian line, bred by Hearst.

3 Daughters of *CZUBUTHAN
One is TABSYMA, bay mare foaled 1947 out of Kazerun. The second is KAMYLYA, bay mare foaled 1946, out of ‘Kasztelanka and the third is AURA, a bay mare foaled 1947 out of ‘Aire. All three are from J. M. Dickinson’s famous TRAVELER’S BEST.

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This is ZYNA, a chestnut mare foaled 1947 out of Panay. Bred by J. M. Dickinson, she is an excellent type, like the three above and all will make valuable breeding stock for any foundation.

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Stallion class winner and named champion at All Arab Show at Pomona, Calif., in April, this is a beautiful son of Ghazita AHC 1418. He also shows most attractively under saddle. At stud to approved mares this season.

A half-brother and son For Sale
GHANTEZ AHC 6758, a half brother to Ghazitan, is by Ghazita by Ghazi and out of Tezana by Antez. Here is the ideal cross for beauty, quality and usefulness in the Arab. He is a 2-year-old dark chestnut, lighter mane and tail. He is colorful and has size.

TANTEZ AHC 7637, yearling son of champion Ghazitan, a red chestnut, very flashy and has great possibilities. He is out of Tezana by Antez. This colt is a show and breeding prospect. Come see these two.

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endurance rides, in which soundness and condition after the severe tests are also a factor. The breed is noted for its ideal disposition, being both fiery and tractable, a combination that gives style and beauty with trainability and trustworthiness. Even the stallions have this trait and a large percentage of them are handled and ridden by women—some even by children.

**Tops in Versatility.** Versatility is another feature of the breed—In fact in this respect they can be likened in reputation to that of the Airedale Terrier, which is said to be able to “do anything any other dog can do, then whip the other dog.” The Arab is hardly out to “whip” any other horses, but members of this breed, properly selected for the job, can be trained to do anything any specialist breed can do, with the possible exception of the Thoroughbred. True, he cannot run as fast as the Thoroughbred, or trot as fast as the Saddlebred, but he averages out very well. Arabs are used for racing in the Far East, as hunters and jumpers in some countries, but where he really shines is as a parade horse, in nearly all forms of stock work, and as a pleasure horse. Certain Arabs are fine performers in English park classes, and all are ideal as pleasure horses. The “A for Arab” could also read “A for Adaptability.”

**Denver Arabian Show—**

The All-Arabian Show in Denver had about 140 horses and the competition was really tough. Jim Barnard, the owner of Tamarrine, came to Denver to attend it. I took second in the Half-Arab Trail Class with Huidekoper's Bonner and fourth in the Half-Arab Western Pleasure with that same horse. Took fifth in the purebred trail class with Kaid.—Elliott Huidkoper, Ft. Collins, Colo.
Green Meadows Ranches
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PRESENTS TWO QUALITY ARABIANs AT STUD

HASSAN IBN THABIT  AHC 3613
(Alyi—Hawija)
ZARAQ  AHC 3610
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BROOMFIELD, COLO.

ABU FARWA returns to the ranch

ABU FARWA  AHC 1960
Until recently under lease to Cal Poly, he will now stand at our ranch. One of the truly outstanding sires, one of his top colts is ABU BAHA grand champion All Arabian Show, Salem, Ore., 1953.

FERSEYN  AHC 1381
A spectacular sire of champions, he has sired many greats, including the 1952 Pacific Coast champion mare FERSARA. This is but one of his daughters that are becoming fine producers.

ALLA AMARWARD  AHC 1140
Sire of colts with great beauty, one of his sons EL NATTALL, 1952 Pacific Coast Champion stallion. Among his great colts are many high selling Palominos of half Arab blood.

H. H. REESE'S
Rancho Oscura Canada

POMONA, CALIF.
HERE'S the final on the sale of the Rillito Race Track at Tucson, Ariz. Subsequent to the sale of the track and property for a reported $250,000, the new owners have started renovation. New owners are Arthur Wien of Floorcraft Carpet Company; Mrs. Ruth Illions, Pomona, Calif.; Joe Judge, Tucson attorney; David Kramer and Rod Fenton, local sports promoter. Rod Fenton is the general manager of the plant. Prior to the opening of the season Nov. 1, for the 38 days of racing, $250,000 will be poured into refurbishing the establishment. A 3/4 mile oval is being made with a 3/4 mile straightaway and the track will be widened to 60 feet on the straightaway and 50 feet on the turns. A new all-steel, covered grandstand with a seating capacity of 3,500 will be erected with a club house to accommodate 50 boxes. New saddling paddock will replace the rustic one of years past and two receiving barns with 82 stalls are being built.

In short, you won't know the old place when the bugle blows, calling for the horses in the first race. Of primary interest to horsemen is the announcement that purses will be higher. A minimum of $300 or 6%, whichever is greater, will be paid in each race with a daily feature of $500 or more. Four races will be written each day for Quarter Horses and six for Thoroughbreds.

Short Notes. Leo Thorn, Pendleton, Ore., won the matched roping during An Arabian Breeding Program with a Proven Sire

**WITEZ II** AHC 3933

One of the well known importations, this Polish bred stallion is proving a perpetuator of true Arab character with quality and uniformity in his colts. *Witez II* was judged Grand Champion stallion 1951 All Arabian Show at Pomona, the largest Arabian breed show in America.

**AT STUD TO APPROVED MARES**

**foundation mare for sale**

**WABAN** AHC 1276

Seldom is a daughter of Rabia offered for sale. She is, of course, an aged mare and is an excellent producer. More than that, this mare has exceptional quality and Arab type. She has a *Witez II* filly at side and is rebred to this potent sire. She is a half sister to the great Rabiyas.

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**ANOTHER MEKEL BRED CHAMPION**

**TOP DUO—**Marebhi and her 1955 foal seem proud of Marenb's championship ribbon at the All Arabian Horse Show, Salem, Ore., held in June. At right is Harold Johnson and at left is Mrs. Lee Vinson. Both horses are owned by R. B. Field, Leavenworth, Wash. The foal stood second in class at the same show. Reserve champion mare of the show was Nephi from the Bent River Arabian Stud owned by R. B. Field.

---

**HANIDA AHC 4678**

Champion Mare 1953 Spring All Arabian Show, Pomona

This beautiful chestnut mare was her class and then was judged champion mare of the entire show against some of the best competitors in the West. She also won her class at Redondo Beach and Westminster this year.

Remember the All Arab Show, Pomona, Oct. 10-11

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NORWALK, CALIF.
California by Fasig-Tipton Company and in all, including the yearling sales, 207 head brought $400,350. Top price of the sales was $16,000 paid for a yearling daughter of Khaled out of Jovianne. Consigned by La Jolla Farms, La Jolla, Calif., she was purchased by George F. France, La Jolla. Understand Mr. France hails from Texas. Raising California-breds is becoming big business and successful for many breeders.

While talking with George Wingfield Jr., of Reno, Nev., he mentioned that one of America's finest skiable mountains has been found just outside Reno. So thought you would be interested in knowing a little about it. "This ain't no horse item," as Frank King would say. The area will be known as the Reno Ski Bowl and is located on Slide mountain 19 miles south of Reno. Two double chair lifts are now under construction that will traverse 9,400 feet and will rise to the summit of the mountain. A beautiful hexagonal chalet is being built to complete the Ski Bowl.

Dick Dailey, Whitteier, president of the Arabian Horse Assn. of Southern California, got under the deadline wire to tell of the coming fall show at Pomona. This will be one of the most important shows of the year, for here the Pacific Coast champions will be named. The dates will be Oct. 10 and 11 and Guy Williams will manage the event. All usual halter and performance events will be held and there will be the presentation of the W. K. Kellogg Perpetual Trophy to the grand champion Arabian of the show. This All Arabian Horse Show was the first to start the idea for many others and it is now the largest and regarded by many as the best.
Arabian Progress—
Total of 19 Associations
Spark Plug Arab Growth
By ALICE M. BRACKER
Secretary,
Arabian Horse Assn. of Southern California

DESPITE the fact that Arabian horses were to be found in the United States a century ago, the first concerted effort in their behalf was made less than 10 years ago. It must have been the wish of the founder of the first Arabian association, Mrs. Joanna Phillips, that the Arabian Horse Assn. of Southern California would be successful to the point that groups of owners and breeders in other parts of the country would be inspired to do likewise. This wish has emerged into a reality, the reality being 18 other associations throughout the United States and Canada.

Wherever there are a sufficient number of breeders and owners, providing distances are not too great to prevent scheduled meetings, there one may expect an association to spring up, sooner or later.

International Association. It was inevitable, as the number of associations increased in number, that these associations, having similar problems and similar aims, organize for their mutual benefit. Such an organization was formed several years ago, the Arabian Horse Assn. (International), with its organizer, Mr. E. E. Hurlbut, serving as its president. Whereas the member associations meet monthly, combining a dinner gathering with a business session and an entertaining feature, the International meets annually, with an occasional special meeting when necessary.

This great Arabian Harness Horse is For Sale!

![Image of Arabian horse]

Shown winning Arabian formal driving class at Salem this year. Notice his type, quality, smoothness and he is perfectly trained.

For particulars contact: Mrs. Winkle

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ALIBI
1952 National High Scoring Arabian Performance Horse
American Horse Shows Assn.

And more too winner at many spectacular Arabian events, he won the formal driving class at the All Arab show at Salem, Ore., this year and last year won some class at the same show. He has also been shown with great success at other leading horse shows on the Pacific Coast. See him at the Seattle International Horse Show in Sept. If you want to drive a great Arab harness stallion, here is your opportunity to buy the best in the country. He is only 7 years old and a son of San Felipe.

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Some of the young fillies we are selling, we purchased with an idea of training for racing, but we have decided to discontinue our plans for a racing stable. These are ready for you to carry to the races.

We have paid premium prices for our stock because we wanted to get blood and individuals that would carry on. These horses will please you if you want Quarter Horses that do the things for which the breed is famous.

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WRITE TODAY FOR YOUR CATALOG

T. E. CONNOLLY
461 Market St. Phone YUKon 6-0002
SAN FRANCISCO, CALIF.
Oregon Arabian Group Shows Growing Interest

BY REY PARODI

From a beginning of 29 members in May of 1946, the Arabian Horse Breeders Assn. of Oregon has grown to a membership of 119, and promises to grow larger as the years go by.

In the early part of May, 1946, a group of Arabian owners in Oregon decided that they should band themselves together into an association for the purpose of promoting the Arabian horse in the state of Oregon. The first meeting for organizational purposes was held at the Columbia Gorge Hotel on the Columbia River near Hood River.

At this first meeting there were only 15 Arabian owners present, the balance of the initial group unable to attend. Officers were elected for the first year, consisting of J. W. Dodd, Tygh Valley, president; Ward W. Wells, Oswego, vice president; Mary DeArmond, Central Point, secretary-treasurer; and Mrs. H. H. McIntyre, Helix, and Claude Thompson, Moro, directors.

Numbers Jump. A census of the Arabian horses owned by breeders who attended the meeting revealed that 67 head of all ages were owned, and it was estimated that there were approximately 100 head of purebred Arabians within the state. This was only a short 7 years ago, and since then the population of purebred Arabians has risen to more than 300.

This, of course, does not include hundreds of purebred Arabian foals and half Arabians and purebreds of mixed Arab ancestry, in the state of Oregon.

After organizational matters were taken care of by the officers and board of directors it was decided to put on the first All Arabian Show in Oregon. It was held at the Multnomah County Fair Grounds, Gresham, July 15, 1947.

In this show there were 86 entries and for its first attempt at a one-breed show the association did very well. The following year the show was again held at Gresham with 148 entries and a big crowd in attendance.

By 1949 the Gresham facilities were getting too small and the association decided to move the show to the arena of the Pacific International in North Portland, where it held sway for four years, with a top entry list of 218 horses in 1952.

New Show Site. In 1952 the Army Air Corps leased the facilities of Pacific International for storage space, and thus the association was forced to move to other quarters in order to hold an indoor show. They were fortunate in being able to get the arena at the State Fair Grounds and the 1952 event, just completed on June 26, brought to Salem over 200 horses from Wyoming, Nevada, California, Washington, Oregon and Idaho.

Dodd was the first president until the annual meeting of December, 1948, when Ward W. Wells was elected to the office. From then on the presidents were as follows: 1949, Hugh L. Williams, Beavercreekl, 1950, Dr. C. Harold Palmer, Portland; 1951, A. W. Henry, Oregon City; 1952, Kenneth B. Hall, Oswego; 1953, Loyd F. Silva, Grants Pass.

The Oregon association was one of the first to issue a monthly newsletter for the information of the members and for the first two years this letter was edited by Mr. Dodd and gave all the membership news items of interest to Arabian breeders. Mrs. Ruby Henry, Oregon City, took over the editorship after that and in January of 1951 the editorship was assigned to Rey Parodi of Molalla, in whose hands it has been since.

Oregon Arabian breeders can well be proud of their growth in the past seven years, and their unceasing efforts in promoting the Arabian horse are bringing results in the shows where a few years ago the Arabian was an unknown quantity.
An Important NEVADA Event
QUARTER HORSE AUCTION

OF BUFFALO RANCH HORSES
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SUNDAY
SEPT. 5
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25 Head—Stallions, Geldings, Mares, Colts, Fillies—Breeding, Using Stock

featuring:
LLANO WOLF

This is one of the outstanding offerings in this sale. There will be a number of others too of like quality and superiority. Llano Wolf is a permanently registered son of Roan Wolf P-2442 and out of Bonnie Ross P-7592 by a son of Big Nigger. He is a performance horse, excellent as a roping ranch horse and a top sire.

He has speed, cow sense and a disposition you'll like!

NEVADA RAISED QUARTER HORSES THAT WILL PRODUCE BETTER RANCH HORSES FOR YOU

Write for your catalog copy

Claude and Lois Ellison's BUFFALO RANCH
OROVADA, NEVADA
Responding to proper care, these two oldtime saddles have outlived three generations of riders, have rarely been under a roof, and are still strong and pliable. Note straight, high cantle, long flat seat and center fire rig on saddle at left—all marks of a bygone era.

How to Care for Leather

By LOUIS TAYLOR

THE smell and the feel of good leather! To the horseman it is a joy rivaled only by the feel of the power and response of the great blood horse between his knees. But poor care soon turns the best of leather or the best of horses into a costly reproach. According to the USDA, many users of tack get excellent service for 25 years, but “many others are unfortunately unable to use theirs for more than from 2 to 5 years.”

Conflicting opinions about leather care are as numerous and almost as violent as about most matters pertaining to horses, but there is some basis for this variety. Different climates and different types of use call for different care of leather, though basic principles are the same.

Arizona and other parts of the arid Southwest are particularly hard on leather. The sun cooks dried, sweaty leather to a point where it can hardly be revived. Work conditions in the mountains leave little time and offer few facilities for the care of leather. Yet in spite of all this, in many working outfits saddles of the old straight, high end-gate variety dating back to the early days of the century, cannot be used freely in the summer in this area. Some say that in our heat the oil oxidizes the leather, but the most obvious objection is to the continual oozing of oil when equipment is used in the sun. Of the two oldest work saddles I know in Arizona, one receives thorough soaping and oiling once each winter; the other gets frequent applications of beef tallow during cooler months, and some tallow is worked into latigos and skirts after the sweat is washed from them in summer, now and then.

In the Northwest’s extremely cold areas fibres are so broken when un-oiled leather is bent during extreme cold that strength can not be restored. Frequent and thorough oiling is required to keep work equipment useful. In hunting country in top stables all leather is washed with saddle soap and gets an application of tallow after each hunt. Show stables of the better sort give daily care to leather, usually with some of the synthetic preparations on the market today—preparations that keep leather soft but do not leave it dull and do not come off on the clothing.

Treatment Not Confusing. This variety of leather treatment may confuse the modest horseman. He may say, “I can’t afford the amount of care the show stables give, and I don’t want my saddle dark and dull the way it is after I use a lot of neatsfoot oil on it. When I wash it, it dries out hard and stiff.”

The case is not as hopeless as it...
ARABIAN TWINS—One of the few living sets of twins in the Arabian breed are these two fillies foaled at Harry Harness Arabian Ranch, El Cajon, Calif., April 8, 1953. This photo was taken when they were two weeks old. In the background is their dam, Carshen, registered in the Arabian association and also in the Jockey Club. The sire of the foals is Rommel by Lotnik. To supplement their feed in the beginning, they were nursed by their half-sister, Murtah, who also has a filly foal this year.

Western Horseman

seems. Thorough washing is necessary to keep sweat from cracking leather; but just before the leather is completely dry, tallow, wool fat, castor oil, or neatsfoot, or one of the synthetic preparations for keeping leather pliable, must be worked into it. The USDA recommends “a mixture of cod oil and tallow, neatsfoot oil and tallow, or neatsfoot and castor oils with wool grease, or any or all of these oils with wool grease to make a paste of about the consistency of butter.” The paste should be worked into the leather by hand.

High Polish. After application, the leather should hang in a warm room overnight, and then should be wiped free from all superfusious oil. If a high polish is desired, with use of wax polish after oiling, caster oil alone is probably best and should be used sparingly but evenly and worked well into the leather.

E. H. Bald, who 30 years ago operated my favorite among saddle shops in Louisville, Ky., was known far and wide for the miracles he could work with old leather. He could take a dark, ugly, old saddle and turn it out in all its pristine blond glory. As I watched him one day scrubbing a saddle with brush, soap, clean cloths and two pans of water, I asked him the secret of the miracles he worked. “Very simple,” he said. “Just keep the dirt away as you go.”

I watched very closely. As the dirt worked up with lather as he scrubbed on a strip of leather, he would take a clean rag dipped into clean water and wash the dirty lather off before starting on a new strip. Then the rag would be carefully wrung out and rinsed clean in another pan of water, which, needless to say, was changed frequently. Bald cautioned that before the leather was completely dry, mutton tallow must be well worked into it. Otherwise, he said, it will be hard and can never be restored.

Use Common Sense. The average horseman does not want to devote his life to the care of leather. However, a little common sense will dictate that leather coming in from use wet with sweat must be soapod with mild soap and greased or it will soon crack and be dangerously weak. For normal pleasure use all the care that is needed in most localities, aside from special treatment when leather is sweat-soaked, is a thorough, mild soap and greasing once or twice a year, and especially before first use of any new equipment.

Solution Possible—

I have just read your editorial in the July issue of the Western Livestock Journal and agree that there isn’t any problem that a good publicity and educational program for the Arabian Horse would not solve. There never seems to be quite enough money available to do what it really takes. And of course there is room for a lot of hard work and cooperation among the breeders themselves. I want to thank you personally for your very fine comments on the Arabian horse.

E. E. Hurlbut, Los Angeles.
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Fog machine used by Joe McCrary, Phoenix, Ariz., to make spray preparations fine and misty. Dooley M. Misty spray is proving highly effective.

It’s Fly Time . . .

here are ways to control flies around stables

By RICHARD SCHAUS

FLIES are still a big problem around a stable now that most strains are immune to DDT. Nothing the scientists have cooked up since seems to be a permanent solution. In several generations, flies can build up an immunity, so control remains a constant battle with each new preparation being effective for awhile.

The pyrethrum formulas are still highly effective for a quick knockout but, unlike the chemically devised insecticides, they have no residual effect. Pyrethrum is derived from a flower that grows in Africa and is absolutely poison to flies.

Among the several ways to keep flies under control are these three

Electric traps kill a lot of flies, operate on short circuit principle. Bait is used to draw flies to hot wire grid shown above.

Some relief is obtained by head piece as used by Tom Goodnight’s stables, Phoenix.
This "big stinky" is half full of flies lured into jar by odor of spoiled meat.

methods:
1. An electric trap. Flies are drawn by bait placed under hot wire grid. Uses current only when fly touches wire on short circuit principle. Traps cost up to $40, but kill a lot of flies.
2. A "big stinky." An appropriate name—spoiled meat is used for bait. These inexpensive devices are a modern version of old-fashioned traps. They are good at keeping down flies if really rotten meat is used—and if you can stand the odor.
3. Fog machine used to make spray preparation fine and misty, hence more effective. Whirring noise doesn't seem to bother the horse after the first spraying because he associates the machine, with fly control.

Arabian Horse News

Reg. Arabians

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  Phone Lancaster 174
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ORANGE, CALIFORNIA

Cuttin' Hosses

By LOUISE MONJOT

On July 3-5 there was an open cutting at the Prescott Frontier Days, Prescott, Ariz. Twelve entries worked for a purse of $840 in two go-rouunds and finals. Harry Irving of Prescott was the judge. The order of finish in the finals:

1. Clay Pigeon, owned by Clay Floyd, Flagstaff, Ariz., and ridden by Carl Taylor, Valley Center, Calif.;
2. Mousetrap, owned and ridden by Bill Simon of Prescott;
3. Sonny Boy, owned and ridden by Ed Bowman, Coolidge Dam, Ariz.;
4. Bald Horner, owned by Slim Trent, Valley Center, Calif., ridden by Chuck Olson, San Fernando, Calif.

July 4-5 an open cutting was held by the Jones Cattle Co., at Hidden Hills, Calif. Five entries worked for a purse of $300 with four go-rouunds. Ray Yanez of Moorpark, Calif., was the judge. The order of finish in accumulated points for the four go-rouunds:

1. Rusty, owned and ridden by Chas. Huthsing, West Los Angeles;
2. Honest Chic, owned and ridden by Al Monjot, San Fernando, Calif.;
3. Little Punkin, owned and ridden by Bill Clinton, Gardena, Calif.;
4. Miss Mac, owned and ridden by Judy Macdowell, Glendale, Calif. A novice contest was also held with seven entries working for a purse of $180.

On July 4, there was a novice contest at Weaverville Boots & Saddle Club, Weaverville, Calif., with eight horses working in two go-rouunds for a purse of $240 with Dick Hemstead of Redding, Calif., the judge. On July 4, a novice contest was held at the Sam Smith Ranch, Anderson, Calif., with seven entries and purse of $70 with one go-around. This was judged by the contestants.

July 4, the Stockton Horse & Trailer Club of Stockton, Calif., held a novice contest with 13 entries working for a purse of $245 with one go-round. Ray Arneson, Milton, Calif., was judge.

July 17, the Pascoima Saddle Club, Pascoima, Calif., held a novice contest with eight entries and a purse of $80 with one go-round. Chuck Olson, San Fernando, Calif., was the judge.

Mrs. Bess Hudson of San Marcos, Texas, has become the owner of another top cutting horse, having pur-

chased Rocky Red from Earl Allen of Comanche, Texas. Mrs. Hudson also owns Silverlight.

Don Dodge of Sacramento, Calif., has started the well known cutting horse Poco Tivio in the bridle and has shown him at the Gilroy Rodeo and Livermore Rodeo and won first in both shows.

Molly O’Daniel Moffett and Richard E. Danielson, Jr., of Los Angeles were married July 3 at Las Vegas. Molly is the daughter of a past governor of Texas and Dick Danielson is president of the PCQHA. After Aug. 15 they will reside in Los Angeles.

**PCCHA TOP TEN**

<table>
<thead>
<tr>
<th>Horse</th>
<th>Owner</th>
<th>Points</th>
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<tbody>
<tr>
<td>Snipper W</td>
<td>Don Dodge</td>
<td>5642</td>
</tr>
<tr>
<td>Clay Pigeon</td>
<td>Clay Floyd</td>
<td>2997</td>
</tr>
<tr>
<td>Josie</td>
<td>Bill Schmelde</td>
<td>2056</td>
</tr>
<tr>
<td>Poco Lenna</td>
<td>Don Dodge</td>
<td>1394</td>
</tr>
<tr>
<td>Red Boy</td>
<td>Bill Elliott</td>
<td>1179</td>
</tr>
<tr>
<td>Andy Rf</td>
<td>Greene Cattle Co.</td>
<td>1144</td>
</tr>
<tr>
<td>Pretty James</td>
<td>Mary Hartford</td>
<td>1186</td>
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<tr>
<td>Smokey Joe</td>
<td>Slim Treat</td>
<td>1151</td>
</tr>
<tr>
<td>Sonny Boy</td>
<td>Ed Bowman</td>
<td>981</td>
</tr>
<tr>
<td>Cocoa Britches</td>
<td>Paul Newton</td>
<td>810</td>
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**Arabian Highlights**

Here are a few highlights on the Arabian Horse. There are 8,225 registrations as of July 1. Approximately 6,500 horses are alive. Interest in the Arabian horse is increasing every year. This is attested by the increase from year to year in inquiries from people interested in buying a horse. There are Arabian classes in many of the larger shows throughout the country and many regional shows.

The most significant news is that horses are now being bred in all sections of the country. In a recent lot of about 50 transfer of ownership transactions, new owners were scattered through 22 states. The horse has long been recognized as “The World’s Greatest War Horse” and the best riding horse for man, woman or child. If you ride one you will buy one.

Frank Wyatt, Sec’y-Treas., The Arabian Horse Club Registry, Chicago, Ill.
SEPTEMBER 1953

17—Oregon Ram Sale, Pendleton.
21—multnomah County Fair, Gresham.
23—Lassen County Fair and Livestock Show, Susanville, Calif.
26—Rainbow County Fair, Hagerman, Idaho.
26—National Wool Growers' Assn. meeting, Oakland, Calif.
30—San Luis Obispo County Fair, Paso Robles, Calif.
30—Del Norte County Fair, Ukiah, Calif.
30—Del Norte County Fair, Crescent City, Calif.
31—Sonoma County Fair, Stockton, Calif.
22—Western Livestock Journal-Cal Poly Light Horse Judging School, Pomona, Calif.
25—Hood County Fair, Merced, Calif.
29—Farmers Fair of Riverside County, Hemet, Calif.
29—Washington County Fair, Hillsboro, Ore.
29—San Bernardino County Fair, Victorville, Calif.
29—Pacific National Exhibition, Vancouver, B. C.
28—Butte County Fair, Gridley, Calif.
28—Monterey County Fair, Monterey, Calif.
29—Nevada County District Fair, Grass Valley, Calif.
28—Sapulpa Ram Sale, Elkridge, Utah.
29—Ann County Fair, Plymouth, Calif.
28—Siskiyou County Fair, Yreka, Calif.
28—Modeo County Fair, Cedarville, Calif.
29—Trinity County Fair, Hayfork, Calif.
29—San Joaquin County Fair, Fat Stock Show, Stockton, Calif.
31—Steer Ranch Hereford Dispersions, Belton, Mo.
3—Columbia County Harvest Festival and Horse Show, Columbia City, Ind.
3—San Fernando Valley Fair, Northridge, Calif.
3—California State Fair, Sacramento.
4—Lake County Fair, Lakewood, Calif.
4—Cerro Gordo County Fair, Freeport, Ill.
4—Dixie Valley Ranch Quarter Horse Sale, Sacramento, Calif.
4—Hopelands, Sonoma, Ariz.
4—Mode County Range Bull Sale, Cedarville, Calif.
4—Yakima Valley Aberdeen-Angus Assn. Show and Sale, Yakima, Wash.
4—National Columbia Sheep Show and Sale, Sioux Falls, S. D.
4—Ventura County Fair, Ventura, Calif.
10—California State Horsemen's Assn. Convention, Pocatello.
9—Cattle Breeders' Assn. Show and Sale, Prineville, Ore.
9—Willamette Valley Hereford Breeders' Show and Sale, Salem, Ore.
10—Hawley- Nordoks- Peterson Production Sale, Black River Falls, Wis.
11—International Horse Show, Pomona, Calif.
12—Stalor Hereford Ranch Annual Sale, Pullman, Wash.
12—Cal-Ore Hereford Sale, Medford, Ore.
12—Westdele Farms Angus Production Sale, Harrison, Idaho.
13—Nevada Bull Sale, Elko.
17—Utah State Ram Sale, Spanish Fork.
19—Utah County Fair, Farmington, Utah.
19—Lake County Stockgrowers Bull Show and Sale, Lebec, Ore.
17—Laguna Ranch-St. Francis Ranch Hereford Sale, Sacramento, Calif.
18—Tulip Falls, Utah.
23—Pacific International Livestock Exposition, Portland, Ore.
23—Pacific Slope Polled Shorthorn Breeders' Sale, Pendleton, Ore.
23—Seventh Annual N Bar Ranch Angus Show and Sale, Willow Creek, Calif.
24—Fortissimo Hereford Sale, Portland, Ore.
26—Mideo Hereford Assn. Show and Sale, More, Ore.
27—Round-Up Polled Hereford Bull Sale, Pendleton, Ore.

19-20—Deerfoot Quarter Horse Show, Prescott, Ariz.
19-27—Western Washington Fair, Puyallup.
21-23—Western Area Soil Conservation District No. 500, Winston, Idaho.
22—Sun Valley and Var-Mar Angus Sale, Hansen, Idaho.
24—Salt Lake Ram Sale, Salt Lake City, Utah.
24—U. S. Sheep Experiment Station Ram Sale, Dubois, Idaho.
24-27—Madera District Fair, Madera, Calif.
24-27—Santa Cruz County Fair, Watsonville, Calif.
25-27—Mendocino County Fair and Apple Show, Boonville, Calif.
25-27—Barstow Rodeo, Barstow, Calif.
25—Gallatin Valley Aberdeen-Angus Female Sale, Bozeman, Mont.
26-28—Mode County Polled Hereford Dispersions, Banner, Wyo.
26-28—San Juan County Hereford Sale, Grantsville, Utah.
27—Kern County Fair, Bakersfield, Calif.
28—Wyoming Hereford Ranch Sale, Cheyenne.
28—Idaho Angus Sale, Filer.
28-30—Fresno District Fair, Fresno, Calif.
28-30—Dixie Valley Ranch Quarter Horse Sale, Sacramento, Calif.
28-30—Hopelands, Sonoma, Ariz.
28-30—Mode County Range Bull Sale, Cedarville, Calif.
28-30—National Columbia Sheep Show and Sale, Sioux Falls, S. D.
29-31—Ventura County Fair, Ventura, Calif.
30-31—California State Horsemen's Assn. Convention, Pocatello.
30-31—Cattle Breeders' Assn. Show and Sale, Prineville, Ore.
30-31—Willamette Valley Hereford Breeders' Show and Sale, Salem, Ore.
30-31—Pacific Coast Aberdeen-Angus Assn. Show, Bakersfield, Calif.
30-31—Pacific Coast Aberdeen-Angus Breeder's Show and Sale, and Sale, Sacramento, Calif.
30-31—Inland Empire Shorthorn Breeders' Assn. Show and Sale, Spokane, Wash.
30-31—Grant County Stockgrowers Bull Sale and Sale, Ellensburg, Wash.
30-31—Sarcastro Angus Breeders' Show and Sale, Spokane, Wash.
31-3-5—San Diego County Fair, San Diego, Calif.
31-4—Santa Clara County Cattlemen's Assn. Senior Showcase, Mountain View, Calif.
3-13—Bridwell Hereford Ranch Sale, Wichita, Kansas.
3-14—Annual National Woolgrowers' Assn. and Rodeo, Los Angeles, Calif.
3-15—Greene Hereford Breeders' Assn. Sale, Childress, Texas.
3-15—Hays County Angus "Best of the Breed" Production Sale, Red Bluff, Calif.
3-15—Pacific Coast Aberdeen-Angus Commercial and Range Bull Sale, Stockton, Calif.

1944

Jan. 12—Sierra View Hereford Ranch Production Sale, Yreka, Calif.
Jan. 13—Oliver Hereford Ranch Production Sale, Yreka, Calif.
Feb. 18—Utah County Cattlemen's Assn. Annual Convention, Salt Lake City.
Mar. 7—All-Breed Beef Cattle Sale, Golden, Colo.
Mar. 7-8—Regional American Angus Show and Sale, San Francisco, Calif.
Mar. 15—Idaho Regional Aberdeen-Angus Sale and Sale, Twin Falls.
INDEX TO ADVERTISERS

- IN THIS ISSUE -

Observations, by Nelson R. Crowe ........................................ 5
Livestock Markets, by Bob Shaw ........................................... 6
Newsletter from the Nation's Capitol, by Jay Richter ................. 19
Letters ..................................................................................... 26
Parasite Problems .................................................................... 28
Better Pastures ......................................................................... 30
Dwarfism, by Forrest Baskins ................................................ 35
Get the Facts! by D. W. Cluttenden ........................................ 37
Heifer-Hastener, by Ken Kitch .............................................. 42
Polled Hereford Leaders .......................................................... 49
Are You Making the Most of Your Fairs and Shows? ................. 40
Portrait of a Cattleman ............................................................. 42
'Go West Good Polled Herefords,' by Dick Hibberd ................. 43
Build That Calf Crop Now, by Bernard Dobbs ......................... 44
Planned for Perfection .............................................................. 45
Irrigated Pasture—No. 1 Soil Improver by Victor P. Osterli ........ 46
Copper's Worth its Weight in Gold, by Herb Boddy ................. 47
West Coast 'First,' by W. C. Gower ........................................ 50
Know Your Famous Sires ....................................................... 53
Future in Polleds, by E. H. Stor ............................................ 58
Selling Tips, by R. H. Whitten ................................................ 58
Try to Tell Me .......................................................................... 95
Roaming With Raymond, by Raymond Husted ....................... 128
Horses and Horsemen ............................................................. 135
Top Rail Talk, by Bill Smale ................................................... 135
Horse of the Month, a photograph ......................................... 138
Arabians Are a Pleasure to Own, by Eleanor Kirby ................. 139
What to Look for in Show Horses ........................................... 143
Looks Like an Arab, by Gladys Brown Edwards ....................... 144
Horse Tails, by Nick ............................................................. 149
How to Care for Leather, by Louis Taylor ............................... 156
It's Fly Time, by Richard Schaus ............................................ 158
Coming Events ......................................................................... 161

- L -

La Cruse, Dr., Eugene ............................................................. 142
Luguna Ranch ................................................................. 109
Lochaur Ranch ................................................................. 100
Loreti Laboratory, Div. ......................................................... 8
Lee, H. D., Co., Inc. .......................................................... 109
Lemond, F. J. .............................................................. 202
Liev Strenus, Co. .............................................................. 22

- M -

M & H Farm ................................................................. 84
Mann, Clayton W .............................................................. 88
Natuto, F. ................................................................. 127
Neg. ................................................................................. 157
McMurphy, R. S. .............................................................. 142
Meuseum Farms .............................................................. 140
Milky Way Hereford Ranch ................................................ 27
Millar & Teeter ............................................................... 116
Millsford-Hereford Ranch ..................................................... 110
Minneapolis Molins ............................................................ 140
Montgomery Hereford Ranch .............................................. 135
Montage Hereford Ranch ..................................................... 103

- N -

Nance Hereford Ranch .......................................................... 119
National Cowman Products .................................................. 130
National Rom Bird Sales ...................................................... 131
Engineering Co. ............................................................... 123
National Western Stock Show ............................................... 127
Norcoa Boat Co. .............................................................. 150
Northport, W. V. & Co. ...................................................... 101
Northrup & King ............................................................. 140
Nyland Herefords ............................................................... 120

- O -

Oak Park Ranch ................................................................. 90
Oakley, Oregon ................................................................. 90
O'Donnell & Tomasini ........................................................ 99
Oklahoma Livestock ............................................................. 80
Olsen-Slittert Boot & Saddlery .............................................. 93

- P -

Pacific Farm East Line .......................................................... 33
Pacific Pipe Co. ................................................................. 31
Pacific Telephone & Telegraph Co ........................................ 31
Parl, T. M. ................................................................. 101
Parl, T. M. & E. ............................................................ 101
Peerless Pump Div ............................................................. 31
Peysor, P. G. ................................................................. 31
Precott Quarter Horse Show .................................................. 31
Quaker Oats ................................................................. 144

- S -

Sager, H. B. ................................................................. 86
San-Francisco-Luguna Ranch Hereford ................................ 103
Sanborn, Homer ............................................................... 80
San Diego Registered Hereford Ranch ..................................... 83
San Joaquin County Fair Assn. ................................................ 87
San Juan Wool Growers ....................................................... 92
Shannon, J. P. ................................................................. 92
Shell Chemical Corp. .......................................................... 94
Shore-Rose Irrigation Systems ............................................... 94
Sierra View Hereford Ranch .................................................. 94
Silve, Roy ................................................................. 137
Slocum, Floyd ................................................................. 94
Slu's, Peter ................................................................. 140
S & O Herefords .............................................................. 95
Spanish Ranches ............................................................... 96
Stokes, John B., Co. .......................................................... 96
Streamline School ............................................................. 17
Swift & Co. ................................................................. 17
Swift & Co. ................................................................. 17

- T -

Tennage Stock Farm ............................................................ 133
Texas Angus Farm ............................................................. 133
Texa Hereford Ranch .......................................................... 133
Thompson, W. A. ............................................................ 87
Thompson & Gill ............................................................. 87
Tilliere R. Hereford Ranch ................................................... 87
Tom, B. ................................................................. 159
Trainor King Mfg. Co. ......................................................... 77
Turk, N. ................................................................. 97
Turner, Joe & Sons ........................................................... 97
Twin Creek Ranch ............................................................. 98

- U -

Union Pacific Railroad ........................................................... 123
Vanderhoof, Mr. & Mrs., Rath ............................................ 147
Vanderhoof Polled Herefords ............................................... 140
Van Velso Arabian Stud ...................................................... 140

- W -

Wade, R. M. & Co. ........................................................... 94
Wallops Herefords ........................................................... 94
Waters, Earl ................................................................. 137
Ward, James F. ............................................................. 137
Western Chemical Co. ......................................................... 137
Western Hereford Ranch ..................................................... 137
Westerton & Supply Co. ....................................................... 137

- X -

X Diamond Ranch ............................................................. 58

- Y -

Yates, Gary ................................................................. 63
Young, W. F., Inc. .......................................................... 63

WESTERN LIVESTOCK JOURNAL

Page 162
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Digesta-Bone supplies 14% phosphorus . . . 30% calcium (the ideal C/P ratio), 5% protein and valuable trace minerals naturally present in bones. Composed 100% of sterilized, steamed bonemeal of the highest quality for animals, it is 100% organic origin and 100% edible.

The Digesta-Bone and salt mixtures suggested here are based on the normal, daily salt consumption of cattle. By giving your herds free-access to the right mixture, their intake of Digesta-Bone will provide ample phosphorus to quickly correct any existing phosphorus deficiency.

In addition, free-access to the right mixture will help promote better health, and speedier gains. It will help also to stimulate breeding; aid cows develop stronger embryos; drop more and sturdier calves.

There is No Substitute for Free-Access to DIGESTA-BONE.